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Base: All Respondents

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Base: All Respondents

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Base: All Respondents

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Base: All Respondents

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Base: All Respondents

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Base: All Respondents

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Base: All Respondents

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Base: All Respondents

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Base: All Respondents

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Base: All Respondents

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Base: All Respondents

Table 162 569
QR3. How often, if at all, do you do each of these types of activities...Listen to live radio?
Base: All Respondents

Table 163 572
QR3. How often, if at all, do you do each of these types of activities...Listen to catch-up radio?
Base: All Respondents

Table 164 575
QR3. How often, if at all, do you do each of these types of activities...Listen to podcasts?
Base: All Respondents

Table 165 578
QR3. How often, if at all, do you do each of these types of activities...Listen to a paid-for or subscription music streaming service?
Base: All Respondents

Table 166 581
QR3. How often, if at all, do you do each of these types of activities...Listen to a free music streaming service?
Base: All Respondents

Table 167 584
QR3. How often, if at all, do you do each of these types of activities...Listen to an audiobook?
Base: All Respondents

Table 168 587
QR3. How often, if at all, do you do each of these types of activities...Listen to music videos online or through music TV channels?
Base: All Respondents

Table 169 590
QR3. How often, if at all, do you do each of these types of activities...Play an interactive audio game using only your voice?
Base: All Respondents

Table 170 593
QR3. How often, if at all, do you do each of these types of activities...Social audio services?
Base: All Respondents

Table 171 596
QR3. Summary: EVER - How often, if at all, do you do each of these types of activities?
Base: All Respondents

Table 172 599
QR4. Which, if any of these ways do you listen to audio content in a car?
Base: Where use car as driver or passenger

Table 173 605
QR5. Before today, which, if any, of these ways of listening to digital radio were you aware of?
Base: All Respondents

Table 174 608
QR6. Before today, which, if any, of these features did you associate with digital radio versus FM and AM (manually tuned) radio?
Base: Where aware of digital radio

Table 175 614
QR7. Before today, were you aware of DAB+ radio sets?
Base: All Respondents

Table 176 617
QR8. Are you aware if any of your DAB radio sets are specifically DAB+ enabled radio sets?
Base: Where aware of DAB+ and have DAB radio

Table 177 619
QT1. Do you have any working TV sets that are used by anyone in your home to watch TV programmes or films?
Base: All Respondents

Table 178 622
QT2. Which of these best describes the main TV set in your household?
Base: Where have a TV

Table 179 625
QT3. Which – if any – of these TV services are used in your household to watch programmes, shows or films?
Base: All Respondents

Table 180 628

QT4. Does your household have Sky Q, Sky+, Sky Stream or Sky Glass? Sky+ allows users to record and store TV programmes, and also pause and rewind live TV programmes. Sky Q allows users to watch recorded programmes on a Sky box in other rooms in the house and on the move using a smartphone or tablet. Sky Stream is a plug-in broadcast streaming service that offers content via your internet connection.Sky Glass is a streaming TV that does not require a satellite dish or box for it to work, only a home broadband connection.
Base: Where have Sky TV

Table 181 630
QT5. Do you have a subscription to any of these paid for services?
Base: All Respondents

Table 182 636
QT6. Do you or does anyone in your household use the internet to watch content on your TV set using any of these methods?
Base: Where watch TV set and has internet

Table 183 642
QT7. You said you or someone in your household uses a streaming box or stick to watch TV, films or other content on your TV set. Which – if any – of the following do they use to do this?
Base: Where use streaming boxes/sticks

Table 184 644
Summary: QT8. How frequently, if at all, do you watch each of these channels?
Base: Where in Northern Ireland and have a TV

Table 185 645
QT8. How frequently, if at all, do you watch each of these channels? - RTÉ 1?
Base: Where in Northern Ireland and have a TV

Table 186 646
QT8. How frequently, if at all, do you watch each of these channels? - RTÉ 2?
Base: Where in Northern Ireland and have a TV

Table 187 647
QT8. How frequently, if at all, do you watch each of these channels? - Virgin Media One?
Base: Where in Northern Ireland and have a TV

Table 188 648
QT8. How frequently, if at all, do you watch each of these channels? - TG4?
Base: Where in Northern Ireland and have a TV

Table 189 649
QZ8.Which one of these groups best describes your ethnic group or background?
Base: All Respondents

Table 190 657
QZ9. Which of these – if any – impact or limit your daily activities or the work you can do?
Base: All Respondents

Table 191 663
QZ10. What is your working status?
Base: All Respondents

Table 192 666
QZ11. And is your home...?
Base: All Respondents

Table 193 669
QZ12. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions?
Base: All Respondents

Table 194 672
QZ13. Does anyone in your household - including yourself - receive any of the following benefits?
Base: All Respondents

Table 195 678
QZ14. How well would you say your household is managing financially at the moment? Would you say you are...?
Base: All Respondents

Table 196 681
Derived: Bundle 1
Base: All Respondents

Table 197 684
Derived: Bundle 2
Base: All Respondents

Table 198 688
Broadcasting Takeup
Base: All Respondents

Table 199 691
Computer/Internet Takeup
Base: All Respondents

Table 200 694
Entertainment Takeup
Base: All Respondents

Table 201 697
Voice/Video Calls Use
Base: All Respondents

Table 202 700
Phone and Broadband Household Ownership
Base: All Respondents

Table 203 706
Summary: Phone Ownership
Base: All Respondents

Table 204 709
Use of voice controls
Base: All Respondents

Table 205 712
QS1/QR1/QR2. Smart speaker and radio ownership
Base: All Respondents

Technology Tracker 2024
Table 1
QZ1. How do you describe your gender?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Man	1931	1931	0	267	270	335	292	328	439	66	77	163	720
	48%	+100%	-0%	51%	-42%	46%	+54%	48%	50%	-38%	-39%	46%	+53%
		b		b			bc		b				abc
Woman	2055	0	2055	254	379	389	253	345	435	108	120	190	623
	51%	-0%	+100%	48%	+58%	54%	46%	51%	50%	+62%	+60%	53%	-46%
			a		adef					d	d		
Non-Binary	4	0	0	3	0	2	0	0	0	0	0	2	3
	*%	0%	0%	+*%	0%	*%	0%	0%	0%	0%	0%	1%	*%
Prefer to use my own term – please specify	1	0	0	0	*	0	*	*	0	0	0	*	1
	*%	0%	0%	0%	*%	0%	*%	*%	0%	0%	0%	*%	*%
Prefer not to say	8	0	0	3	1	1	0	4	*	0	1	3	1
	*%	-0%	-0%	*%	*%	*%	0%	1%	*%	0%	1%	1%	*%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 1 (continuation)
QZ1. How do you describe your gender?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Man	1931	503	570	475	363	1637	150	92	52
	48%	+56%	-44%	+56%	-40%	49%	45%	49%	48%
		bd		bd					
Woman	2055	397	715	375	532	1723	182	95	56
	51%	-44%	+56%	-44%	+59%	51%	55%	51%	52%
			ac		ac				
Non-Binary	4	3	1	0	1	4	0	0	0
	*%	*%	*%	0%	*%	*%	0%	0%	0%
Prefer to use my own term – please specify	1	*	0	0	1	0	0	1	*
	*%	*%	0%	0%	*%	0%	0%	+*%	+*%
								a	a
Prefer not to say	8	1	*	0	4	7	*	0	*
	*%	*%	*%	0%	*%	*%	*%	0%	*%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 1 (continuation)
QZ1. How do you describe your gender?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Man	1931 48%	237 46%	261 47%	169 49%	141 48%	176 50%	182 48%	175 53%	83 52%	214 48%	1577 48%	354 49%	1181 +50% b	725 46%
Woman	2055 51%	280 54%	291 53%	176 51%	151 52%	176 50%	194 52%	153 47%	77 48%	226 51%	1689 52%	366 51%	1168 -50%	846 54%
Non-Binary	4 *%	0 0%	0 0%	3 +1%	0 0%	0 0%	0 0%	1 *%	0 0%	1 *%	3 *%	1 *%	4 *%	1 *%
Prefer to use my own term – please specify	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	* *%	* *%	1 *%
Prefer not to say	8 *%	3 *%	0 0%	1 *%	1 *%	1 *%	0 0%	0 0%	0 0%	3 1%	8 *%	0 0%	1 *%	5 *%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 2
QZ2.What is your age?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
16 - 17 years	109 3%	54 3%	52 3%	109 +21% bcdef	0 -0%	0 -0%	0 -0%	0 -0%	0 -0%	0 0%	2 1%	6 2%	23 -2%
18 - 24 years	418 10%	213 11%	202 10%	418 +79% bcdef	0 -0%	0 -0%	0 -0%	0 -0%	0 -0%	21 12% bd	9 -5%	34 10%	88 -7%
25 - 34 years	650 16%	270 -14%	379 +18% a	0 -0%	650 +100% acdef	0 -0%	0 -0%	0 -0%	0 -0%	26 15%	20 -10%	41 -11%	285 +21% bc
35 - 44 years	727 18%	335 17%	389 19%	0 -0%	0 -0%	727 +100% abdef	0 -0%	0 -0%	0 -0%	19 -11%	23 -12%	46 -13%	352 +26% abc
45 - 54 years	545 14%	292 +15% b	253 12%	0 -0%	0 -0%	0 -0%	545 +100% abcef	0 -0%	0 -0%	20 12%	25 13%	43 12%	198 15%
55 - 64 years	677 17%	328 17%	345 17%	0 -0%	0 -0%	0 -0%	0 -0%	677 +100% abcdf	0 -0%	31 18%	29 14%	71 20%	226 17%
65 - 74 years	504 13%	279 +14% b	224 -11%	0 -0%	0 -0%	0 -0%	0 -0%	0 -0%	504 +58% abcde	24 14%	46 +23% d	74 +21% d	129 -10%
75 - 84 years	290 7%	140 7%	150 7%	0 -0%	0 -0%	0 -0%	0 -0%	0 -0%	290 +33% abcde	22 +13% d	31 +16% d	34 9% d	43 -3%
85 years or over	81 2%	19 -1%	61 +3% a	0 -0%	0 -0%	0 -0%	0 -0%	0 -0%	81 +9% abcde	11 +6% d	14 +7% cd	8 2% d	3 -*%
Summary: 16 - 24	526 13%	267 14%	254 12%	526 +100% bcdef	0 -0%	0 -0%	0 -0%	0 -0%	0 -0%	21 12%	11 -6%	41 11%	111 -8%
Summary: 25 - 34	650 16%	270 -14%	379 +18% a	0 -0%	650 +100% acdef	0 -0%	0 -0%	0 -0%	0 -0%	26 15%	20 -10%	41 -11%	285 +21% bc
Summary: 35 - 54	1272 32%	627 32%	642 31%	0 -0%	0 -0%	727 +100% abef	545 +100% abef	0 -0%	0 -0%	39 -22%	48 24%	89 -25%	550 +41% abc
Summary: 55 - 64	677 17%	328 17%	345 17%	0 -0%	0 -0%	0 -0%	0 -0%	677 +100% abcdf	0 -0%	31 18%	29 14%	71 20%	226 17%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 2 (continuation)
QZ2.What is your age?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Summary: 65+	875	439	435	0	0	0	0	0	875	57	91	115	174
	22%	23%	21%	-0%	-0%	-0%	-0%	-0%	+100%	+33%	+46%	+32%	-13%
									abcde	d	acd	d	
Summary: 75+	371	159	211	0	0	0	0	0	371	33	45	42	46
	9%	8%	10%	-0%	-0%	-0%	-0%	-0%	+42%	+19%	+23%	12%	-3%
									abcde	d	cd	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 2 (continuation)
QZ2.What is your age?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
16 - 17 years	109 3%	30 3% d	50 +4% d	15 2%	9 -1%	98 3% b	3 -1%	4 2%	4 4% b
18 - 24 years	418 10%	30 -3%	188 +15% ad	110 13% a	83 9% a	348 10%	41 12%	18 10%	11 10%
25 - 34 years	650 16%	148 16% d	253 +20% d	142 17% d	101 -11%	565 +17% b	38 -11%	29 16%	18 16%
35 - 44 years	727 18%	208 +23% bd	226 18%	154 18%	131 -15%	622 18%	60 18%	26 14%	18 16%
45 - 54 years	545 14%	144 16% d	169 13%	128 15% d	98 -11%	459 14%	49 15%	24 13%	13 12%
55 - 64 years	677 17%	173 19%	194 15%	135 16%	153 17%	557 17%	62 19%	38 20%	21 19%
65 - 74 years	504 13%	105 12%	115 -9%	101 12%	177 +20% abc	409 -12%	53 16%	28 15%	13 12%
75 - 84 years	290 7%	58 6%	68 -5%	51 6%	113 +13% abc	243 7%	23 7%	17 9%	8 8%
85 years or over	81 2%	8 -1%	22 2%	14 2%	37 +4% abc	70 2%	5 1%	4 2%	2 2%
Summary: 16 - 24	526 13%	60 -7%	238 +19% ad	125 15% ad	91 -10% a	446 13%	43 13%	22 12%	15 14%
Summary: 25 - 34	650 16%	148 16% d	253 +20% d	142 17% d	101 -11%	565 +17% b	38 -11%	29 16%	18 16%
Summary: 35 - 54	1272 32%	351 +39% bd	396 31% d	282 33% d	229 -25%	1082 32%	109 33%	50 27%	31 29%
Summary: 55 - 64	677 17%	173 19%	194 15%	135 16%	153 17%	557 17%	62 19%	38 20%	21 19%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 2 (continuation)
QZ2.What is your age?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Summary: 65+	875	170	205	166	327	722	80	49	24
	22%	-19%	-16%	20%	+36%	21%	24%	26%	22%
					abc				
Summary: 75+	371	66	90	65	150	313	27	20	11
	9%	7%	-7%	8%	+17%	9%	8%	11%	10%
					abc				

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 2 (continuation)
QZ2.What is your age?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
16 - 17 years	109 3%	22 4%	10 2%	10 3%	14 5%	12 3%	5 1%	6 2%	3 2%	15 3%	92 3%	17 2%	7 -*%	102 +6% a
18 - 24 years	418 10%	67 13% b	40 7%	28 8%	20 7%	35 10%	50 13%	40 12%	24 15%	44 10%	359 11%	58 8%	242 10%	167 11%
25 - 34 years	650 16%	111 +21% c	84 15%	45 13%	66 +23% ci	54 15%	52 14%	63 19%	27 17%	62 14%	569 +17% b	81 -11%	549 +23% b	91 -6%
35 - 44 years	727 18%	95 18%	121 22% d	73 21%	39 13%	59 17%	82 22%	62 19%	20 13%	72 16%	611 19%	116 16%	615 +26% b	99 -6%
45 - 54 years	545 14%	85 16%	65 12%	51 15%	33 11%	44 13%	43 11%	43 13%	19 12%	76 17%	460 14%	85 12%	452 +19% b	80 -5%
55 - 64 years	677 17%	69 13%	99 18%	60 17%	56 19%	67 19%	65 17%	43 13%	24 15%	73 16%	508 -16%	169 +23% a	391 17%	269 17%
65 - 74 years	504 13%	45 9%	69 12%	41 12%	27 9%	42 12%	47 13%	40 12%	25 15%	74 17% a	393 12%	110 15%	90 -4%	409 +26% a
75 - 84 years	290 7%	19 -4%	56 10% ai	31 9% a	23 8%	31 9% a	22 6%	27 8%	15 9%	20 4%	222 7%	69 10%	10 -*%	280 +18% a
85 years or over	81 2%	7 1%	7 1%	8 2%	13 4%	8 2%	11 3%	4 1%	3 2%	9 2%	64 2%	16 2%	0 -0%	81 +5% a
Summary: 16 - 24	526 13%	90 +17% b	50 -9%	39 11%	34 12%	47 13%	55 15%	46 14%	27 17%	59 13%	451 14%	75 10%	248 -11%	269 +17% a
Summary: 25 - 34	650 16%	111 +21% c	84 15%	45 13%	66 +23% ci	54 15%	52 14%	63 19%	27 17%	62 14%	569 +17% b	81 -11%	549 +23% b	91 -6%
Summary: 35 - 54	1272 32%	180 35%	187 34%	124 36%	72 25%	103 29%	124 33%	105 32%	39 25%	148 33%	1070 33%	202 28%	1067 +45% b	179 -11%
Summary: 55 - 64	677 17%	69 13%	99 18%	60 17%	56 19%	67 19%	65 17%	43 13%	24 15%	73 16%	508 -16%	169 +23% a	391 17%	269 17%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 2 (continuation)
QZ2.What is your age?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Summary: 65+	875	71	132	80	63	81	80	71	43	102	679	195	99	769
	22%	-14%	24%	23%	22%	23%	21%	22%	27%	23%	-21%	+27%	-4%	+49%
			a	a		a	a	a	a	a		a		a
Summary: 75+	371	26	63	39	36	39	33	32	18	28	286	85	10	361
	9%	-5%	11%	11%	12%	11%	9%	10%	11%	6%	9%	12%	-*%	+23%
			a	a	a	a								a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 3
QZ3. Which of these best describes the main income earner in your household?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Very senior management; doctor, lawyer, company director (50+ people), judge, surgeon, headteacher etc.	190	111	79	13	30	36	30	33	48	1	2	4	101
	5%	+6%	-4%	3%	5%	5%	5%	5%	5%	-1%	-1%	-1%	+8%
		b											abc
Senior or middle management in large organisation; school teacher, office manager, junior doctor, bank manager, police inspector, accountant etc.	713	392	318	47	118	171	114	141	122	6	5	27	403
	18%	+20%	-15%	-9%	18%	+24%	21%	21%	-14%	-4%	-3%	-8%	+30%
		b			a	af	af	af	a			b	abc
Junior management or professional; or administrative supervisor, clerical, policeman, nurse, secretary, clerk, self-employed (5+ people), etc.	1175	509	664	144	242	222	168	193	205	26	42	103	464
	29%	-26%	+32%	27%	+37%	31%	31%	29%	-23%	-15%	-21%	29%	+34%
			a		acef	f	f					a	ab
Skilled manual worker - e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.	850	475	375	125	142	154	128	135	166	26	33	105	263
	21%	+25%	-18%	24%	22%	21%	24%	20%	19%	15%	17%	+29%	19%
		b										abd	
Semi-skilled or unskilled manual worker - e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.	313	128	183	49	36	70	45	51	61	14	28	58	57
	8%	-7%	+9%	9%	6%	10%	8%	8%	7%	8%	+14%	+16%	-4%
			a			b					d	ad	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 3 (continuation)
QZ3. Which of these best describes the main income earner in your household?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Housewife/househusband	77 2%	9 -*%	68 +3% a	9 2% f	24 +4% ef	21 3% f	14 3% f	7 1%	2 -*%	5 3% d	9 +4% d	7 2% d	6 -*%
Unemployed	206 5%	99 5%	106 5%	30 6% f	41 6% f	39 5% f	37 7% f	56 +8% f	2 -*%	45 +26% cd	33 +17% cd	18 5% d	9 -1%
Student	112 3%	62 3%	50 2%	95 +18% bcdef	11 2% ef	4 -1%	1 -*%	1 -*%	0 -0%	8 4% d	6 3% d	6 2%	11 -1%
Retired and on state pension ONLY	304 8%	127 7%	175 9%	2 -*%	1 -*%	0 -0%	2 -*%	38 6% abcd	262 +30% abcde	40 +23% cd	39 +19% cd	27 8% d	32 -2%
SEG: A	190 5%	111 +6% b	79 -4%	13 3%	30 5%	36 5%	30 5%	33 5%	48 5%	1 -1%	2 -1%	4 -1%	101 +8% abc
SEG: B	713 18%	392 +20% b	318 -15%	47 -9%	118 18% a	171 +24% af	114 21% af	141 21% af	122 -14% a	6 -4%	5 -3%	27 -8% b	403 +30% abc
SEG: C1	1287 32%	570 -30%	715 +35% a	238 +45% cdef	253 +39% cdef	226 31% f	169 31% f	194 29%	205 -23%	34 -19%	48 -24%	109 31% a	475 +35% ab
SEG: C2	850 21%	475 +25% b	375 -18%	125 24%	142 22%	154 21%	128 24%	135 20%	166 19%	26 15%	33 17%	105 +29% abd	263 19%
SEG: D	313 8%	128 -7%	183 +9% a	49 9%	36 6%	70 10% b	45 8%	51 8%	61 7%	14 8%	28 +14% d	58 +16% ad	57 -4%
SEG: E	588 15%	235 -12%	348 +17% a	42 -8%	65 -10%	61 -8%	53 -10%	102 15% abcd	266 +30% abcde	90 +52% cd	80 +40% cd	52 15% d	46 -3%
SEG: AB	903 23%	503 +26% b	397 -19%	60 -11%	148 23% a	208 +29% af	144 26% af	173 26% af	170 19% a	7 -4%	8 -4%	32 -9%	504 +37% abc
SEG: C1C2	2137 53%	1046 54%	1090 53%	363 +69% bcdef	395 +61% cef	380 52% f	297 55% f	330 -49%	372 -42%	60 -34%	81 -41%	214 +60% ab	737 55% ab

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 3 (continuation)
QZ3. Which of these best describes the main income earner in your household?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
SEG: DE	901 23%	363 -19%	532 +26% a	91 -17%	101 -16%	131 -18%	98 -18%	153 23% b	327 +37% abcde	104 +60% cd	108 +55% cd	110 +31% d	103 -8%
SEG: ABC1	2190 55%	1073 56%	1112 54%	299 57% f	401 +62% ef	434 +60% f	313 57% f	367 54% f	376 -43%	41 -24%	56 -28%	141 -40% ab	979 +73% abc
SEG: C2DE	1751 44%	839 43%	907 44%	216 41%	243 -37%	285 -39%	226 41%	288 43%	493 +56% abcde	130 +75% cd	141 +71% cd	215 +60% d	366 -27%
Prefer not to say	59 1%	19 1%	37 2%	11 2%	6 1%	8 1%	6 1%	22 +3% bcf	6 1%	3 2% d	2 1%	1 *%	2 -*%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 3 (continuation)
QZ3. Which of these best describes the main income earner in your household?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Very senior management; doctor, lawyer, company director (50+ people), judge, surgeon, headteacher etc.	190 5%	190 +21% bcd	0 -0%	0 -0%	0 -0%	158 5%	14 4%	9 5%	8 +8% a
Senior or middle management in large organisation; school teacher, office manager, junior doctor, bank manager, police inspector, accountant etc.	713 18%	713 +79% bcd	0 -0%	0 -0%	0 -0%	629 +19% bd	40 -12%	31 16%	13 -12%
Junior management or professional; or administrative supervisor, clerical, policeman, nurse, secretary, clerk, self-employed (5+ people), etc.	1175 29%	0 -0%	1175 +91% acd	0 -0%	0 -0%	1027 +30% bc	81 24%	40 -21%	27 25%
Skilled manual worker - e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.	850 21%	0 -0%	0 -0%	850 +100% abd	0 -0%	686 -20%	99 +30% ac	40 21%	25 23%
Semi-skilled or unskilled manual worker - e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.	313 8%	0 -0%	0 -0%	0 -0%	313 +35% abc	260 8%	30 9%	11 6%	12 11% c

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 3 (continuation)
QZ3. Which of these best describes the main income earner in your household?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Housewife/husband	77 2%	0 -0%	0 -0%	0 -0%	77 +9% abc	54 -2%	9 3%	8 +4% a	8 +7% ab
Unemployed	206 5%	0 -0%	0 -0%	0 -0%	206 +23% abc	168 5%	19 6%	12 6%	8 7%
Student	112 3%	0 -0%	112 +9% acd	0 -0%	0 -0%	87 3%	15 4%	5 3%	5 4%
Retired and on state pension ONLY	304 8%	0 -0%	0 -0%	0 -0%	304 +34% abc	251 7% d	22 7% d	29 +16% abd	2 -2%
SEG: A	190 5%	190 +21% bcd	0 -0%	0 -0%	0 -0%	158 5%	14 4%	9 5%	8 +8% a
SEG: B	713 18%	713 +79% bcd	0 -0%	0 -0%	0 -0%	629 +19% bd	40 -12%	31 16%	13 -12%
SEG: C1	1287 32%	0 -0%	1287 +100% acd	0 -0%	0 -0%	1114 +33% c	95 29%	45 -24%	32 29%
SEG: C2	850 21%	0 -0%	0 -0%	850 +100% abd	0 -0%	686 -20%	99 +30% ac	40 21%	25 23%
SEG: D	313 8%	0 -0%	0 -0%	0 -0%	313 +35% abc	260 8%	30 9%	11 6%	12 11% c
SEG: E	588 15%	0 -0%	0 -0%	0 -0%	588 +65% abc	472 -14%	50 15%	49 +26% abd	17 16%
SEG: AB	903 23%	903 +100% bcd	0 -0%	0 -0%	0 -0%	788 +23% b	54 -16%	40 21%	21 20%
SEG: C1C2	2137 53%	0 -0%	1287 +100% ad	850 +100% ad	0 -0%	1801 53% c	194 58% c	85 -45%	57 52%
SEG: DE	901 23%	0 -0%	0 -0%	0 -0%	901 +100% abc	732 -22%	80 24%	60 +32% ab	29 27%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 3 (continuation)
QZ3. Which of these best describes the main income earner in your household?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
SEG: ABC1	2190	903	1287	0	0	1902	150	85	53
	55%	+100%	+100%	-0%	-0%	+56%	-45%	-45%	49%
		cd	cd			bcd			
SEG: C2DE	1751	0	0	850	901	1418	179	100	54
	44%	-0%	-0%	+100%	+100%	-42%	+54%	+53%	+50%
				ab	ab		a	a	a
Prefer not to say	59	0	0	0	0	52	4	3	1
	1%	-0%	-0%	-0%	-0%	2%	1%	2%	1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 3 (continuation)
QZ3. Which of these best describes the main income earner in your household?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Very senior management; doctor, lawyer, company director (50+ people), judge, surgeon, headteacher etc.	190	29	29	7	14	17	29	6	5	22	142	47	124	62
	5%	6%	5%	2%	5%	5%	8% cg	2%	3%	5%	4%	7%	5%	4%
Senior or middle management in large organisation; school teacher, office manager, junior doctor, bank manager, police inspector, accountant etc.	713	112	103	52	62	61	74	51	31	85	560	154	536	170
	18%	22%	19%	15%	21%	17%	20%	16%	19%	19%	-17%	+21% a	+23% b	-11%
Junior management or professional; or administrative supervisor, clerical, policeman, nurse, secretary, clerk, self-employed (5+ people), etc.	1175	132	200	133	80	88	108	88	53	147	955	219	829	336
	29%	25%	+36% ae	+38% aeg	27%	25%	29%	27%	33%	33%	29%	30%	+35% b	-21%
Skilled manual worker - e.g. mechanic, paramedic, cook, fitter, plumber, electrician, lorry driver, train driver, hairdresser, beautician, etc.	850	97	127	85	57	77	68	70	39	67	684	166	604	232
	21%	19%	23% i	24% i	20%	22%	18%	21%	24%	-15%	21%	23%	+26% b	-15%
Semi-skilled or unskilled manual worker - e.g. baggage handler, restaurant server, factory worker, receptionist, labourer, gardener etc.	313	61	58	16	18	20	31	25	10	23	266	46	214	93
	8%	+12% cei	10% ci	5%	6%	6%	8%	8%	6%	5%	8%	6%	+9% b	-6%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 3 (continuation)
QZ3. Which of these best describes the main income earner in your household?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Housewife/househusband	77 2%	6 1%	2 *%	3 1%	4 2%	13 4% b	5 1%	7 2%	3 2%	9 2%	66 2%	12 2%	7 -*%	70 +4% a
Unemployed	206 5%	20 4%	8 -1%	22 6% b	12 4%	30 +9% abf	12 3%	33 +10% abf	6 4%	25 6% b	173 5%	33 5%	6 -*%	196 +12% a
Student	112 3%	24 5% be	6 1%	7 2%	9 3%	2 1%	15 4% e	8 3%	0 0%	15 3%	108 +3% b	4 -1%	9 -*%	102 +6% a
Retired and on state pension ONLY	304 8%	27 5%	13 -2%	22 6% b	29 10% b	34 10% b	35 9% b	35 11% ab	13 8% b	43 10% b	272 +8% b	33 -5%	8 -*%	294 +19% a
SEG: A	190 5%	29 6%	29 5%	7 2%	14 5%	17 5%	29 8% cg	6 2%	5 3%	22 5%	142 4%	47 7%	124 5%	62 4%
SEG: B	713 18%	112 22%	103 19%	52 15%	62 21%	61 17%	74 20%	51 16%	31 19%	85 19%	560 -17%	154 +21% a	536 +23% b	170 -11%
SEG: C1	1287 32%	155 30%	206 37% e	140 +40% ae	89 30%	90 26%	122 33%	96 29%	53 33%	162 37% e	1064 32%	223 31%	838 +36% b	438 -28%
SEG: C2	850 21%	97 19%	127 23% i	85 24% i	57 20%	77 22%	68 18%	70 21%	39 24%	67 -15%	684 21%	166 23%	604 +26% b	232 -15%
SEG: D	313 8%	61 +12% cei	58 10% ci	16 5%	18 6%	20 6%	31 8%	25 8%	10 6%	23 5%	266 8%	46 6%	214 +9% b	93 -6%
SEG: E	588 15%	52 -10% b	23 -4%	47 14% b	45 15% b	78 +22% ab	52 14% b	75 +23% abcf	22 14% b	77 17% ab	511 +16% b	78 -11%	21 -1%	560 +35% a
SEG: AB	903 23%	141 27% cg	133 24%	58 17%	76 26%	78 22%	102 27% cg	57 17%	37 23%	107 24%	702 -21%	201 +28% a	661 +28% b	232 -15%
SEG: C1C2	2137 53%	253 49%	333 +60% ae	225 +65% adefgi	146 50%	167 47%	190 51%	166 51%	91 57%	230 52%	1748 53%	389 54%	1441 +61% b	670 -43%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 3 (continuation)
QZ3. Which of these best describes the main income earner in your household?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
SEG: DE	901 23%	113 22%	81 -15%	64 18%	63 22%	97 28% b	83 22%	100 +30% bc	32 20%	100 22% b	777 +24% b	124 -17%	236 -10%	653 +41% a
SEG: ABC1	2190 55%	296 57%	339 +61% eg	198 57%	165 56%	168 48%	225 60% eg	153 -47%	89 56%	269 61% eg	1766 54%	424 59%	1498 +64% b	671 -43%
SEG: C2DE	1751 44%	210 40%	208 -38%	148 43%	120 41%	175 50% bi	151 40%	170 +52% abfi	71 44%	167 38%	1461 45%	290 40%	839 -36%	885 +56% a
Prefer not to say	59 1%	14 3%	6 1%	1 *%	8 3%	9 3%	1 *%	5 2%	0 0%	8 2%	52 2%	7 1%	18 -1%	21 1%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 4
QZ4(V1). What is the total number of people in the household - including yourself and any children?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
1	769 19%	339 18%	427 21%	36 -7%	79 -12% a	75 -10%	77 -14% a	155 +23% abcd	348 +40% abcde	95 +54% cd	96 +48% cd	125 +35% d	142 -11%
2	1456 36%	760 +39% b	689 -34%	114 -22%	203 -31% ac	144 -20%	167 -31% ac	364 +54% abcd	464 +53% abcd	44 -25%	61 31%	139 39% a	532 +40% a
3	736 18%	365 19%	370 18%	149 +28% def	169 +26% def	187 +26% def	101 19% ef	86 -13% f	44 -5%	19 -11%	19 -10%	50 14%	279 +21% abc
4	668 17%	298 15%	369 18%	129 +25% ef	131 20% ef	215 +30% bef	127 +23% ef	59 -9% f	7 -1%	13 -7%	12 -6%	25 -7%	263 +20% abc
5+	371 9%	169 9%	201 10%	98 +19% bef	68 10% ef	107 +15% ef	73 +13% ef	14 -2%	11 -1%	3 -2%	10 5%	18 -5%	130 10% ac

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 4 (continuation)
QZ4(V1). What is the total number of people in the household - including yourself and any children?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
1	769	127	242	129	259	606	96	41	26
	19%	-14%	19%	-15%	+29%	-18%	+29%	22%	24%
			a		abc		a		a
2	1456	323	422	339	352	1215	133	71	36
	36%	36%	-33%	40%	39%	36%	40%	38%	34%
				b	b				
3	736	189	251	156	128	632	51	36	18
	18%	21%	20%	18%	-14%	19%	15%	19%	16%
		d	d						
4	668	187	231	153	88	589	35	25	19
	17%	+21%	18%	18%	-10%	+17%	-11%	13%	17%
		d	d	d		b			b
5+	371	78	141	74	75	330	17	15	10
	9%	9%	11%	9%	8%	+10%	-5%	8%	9%
						b			

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 4 (continuation)
QZ4(V1). What is the total number of people in the household - including yourself and any children?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
1	769 19%	74 -14%	86 16%	65 19%	41 14%	86 24% abdf	49 -13%	100 +31% abcdfi	33 21%	72 16%	631 19%	138 19%	301 -13%	459 +29% a
2	1456 36%	145 -28%	215 39% a	135 39% a	126 43% a	119 34%	141 37% a	114 35%	51 32%	170 38% a	1140 -35%	315 +44% a	792 -34%	640 +41% a
3	736 18%	114 22% g	98 18%	66 19%	48 17%	69 20%	79 21%	43 13%	41 26% g	74 17%	629 +19% b	107 -15%	527 +22% b	193 -12%
4	668 17%	116 +22% eg	107 19% g	54 15%	55 19%	47 13%	59 16%	38 12%	27 17%	85 19%	562 17%	107 15%	500 +21% b	153 -10%
5+	371 9%	71 +14% h	46 8%	29 8%	21 7%	31 9%	48 13%	33 10%	7 5%	43 10%	317 10%	55 8%	235 10%	132 8%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 5
QZ4(V2). What is the total number of people in the household? - including yourself and any children?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Small (1-2 people)	2225	1100	1115	150	282	218	244	518	812	139	158	264	675
	56%	57%	54%	-28%	-43%	-30%	-45%	+77%	+93%	+80%	+79%	+74%	-50%
					ac		ac	abcd	abcde	d	d	d	
Medium (3-4 people)	1404	662	739	278	300	401	228	145	52	32	31	75	542
	35%	34%	36%	+53%	+46%	+55%	+42%	-21%	-6%	-19%	-15%	-21%	+40%
				def	ef	bdef	ef	f					abc
Large (5+ people)	371	169	201	98	68	107	73	14	11	3	10	18	130
	9%	9%	10%	+19%	10%	+15%	+13%	-2%	-1%	-2%	5%	-5%	10%
				bef	ef	ef	ef						ac

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 5 (continuation)
QZ4(V2). What is the total number of people in the household? - including yourself and any children?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Small (1-2 people)	2225	450	663	467	610	1822	229	112	62
	56%	-50%	-52%	55%	+68%	-54%	+69%	60%	57%
					abc		acd		
Medium (3-4 people)	1404	375	482	309	216	1220	86	61	36
	35%	+42%	37%	36%	-24%	+36%	-26%	33%	34%
		d	d	d		b			b
Large (5+ people)	371	78	141	74	75	330	17	15	10
	9%	9%	11%	9%	8%	+10%	-5%	8%	9%
						b			

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 5 (continuation)
QZ4(V2). What is the total number of people in the household? - including yourself and any children?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Small (1-2 people)	2225	219	301	200	167	205	190	215	84	241	1771	454	1093	1099
	56%	-42%	54%	57%	57%	58%	51%	+66%	53%	54%	-54%	+63%	-46%	+70%
			a	a	a	a		abfi		a		a		a
Medium (3-4 people)	1404	230	205	119	104	116	138	81	68	159	1190	213	1028	346
	35%	+44%	37%	34%	36%	33%	37%	-25%	43%	36%	+36%	-30%	+44%	-22%
		eg	g				g		g	g	b		b	
Large (5+ people)	371	71	46	29	21	31	48	33	7	43	317	55	235	132
	9%	+14%	8%	8%	7%	9%	13%	10%	5%	10%	10%	8%	10%	8%
		h												

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 6
QZ6. And what is the total number of children in the household (Under 18)?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
None	2597 65%	1326 +69% b	1262 -61%	281 -53% c	340 -52% c	225 -31%	289 -53% c	600 +89% abcd	862 +99% abcde	137 +79% d	157 +79% d	273 +76% d	806 -60%
1	609 15%	256 -13%	351 +17% a	115 +22% ef	144 +22% ef	189 +26% ef	111 +20% ef	47 -7% f	3 -*%	21 12%	21 11%	38 -11%	249 +18% bc
2	537 13%	243 13%	293 14%	85 16% ef	119 +18% ef	214 +30% abdef	93 +17% ef	21 -3% f	4 -*%	11 -7%	7 -4%	28 -8%	221 +16% abc
3	137 3%	50 -3%	87 +4% a	16 3% ef	26 4% ef	60 +8% abef	31 +6% ef	3 -*%	0 -0%	3 2%	6 3%	10 3%	46 3%
4	44 1%	17 1%	27 1%	10 2% ef	12 2% ef	15 +2% ef	5 1%	0 -0%	2 -*%	0 0%	4 2%	4 1%	13 1%
5+	12 *%	5 *%	7 *%	1 *%	5 1%	6 +1% f	0 0%	0 0%	0 0%	* *%	1 *%	1 *%	5 *%
Prefer not to say	64 2%	34 2%	29 1%	17 +3% bef	4 1%	17 2% f	16 +3% bef	6 1%	4 -*%	1 *%	1 1%	4 1%	7 -1%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 6 (continuation)
QZ6. And what is the total number of children in the household (Under 18)?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
None	2597	537	812	553	660	2150	242	133	72
	65%	-60%	63%	65%	+73%	-64%	+73%	+71%	67%
					abc		a	a	
1	609	153	214	127	103	522	50	24	14
	15%	17%	17%	15%	-11%	15%	15%	13%	13%
		d	d						
2	537	152	187	116	76	471	31	20	15
	13%	+17%	15%	14%	-8%	+14%	-9%	11%	14%
		d	d	d		b			
3	137	33	37	37	29	117	6	8	5
	3%	4%	3%	4%	3%	3%	2%	4%	5%
									b
4	44	9	14	7	14	38	3	2	1
	1%	1%	1%	1%	2%	1%	1%	1%	1%
5+	12	0	3	2	7	10	1	*	*
	*%	0%	*%	*%	+1%	*%	*%	*%	*%
					a				
Prefer not to say	64	18	20	8	13	63	0	1	0
	2%	2%	2%	1%	1%	+2%	-0%	*%	-0%
						bd			

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 6 (continuation)
QZ6. And what is the total number of children in the household (Under 18)?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
None	2597 65%	308 -59%	333 60%	225 65%	193 66%	233 66%	238 63%	242 +74% abi	111 70%	266 60%	2115 65%	483 67%	1320 -56%	1233 +78% a
1	609 15%	100 19% dg	96 17%	52 15%	30 10%	53 15%	56 15%	35 11%	22 14%	78 18%	506 15%	103 14%	475 +20% b	128 -8%
2	537 13%	71 14%	86 15%	49 14%	51 17%	44 12%	44 12%	33 10%	24 15%	71 16%	437 13%	100 14%	398 +17% b	128 -8%
3	137 3%	23 4%	16 3%	11 3%	11 4%	6 2%	22 6%	14 4%	1 1%	13 3%	117 4%	20 3%	93 4%	43 3%
4	44 1%	9 2% b	0 0%	4 1%	0 0%	8 2% b	10 +3% b	1 *%	1 1%	3 1%	33 1%	10 1%	16 -1%	26 +2% a
5+	12 *%	1 *%	0 0%	5 +1%	0 0%	0 0%	2 1%	1 *%	0 0%	2 *%	11 *%	1 *%	7 *%	4 *%
Prefer not to say	64 2%	8 1%	21 +4% g	2 1%	7 2%	8 2%	4 1%	1 *%	1 *%	11 3%	60 2%	4 1%	46 2% b	14 -1%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 7
QZ7/QZ7A. What ages are your children? - Child 1
Base: Where 1 or more children in household

		Gender		Age Group				Household Income	Social Group 1			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**26K+**	**AB**	**C1**	**C2**	**DE**
Column		a	b	a	b	c	d		a	b	c	d
Unweighted Bases	1321	555	763	221	299	494	235	521	391	378	217	316
Effective Weighted Sample	844	362	480	146	187	308	155	324	251	255	157	192
Weighted Bases	**1339**	**571**	**764**	**229**	**306**	**485**	**240**	**533**	**347**	**455**	**289**	**229**
0-3	227	86	141	43	117	54	8	110	60	78	37	49
	17%	15%	18%	19%	+38%	-11%	-3%	+21%	17%	17%	13%	22%
				cd	acd	d						
4-6	170	57	113	10	69	81	5	52	43	53	40	31
	13%	-10%	+15%	-4%	+23%	+17%	-2%	10%	12%	12%	14%	14%
			a		ad	ad						
7-9	142	68	74	8	37	78	12	62	30	51	36	25
	11%	12%	10%	-4%	12%	+16%	-5%	12%	9%	11%	12%	11%
					ad	ad						
10-12	203	77	126	14	28	103	52	91	54	67	54	26
	15%	13%	17%	-6%	-9%	+21%	+21%	17%	16%	15%	19%	11%
						ab	ab					
13-15	248	116	131	24	27	92	81	114	73	76	52	43
	19%	20%	17%	-11%	-9%	19%	+34%	21%	21%	17%	18%	19%
						ab	abc					
16-18	277	128	147	120	5	50	71	92	72	101	55	42
	21%	22%	19%	+52%	-2%	-10%	+29%	17%	21%	22%	19%	18%
				bcd		b	bc					
Don't know/Refused	71	40	32	9	22	26	12	11	15	28	15	12
	5%	7%	4%	4%	7%	5%	5%	-2%	4%	6%	5%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 7 (continuation)
QZ7/QZ7A. What ages are your children? - Child 1
Base: Where 1 or more children in household

		Nation				England Regions			Urbanity		Working Status	
	Total	**England**	**Scotland**	**Wales**	**NI**	**London**	**South East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	a	b	c	a	b	a	b
Unweighted Bases	1321	862	145	145	169	152	155	118	1092	229	934	369
Effective Weighted Sample	844	667	103	132	157	123	120	89	713	133	604	230
Weighted Bases	**1339**	**1159**	**90**	**54**	**36**	**205**	**198**	**166**	**1104**	**235**	**989**	**329**
0-3	227 17%	200 17%	14 16%	7 13%	5 15%	30 15%	32 16%	26 15%	191 17%	35 15%	174 18%	50 15%
4-6	170 13%	150 13%	8 9%	7 12%	5 14%	26 13%	30 15%	28 17%	145 13%	25 11%	135 14%	30 9%
7-9	142 11%	121 10%	9 10%	8 14%	4 12%	18 9%	30 15%	16 10%	112 10%	30 13%	122 +12% b	19 -6%
10-12	203 15%	172 15%	17 19%	7 12%	7 20%	34 17%	30 15%	17 10%	166 15%	37 16%	160 16%	41 12%
13-15	248 19%	210 18%	23 26%	9 16%	6 18%	36 18%	34 17%	33 20%	196 18%	52 22%	202 +20% b	45 -14%
16-18	277 21%	243 21%	15 17%	12 23%	7 19%	47 23%	28 14%	40 24%	227 21%	50 21%	147 -15%	126 +38% a
Don't know/Refused	71 5%	62 5%	3 4%	5 9% d	1 2%	13 6%	14 7%	7 4%	66 6%	5 2%	48 5%	18 5%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 8
QZ7/QZ7A. What ages are your children? - Child 2
Base: Where 2 or more children in household

		Gender		Age Group				Household Income	Social Group 1				Nation	
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**26K+**	**AB**	**C1**	**C2**	**DE**	**England**	**NI**
Column		a	b	a	b	c	d		a	b	c	d	a	b
Unweighted Bases	720	308	410	106	154	301	130	285	220	192	125	175	468	103
Effective Weighted Sample	453	202	251	72	97	181	86	175	143	129	88	103	361	96
Weighted Bases	**730**	**315**	**413**	**113**	**162**	**295**	**129**	**285**	**194**	**241**	**162**	**126**	**637**	**22**
0-3	166 23%	55 -18%	111 +27% a	20 18% d	88 +54% acd	51 -17% d	3 -2%	64 23%	37 19%	60 25%	31 19%	35 28%	153 +24%	4 18%
4-6	104 14%	46 14%	59 14%	5 -5%	24 15% a	65 +22% ad	9 -7%	45 16%	27 14%	29 12%	27 17%	20 16%	88 14%	4 17%
7-9	132 18%	51 16%	81 20%	12 11%	20 13%	76 +26% ab	22 17%	65 +23%	32 17%	49 21%	27 17%	23 18%	115 18%	5 21%
10-12	136 19%	69 22%	67 16%	20 17% b	11 -6%	50 17% b	46 +35% abc	54 19%	45 23% d	34 14%	39 24%	16 13%	114 18%	5 25%
13-15	114 16%	47 15%	66 16%	38 +34% bc	4 -3%	27 -9%	37 +29% bc	47 17%	37 19%	42 17%	17 10%	17 14%	98 15%	2 9%
16-18	21 3%	16 +5% b	6 -1%	11 +9% bc	0 0%	2 -1%	6 5% bc	1 -*%	5 3%	4 2%	9 6%	3 2%	19 3%	1 6%
Don't know/Refused	56 8%	32 10%	24 6%	8 7%	15 9%	24 8%	7 5%	8 -3%	11 5%	22 9%	11 7%	11 9%	49 8%	1 3%

Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 8 (continuation)
QZ7/QZ7A. What ages are your children? - Child 2
Base: Where 2 or more children in household

		Urbanity		Working Status	
	Total	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	a	b
Unweighted Bases	720	583	137	486	221
Effective Weighted Sample	453	379	75	309	136
Weighted Bases	**730**	**598**	**132**	**514**	**201**
0-3	166	142	24	126	40
	23%	24%	18%	24%	20%
4-6	104	87	18	74	27
	14%	14%	13%	14%	13%
7-9	132	106	26	99	31
	18%	18%	20%	19%	15%
10-12	136	100	35	105	30
	19%	-17%	+27% a	20%	15%
13-15	114	92	22	65	46
	16%	15%	17%	-13%	+23% a
16-18	21	20	2	9	13
	3%	3%	1%	-2%	+6% a
Don't know/Refused	56	51	5	36	15
	8%	8%	4%	7%	7%

Columns Tested: a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 9
QZ7/QZ7A. What ages are your children? - Child 3
Base: Where 3 or more children in household

		Gender	Nation	Urbanity	Working Status
	Total	**Woman**	**England**	**Urban**	**Working**
Column				a	
Unweighted Bases	209	134	126	173	118
Effective Weighted Sample	125	76	96	105	70
Weighted Bases	**193**	**120**	**166**	**161**	**116**
0-3	45	29	37	37	24
	23%	24%	23%	23%	21%
4-6	40	28	34	32	28
	21%	24%	21%	20%	24%
7-9	34	23	28	26	18
	18%	19%	17%	16%	16%
10-12	40	24	36	33	27
	21%	20%	22%	21%	23%
13-15	11	3	10	10	5
	6%	3%	6%	6%	5%
16-18	3	0	2	3	0
	2%	0%	1%	2%	0%
Don't know/Refused	20	13	18	19	14
	10%	11%	11%	12%	12%

Columns Tested: ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 10
QZ7/QZ7A. What ages are your children? - Child 4
Base: Where 4 or more children in household

	Total
Unweighted Bases	55
Effective Weighted Sample	34
Weighted Bases	**56**
0-3	20
	36%
4-6	7
	13%
7-9	17
	30%
10-12	4
	6%
Don't know/Refused	8
	14%

Columns Tested: ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 11
QZ7/QZ7A. What ages are your children? - Child 5
Base: Where 5 or more children in household

	Total
Unweighted Bases	11
Effective Weighted Sample	7
Weighted Bases	**12**
0-3	3
	26%
4-6	2
	13%
7-9	4
	33%
Don't know/Refused	3
	28%

Columns Tested: ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 12
QZ7/QZ7A. What ages are your children? - All
Base: Those with children under 18 in household

		Gender		Age Group				Household Income	Social Group 1			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**26K+**	**AB**	**C1**	**C2**	**DE**
Column		a	b	a	b	c	d		a	b	c	d
Unweighted Bases	1321	555	763	221	299	494	235	521	391	378	217	316
Effective Weighted Sample	844	362	480	146	187	308	155	324	251	255	157	192
Weighted Bases	**1339**	**571**	**764**	**229**	**306**	**485**	**240**	**533**	**347**	**455**	**289**	**229**
0 - 3	397	143	254	56	202	118	14	172	87	136	77	92
	30%	-25%	+33%	24%	+66%	-24%	-6%	32%	25%	30%	27%	+40%
			a	d	acd	d						abc
4 - 6	305	110	195	17	98	160	22	108	74	90	79	60
	23%	-19%	+25%	-8%	+32%	+33%	-9%	20%	21%	20%	27%	26%
			a		ad	ad						
7 - 9	308	130	178	28	60	169	41	142	65	113	73	57
	23%	23%	23%	-12%	20%	+35%	17%	27%	19%	25%	25%	25%
						abd						
10 - 12	352	152	199	43	39	156	99	150	106	110	86	44
	26%	27%	26%	-19%	-13%	+32%	+41%	28%	31%	24%	30%	-19%
						ab	ab		d		d	
13 - 15	341	159	181	61	29	110	111	147	101	110	71	54
	25%	28%	24%	27%	-9%	23%	+46%	28%	29%	24%	25%	24%
				b		b	abc					
16 - 18	277	128	147	120	5	50	71	92	72	101	55	42
	21%	22%	19%	+52%	-2%	-10%	+29%	17%	21%	22%	19%	18%
				bcd		b	bc					
Don't know/Refused	71	40	32	9	22	26	12	11	15	28	15	12
	5%	7%	4%	4%	7%	5%	5%	-2%	4%	6%	5%	5%

Columns Tested: a,b - a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 12 (continuation)
QZ7/QZ7A. What ages are your children? - All
Base: Those with children under 18 in household

		Nation				England Regions			Urbanity		Working Status	
	Total	**England**	**Scotland**	**Wales**	**NI**	**London**	**South East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	a	b	c	a	b	a	b
Unweighted Bases	1321	862	145	145	169	152	155	118	1092	229	934	369
Effective Weighted Sample	844	667	103	132	157	123	120	89	713	133	604	230
Weighted Bases	**1339**	**1159**	**90**	**54**	**36**	**205**	**198**	**166**	**1104**	**235**	**989**	**329**
0 - 3	397	351	19	15	11	56	51	44	337	60	298	96
	30%	30%	21%	29%	30%	27%	26%	26%	31%	26%	30%	29%
4 - 6	305	267	19	11	9	49	47	38	253	52	230	70
	23%	23%	20%	20%	26%	24%	24%	23%	23%	22%	23%	21%
7 - 9	308	265	20	14	9	38	42	36	248	60	236	69
	23%	23%	22%	26%	26%	19%	21%	22%	22%	26%	24%	21%
10 - 12	352	298	28	13	12	55	56	34	277	75	269	79
	26%	26%	31%	23%	35%	27%	28%	21%	25%	32%	27%	24%
13 - 15	341	291	28	14	8	55	46	44	273	68	251	86
	25%	25%	31%	27%	22%	27%	23%	26%	25%	29%	25%	26%
16 - 18	277	243	15	12	7	47	28	40	227	50	147	126
	21%	21%	17%	23%	19%	23%	14%	24%	21%	21%	-15%	+38%
												a
Don't know/Refused	71	62	3	5	1	13	14	7	66	5	48	18
	5%	5%	4%	9%	2%	6%	7%	4%	6%	2%	5%	5%
				d								

Columns Tested: a,b,c,d - a,b,c - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 13
QD1. Which of the following do you, or does anyone in your household, have in your home at the moment?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
PC (a desktop computer)	1378 34%	785 +41% b	584 -28%	194 37%	201 31%	219 -30%	229 +42% bcf	242 36%	294 34%	34 -20%	30 -15%	110 31% ab	527 +39% abc
Laptop	2863 72%	1397 72%	1456 71%	394 75% f	471 73% f	582 +80% bef	437 +80% bef	473 70% f	506 -58%	69 -40%	98 -49%	226 -63% ab	1156 +86% abc
Tablet computer (e.g. iPad, etc)	2469 62%	1193 62%	1268 62%	322 61%	385 59%	524 +72% abdef	353 65% f	408 60%	475 -54%	56 -32%	103 -52% a	199 56% a	1018 +76% abc
A games console (e.g. PlayStation, Xbox, Nintendo Switch, etc)	1531 38%	796 +41% b	728 -35%	299 +57% ef	320 +49% ef	370 +51% ef	295 +54% ef	175 -26% f	71 -8%	34 -20%	36 -18%	122 34% ab	663 +49% abc
Smart TV	3036 76%	1506 +78% b	1522 -74%	402 76% f	508 78% f	605 +83% aef	450 +82% ef	499 74% f	572 -65%	102 -58%	107 -54%	243 -68% b	1129 +84% abc
An iPod or other portable media player	565 14%	313 +16% b	250 -12%	58 11%	70 11%	110 15%	105 +19% abf	115 17% abf	107 12%	10 -6%	13 -7%	37 10%	304 +23% abc
E-reader – digital book reader (e.g. Kindle, Kobo eReader, Nook eReader, etc)	730 18%	360 19%	366 18%	84 16%	91 -14%	157 +22% bf	121 +22% abf	141 21% bf	136 16%	10 -6%	14 -7%	50 14% ab	399 +30% abc
A DVD or Blu Ray player	1069 27%	583 +30% b	479 -23%	97 -18% b	78 -12%	172 24% b	148 27% ab	255 +38% abcd	318 +36% abcd	39 23%	43 22%	115 32% b	448 +33% ab
Smart watch or fitness tracker (e.g. Apple Watch, FitBit, Garmin, etc)	1368 34%	671 35%	692 34%	181 34% f	267 +41% ef	347 +48% aef	222 +41% ef	200 -30% f	150 -17%	22 -13%	29 -15%	94 -26% ab	681 +51% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 13 (continuation)
QD1. Which of the following do you, or does anyone in your household, have in your home at the moment?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
VR or virtual reality headsets (e.g. Meta Quest, PS VR/PS VR2, or HTC Vive, etc)	249	141	108	40	42	65	57	24	20	8	2	24	128
	6%	+7%	-5%	8%	7%	+9%	+10%	-4%	-2%	5%	-1%	7%	+10%
		b		ef	f	ef	ef					b	b
Summary; Any device	3810	1842	1955	506	630	712	538	644	780	148	168	337	1338
	95%	95%	95%	96%	97%	+98%	+99%	95%	-89%	-85%	-85%	94%	+99%
				f	f	ef	aef	f				ab	abc
None of these	174	80	93	13	16	12	8	32	92	24	30	21	9
	4%	4%	5%	3%	3%	-2%	-1%	5%	+11%	+14%	+15%	6%	-1%
								cd	abcde	cd	cd	d	
Don’ t know	16	9	7	7	3	2	0	1	2	2	0	0	0
	*%	*%	*%	+1%	*%	*%	0%	*%	*%	1%	0%	0%	-0%
				de						d			

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 13 (continuation)
QD1. Which of the following do you, or does anyone in your household, have in your home at the moment?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
PC (a desktop computer)	1378 34%	423 +47% bcd	505 +39% cd	261 31% d	169 -19%	1197 +35% bd	93 -28%	61 33% d	26 -24%
Laptop	2863 72%	801 +89% bcd	1035 +80% cd	532 -63% d	451 -50%	2462 +73% bc	201 -61%	125 66%	75 70% b
Tablet computer (e.g. iPad, etc)	2469 62%	670 +74% bcd	823 64% d	531 62% d	415 -46%	2098 62%	201 61%	106 56%	64 59%
A games console (e.g. PlayStation, Xbox, Nintendo Switch, etc)	1531 38%	432 +48% bcd	508 39% d	328 39% d	239 -27%	1302 39%	112 34%	76 40%	42 39%
Smart TV	3036 76%	736 +82% d	1011 +79% d	658 77% d	592 -66%	2568 76%	251 76%	138 74%	78 72%
An iPod or other portable media player	565 14%	223 +25% bcd	190 15% d	92 -11% d	53 -6%	478 14%	47 14%	26 14%	14 13%
E-reader – digital book reader (e.g. Kindle, Kobo eReader, Nook eReader, etc)	730 18%	309 +34% bcd	260 20% cd	93 -11% d	61 -7%	608 18%	67 20%	32 17%	23 21%
A DVD or Blu Ray player	1069 27%	329 +36% bcd	324 25%	217 26%	188 -21%	921 +27% d	79 24%	49 26% d	19 -18%
Smart watch or fitness tracker (e.g. Apple Watch, FitBit, Garmin, etc)	1368 34%	476 +53% bcd	476 37% cd	248 -29% d	154 -17%	1156 34%	109 33%	62 33%	41 38%
VR or virtual reality headsets (e.g. Meta Quest, PS VR/PS VR2, or HTC Vive, etc)	249 6%	102 +11% bcd	80 6% d	45 5% d	21 -2%	200 6%	28 8%	11 6%	10 +9% a

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 13 (continuation)
QD1. Which of the following do you, or does anyone in your household, have in your home at the moment?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Summary; Any device	3810	896	1256	810	797	3215	322	176	98
	95%	+99%	+98%	95%	-88%	95%	97%	94%	-91%
		bcd	cd	d		d	d		
None of these	174	6	23	40	98	142	10	12	10
	4%	-1%	-2%	5%	+11%	4%	3%	6%	+9%
				ab	abc				ab
Don’ t know	16	1	7	0	5	15	*	0	0
	*%	*%	1%	0%	1%	*%	*%	0%	0%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 13 (continuation)
QD1. Which of the following do you, or does anyone in your household, have in your home at the moment?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
PC (a desktop computer)	1378 34%	155 30%	210 38% g	112 32%	112 38%	106 30%	167 +44% aceg	91 28%	54 34%	190 +43% aceg	1102 34%	275 38%	845 36% b	503 -32%
Laptop	2863 72%	413 +79% efgh	447 +81% cefgh	249 71%	212 73% h	246 70%	263 70%	209 -64%	93 -58%	330 74% gh	2340 71%	524 73%	1842 +78% b	976 -62%
Tablet computer (e.g. iPad, etc)	2469 62%	297 57%	392 +71% agi	242 +70% agi	181 62%	219 62%	248 66% gi	172 -53%	111 69% gi	236 -53%	1982 -60%	487 +67% a	1570 +67% b	862 -55%
A games console (e.g. PlayStation, Xbox, Nintendo Switch, etc)	1531 38%	186 36%	217 39%	155 45%	111 38%	125 35%	155 41%	120 37%	78 49% i	155 35%	1254 38%	277 38%	1115 +47% b	386 -24%
Smart TV	3036 76%	364 -70%	417 76%	253 73%	242 83% ae	236 -67%	301 80% ae	269 82% ae	127 80%	358 81% ae	2475 75%	561 78%	1912 +81% b	1079 -68%
An iPod or other portable media player	565 14%	67 13%	71 13%	49 14%	57 20%	46 13%	45 12%	53 16%	29 18%	61 14%	434 -13%	132 +18% a	385 +16% b	173 -11%
E-reader – digital book reader (e.g. Kindle, Kobo eReader, Nook eReader, etc)	730 18%	94 18%	131 +24% fg	64 18%	49 17%	64 18%	50 13%	50 15%	27 17%	79 18%	573 -17%	157 +22% a	478 +20% b	245 -16%
A DVD or Blu Ray player	1069 27%	117 23%	179 +33% afgi	133 +38% aefgi	82 28%	90 26%	86 23%	75 23%	60 +38% afgi	97 22%	813 -25%	256 +35% a	573 -24%	481 +30% a
Smart watch or fitness tracker (e.g. Apple Watch, FitBit, Garmin, etc)	1368 34%	174 33%	233 +42% acefi	96 28%	113 39% e	96 27%	115 30%	108 33%	80 +50% acefgi	142 32%	1079 -33%	289 +40% a	1002 +43% b	338 -21%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 13 (continuation)
QD1. Which of the following do you, or does anyone in your household, have in your home at the moment?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
VR or virtual reality headsets (e.g. Meta Quest, PS VR/PS VR2, or HTC Vive, etc)	249	36	20	15	31	19	11	19	19	29	198	50	190	55
	6%	7%	4%	4%	+11% bcf	5%	3%	6%	+12% bcf	7%	6%	7%	+8% b	-3%
Summary; Any device	3810	488	531	341	283	328	364	305	154	421	3116	695	2314	1438
	95%	94%	96%	98% eg	97%	93%	97%	93%	96%	95%	95%	96%	+98% b	-91%
None of these	174	28	18	5	7	23	12	23	6	19	150	23	35	135
	4%	5%	3%	2%	3%	7% c	3%	7% c	4%	4%	5%	3%	-1%	+9% a
Don’ t know	16	4	3	1	2	1	0	0	0	4	12	4	6	3
	*%	1%	1%	*%	1%	*%	0%	0%	0%	1%	*%	1%	*%	*%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 14
QD2. And which, if any, do you personally use?
Base: Where has at least one device at home

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3780	1828	1936	481	589	733	552	662	763	166	204	359	1311
Effective Weighted Sample	2408	1177	1221	309	378	463	355	419	486	101	115	221	813
Weighted Bases	**3810**	**1842**	**1955**	**506**	**630**	**712**	**538**	**644**	**780**	**148**	**168**	**337**	**1338**
PC (a desktop computer)	1014 27%	642 +35% b	366 -19%	137 27%	154 24%	156 -22%	154 29% c	189 29% c	224 29% c	25 -17%	27 -16%	78 23%	415 +31% abc
Laptop	2403 63%	1164 63%	1229 63%	316 63% f	420 67% f	506 +71% aef	374 +69% ef	394 61% f	394 -50%	58 -39%	79 -47%	177 -52% a	1003 +75% abc
Tablet computer (e.g. iPad, etc)	1917 50%	948 51%	961 49%	232 46%	295 47%	382 54% a	253 47%	347 54% a	408 52%	42 -28%	86 51% a	145 -43% a	784 +59% ac
A games console (e.g. PlayStation, Xbox, Nintendo Switch, etc)	850 22%	538 +29% b	305 -16%	223 +44% bcdef	224 +36% cdef	196 +28% ef	120 22% ef	68 -11% f	18 -2%	20 -13%	14 -8%	58 17% b	364 +27% abc
Smart TV	2809 74%	1397 +76% b	1405 -72%	356 70%	474 75%	549 77% af	423 +79% af	466 72%	541 -69%	91 -62%	102 -61%	216 -64%	1062 +79% abc
An iPod or other portable media player	284 7%	152 8%	131 7%	27 5%	38 6%	57 8%	44 8%	71 +11% abf	46 6%	6 4%	6 3%	18 5%	146 +11% abc
E-reader – digital book reader (e.g. Kindle, Kobo eReader, Nook eReader, etc)	464 12%	194 -11%	267 +14% a	25 -5%	56 -9%	109 +15% ab	77 14% ab	110 +17% abf	87 11% a	8 -6%	9 -5%	33 10%	254 +19% abc
A DVD or Blu Ray player	661 17%	375 +20% b	280 -14%	38 -8%	44 -7%	109 15% ab	81 15% ab	178 +28% abcd	211 +27% abcd	25 17%	30 18%	76 +23%	264 +20%
Smart watch or fitness tracker (e.g. Apple Watch, FitBit, Garmin, etc)	1004 26%	488 26%	513 26%	123 24% f	210 +33% aef	259 +36% aef	168 +31% ef	134 -21% f	111 -14%	18 -12%	24 -14%	67 -20%	511 +38% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 14 (continuation)
QD2. And which, if any, do you personally use?
Base: Where has at least one device at home

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3780	1828	1936	481	589	733	552	662	763	166	204	359	1311
Effective Weighted Sample	2408	1177	1221	309	378	463	355	419	486	101	115	221	813
Weighted Bases	**3810**	**1842**	**1955**	**506**	**630**	**712**	**538**	**644**	**780**	**148**	**168**	**337**	**1338**
VR or virtual reality headsets (e.g. Meta Quest, PS VR/PS VR2, or HTC Vive, etc)	124	91	33	24	34	27	27	9	4	1	1	10	63
	3%	+5%	-2%	5%	+5%	4%	5%	-1%	-*%	1%	*%	3%	+5%
		b		ef	ef	ef	ef						b
None of these	78	30	48	8	12	12	6	12	27	11	6	9	14
	2%	2%	2%	2%	2%	2%	1%	2%	+3%	+8%	4%	3%	-1%
									d	d	d		
Don’ t know	3	2	0	0	2	0	0	1	0	0	0	0	0
	*%	*%	0%	0%	+*%	0%	0%	*%	0%	0%	0%	0%	0%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 14 (continuation)
QD2. And which, if any, do you personally use?
Base: Where has at least one device at home

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3780	1019	1038	606	1066	2379	482	466	453
Effective Weighted Sample	2408	651	715	431	644	1837	334	428	417
Weighted Bases	**3810**	**896**	**1256**	**810**	**797**	**3215**	**322**	**176**	**98**
PC (a desktop computer)	1014	320	381	178	121	876	70	49	19
	27%	+36%	+30%	-22%	-15%	+27%	22%	28%	-19%
		bcd	cd	d		d		d	
Laptop	2403	709	887	429	348	2066	165	105	67
	63%	+79%	+71%	-53%	-44%	+64%	-51%	60%	69%
		bcd	cd	d		b		b	bc
Tablet computer (e.g. iPad, etc)	1917	532	637	402	320	1613	162	89	53
	50%	+59%	51%	50%	-40%	50%	50%	50%	54%
		bcd	d	d					
A games console (e.g. PlayStation, Xbox, Nintendo Switch, etc)	850	230	300	174	130	724	55	46	25
	22%	+26%	24%	22%	-16%	23%	-17%	26%	26%
		d	d	d		b		b	b
Smart TV	2809	686	924	608	555	2362	241	131	74
	74%	77%	74%	75%	-70%	73%	75%	74%	76%
		d							
An iPod or other portable media player	284	122	92	43	24	245	16	18	5
	7%	+14%	7%	5%	-3%	8%	5%	10%	5%
		bcd	d					bd	
E-reader – digital book reader (e.g. Kindle, Kobo eReader, Nook eReader, etc)	464	201	171	54	32	388	38	24	14
	12%	+22%	14%	-7%	-4%	12%	12%	14%	15%
		bcd	cd						
A DVD or Blu Ray player	661	192	212	133	114	575	44	34	8
	17%	+21%	17%	16%	-14%	+18%	14%	19%	-9%
		bd				d		d	
Smart watch or fitness tracker (e.g. Apple Watch, FitBit, Garmin, etc)	1004	344	363	179	110	843	81	51	30
	26%	+38%	29%	-22%	-14%	26%	25%	29%	30%
		bcd	cd	d					
VR or virtual reality headsets (e.g. Meta Quest, PS VR/PS VR2, or HTC Vive, etc)	124	60	47	11	6	106	7	6	4
	3%	+7%	4%	-1%	-1%	3%	2%	4%	4%
		bcd	cd						

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 14 (continuation)
QD2. And which, if any, do you personally use?
Base: Where has at least one device at home

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3780	1019	1038	606	1066	2379	482	466	453
Effective Weighted Sample	2408	651	715	431	644	1837	334	428	417
Weighted Bases	**3810**	**896**	**1256**	**810**	**797**	**3215**	**322**	**176**	**98**
None of these	78	9	10	26	32	67	6	4	1
	2%	-1%	-1%	3%	+4%	2%	2%	2%	1%
				ab	ab				
Don’ t know	3	0	0	0	3	3	0	0	0
	*%	0%	0%	0%	+*%	*%	0%	0%	0%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 14 (continuation)
QD2. And which, if any, do you personally use?
Base: Where has at least one device at home

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3780	361	408	251	203	249	266	225	106	310	3124	656	2161	1558
Effective Weighted Sample	2408	290	313	187	157	188	205	176	83	240	2023	392	1409	964
Weighted Bases	**3810**	**488**	**531**	**341**	**283**	**328**	**364**	**305**	**154**	**421**	**3116**	**695**	**2314**	**1438**
PC (a desktop computer)	1014 27%	131 27%	158 30% eg	86 25%	68 24%	66 20%	128 +35% deg	60 20%	44 28%	136 32% eg	806 26%	208 30%	627 27%	364 25%
Laptop	2403 63%	383 +78% cdefghi	401 +76% cdefghi	204 60%	158 56%	187 57%	223 61%	171 56%	77 -50%	260 62%	1973 63%	430 62%	1603 +69% b	769 -53%
Tablet computer (e.g. iPad, etc)	1917 50%	247 51% i	316 +60% degi	200 +59% degi	130 46%	134 -41%	210 58% egi	126 -41%	93 60% egi	158 -37%	1523 -49%	393 +57% a	1193 52%	696 48%
A games console (e.g. PlayStation, Xbox, Nintendo Switch, etc)	850 22%	119 24% i	140 26% i	76 22%	52 18%	58 18%	103 28% ei	63 21%	48 31% ei	66 -16%	702 23%	148 21%	613 +27% b	221 -15%
Smart TV	2809 74%	343 70%	379 71%	225 -66%	211 74%	207 -63%	279 77% ce	249 +82% abce	124 81% ce	345 +82% abce	2284 73%	525 76%	1787 +77% b	982 -68%
An iPod or other portable media player	284 7%	45 9%	38 7%	29 8%	25 9%	23 7%	22 6%	24 8%	13 8%	27 6%	215 -7%	69 +10% a	207 +9% b	72 -5%
E-reader – digital book reader (e.g. Kindle, Kobo eReader, Nook eReader, etc)	464 12%	74 15%	82 15%	39 11%	29 10%	37 11%	33 9%	32 10%	17 11%	46 11%	368 12%	96 14%	309 +13%	154 11%
A DVD or Blu Ray player	661 17%	73 15%	127 +24% adi	86 +25% adi	31 11%	54 16%	65 18%	48 16%	35 23% d	56 13%	496 -16%	164 +24% a	356 -15%	299 +21% a
Smart watch or fitness tracker (e.g. Apple Watch, FitBit, Garmin, etc)	1004 26%	133 27%	179 +34% cefi	70 20%	68 24%	66 20%	79 22%	81 26%	70 +46% acdefgi	96 23%	784 -25%	220 +32% a	750 +32% b	233 -16%
VR or virtual reality headsets (e.g. Meta Quest, PS VR/PS VR2, or HTC Vive, etc)	124 3%	26 5%	10 2%	6 2%	13 5%	8 2%	5 2%	12 4%	12 7% bcf	13 3%	102 3%	22 3%	99 +4% b	24 -2%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 14 (continuation)
QD2. And which, if any, do you personally use?
Base: Where has at least one device at home

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3780	361	408	251	203	249	266	225	106	310	3124	656	2161	1558
Effective Weighted Sample	2408	290	313	187	157	188	205	176	83	240	2023	392	1409	964
Weighted Bases	**3810**	**488**	**531**	**341**	**283**	**328**	**364**	**305**	**154**	**421**	**3116**	**695**	**2314**	**1438**
None of these	78	10	7	8	11	14	5	1	3	9	59	19	30	46
	2%	2%	1%	2%	4%	+4% g	1%	*%	2%	2%	2%	3%	-1%	+3% a
Don’ t know	3	0	0	1	0	2	0	0	0	0	3	0	0	3
	*%	0%	0%	*%	0%	+1%	0%	0%	0%	0%	*%	0%	0%	*%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 15
QD2. And which, if any, do you personally use? - Re-based
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
1.PC (a desktop computer)	1014 25%	642 +33% b	366 -18%	137 26%	154 24%	156 -22%	154 28% c	189 28% c	224 26%	25 -14%	27 -13%	78 22%	415 +31% abc
2.Laptop	2403 60%	1164 60%	1229 60%	316 60% f	420 65% f	506 +70% aef	374 +69% aef	394 58% f	394 -45%	58 -33%	79 -40%	177 -49% a	1003 +74% abc
3.Tablet computer (e.g. iPad, etc)	1917 48%	948 49%	961 47%	232 44%	295 45%	382 +53% ab	253 46%	347 51%	408 47%	42 -24%	86 43% a	145 -40% a	784 +58% abc
4.A games console (e.g. PlayStation, Xbox, Nintendo Switch, etc)	850 21%	538 +28% b	305 -15%	223 +42% bcdef	224 +35% cdef	196 +27% ef	120 22% ef	68 -10% f	18 -2%	20 -11%	14 -7%	58 16% b	364 +27% abc
5.Smart TV	2809 70%	1397 +72% b	1405 -68%	356 68%	474 73% f	549 +76% aef	423 +78% aef	466 69% f	541 -62%	91 -52%	102 -51%	216 -60%	1062 +79% abc
6.An iPod or other portable media player	284 7%	152 8%	131 6%	27 5%	38 6%	57 8%	44 8%	71 +10% abf	46 5%	6 4%	6 -3%	18 5%	146 +11% abc
7.E-reader (e.g. Kindle, Kobo eReader, Nook eReader, etc)	464 12%	194 -10%	267 +13% a	25 -5%	56 9%	109 +15% abf	77 14% ab	110 +16% abf	87 10% a	8 -5%	9 -4%	33 9%	254 +19% abc
8.A DVD player - standard, Blu Ray or HD DVD	661 17%	375 +19% b	280 -14%	38 -7%	44 -7%	109 15% ab	81 15% ab	178 +26% abcd	211 +24% abcd	25 14%	30 15%	76 +21%	264 +20%
9.Smart watch or fitness tracker (e.g. Apple Watch, FitBit, Garmin, etc)	1004 25%	488 25%	513 25%	123 23% f	210 +32% aef	259 +36% aef	168 +31% aef	134 -20% f	111 -13%	18 -10%	24 -12%	67 -19% a	511 +38% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 15 (continuation)
QD2. And which, if any, do you personally use? - Re-based
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
10.VR or virtual reality headsets (e.g. Meta Quest, PS VR/PS VR2, or HTC Vive, etc)	124	91	33	24	34	27	27	9	4	1	1	10	63
	3%	+5%	-2%	5%	+5%	4%	+5%	-1%	-*%	1%	-*%	3%	+5%
		b		ef	ef	ef	ef						b
11.None of these	252	110	141	22	29	25	14	44	119	35	37	30	23
	6%	6%	7%	4%	4%	-3%	-2%	7%	+14%	+20%	+19%	8%	-2%
								cd	abcde	cd	cd	d	
12.Don't know	19	11	7	7	5	2	0	2	2	2	0	0	0
	*%	1%	*%	+1%	1%	*%	0%	*%	*%	1%	0%	0%	-0%
				d						d			

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 15 (continuation)
QD2. And which, if any, do you personally use? - Re-based
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
1.PC (a desktop computer)	1014	320	381	178	121	876	70	49	19
	25%	+35%	+30%	-21%	-13%	+26%	21%	26%	-17%
		bcd	cd	d		d		d	
2.Laptop	2403	709	887	429	348	2066	165	105	67
	60%	+79%	+69%	-50%	-39%	+61%	-50%	56%	62%
		bcd	cd	d		b			b
3.Tablet computer (e.g. iPad, etc)	1917	532	637	402	320	1613	162	89	53
	48%	+59%	50%	47%	-36%	48%	49%	47%	49%
		bcd	d	d					
4.A games console (e.g. PlayStation, Xbox, Nintendo Switch, etc)	850	230	300	174	130	724	55	46	25
	21%	+25%	23%	21%	-14%	21%	-16%	24%	23%
		d	d	d				b	b
5.Smart TV	2809	686	924	608	555	2362	241	131	74
	70%	+76%	72%	72%	-62%	70%	73%	70%	69%
		d	d	d					
6.An iPod or other portable media player	284	122	92	43	24	245	16	18	5
	7%	+13%	7%	5%	-3%	7%	5%	10%	5%
		bcd	d	d				bd	
7.E-reader (e.g. Kindle, Kobo eReader, Nook eReader, etc)	464	201	171	54	32	388	38	24	14
	12%	+22%	13%	-6%	-4%	11%	11%	13%	13%
		bcd	cd	d					
8.A DVD player - standard, Blu Ray or HD DVD	661	192	212	133	114	575	44	34	8
	17%	+21%	16%	16%	-13%	+17%	13%	18%	-8%
		bcd	d			d	d	d	
9.Smart watch or fitness tracker (e.g. Apple Watch, FitBit, Garmin, etc)	1004	344	363	179	110	843	81	51	30
	25%	+38%	+28%	-21%	-12%	25%	24%	27%	27%
		bcd	cd	d					
10.VR or virtual reality headsets (e.g. Meta Quest, PS VR/PS VR2, or HTC Vive, etc)	124	60	47	11	6	106	7	6	4
	3%	+7%	4%	-1%	-1%	3%	2%	3%	4%
		bcd	cd						

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 15 (continuation)
QD2. And which, if any, do you personally use? - Re-based
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
11.None of these	252	14	33	66	130	209	16	16	12
	6%	-2%	-3%	8%	+14%	6%	5%	8%	+11%
				ab	abc				ab
12.Don't know	19	1	7	0	8	18	*	0	0
	*%	*%	1%	0%	1%	1%	*%	0%	0%
					a				

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 15 (continuation)
QD2. And which, if any, do you personally use? - Re-based
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
1.PC (a desktop computer)	1014 25%	131 25%	158 29% eg	86 25%	68 23%	66 -19%	128 +34% eg	60 -18%	44 27%	136 31% eg	806 25%	208 29%	627 27%	364 -23%
2.Laptop	2403 60%	383 +74% cdefghi	401 +73% cdefghi	204 59%	158 54%	187 53%	223 59%	171 -52%	77 -48%	260 59%	1973 60%	430 60%	1603 +68% b	769 -49%
3.Tablet computer (e.g. iPad, etc)	1917 48%	247 48% i	316 +57% adegi	200 +58% degi	130 44%	134 -38%	210 +56% egi	126 -38%	93 58% egi	158 -36%	1523 -46%	393 +54% a	1193 +51% b	696 -44%
4.A games console (e.g. PlayStation, Xbox, Nintendo Switch, etc)	850 21%	119 23% i	140 25% ei	76 22%	52 18%	58 17%	103 +27% ei	63 19%	48 30% ei	66 -15%	702 21%	148 20%	613 +26% b	221 -14%
5.Smart TV	2809 70%	343 66%	379 69% e	225 65%	211 72% e	207 -59%	279 74% e	249 76% ace	124 78% e	345 +78% abce	2284 70%	525 73%	1787 +76% b	982 -62%
6.An iPod or other portable media player	284 7%	45 9%	38 7%	29 8%	25 9%	23 7%	22 6%	24 7%	13 8%	27 6%	215 -7%	69 +10% a	207 +9% b	72 -5%
7.E-reader (e.g. Kindle, Kobo eReader, Nook eReader, etc)	464 12%	74 14%	82 15%	39 11%	29 10%	37 10%	33 9%	32 10%	17 11%	46 10%	368 11%	96 13%	309 +13% b	154 -10%
8.A DVD player - standard, Blu Ray or HD DVD	661 17%	73 14%	127 +23% adi	86 +25% adegi	31 11%	54 15%	65 17%	48 15%	35 22% d	56 13%	496 -15%	164 +23% a	356 -15%	299 +19% a
9.Smart watch or fitness tracker (e.g. Apple Watch, FitBit, Garmin, etc)	1004 25%	133 26%	179 +32% cefi	70 20%	68 23%	66 19%	79 21%	81 25%	70 +44% acdefgi	96 22%	784 -24%	220 +30% a	750 +32% b	233 -15%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 15 (continuation)
QD2. And which, if any, do you personally use? - Re-based
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
10.VR or virtual reality headsets (e.g. Meta Quest, PS VR/PS VR2, or HTC Vive, etc)	124	26	10	6	13	8	5	12	12	13	102	22	99	24
	3%	5%	2%	2%	5%	2%	1%	4%	+7% bcf	3%	3%	3%	+4% b	-2%
11.None of these	252	38	25	13	18	37	17	24	9	27	209	42	65	181
	6%	7%	4%	4%	6%	+11% bcf	5%	7%	6%	6%	6%	6%	-3%	+11% a
12.Don't know	19	4	3	2	2	3	0	0	0	4	15	4	6	6
	*%	1%	1%	*%	1%	1%	0%	0%	0%	1%	*%	1%	*%	*%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 16
QD3. What games consoles do you or members of your household actively use?
Base: Where have a games console

		Gender		Age Group					Household Income		Social Group 1			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**15.6k-25.99K**	**26K+**	**AB**	**C1**	**C2**	**DE**
Column		a	b	a	b	c	d	e	a	b	a	b	c	d
Unweighted Bases	1531	792	730	295	326	383	286	171	133	655	482	434	253	340
Effective Weighted Sample	970	510	455	185	203	242	185	107	84	406	312	292	176	198
Weighted Bases	**1531**	**796**	**728**	**299**	**320**	**370**	**295**	**175**	**122**	**663**	**432**	**508**	**328**	**239**
Playstation 5 Disk Edition	297	177	119	55	79	68	64	23	25	124	95	80	70	46
	19%	+22% b	-16%	18%	+25% e	18%	22%	13%	20%	19%	22%	16%	21%	19%
Playstation 5 Digital Edition	179	85	95	30	44	50	30	12	6	80	58	61	27	29
	12%	11%	13%	10%	14%	13%	10%	7%	-5%	12%	13%	12%	8%	12%
Other/previous Playstation models (e.g. PS4 or PS3)	416	242	173	79	82	108	88	39	38	170	121	159	63	66
	27%	+30% b	-24%	26%	25%	29%	30%	22%	31%	26%	28% c	31% c	-19%	27%
Xbox Series X	295	143	152	67	59	72	52	30	15	136	90	84	72	47
	19%	18%	21%	22%	18%	20%	18%	17%	12%	21%	21%	17%	22%	20%
Xbox Series S	166	92	74	46	29	31	34	23	11	72	56	50	37	22
	11%	12%	10%	+15% c	9%	8%	12%	13%	9%	11%	13%	10%	11%	9%
Other/previous Xbox models (e.g. Xbox One or 360)	216	102	113	44	39	51	43	29	17	89	59	58	54	42
	14%	13%	15%	15%	12%	14%	15%	16%	14%	13%	14%	11%	16%	18%
Nintendo Switch/Switch OLED (can connect to TV)	426	191	230	72	108	118	84	41	31	249	137	156	86	39
	28%	-24%	+32% a	24%	+34% a	32%	29%	23%	26%	+37%	32% d	31% d	26% d	-16%
Nintendo Wii/Wii U	163	84	77	26	19	50	38	17	22	66	56	45	29	25
	11%	11%	11%	9%	-6%	14% b	13% b	10%	+18% b	10%	13%	9%	9%	11%
Handheld console (e.g SwitchLite, Steam Deck)	73	34	40	17	19	14	13	8	7	28	26	19	15	14
	5%	4%	5%	6%	6%	4%	4%	5%	6%	4%	6%	4%	5%	6%
Retro console (e.g. Nintendo 64)	59	28	30	5	16	18	13	5	11	31	23	26	4	4
	4%	4%	4%	2%	5%	5%	4%	3%	+9%	5%	5% cd	5%	1%	2%
Summary: Digital Only Console	332	166	166	74	69	79	60	34	16	146	107	110	63	47
	22%	21%	23%	25%	21%	21%	20%	20%	13%	22%	25%	22%	19%	20%

Columns Tested: a,b - a,b,c,d,e - a,b - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 16 (continuation)
QD3. What games consoles do you or members of your household actively use?
Base: Where have a games console

		Gender		Age Group					Household Income		Social Group 1			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**15.6k-25.99K**	**26K+**	**AB**	**C1**	**C2**	**DE**
Column		a	b	a	b	c	d	e	a	b	a	b	c	d
Unweighted Bases	1531	792	730	295	326	383	286	171	133	655	482	434	253	340
Effective Weighted Sample	970	510	455	185	203	242	185	107	84	406	312	292	176	198
Weighted Bases	**1531**	**796**	**728**	**299**	**320**	**370**	**295**	**175**	**122**	**663**	**432**	**508**	**328**	**239**
Other	22	17	5	10	*	7	3	1	1	10	5	15	1	1
	1%	2%	1%	+3%	*%	2%	1%	1%	1%	1%	1%	+3%	*%	*%
				b								d		
Not answered	26	4	21	2	5	6	0	9	4	7	8	11	2	6
	2%	-1%	+3%	1%	1%	2%	0%	+5%	3%	1%	2%	2%	*%	2%
			a					ad						

Columns Tested: a,b - a,b,c,d,e - a,b - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 16 (continuation)
QD3. What games consoles do you or members of your household actively use?
Base: Where have a games console

		Nation				England Regions					Urbanity		Working Status	
	Total	England	Scotland	Wales	NI	London	South East	South West	East of England	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	a	b	c	d	e	a	b	a	b
Unweighted Bases	1531	957	180	195	199	139	176	115	105	115	1267	264	1067	437
Effective Weighted Sample	970	744	129	179	183	112	134	87	84	89	813	159	686	267
Weighted Bases	**1531**	**1302**	**112**	**76**	**42**	**186**	**217**	**155**	**155**	**155**	**1254**	**277**	**1115**	**386**
Playstation 5 Disk Edition	297 19%	238 -18%	31 +28% a	19 25%	9 21%	33 18%	23 -11%	25 16%	42 27% b	41 27% b	250 20%	47 17%	219 20%	70 18%
Playstation 5 Digital Edition	179 12%	150 12%	13 12%	6 8%	10 +24% abc	26 14%	22 10%	15 10%	25 16%	27 17%	153 12%	26 9%	130 12%	48 12%
Other/previous Playstation models (e.g. PS4 or PS3)	416 27%	369 +28% d	21 19%	20 27% d	5 -13%	73 +39% d	66 30%	50 32%	31 20%	39 25%	350 28%	66 24%	293 26%	115 30%
Xbox Series X	295 19%	233 -18%	40 +36% ac	12 15%	11 27% ac	17 -9%	31 14%	19 12%	32 20%	43 28% abc	234 19%	62 22%	227 20%	64 17%
Xbox Series S	166 11%	135 10%	14 13%	9 13%	7 16%	14 7%	28 13%	24 16% e	11 7%	7 5%	134 11%	32 12%	118 11%	45 12%
Other/previous Xbox models (e.g. Xbox One or 360)	216 14%	187 14%	11 10%	15 20% bd	4 9%	22 12%	39 18%	28 18%	13 8%	26 17%	181 14%	35 13%	153 14%	63 16%
Nintendo Switch/Switch OLED (can connect to TV)	426 28%	378 +29% b	20 -18%	19 25%	10 23%	53 28%	61 28%	51 33%	44 28%	41 26%	327 -26%	99 +36% a	343 +31% b	73 -19%
Nintendo Wii/Wii U	163 11%	143 11%	11 10%	6 8%	3 6%	21 12%	12 6%	15 10%	10 7%	17 11%	136 11%	27 10%	109 10%	51 13%
Handheld console (e.g SwitchLite, Steam Deck)	73 5%	68 5%	3 3%	2 2%	1 3%	8 4%	5 2%	5 3%	2 1%	9 6%	58 5%	16 6%	50 4%	20 5%
Retro console (e.g. Nintendo 64)	59 4%	53 4%	3 3%	1 2%	1 1%	4 2%	3 1%	3 2%	1 *%	7 5%	40 -3%	19 +7% a	50 4%	8 2%

Columns Tested: a,b,c,d - a,b,c,d,e - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 16 (continuation)
QD3. What games consoles do you or members of your household actively use?
Base: Where have a games console

		Nation				England Regions					Urbanity		Working Status	
	Total	England	Scotland	Wales	NI	London	South East	South West	East of England	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	a	b	c	d	e	a	b	a	b
Unweighted Bases	1531	957	180	195	199	139	176	115	105	115	1267	264	1067	437
Effective Weighted Sample	970	744	129	179	183	112	134	87	84	89	813	159	686	267
Weighted Bases	**1531**	**1302**	**112**	**76**	**42**	**186**	**217**	**155**	**155**	**155**	**1254**	**277**	**1115**	**386**
Summary: Digital Only Console	332	276	26	15	15	35	49	37	36	33	275	57	238	90
	22%	21%	23%	20%	+36% abc	19%	23%	24%	23%	21%	22%	21%	21%	23%
Other	22	21	*	1	*	1	3	1	2	1	15	7	11	11
	1%	2%	*%	1%	*%	*%	1%	1%	1%	1%	1%	3%	1%	3%
Not answered	26	23	2	1	*	9	1	3	0	2	20	5	11	15
	2%	2%	2%	1%	*%	+5% b	*%	2%	0%	2%	2%	2%	-1%	+4% a

Columns Tested: a,b,c,d - a,b,c,d,e - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 17
QS1. Do you or does anyone in your household have a smart speaker or smart display which can respond to voice commands like " Alexa" , " Hey Google" , " Siri" or " Hey Portal" ?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Yes - There is a smart speaker/display in my household and I personally use it	1504	746	758	186	254	328	239	249	248	47	52	131	667
	38%	39%	37%	35%	39%	+45%	+44%	37%	-28%	-27%	-26%	37%	+50%
				f	f	aef	af	f				b	abc
Yes - There is a smart speaker/display in my household but I do not personally use it	145	73	70	23	31	14	23	23	32	9	2	22	56
	4%	4%	3%	4%	5%	-2%	4%	3%	4%	5%	1%	+6%	4%
					c							b	
Summary: Any	1649	819	828	209	285	342	262	272	279	56	54	153	723
	41%	42%	40%	40%	44%	+47%	+48%	40%	-32%	-32%	-27%	43%	+54%
				f	f	ef	aef	f				b	abc
No, there is no smart speaker/smart display in my household	2302	1089	1201	303	356	379	282	400	582	115	144	204	618
	58%	56%	58%	58%	55%	-52%	-52%	59%	+67%	66%	+72%	57%	-46%
								cd	abcde	d	cd	d	
Don't know	49	23	26	15	9	6	2	5	13	3	1	1	5
	1%	1%	1%	+3%	1%	1%	*%	1%	1%	2%	*%	*%	-*%
				cde									

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 17 (continuation)
QS1. Do you or does anyone in your household have a smart speaker or smart display which can respond to voice commands like " Alexa" , " Hey Google" , " Siri" or " Hey Portal" ?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Yes - There is a smart speaker/display in my household and I personally use it	1504	475	480	327	211	1250	136	77	41
	38%	+53%	37%	38%	-23%	37%	41%	41%	38%
		bcd	d	d					
Yes - There is a smart speaker/display in my household but I do not personally use it	145	38	50	30	27	115	19	8	3
	4%	4%	4%	4%	3%	3%	6%	4%	2%
							d		
Summary: Any	1649	513	529	357	238	1365	155	85	43
	41%	+57%	41%	42%	-26%	-40%	47%	45%	40%
		bcd	d	d					
No, there is no smart speaker/smart display in my household	2302	384	742	482	653	1963	175	103	61
	58%	-42%	58%	57%	+72%	+58%	53%	55%	57%
			a	a	abc				
Don't know	49	6	16	11	11	44	3	0	3
	1%	1%	1%	1%	1%	1%	1%	0%	+3%
									abc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 17 (continuation)
QS1. Do you or does anyone in your household have a smart speaker or smart display which can respond to voice commands like " Alexa" , " Hey Google" , " Siri" or " Hey Portal" ?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Yes - There is a smart speaker/display in my household and I personally use it	1504	122	217	137	131	128	142	124	88	161	1187	317	1014	467
	38%	-24%	39%	39%	45%	36%	38%	38%	+55%	36%	-36%	+44%	+43%	-30%
			a	a	a	a	a	a	abcefgi	a		a	b	
Yes - There is a smart speaker/display in my household but I do not personally use it	145	19	14	15	22	13	13	3	1	14	115	30	87	55
	4%	4%	3%	4%	+8%	4%	3%	1%	*%	3%	3%	4%	4%	3%
					bgh									
Summary: Any	1649	142	232	152	153	141	155	126	89	175	1301	347	1101	522
	41%	-27%	42%	44%	+53%	40%	41%	38%	+55%	39%	-40%	+48%	+47%	-33%
			a	a	aegi	a	a	a	aegi	a		a	b	
No, there is no smart speaker/smart display in my household	2302	378	312	191	130	203	220	198	71	260	1936	366	1231	1034
	58%	+73%	56%	55%	-44%	58%	59%	60%	-45%	58%	+59%	-51%	-52%	+66%
		bcdefghi	d			d	d	dh		d	b			a
Don't know	49	0	9	5	9	8	1	4	0	9	40	9	23	21
	1%	0%	2%	1%	3%	2%	*%	1%	0%	2%	1%	1%	1%	1%
					af	a				a				

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 18
QS2. How many smart speakers or smart displays are in your household?
Base: Where have a smartspeaker or smart display

		Gender		Age Group						Household Income	
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b
Unweighted Bases	1649	822	823	204	271	363	266	283	262	158	720
Effective Weighted Sample	1038	522	514	125	170	229	166	181	169	96	446
Weighted Bases	**1649**	**819**	**828**	**209**	**285**	**342**	**262**	**272**	**279**	**153**	**723**
1	869	433	434	113	160	166	123	125	182	82	330
	53%	53%	52%	54%	56%	49%	47%	46%	+65% cde	53%	-46%
2	370	170	199	51	66	74	53	77	49	37	176
	22%	21%	24%	24%	23%	22%	20%	+28% f	18%	24%	24%
3	189	99	90	18	29	38	35	43	26	12	91
	11%	12%	11%	9%	10%	11%	13%	16%	9%	8%	13%
4	101	47	54	18	7	34	24	13	5	10	59
	6%	6%	6%	8% bf	-2%	+10% bf	9% bf	5%	-2%	6%	+8%
5+	97	61	36	5	13	28	24	13	13	10	64
	6%	+7% b	-4%	3%	4%	8% a	9% a	5%	5%	6%	+9%
Don't know	23	8	14	4	10	2	2	1	3	3	2
	1%	1%	2%	2%	+4% ce	1%	1%	*%	1%	2%	-*%

Columns Tested: a,b - a,b,c,d,e,f - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 18 (continuation)
QS2. How many smart speakers or smart displays are in your household?
Base: Where have a smartspeaker or smart display

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	1649	574	457	267	332	987	227	229	206
Effective Weighted Sample	1038	367	310	185	189	769	160	210	190
Weighted Bases	**1649**	**513**	**529**	**357**	**238**	**1365**	**155**	**85**	**43**
1	869	216	277	216	156	709	88	42	29
	53%	-42%	52%	+60%	+66%	52%	57%	50%	+66%
			a	a	ab				ac
2	370	127	114	74	50	304	36	23	7
	22%	25%	22%	21%	21%	22%	23%	28%	15%
								d	
3	189	60	71	39	20	162	15	10	3
	11%	12%	13%	11%	8%	12%	10%	11%	7%
4	101	46	31	15	8	87	7	5	2
	6%	+9%	6%	4%	3%	6%	4%	6%	6%
		d							
5+	97	56	29	10	1	83	8	4	2
	6%	+11%	6%	3%	-1%	6%	5%	5%	5%
		bcd	d						
Don't know	23	9	8	3	2	21	1	*	*
	1%	2%	1%	1%	1%	2%	1%	*%	*%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 18 (continuation)
QS2. How many smart speakers or smart displays are in your household?
Base: Where have a smartspeaker or smart display

		England Regions							Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	a	b	a	b
Unweighted Bases	1649	113	174	111	108	102	112	124	1316	333	1069	552
Effective Weighted Sample	1038	90	135	83	85	76	88	98	834	205	680	338
Weighted Bases	**1649**	**142**	**232**	**152**	**153**	**141**	**155**	**175**	**1301**	**347**	**1101**	**522**
1	869	78	107	86	71	67	108	86	696	173	545	315
	53%	55%	46%	57%	47%	47%	+70% bdeg	49%	53%	50%	-49%	+60% a
2	370	34	53	18	35	34	20	57	300	70	265	101
	22%	24%	23%	-12%	23%	24%	-13%	+33% cf	23%	20%	24%	19%
3	189	14	34	16	23	17	12	14	146	43	125	57
	11%	10%	15%	10%	15%	12%	8%	8%	11%	12%	11%	11%
4	101	9	11	20	11	8	5	11	72	30	75	23
	6%	6%	5%	+13% f	7%	6%	3%	6%	5%	9%	7%	4%
5+	97	5	20	9	7	13	11	7	70	27	75	21
	6%	3%	9%	6%	5%	10%	7%	4%	5%	8%	7%	4%
Don't know	23	2	5	3	6	3	0	0	17	5	15	5
	1%	1%	2%	2%	4%	2%	0%	0%	1%	2%	1%	1%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 19
QS3. Are any of your smart speakers in your household a smart display?
Base: Where have a smartspeaker or smart display

		Gender		Age Group						Household Income	
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b
Unweighted Bases	1649	822	823	204	271	363	266	283	262	158	720
Effective Weighted Sample	1038	522	514	125	170	229	166	181	169	96	446
Weighted Bases	**1649**	**819**	**828**	**209**	**285**	**342**	**262**	**272**	**279**	**153**	**723**
Yes	537	257	280	72	91	117	104	83	71	56	230
	33%	31%	34%	34%	32%	34%	+40% f	31%	-26%	37%	32%
No	1060	542	517	131	182	218	155	180	194	92	485
	64%	66%	62%	63%	64%	64%	59%	66%	69%	60%	67%
Don’ t know	51	20	31	7	12	6	3	9	14	5	9
	3%	2%	4%	3%	4%	2%	1%	3%	5% d	3%	-1%

Columns Tested: a,b - a,b,c,d,e,f - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 19 (continuation)
QS3. Are any of your smart speakers in your household a smart display?
Base: Where have a smartspeaker or smart display

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	1649	574	457	267	332	987	227	229	206
Effective Weighted Sample	1038	367	310	185	189	769	160	210	190
Weighted Bases	**1649**	**513**	**529**	**357**	**238**	**1365**	**155**	**85**	**43**
Yes	537	167	165	132	72	439	57	24	18
	33%	33%	31%	37%	30%	32%	37%	28%	41%
									c
No	1060	333	351	216	153	883	92	59	25
	64%	65%	66%	61%	64%	65%	60%	70%	59%
Don’ t know	51	13	14	9	13	44	5	2	*
	3%	2%	3%	3%	+6%	3%	3%	2%	*%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 19 (continuation)
QS3. Are any of your smart speakers in your household a smart display?
Base: Where have a smartspeaker or smart display

		England Regions							Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	a	b	a	b
Unweighted Bases	1649	113	174	111	108	102	112	124	1316	333	1069	552
Effective Weighted Sample	1038	90	135	83	85	76	88	98	834	205	680	338
Weighted Bases	**1649**	**142**	**232**	**152**	**153**	**141**	**155**	**175**	**1301**	**347**	**1101**	**522**
Yes	537	45	67	57	41	56	64	46	416	121	374	152
	33%	32%	29%	37%	26%	40%	41%	26%	32%	35%	34%	29%
No	1060	88	160	90	108	78	89	127	848	213	693	354
	64%	62%	69%	59%	70%	56%	57%	73% e	65%	61%	63%	68%
Don’ t know	51	8	5	5	5	7	2	2	38	13	34	16
	3%	6%	2%	3%	3%	5%	1%	1%	3%	4%	3%	3%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 20
QS4. Do any of the children in your household use a smart speaker? - Child 1
Base: Where have a smartspeaker or smart display and 1 or more children in household

		Gender		Age Group				Household Income	Social Group 1				Nation
	Total	Man	Woman	16-24	25-34	35-44	45-54	26K+	AB	C1	C2	DE	England
Column		a	b	a	b	c	d		a	b	c	d	
Unweighted Bases	671	298	373	108	132	260	129	332	256	193	108	107	399
Effective Weighted Sample	419	189	230	65	80	160	84	203	164	124	76	61	312
Weighted Bases	**661**	**291**	**371**	**107**	**134**	**241**	**134**	**324**	**227**	**213**	**144**	**74**	**550**
Yes	440	192	249	71	56	184	101	215	161	143	87	48	361
	67%	66%	67%	66%	-42%	+76%	75%	66%	71%	67%	60%	64%	66%
				b		b	b						
No	211	94	117	34	74	54	32	107	64	66	55	26	179
	32%	32%	32%	32%	+55%	-22%	24%	33%	28%	31%	38%	35%	33%
					acd								
Prefer not to say	10	5	5	2	4	3	1	2	2	5	2	1	10
	1%	2%	1%	2%	3%	1%	1%	1%	1%	2%	1%	1%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 20 (continuation)
QS4. Do any of the children in your household use a smart speaker? - Child 1
Base: Where have a smartspeaker or smart display and 1 or more children in household

		Urbanity		Working Status	
	Total	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	a	b
Unweighted Bases	671	534	137	516	147
Effective Weighted Sample	419	337	82	328	86
Weighted Bases	**661**	**527**	**134**	**528**	**125**
Yes	440	348	93	344	91
	67%	66%	69%	65%	73%
No	211	172	39	177	32
	32%	33%	29%	34%	25%
Prefer not to say	10	7	3	7	2
	1%	1%	2%	1%	1%

Columns Tested: a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 21
QS4. Do any of the children in your household use a smart speaker? - Child 2
Base: Where have a smartspeaker or smart display and 2 or more children in household

		Gender		Age Group	Household Income	Social Group 1	Nation	Urbanity	Working Status
	Total	Man	Woman	35-44	26K+	AB	England	Urban	Working
Column		a	b					a	
Unweighted Bases	363	163	200	161	178	146	217	287	270
Effective Weighted Sample	220	103	117	95	105	95	166	177	166
Weighted Bases	**351**	**153**	**198**	**147**	**166**	**124**	**297**	**284**	**272**
Yes	219	106	113	98	96	77	176	165	168
	62%	69%	57%	66%	58%	62%	-59%	-58%	61%
No	123	42	81	47	68	45	112	112	98
	35%	-28%	+41% a	32%	41%	36%	+38%	+39%	36%
Prefer not to say	10	5	5	3	2	2	10	7	7
	3%	3%	2%	2%	1%	2%	3%	2%	3%

Columns Tested: a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 22
QS4. Do any of the children in your household use a smart speaker? - Child 3
Base: Where have a smartspeaker or smart display and 3 or more children in household

	Total
Unweighted Bases	95
Effective Weighted Sample	54
Weighted Bases	**86**
Yes	51
	59%
No	34
	39%
Prefer not to say	2
	2%

Columns Tested: ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 23
QS4. Do any of the children in your household use a smart speaker? - Child 4
Base: Where have a smartspeaker or smart display and 4 or more children in household

	Total
Unweighted Bases	25
Effective Weighted Sample	14
Weighted Bases	**23**
Yes	8
	35%
No	14
	61%
Prefer not to say	1
	4%

Columns Tested: ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 24
QS4. Do any of the children in your household use a smart speaker? - Child 5
Base: Where have a smartspeaker or smart display and 5 or more children in household

	Total
Unweighted Bases	6
Effective Weighted Sample	4
Weighted Bases	**7**
Yes	2
	32%
No	4
	56%
Prefer not to say	1
	12%

Columns Tested: ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 25
QS4. Do any of the children in your household use a smart speaker?
Base: Where have a smartspeaker or smart display and children in household

		Gender		Age Group				Household Income	Social Group 1				Nation
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**26K+**	**AB**	**C1**	**C2**	**DE**	**England**
Column		a	b	a	b	c	d		a	b	c	d	
Unweighted Bases	671	298	373	108	132	260	129	332	256	193	108	107	399
Effective Weighted Sample	419	189	230	65	80	160	84	203	164	124	76	61	312
Weighted Bases	**661**	**291**	**371**	**107**	**134**	**241**	**134**	**324**	**227**	**213**	**144**	**74**	**550**
Yes	453	195	258	71	59	186	108	221	166	143	92	50	373
	69%	67%	70%	66%	-44%	+77%	+81%	68%	73%	67%	64%	67%	68%
				b		b	b						
No	198	90	108	34	70	52	25	101	59	66	50	24	167
	30%	31%	29%	32%	+52%	-22%	-19%	31%	26%	31%	34%	32%	30%
					acd								
Prefer not to say	10	5	5	2	4	3	1	2	2	5	2	1	10
	1%	2%	1%	2%	3%	1%	1%	1%	1%	2%	1%	1%	2%

Columns Tested: a,b - a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 25 (continuation)
QS4. Do any of the children in your household use a smart speaker?
Base: Where have a smartspeaker or smart display and children in household

		Urbanity		Working Status	
	Total	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	a	b
Unweighted Bases	671	534	137	516	147
Effective Weighted Sample	419	337	82	328	86
Weighted Bases	**661**	**527**	**134**	**528**	**125**
Yes	453	360	94	354	94
	69%	68%	70%	67%	75%
No	198	160	38	166	29
	30%	30%	28%	32%	23%
Prefer not to say	10	7	3	7	2
	1%	1%	2%	1%	1%

Columns Tested: a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 26
QS5. In which rooms in your house do you have a smart speaker or smart display?
Base: Where have a smartspeaker or smart display

		Gender		Age Group						Household Income	
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b
Unweighted Bases	1649	822	823	204	271	363	266	283	262	158	720
Effective Weighted Sample	1038	522	514	125	170	229	166	181	169	96	446
Weighted Bases	**1649**	**819**	**828**	**209**	**285**	**342**	**262**	**272**	**279**	**153**	**723**
Living room/lounge	939	454	485	103	165	216	154	142	159	91	422
	57%	55%	59%	49%	58%	+63% ae	59%	52%	57%	60%	58%
Kitchen/kitchen-diner/dining room	813	411	402	98	131	177	135	148	125	58	394
	49%	50%	49%	47%	46%	52%	52%	54%	45%	-38%	+54% a
Hallway/landing	53	23	30	6	14	18	4	6	4	6	21
	3%	3%	4%	3%	5%	5%	2%	2%	1%	4%	3%
Bathroom/shower room	41	25	16	4	7	13	11	5	*	5	14
	2%	3%	2%	2%	3%	4% f	4% f	2%	-*%	3%	2%
Bedroom	617	300	316	85	85	136	124	111	76	64	314
	37%	37%	38%	41% f	-30%	40% bf	+48% bf	41% bf	-27%	42%	+43%
Garage/shed	37	32	5	6	4	12	7	5	4	*	20
	2%	+4% b	-1%	3%	2%	3%	3%	2%	1%	*%	3%
Study/home office	141	91	50	18	22	34	22	30	16	8	94
	9%	+11% b	-6%	9%	8%	10%	8%	11%	6%	5%	+13% a
Move around as needed/portable	101	45	55	16	21	19	17	13	15	9	49
	6%	6%	7%	8%	7%	6%	6%	5%	5%	6%	7%
Other	24	14	10	1	4	2	4	4	8	1	15
	1%	2%	1%	1%	2%	1%	1%	2%	3%	1%	2%
Not answered	1	1	1	0	0	0	0	1	1	0	0
	*%	*%	*%	0%	0%	0%	0%	*%	*%	0%	0%

Columns Tested: a,b - a,b,c,d,e,f - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 26 (continuation)
QS5. In which rooms in your house do you have a smart speaker or smart display?
Base: Where have a smartspeaker or smart display

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	1649	574	457	267	332	987	227	229	206
Effective Weighted Sample	1038	367	310	185	189	769	160	210	190
Weighted Bases	**1649**	**513**	**529**	**357**	**238**	**1365**	**155**	**85**	**43**
Living room/lounge	939 57%	294 57%	299 57%	201 56%	141 59%	776 57% d	103 +66% acd	43 51%	17 -39%
Kitchen/kitchen-diner/dining room	813 49%	288 +56% cd	274 52% d	155 43%	91 -38%	685 50% b	62 -40%	36 42%	30 +68% abc
Hallway/landing	53 3%	27 +5% d	13 2%	7 2%	4 2%	42 3%	6 4%	3 4%	1 3%
Bathroom/shower room	41 2%	16 3%	14 3%	4 1%	5 2%	35 3%	2 2%	2 3%	1 3%
Bedroom	617 37%	216 +42% d	196 37%	132 37%	68 -29%	515 38% d	59 38% d	32 38% d	10 -24%
Garage/shed	37 2%	24 +5% cd	11 2%	2 1%	1 -*%	34 3%	1 1%	1 1%	1 3%
Study/home office	141 9%	88 +17% bcd	43 8% cd	8 -2%	2 -1%	122 9%	10 6%	7 8%	3 6%
Move around as needed/portable	101 6%	36 7%	24 5%	32 9% d	8 3%	84 6%	5 3%	11 +12% abd	1 2%
Other	24 1%	15 +3% b	2 *%	4 1%	3 1%	20 1%	1 1%	2 2%	1 3%
Not answered	1 *%	0 0%	1 *%	0 0%	1 *%	1 *%	0 0%	1 1%	0 0%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 26 (continuation)
QS5. In which rooms in your house do you have a smart speaker or smart display?
Base: Where have a smartspeaker or smart display

		England Regions							Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	a	b	a	b
Unweighted Bases	1649	113	174	111	108	102	112	124	1316	333	1069	552
Effective Weighted Sample	1038	90	135	83	85	76	88	98	834	205	680	338
Weighted Bases	**1649**	**142**	**232**	**152**	**153**	**141**	**155**	**175**	**1301**	**347**	**1101**	**522**
Living room/lounge	939	86	122	85	97	76	80	110	757	182	637	290
	57%	61%	53%	56%	63%	54%	52%	63%	58%	52%	58%	56%
Kitchen/kitchen-diner/dining room	813	46	132	71	73	79	85	95	618	195	573	232
	49%	-33%	57%	47%	47%	56%	55%	54%	-48%	+56%	+52%	-44%
			a			a	a	a		a	b	
Hallway/landing	53	4	12	3	9	2	5	3	38	15	41	11
	3%	3%	5%	2%	6%	2%	3%	1%	3%	4%	4%	2%
Bathroom/shower room	41	3	1	6	7	6	3	3	33	8	30	11
	2%	2%	*%	4%	4%	4%	2%	2%	3%	2%	3%	2%
Bedroom	617	49	96	62	57	65	39	58	483	134	431	178
	37%	35%	41%	41%	37%	46%	-25%	33%	37%	39%	39%	34%
			f			f						
Garage/shed	37	4	10	6	1	5	1	4	29	8	25	12
	2%	3%	4%	4%	1%	4%	1%	2%	2%	2%	2%	2%
Study/home office	141	15	23	8	14	16	14	15	103	39	108	30
	9%	11%	10%	5%	9%	11%	9%	9%	8%	11%	10%	-6%
											b	
Move around as needed/portable	101	14	15	6	14	4	6	5	81	20	71	27
	6%	10%	7%	4%	9%	3%	4%	3%	6%	6%	6%	5%
Other	24	0	4	3	1	6	0	0	17	7	11	9
	1%	0%	2%	2%	1%	+4%	0%	0%	1%	2%	1%	2%
Not answered	1	0	0	0	0	0	0	0	1	1	0	1
	*%	0%	0%	0%	0%	0%	0%	0%	*%	*%	0%	*%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 27
QS6. Which brands or types of smart speakers/smart display do you have in your household?
Base: Where have a smartspeaker or smart display

		Gender		Age Group						Household Income	
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b
Unweighted Bases	1649	822	823	204	271	363	266	283	262	158	720
Effective Weighted Sample	1038	522	514	125	170	229	166	181	169	96	446
Weighted Bases	**1649**	**819**	**828**	**209**	**285**	**342**	**262**	**272**	**279**	**153**	**723**
Amazon Echo (with Alexa voice assistant)	1314 80%	628 -77%	685 +83% a	156 75%	206 -72%	289 +85% ab	214 82% b	218 80%	231 83% b	127 83%	572 79%
Apple HomePod	53 3%	26 3%	27 3%	15 +7% e	12 4%	10 3%	7 3%	3 1%	7 3%	6 4%	17 2%
Bose	44 3%	23 3%	20 2%	3 1%	5 2%	7 2%	8 3%	14 +5%	7 3%	1 1%	24 3%
Google Home/ Google Nest	250 15%	142 17%	107 13%	42 20% f	63 +22% cf	41 12%	36 14%	39 14%	29 10%	25 16%	144 +20%
Facebook/Meta Portal	25 2%	11 1%	14 2%	3 1%	9 +3% e	5 1%	2 1%	1 *%	6 2%	0 0%	11 2%
Samsung	23 1%	20 +2% b	4 -*%	8 +4% e	6 2%	3 1%	1 1%	1 *%	4 1%	2 1%	12 2%
Sonos	77 5%	48 6%	29 3%	5 2%	13 4%	20 6%	18 7% f	16 6%	5 2%	6 4%	50 +7%
Sony	10 1%	4 1%	6 1%	7 +3% de	1 *%	2 1%	* *%	0 0%	1 *%	0 0%	7 1%
Other	16 1%	10 1%	5 1%	1 *%	4 1%	* *%	4 2%	6 2% c	* *%	1 1%	10 1%
Don’ t know	50 3%	18 2%	32 4%	3 2%	10 4%	3 1%	8 3%	12 4% c	13 5% c	4 3%	11 -2%
Not answered	1 *%	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%

Columns Tested: a,b - a,b,c,d,e,f - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 27 (continuation)
QS6. Which brands or types of smart speakers/smart display do you have in your household?
Base: Where have a smartspeaker or smart display

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	1649	574	457	267	332	987	227	229	206
Effective Weighted Sample	1038	367	310	185	189	769	160	210	190
Weighted Bases	**1649**	**513**	**529**	**357**	**238**	**1365**	**155**	**85**	**43**
Amazon Echo (with Alexa voice assistant)	1314 80%	408 79%	420 79%	286 80%	191 80%	1077 79%	127 82%	74 87% a	37 84%
Apple HomePod	53 3%	23 4%	19 4%	9 2%	3 1%	47 3%	4 3%	2 2%	* 1%
Bose	44 3%	19 4%	10 2%	11 3%	3 1%	38 3%	4 2%	2 2%	1 2%
Google Home/ Google Nest	250 15%	90 18% d	81 15%	52 15%	26 11%	218 +16%	17 11%	11 13%	4 9%
Facebook/Meta Portal	25 2%	8 1%	9 2%	4 1%	4 2%	22 2%	3 2%	* *%	0 0%
Samsung	23 1%	8 2%	8 1%	4 1%	3 1%	22 2%	1 1%	* *%	* *%
Sonos	77 5%	39 +8% cd	23 4%	9 3%	3 -1%	69 5%	6 4%	1 1%	1 2%
Sony	10 1%	2 *%	6 1%	2 *%	1 *%	7 1%	3 2%	0 0%	0 0%
Other	16 1%	5 1%	7 1%	3 1%	* *%	12 1%	2 1%	1 1%	1 2%
Don’ t know	50 3%	14 3%	8 2%	12 3%	16 +7% ab	42 3%	4 2%	2 3%	2 4%
Not answered	1 *%	0 0%	0 0%	0 0%	1 *%	1 *%	0 0%	0 0%	0 0%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 27 (continuation)
QS6. Which brands or types of smart speakers/smart display do you have in your household?
Base: Where have a smartspeaker or smart display

		England Regions							Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	a	b	a	b
Unweighted Bases	1649	113	174	111	108	102	112	124	1316	333	1069	552
Effective Weighted Sample	1038	90	135	83	85	76	88	98	834	205	680	338
Weighted Bases	**1649**	**142**	**232**	**152**	**153**	**141**	**155**	**175**	**1301**	**347**	**1101**	**522**
Amazon Echo (with Alexa voice assistant)	1314 80%	115 81%	183 79%	130 85%	121 79%	115 82%	111 72%	138 78%	1026 79%	288 83%	863 78%	436 +83%
Apple HomePod	53 3%	2 2%	7 3%	6 4%	3 2%	2 2%	0 0%	4 2%	50 +4% b	3 -1%	40 4%	13 3%
Bose	44 3%	5 3%	7 3%	1 1%	6 4%	2 2%	4 3%	9 5%	33 3%	11 3%	31 3%	12 2%
Google Home/ Google Nest	250 15%	20 14%	36 15%	14 9%	31 20%	24 17%	31 20%	36 20%	196 15%	54 15%	180 16%	63 12%
Facebook/Meta Portal	25 2%	4 3%	2 1%	3 2%	1 *%	1 *%	1 *%	3 2%	18 1%	7 2%	12 1%	12 2%
Samsung	23 1%	5 3%	3 1%	2 1%	4 3%	1 1%	2 2%	4 2%	21 2%	3 1%	13 1%	10 2%
Sonos	77 5%	6 4%	18 8%	2 1%	16 +10% c	9 7%	10 6%	6 4%	56 4%	21 6%	64 +6% b	13 -2%
Sony	10 1%	0 0%	3 1%	0 0%	2 1%	0 0%	2 1%	0 0%	10 1%	0 0%	2 -*%	8 +2% a
Other	16 1%	2 2%	3 1%	1 *%	3 2%	0 0%	0 0%	3 1%	14 1%	2 1%	11 1%	2 *%
Don’ t know	50 3%	9 6%	3 2%	5 3%	6 4%	4 3%	2 1%	5 3%	37 3%	14 4%	32 3%	15 3%
Not answered	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%	1 *%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 28
QS7. Thinking of your household' s smart speaker, which of the following functions do you personally use your smart speaker for?
Base: Where personally use smart speaker or smart display

		Gender		Age Group						Household Income	
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b
Unweighted Bases	1502	746	755	185	242	342	240	260	233	139	663
Effective Weighted Sample	943	472	471	112	151	216	152	165	150	82	410
Weighted Bases	**1504**	**746**	**758**	**186**	**254**	**328**	**239**	**249**	**248**	**131**	**667**
1. Listen to live radio (so at the same time as the show is broadcast)	863 57%	434 58%	428 57%	82 -44%	115 -45%	186 57% ab	142 59% ab	172 +69% abc	165 +67% ab	75 57%	404 61%
2. Listen to catch-up radio (so after the show was originally broadcast)	192 13%	97 13%	95 13%	14 7%	25 10%	48 14%	41 17% a	40 16% a	24 10%	9 6%	109 +16% a
3. Listen to music via a streaming service – like Spotify, Apple Music or Deezer	946 63%	486 65%	460 61%	117 63% f	189 +74% def	232 +71% ef	149 62% f	139 -56%	122 -49%	70 54%	466 +70% a
4. Listen to a podcast	276 18%	131 18%	144 19%	39 21% f	54 21% f	68 21% f	47 20% f	50 20% f	17 -7%	26 20%	146 +22%
5. Listen to an audiobook	129 9%	64 9%	65 9%	10 5%	13 5%	36 11% f	31 +13% abf	28 11% f	11 -4%	17 13%	66 10%
6. Play an interactive audio game	74 5%	38 5%	35 5%	16 9% ef	13 5%	20 6% f	15 6% f	6 3%	3 -1%	8 6%	32 5%
7. Get news reports	356 24%	181 24%	175 23%	42 23%	53 21%	81 25%	75 +32% bf	57 23%	48 19%	37 28%	147 22%
8. Get weather reports	595 40%	300 40%	296 39%	67 36%	104 41%	142 43% f	103 43% f	103 41%	77 -31%	66 +50%	280 42%
9. Get travel information or updates	252 17%	124 17%	128 17%	25 13%	35 14%	58 18%	52 22%	49 20%	34 14%	24 18%	119 18%
10. Searching for information online or asking general questions	564 38%	263 35%	302 40%	75 40%	79 31%	126 38%	94 39%	102 41%	89 36%	45 35%	274 41%

Columns Tested: a,b - a,b,c,d,e,f - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 28 (continuation)
QS7. Thinking of your household' s smart speaker, which of the following functions do you personally use your smart speaker for?
Base: Where personally use smart speaker or smart display

		Gender		Age Group						Household Income	
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b
Unweighted Bases	1502	746	755	185	242	342	240	260	233	139	663
Effective Weighted Sample	943	472	471	112	151	216	152	165	150	82	410
Weighted Bases	**1504**	**746**	**758**	**186**	**254**	**328**	**239**	**249**	**248**	**131**	**667**
11. As an alarm, personal schedule reminder or to make a shopping list	582	285	296	68	113	142	103	94	62	55	287
	39%	38%	39%	37%	44%	43%	43%	38%	-25%	42%	+43%
					f	f	f	f			
12. To control smart home devices, such as smart TV, heating or lighting	309	174	135	32	54	95	54	43	30	19	180
	21%	+23%	-18%	17%	21%	+29%	23%	17%	-12%	14%	+27%
		b			f	aef	f				a
13. To make calls, send texts or emails (including pairing with mobile phone)	102	41	61	10	30	27	14	11	10	5	47
	7%	5%	8%	6%	+12%	8%	6%	4%	4%	3%	7%
					ef						
14. To watch videos	36	19	17	3	9	10	5	5	4	*	15
	2%	3%	2%	2%	4%	3%	2%	2%	2%	*%	2%
15.Other	38	19	19	5	3	7	6	10	7	8	16
	3%	3%	3%	3%	1%	2%	2%	4%	3%	+6%	2%

Columns Tested: a,b - a,b,c,d,e,f - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 28 (continuation)
QS7. Thinking of your household' s smart speaker, which of the following functions do you personally use your smart speaker for?
Base: Where personally use smart speaker or smart display

		Social Group 1				Nation				England Regions			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**	**London**	**South East**	**East of England**	**North West**
Column		a	b	c	d	a	b	c	d	a	b	c	d
Unweighted Bases	1502	527	415	246	296	903	196	210	193	101	162	104	112
Effective Weighted Sample	943	337	280	168	171	703	138	194	178	82	125	82	88
Weighted Bases	**1504**	**475**	**480**	**327**	**211**	**1250**	**136**	**77**	**41**	**122**	**217**	**142**	**161**
1. Listen to live radio (so at the same time as the show is broadcast)	863 57%	295 62% d	264 55%	193 59%	105 -50%	705 56% d	93 +69% ad	47 61% d	18 -44%	65 53%	132 61%	65 46%	85 53%
2. Listen to catch-up radio (so after the show was originally broadcast)	192 13%	62 13%	69 14%	43 13%	18 8%	161 13% d	21 15% d	8 10%	3 -6%	12 9%	28 13%	27 19%	23 14%
3. Listen to music via a streaming service – like Spotify, Apple Music or Deezer	946 63%	326 +69% cd	314 65% d	192 59%	109 -52%	794 64%	75 55%	44 58%	33 +81% abc	78 64%	144 66%	104 73% d	87 54%
4. Listen to a podcast	276 18%	106 +22% cd	111 +23% cd	43 13% d	13 -6%	249 +20% bcd	15 -11%	8 -11%	3 -8%	25 20%	39 18%	26 19%	30 19%
5. Listen to an audiobook	129 9%	52 11% d	44 9%	22 7%	10 5%	106 9%	14 11% d	7 9%	1 -3%	4 4%	21 9%	7 5%	8 5%
6. Play an interactive audio game	74 5%	30 6% d	25 5% d	16 5%	3 -1%	61 5%	9 6%	2 3%	1 3%	5 4%	7 3%	11 8%	4 3%
7. Get news reports	356 24%	124 26% d	128 27% d	64 19%	37 18%	286 23% c	52 +38% acd	11 -14%	8 18%	35 28%	57 26%	25 18%	41 25%
8. Get weather reports	595 40%	211 +44% d	203 42% d	128 39% d	51 -24%	495 40% d	67 +50% cd	23 -30%	10 -24%	60 49% d	107 +49% d	50 35%	47 29%
9. Get travel information or updates	252 17%	79 17%	79 16%	65 20%	27 13%	188 -15% d	50 +37% acd	11 14%	3 -8%	21 17%	36 17%	23 16%	28 17%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 28 (continuation)
QS7. Thinking of your household' s smart speaker, which of the following functions do you personally use your smart speaker for?
Base: Where personally use smart speaker or smart display

		Social Group 1				Nation				England Regions			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI	London	South East	East of England	North West
Column		a	b	c	d	a	b	c	d	a	b	c	d
Unweighted Bases	1502	527	415	246	296	903	196	210	193	101	162	104	112
Effective Weighted Sample	943	337	280	168	171	703	138	194	178	82	125	82	88
Weighted Bases	**1504**	**475**	**480**	**327**	**211**	**1250**	**136**	**77**	**41**	**122**	**217**	**142**	**161**
10. Searching for information online or asking general questions	564	194	175	126	65	465	64	23	12	37	83	43	76
	38%	41% d	37%	39%	31%	37%	+47% acd	29%	30%	30%	38%	30%	47% c
11. As an alarm, personal schedule reminder or to make a shopping list	582	206	211	117	45	488	48	37	8	48	110	49	55
	39%	+43% d	+44% d	36% d	-21%	39% d	36% d	+49% bd	-20%	39%	+51% d	35%	34%
12. To control smart home devices, such as smart TV, heating or lighting	309	139	93	53	21	261	30	15	4	22	39	31	25
	21%	+29% bcd	19% d	16%	-10%	21% d	22% d	19%	-11%	18%	18%	22%	16%
13. To make calls, send texts or emails (including pairing with mobile phone)	102	39	32	17	14	87	8	5	1	10	20	11	8
	7%	8%	7%	5%	7%	7%	6%	7%	3%	8%	9%	8%	5%
14. To watch videos	36	13	15	5	3	32	2	1	1	6	3	4	6
	2%	3%	3%	1%	2%	3%	2%	2%	2%	5%	2%	3%	4%
15.Other	38	14	6	5	12	30	2	4	1	2	4	0	9
	3%	3%	1%	2%	+6% b	2%	1%	+6%	3%	2%	2%	0%	5%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 28 (continuation)
QS7. Thinking of your household' s smart speaker, which of the following functions do you personally use your smart speaker for?
Base: Where personally use smart speaker or smart display

		Urbanity		Working Status	
	Total	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	a	b
Unweighted Bases	1502	1199	303	981	496
Effective Weighted Sample	943	756	188	623	303
Weighted Bases	**1504**	**1187**	**317**	**1014**	**467**
1. Listen to live radio (so at the same time as the show is broadcast)	863 57%	661 56%	202 64%	583 58%	269 58%
2. Listen to catch-up radio (so after the show was originally broadcast)	192 13%	153 13%	39 12%	145 +14% b	44 -9%
3. Listen to music via a streaming service – like Spotify, Apple Music or Deezer	946 63%	754 64%	193 61%	699 +69% b	231 -49%
4. Listen to a podcast	276 18%	220 19%	55 17%	212 +21% b	59 -13%
5. Listen to an audiobook	129 9%	98 8%	31 10%	105 +10% b	24 -5%
6. Play an interactive audio game	74 5%	53 4%	21 7%	60 6%	14 3%
7. Get news reports	356 24%	268 23%	88 28%	258 25%	91 20%
8. Get weather reports	595 40%	459 39%	137 43%	442 +44% b	143 -31%
9. Get travel information or updates	252 17%	179 -15%	73 +23% a	193 +19% b	55 -12%
10. Searching for information online or asking general questions	564 38%	431 36%	134 42%	394 39%	162 35%

Columns Tested: a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 28 (continuation)
QS7. Thinking of your household' s smart speaker, which of the following functions do you personally use your smart speaker for?
Base: Where personally use smart speaker or smart display

		Urbanity		Working Status	
	Total	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	a	b
Unweighted Bases	1502	1199	303	981	496
Effective Weighted Sample	943	756	188	623	303
Weighted Bases	**1504**	**1187**	**317**	**1014**	**467**
11. As an alarm, personal schedule reminder or to make a shopping list	582 39%	445 38%	137 43%	446 +44% b	124 -27%
12. To control smart home devices, such as smart TV, heating or lighting	309 21%	231 19%	78 25%	240 +24% b	62 -13%
13. To make calls, send texts or emails (including pairing with mobile phone)	102 7%	83 7%	19 6%	67 7%	27 6%
14. To watch videos	36 2%	33 3%	3 1%	28 3%	7 1%
15.Other	38 3%	25 2%	13 4%	22 2%	15 3%

Columns Tested: a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 29
QS8. Which of the following smart home technologies, if any, do you, or does anyone in your household, have in your home at the moment?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Smart home video doorbells / security cameras (e.g. Ring, Nest, SimpliSafe)	888	409	478	114	188	194	135	136	121	19	21	57	391
	22%	21%	23%	22%	+29%	+27%	25%	20%	-14%	-11%	-11%	-16%	+29%
				f	aef	ef	f	f					abc
Smart home security alarms (e.g. Verisure, ADT, Sky Protect)	223	113	110	24	39	59	35	34	33	3	4	13	88
	6%	6%	5%	5%	6%	+8%	6%	5%	-4%	2%	2%	4%	7%
						f							ab
Smart trackers such as Airtag/tile	156	92	62	19	43	22	33	22	17	2	4	9	94
	4%	+5%	-3%	4%	+7%	3%	+6%	3%	-2%	1%	2%	2%	+7%
		b			cef		cf						abc
Smart bathroom scales which work with an app to keep a record of measurements and set goals	159	87	72	24	28	38	23	28	17	1	*	14	115
	4%	5%	3%	4%	4%	5%	4%	4%	-2%	-*%	-*%	4%	+9%
				f	f	f	f	f				b	abc
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	86	41	45	12	43	24	2	2	3	0	0	7	48
	2%	2%	2%	2%	+7%	3%	-*%	-*%	-*%	0%	0%	2%	+4%
				def	acdef	def							ab
Smart lighting/heating/hot water controls (using an app on your mobile phone or smart speaker)	468	264	204	56	82	112	78	78	61	18	16	29	277
	12%	+14%	-10%	11%	13%	+15%	14%	11%	-7%	10%	8%	8%	+21%
		b			f	f	f	f					abc
Smart smoke alarms which send an alert to your phone	100	45	54	26	16	24	13	16	6	2	0	4	45
	2%	2%	3%	+5%	2%	3%	2%	2%	-1%	1%	0%	1%	3%
				f	f	f	f	f					b

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 29 (continuation)
QS8. Which of the following smart home technologies, if any, do you, or does anyone in your household, have in your home at the moment?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Smart home appliances (e.g. fridge freezer, washing machine, tumble dryer, dishwasher)	286 7%	145 8%	140 7%	61 +12% ef	63 +10% f	60 8% f	46 8% f	41 6% f	15 -2%	3 -1%	8 4%	18 5%	145 +11% abc
Smart robots (e.g. lawnmower, vacuum cleaner, mopper)	113 3%	60 3%	51 2%	15 3%	31 +5% ef	35 +5% ef	12 2%	9 -1%	11 -1%	3 2%	1 1%	10 3%	64 +5% b
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	349 9%	228 +12% b	121 -6%	29 -5%	55 8%	98 +14% abef	58 11% af	57 8%	53 -6%	7 4%	12 6%	22 6%	228 +17% abc
Smart fitness equipment (e.g bikes, treadmills etc) which allow you to exercise virtually with others and access courses and resources	86 2%	49 3%	36 2%	15 3% f	12 2%	15 2%	19 3% f	17 2%	8 -1%	3 2%	0 0%	2 1%	44 +3% bc
Other	8 *%	3 *%	4 *%	0 0%	2 *%	0 0%	5 +1% c	0 0%	1 *%	0 0%	1 *%	1 *%	4 *%
None of these	2488 62%	1206 62%	1274 62%	299 -57%	325 -50%	392 -54%	339 62% bc	464 +69% abc	669 +76% abcde	139 +80% cd	161 +81% cd	250 +70% d	647 -48%
Don’ t know	49 1%	25 1%	24 1%	19 +4% cdef	9 1%	9 1%	4 1%	2 *%	5 1%	3 2%	2 1%	0 0%	7 -1%
Summary: Any	1463 37%	700 36%	758 37%	208 40% ef	315 +49% adef	325 +45% def	202 37% f	211 -31% f	201 -23%	32 -18%	35 -18%	108 -30% ab	693 +51% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 29 (continuation)
QS8. Which of the following smart home technologies, if any, do you, or does anyone in your household, have in your home at the moment?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Smart home video doorbells / security cameras (e.g. Ring, Nest, SimpliSafe)	888 22%	294 +33% bcd	308 24% d	177 21% d	97 -11%	780 +23% bd	55 -17%	38 20%	16 -14%
Smart home security alarms (e.g. Verisure, ADT, Sky Protect)	223 6%	94 +10% bcd	74 6% d	33 4%	19 -2%	198 6% b	7 -2%	14 7% b	4 4%
Smart trackers such as Airtag/tile	156 4%	89 +10% bcd	40 3% d	17 -2%	9 -1%	141 +4% b	5 -2%	8 4%	3 2%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	159 4%	63 +7% cd	67 +5% cd	19 2% d	6 -1%	143 +4% d	8 2%	7 4%	1 -1%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	86 2%	39 +4% bcd	26 2%	9 1%	12 1%	73 2%	6 2%	5 3%	1 1%
Smart lighting/heating/hot water controls (using an app on your mobile phone or smart speaker)	468 12%	199 +22% bcd	133 10% d	87 10% d	46 -5%	399 12% d	34 10%	27 14% d	8 -7%
Smart smoke alarms which send an alert to your phone	100 2%	43 +5% cd	34 3% d	14 2%	7 -1%	89 3% d	7 2% d	3 2%	* -*%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 29 (continuation)
QS8. Which of the following smart home technologies, if any, do you, or does anyone in your household, have in your home at the moment?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Smart home appliances (e.g. fridge freezer, washing machine, tumble dryer, dishwasher)	286 7%	108 +12% bcd	92 7% d	42 5%	37 -4%	259 +8% bd	9 -3%	15 8% bd	2 -2%
Smart robots (e.g. lawnmower, vacuum cleaner, mopper)	113 3%	52 +6% bcd	33 3% d	20 2%	8 -1%	104 +3%	5 2%	3 2%	1 1%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	349 9%	169 +19% bcd	101 8% d	47 -6%	29 -3%	305 9%	23 7%	15 8%	7 6%
Smart fitness equipment (e.g bikes, treadmills etc) which allow you to exercise virtually with others and access courses and resources	86 2%	52 +6% bcd	24 2% d	5 -1%	4 -*%	71 2%	9 3%	5 3%	1 1%
Other	8 *%	4 *%	0 0%	3 *%	0 0%	7 *%	1 *%	0 0%	0 0%
None of these	2488 62%	417 -46%	757 -59% a	561 66% ab	716 +79% abc	2049 -61%	239 +72% ac	120 64%	81 +75% ac
Don’ t know	49 1%	10 1%	17 1%	8 1%	13 1%	45 1%	2 1%	2 1%	* *%
Summary: Any	1463 37%	477 +53% bcd	513 +40% cd	281 33% d	172 -19%	1278 +38% bd	92 -28%	66 35% d	27 -25%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 29 (continuation)
QS8. Which of the following smart home technologies, if any, do you, or does anyone in your household, have in your home at the moment?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Smart home video doorbells / security cameras (e.g. Ring, Nest, SimpliSafe)	888 22%	117 22%	151 +27% i	72 21%	75 26%	71 20%	100 27%	61 19%	48 30%	84 19%	703 21%	185 26%	615 +26% b	254 -16%
Smart home security alarms (e.g. Verisure, ADT, Sky Protect)	223 6%	34 6%	30 5%	14 4%	35 +12% bcefgi	16 5%	16 4%	14 4%	18 +11% c	21 5%	162 -5%	61 +9% a	165 +7% b	59 -4%
Smart trackers such as Airtag/tile	156 4%	34 +6% fg	24 4%	17 5%	18 6% f	12 3%	4 1%	6 2%	4 3%	22 5%	127 4%	29 4%	115 +5% b	37 -2%
Smart bathroom scales which work with an app to keep a record of measurements and set goals	159 4%	17 3%	24 4%	13 4%	25 +9% aef	9 2%	10 3%	14 4%	11 7%	20 5%	120 4%	39 5%	121 +5% b	32 -2%
Smart baby monitors which you can view and talk through on your mobile phone or smart speaker	86 2%	13 2%	12 2%	9 3%	8 3%	11 3%	5 1%	10 3%	1 *%	6 1%	68 2%	18 2%	68 +3% b	15 -1%
Smart lighting/heating/hot water controls (using an app on your mobile phone or smart speaker)	468 12%	43 8%	47 8%	45 13%	40 14%	49 14%	60 16% ab	43 13%	30 18% ab	42 10%	371 11%	96 13%	336 +14% b	125 -8%
Smart smoke alarms which send an alert to your phone	100 2%	19 4%	14 3%	2 1%	15 +5% ci	11 3%	12 3%	8 2%	3 2%	5 1%	70 -2%	29 +4% a	75 +3% b	21 -1%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 29 (continuation)
QS8. Which of the following smart home technologies, if any, do you, or does anyone in your household, have in your home at the moment?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Smart home appliances (e.g. fridge freezer, washing machine, tumble dryer, dishwasher)	286 7%	71 +14% bcgi	24 4%	15 4%	23 8%	34 10% b	37 10% b	19 6%	9 6%	26 6%	233 7%	53 7%	206 +9% b	75 -5%
Smart robots (e.g. lawnmower, vacuum cleaner, mopper)	113 3%	17 3%	17 3%	9 3%	10 4%	13 4%	6 2%	8 2%	12 +8% f	12 3%	86 3%	28 4%	82 +4% b	27 -2%
Smart plugs which allow you to control home appliances remotely so you can turn them on or off using an app	349 9%	38 7%	43 8%	29 8%	29 10%	42 12%	35 9%	28 9%	17 11%	43 10%	265 -8%	85 +12% a	249 +11% b	90 -6%
Smart fitness equipment (e.g bikes, treadmills etc) which allow you to exercise virtually with others and access courses and resources	86 2%	12 2%	13 2%	2 1%	13 5% c	3 1%	4 1%	5 2%	5 3%	12 3%	69 2%	16 2%	71 +3% b	15 -1%
Other	8 *%	0 0%	1 *%	2 1%	1 *%	0 0%	2 *%	0 0%	1 1%	1 *%	7 *%	1 *%	5 *%	3 *%
None of these	2488 62%	321 62% d	332 60%	209 60%	146 -50%	220 63% d	209 56%	213 65% d	91 57%	306 +69% df	2060 63%	428 59%	1327 -56%	1129 +72% a
Don’ t know	49 1%	6 1%	8 1%	7 2%	5 2%	8 2%	3 1%	7 2%	0 0%	1 *%	41 1%	8 1%	21 1%	19 1%
Summary: Any	1463 37%	193 37%	212 38%	132 38%	141 +48% aegi	124 35%	164 44% i	108 33%	69 43%	137 31%	1177 36%	286 40%	1006 +43% b	429 -27%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 30
QV1. Does anyone in your household have a car, and if so, do you use it as a driver or passenger?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Yes – and I use the car/cars as a driver	2704 68%	1398 +72% b	1297 -63%	186 -35%	443 68% a	524 +72% a	421 +77% abf	536 +79% abcf	595 68% a	66 -38%	87 -44%	214 -60% ab	1097 +81% abc
Yes – but I only use the car/cars as a passenger	369 9%	125 -6%	243 +12% a	152 +29% bcdef	45 7%	58 8% de	24 -4%	28 -4%	63 7% e	14 8%	14 7%	34 10%	97 -7%
Yes – but I don’ t use the car/cars as a driver or a passenger	53 1%	22 1%	31 1%	18 +3% bcde	5 1%	6 1%	5 1%	3 *%	16 2%	4 2%	3 1%	2 1%	8 -1%
Summary: Use	3073 77%	1523 +79% b	1541 -75%	338 -64%	489 75% a	581 80% a	445 +82% abf	563 +83% abf	658 75% a	80 -46%	100 -51%	248 -69% ab	1194 +89% abc
Summary: Any	3126 78%	1545 +80% b	1572 -76%	356 -68%	494 76% a	587 81% a	450 +82% ab	567 +84% abf	673 77% a	84 -48%	103 -52%	250 -70% ab	1202 +89% abc
No	874 22%	386 -20%	484 +24% a	171 +32% bcdef	156 24% de	140 19%	96 -18%	111 -16%	201 23% e	90 +52% cd	95 +48% cd	107 +30% d	145 -11%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 30 (continuation)
QV1. Does anyone in your household have a car, and if so, do you use it as a driver or passenger?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Yes – and I use the car/cars as a driver	2704	742	907	601	419	2273	209	135	87
	68%	+82%	70%	71%	-47%	67%	63%	72%	+81%
		bcd	d	d				b	abc
Yes – but I only use the car/cars as a passenger	369	59	137	79	89	325	24	17	4
	9%	-7%	11%	9%	10%	+10%	7%	9%	-3%
			a		a	d	d	d	
Yes – but I don’ t use the car/cars as a driver or a passenger	53	9	19	7	16	45	5	2	*
	1%	1%	1%	1%	2%	1%	2%	1%	*%
Summary: Use	3073	802	1043	680	508	2598	233	152	91
	77%	+89%	+81%	80%	-56%	77%	-70%	81%	+84%
		bcd	d	d		b		b	ab
Summary: Any	3126	811	1062	687	524	2643	238	154	91
	78%	+90%	+83%	81%	-58%	78%	-72%	82%	+84%
		bcd	d	d		b		b	ab
No	874	92	224	163	377	729	94	34	17
	22%	-10%	-17%	19%	+42%	22%	+28%	18%	-16%
			a	a	abc	d	acd		

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 30 (continuation)
QV1. Does anyone in your household have a car, and if so, do you use it as a driver or passenger?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Yes – and I use the car/cars as a driver	2704	231	421	264	202	237	271	204	122	320	2114	590	1808	861
	68%	-45%	+76%	+76%	69%	67%	72%	62%	76%	72%	-64%	+82%	+77%	-55%
			ag	ag	a	a	a	a	ag	a		a	b	
Yes – but I only use the car/cars as a passenger	369	45	53	28	38	33	40	25	8	55	323	46	141	217
	9%	9%	10%	8%	13%	9%	11%	8%	5%	12%	+10%	-6%	-6%	+14%
											b			a
Yes – but I don’ t use the car/cars as a driver or a passenger	53	4	6	2	11	3	6	11	0	1	49	4	14	37
	1%	1%	1%	1%	+4%	1%	2%	+3%	0%	*%	2%	*%	-1%	+2%
					i			i						a
Summary: Use	3073	276	475	292	240	270	310	230	130	376	2437	636	1950	1078
	77%	-53%	+86%	+84%	82%	77%	82%	-70%	81%	+85%	-74%	+88%	+83%	-68%
			aeg	ag	ag	a	ag	a	a	ag		a	b	
Summary: Any	3126	281	481	294	251	273	316	241	130	377	2486	639	1963	1115
	78%	-54%	+87%	84%	+86%	77%	84%	73%	81%	+85%	-76%	+89%	+83%	-71%
			aeg	ag	ag	a	ag	a	a	ag		a	b	
No	874	239	71	54	41	79	60	87	30	67	792	82	392	462
	22%	+46%	-13%	16%	-14%	23%	16%	27%	19%	-15%	+24%	-11%	-17%	+29%
		bcdefghi				b		bcdfi			b			a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 31
QV2A. Does any car used by someone in your household have any of these features?
Base: Where has car and use it as a driver or passenger

		Gender		Age Group						Household Income		
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c
Unweighted Bases	3040	1525	1502	325	455	594	460	571	635	119	261	1192
Effective Weighted Sample	1913	974	933	206	289	373	287	361	399	64	155	730
Weighted Bases	**3073**	**1523**	**1541**	**338**	**489**	**581**	**445**	**563**	**658**	**100**	**248**	**1194**
A DAB/DAB+ digital radio	1840	953	882	172	312	358	276	331	392	55	124	812
	60%	+63%	-57%	-51%	64%	62%	62%	59%	60%	55%	-50%	+68%
		b			a	a	a					ab
The ability to stream music and make/ receive calls ' hands free' on a mobile phone via Bluetooth	1548	793	751	177	283	309	241	272	265	39	104	728
	50%	52%	49%	52%	+58%	53%	54%	48%	-40%	39%	-42%	+61%
				f	ef	f	f	f				ab
An in-built ' infotainment system' with a touchscreen that connects to the internet without a phone, and can be used for streaming music/satnav etc	756	414	339	69	110	148	136	154	139	14	37	344
	25%	+27%	-22%	20%	23%	25%	+31%	27%	21%	-14%	-15%	+29%
		b					abf					ab
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centring	952	513	436	85	160	204	142	182	181	17	55	501
	31%	+34%	-28%	25%	33%	35%	32%	32%	28%	-17%	-22%	+42%
		b				af						ab
The ability to stream music/ audio and use other apps such as sat nav by connecting your phone to the car' s dashboard i.e. Apple CarPlay, Android Auto	908	480	424	100	152	195	144	194	124	21	56	472
	30%	31%	28%	30%	31%	34%	32%	+34%	-19%	21%	-22%	+40%
				f	f	f	f	f				ab
In-built WiFi ' hotspot' – so that you and others can use the car' s own data connection to go online	398	222	176	47	48	86	64	79	74	8	31	191
	13%	+15%	11%	14%	10%	15%	14%	14%	11%	8%	13%	+16%
		b										

Columns Tested: a,b - a,b,c,d,e,f - a,b,c ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 31 (continuation)
QV2A. Does any car used by someone in your household have any of these features?
Base: Where has car and use it as a driver or passenger

		Gender		Age Group						Household Income		
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c
Unweighted Bases	3040	1525	1502	325	455	594	460	571	635	119	261	1192
Effective Weighted Sample	1913	974	933	206	289	373	287	361	399	64	155	730
Weighted Bases	**3073**	**1523**	**1541**	**338**	**489**	**581**	**445**	**563**	**658**	**100**	**248**	**1194**
Remote monitoring of the car using a smartphone – for example enabling you to identify faults or remind you where you parked	379	236	140	39	49	85	62	76	67	5	22	199
	12%	+16% b	-9%	12%	10%	15%	14%	14%	10%	5%	9%	+17% ab
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	609	336	271	73	103	120	88	103	122	16	50	287
	20%	+22% b	-18%	21%	21%	21%	20%	18%	18%	16%	20%	+24%
Built-in satellite navigation with a screen in the car' s dashboard, that uses GPS but does not otherwise connect to the internet	1287	713	569	108	183	258	212	255	270	26	87	598
	42%	+47% b	-37%	-32%	37%	44% a	+48% ab	45% a	41% a	-26%	35%	+50% ab
Voice assistant for e.g. making calls, playing music or navigation	734	409	321	58	116	162	121	163	114	14	59	412
	24%	+27% b	-21%	-17%	24% f	28% af	27% af	+29% af	-17%	-14%	24%	+35% ab
Add summary code: ANY	2348	1188	1155	238	408	460	349	421	473	68	182	1028
	76%	78%	75%	-71%	+83% aef	79% af	79%	75%	-72%	68%	74%	+86% ab
Add NET: Connected audio in car	1314	676	634	126	211	287	219	266	205	29	88	655
	43%	44%	41%	37%	43% f	+49% af	+49% af	47% af	-31%	-29%	35%	+55% ab
Add NET: Pure audio	1153	592	558	115	185	244	198	238	174	29	66	564
	38%	39%	36%	34%	38% f	42% f	+44% af	42% f	-26%	29%	-27%	+47% ab
None of these	619	307	308	75	69	104	87	130	154	30	55	148
	20%	20%	20%	22% b	-14%	18%	20%	23% b	23% b	+30% c	22% c	-12%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 31 (continuation)
QV2A. Does any car used by someone in your household have any of these features?
Base: Where has car and use it as a driver or passenger

		Gender		Age Group						Household Income		
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c
Unweighted Bases	3040	1525	1502	325	455	594	460	571	635	119	261	1192
Effective Weighted Sample	1913	974	933	206	289	373	287	361	399	64	155	730
Weighted Bases	**3073**	**1523**	**1541**	**338**	**489**	**581**	**445**	**563**	**658**	**100**	**248**	**1194**
Don’ t know	106	28	78	24	12	18	8	13	31	2	11	18
	3%	-2%	+5%	+7%	2%	3%	2%	2%	5%	2%	4%	-1%
			a	bcde							c	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 31 (continuation)
QV2A. Does any car used by someone in your household have any of these features?
Base: Where has car and use it as a driver or passenger

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3040	929	854	518	700	1882	347	397	414
Effective Weighted Sample	1913	590	585	359	408	1458	243	365	381
Weighted Bases	**3073**	**802**	**1043**	**680**	**508**	**2598**	**233**	**152**	**91**
A DAB/DAB+ digital radio	1840	581	619	379	243	1540	153	94	52
	60%	+72% bcd	59% d	56% d	-48%	59%	66%	62%	57%
The ability to stream music and make/receive calls ' hands free' on a mobile phone via Bluetooth	1548	499	562	290	178	1306	121	81	40
	50%	+62% bcd	+54% cd	-43% d	-35%	50%	52%	54% d	44%
An in-built ' infotainment system' with a touchscreen that connects to the internet without a phone, and can be used for streaming music/satnav etc	756	267	266	148	67	637	61	45	13
	25%	+33% bcd	25% d	22% d	-13%	25% d	26% d	29% d	-14%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centring	952	365	332	156	90	787	84	54	28
	31%	+46% bcd	32% cd	-23%	-18%	-30%	36%	35%	31%
The ability to stream music/ audio and use other apps such as sat nav by connecting your phone to the car' s dashboard i.e. Apple CarPlay, Android Auto	908	355	296	154	86	762	70	50	26
	30%	+44% bcd	28% d	-23%	-17%	29%	30%	33%	29%
In-built WiFi ' hotspot' – so that you and others can use the car' s own data connection to go online	398	153	126	74	39	331	32	27	8
	13%	+19% bcd	12% d	11%	-8%	13%	14%	+18% ad	9%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 31 (continuation)
QV2A. Does any car used by someone in your household have any of these features?
Base: Where has car and use it as a driver or passenger

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3040	929	854	518	700	1882	347	397	414
Effective Weighted Sample	1913	590	585	359	408	1458	243	365	381
Weighted Bases	**3073**	**802**	**1043**	**680**	**508**	**2598**	**233**	**152**	**91**
Remote monitoring of the car using a smartphone – for example enabling you to identify faults or remind you where you parked	379 12%	178 +22% bcd	109 10%	52 -8%	37 -7%	314 12%	32 14%	22 15%	11 12%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	609 20%	192 +24% d	219 21% d	128 19% d	63 -12%	510 20%	53 23%	29 19%	17 19%
Built-in satellite navigation with a screen in the car' s dashboard, that uses GPS but does not otherwise connect to the internet	1287 42%	441 +55% bcd	431 41% d	243 -36%	159 -31%	1112 +43% bd	81 -35%	65 43% d	29 -32%
Voice assistant for e.g. making calls, playing music or navigation	734 24%	290 +36% bcd	240 23% d	131 -19% d	64 -13%	608 23% d	69 30% d	44 29% d	14 -15%
Add summary code: ANY	2348 76%	700 +87% bcd	816 78% cd	486 -71% d	322 -63%	1977 76%	190 81%	115 76%	67 74%
Add NET: Connected audio in car	1314 43%	455 +57% bcd	465 45% cd	249 -37% d	127 -25%	1106 43% d	109 47% d	70 46% d	29 -32%
Add NET: Pure audio	1153 38%	413 +51% bcd	401 38% cd	212 -31% d	109 -22%	973 37% d	93 40% d	61 40% d	27 -30%
None of these	619 20%	92 -11%	182 17% a	175 +26% ab	158 +31% ab	525 20%	38 16%	34 23%	22 24% b
Don' t know	106 3%	10 -1%	46 4% a	19 3%	28 +5% a	96 4%	5 2%	3 2%	2 2%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 31 (continuation)
QV2A. Does any car used by someone in your household have any of these features?
Base: Where has car and use it as a driver or passenger

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	3040	212	361	208	170	196	223	160	267	2428	612	1855	1138
Effective Weighted Sample	1913	172	277	157	131	150	171	127	208	1560	359	1188	696
Weighted Bases	**3073**	**276**	**475**	**292**	**240**	**270**	**310**	**230**	**376**	**2437**	**636**	**1950**	**1078**
A DAB/DAB+ digital radio	1840	120	211	197	156	177	200	133	262	1427	413	1223	597
	60%	-44%	-45%	67%	65%	65%	65%	58%	+70%	-59%	+65%	+63%	-55%
				ab	ab	ab	ab	ab	ab		a	b	
The ability to stream music and make/ receive calls ' hands free' on a mobile phone via Bluetooth	1548	115	187	158	149	145	194	113	194	1187	361	1070	463
	50%	-42%	-39%	54%	+62%	54%	+63%	49%	52%	-49%	+57%	+55%	-43%
				b	ab	b	abg		b		a	b	
An in-built ' infotainment system' with a touchscreen that connects to the internet without a phone, and can be used for streaming music/satnav etc	756	68	123	87	56	64	100	41	73	564	192	525	224
	25%	25%	26%	30%	23%	24%	+32%	18%	19%	-23%	+30%	+27%	-21%
				gh			gh				a	b	
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centring	952	82	100	90	75	99	133	61	102	711	242	636	304
	31%	30%	-21%	31%	31%	37%	+43%	26%	27%	-29%	+38%	+33%	28%
				b		b	abgh				a		
The ability to stream music/ audio and use other apps such as sat nav by connecting your phone to the car' s dashboard i.e. Apple CarPlay, Android Auto	908	74	99	99	74	92	108	60	118	679	229	641	254
	30%	27%	-21%	34%	31%	34%	35%	26%	32%	-28%	+36%	+33%	-24%
				b		b	b		b		a	b	
In-built WiFi ' hotspot' – so that you and others can use the car' s own data connection to go online	398	42	31	42	30	31	73	19	53	280	118	270	124
	13%	15%	-6%	14%	13%	11%	+24%	8%	14%	-11%	+19%	14%	12%
		b		b			bdegh		b		a		

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 31 (continuation)
QV2A. Does any car used by someone in your household have any of these features?
Base: Where has car and use it as a driver or passenger

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	3040	212	361	208	170	196	223	160	267	2428	612	1855	1138
Effective Weighted Sample	1913	172	277	157	131	150	171	127	208	1560	359	1188	696
Weighted Bases	**3073**	**276**	**475**	**292**	**240**	**270**	**310**	**230**	**376**	**2437**	**636**	**1950**	**1078**
Remote monitoring of the car using a smartphone – for example enabling you to identify faults or remind you where you parked	379 12%	43 16% eg	45 10%	52 +18% bdeg	20 8%	18 7%	59 +19% bdeg	15 6%	53 14%	260 -11%	118 +19% a	256 13%	118 11%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	609 20%	55 20%	82 17%	70 24% g	47 19%	42 15%	86 +28% beg	27 -12%	72 19%	472 19%	138 22%	406 21%	196 18%
Built-in satellite navigation with a screen in the car' s dashboard, that uses GPS but does not otherwise connect to the internet	1287 42%	94 34%	189 40%	123 42%	104 43%	112 42%	138 45%	94 41%	208 +55% abceg	984 -40%	303 +48% a	840 43%	435 40%
Voice assistant for e.g. making calls, playing music or navigation	734 24%	60 22%	78 -16%	61 21%	65 27% b	68 25%	92 30% b	51 22%	104 28% b	531 -22%	204 +32% a	517 +26% b	208 -19%
Add summary code: ANY	2348 76%	184 -67%	294 -62%	247 +85% ab	211 +88% abg	209 78% b	259 +84% ab	176 77% b	297 79% ab	1844 76%	504 79%	1560 +80% b	760 -70%
Add NET: Connected audio in car	1314 43%	113 41%	192 41%	143 49% g	113 47%	123 46%	152 49% g	80 35%	144 38%	991 -41%	323 +51% a	917 +47% b	381 -35%
Add NET: Pure audio	1153 38%	95 34%	174 37%	129 44% g	96 40%	110 41%	136 44% g	66 29%	126 33%	872 -36%	281 +44% a	805 +41% b	333 -31%
None of these	619 20%	73 26% cdf	165 +35% cdefgh	40 14%	23 -10%	47 18%	35 -11%	45 19%	70 19%	505 21%	114 18%	347 -18%	262 +24% a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 31 (continuation)
QV2A. Does any car used by someone in your household have any of these features?
Base: Where has car and use it as a driver or passenger

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	3040	212	361	208	170	196	223	160	267	2428	612	1855	1138
Effective Weighted Sample	1913	172	277	157	131	150	171	127	208	1560	359	1188	696
Weighted Bases	**3073**	**276**	**475**	**292**	**240**	**270**	**310**	**230**	**376**	**2437**	**636**	**1950**	**1078**
Don’ t know	106	19	16	4	7	13	16	9	9	88	18	42	56
	3%	+7% c	3%	2%	3%	5%	5%	4%	2%	4%	3%	-2%	+5% a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 32
QV2B. And do you ever use any of these features
Base: Where has features

		Gender		Age Group						Household Income	
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b
Unweighted Bases	2324	1198	1118	234	380	480	364	423	443	189	1016
Effective Weighted Sample	1459	765	692	147	241	298	227	264	284	114	624
Weighted Bases	**2348**	**1188**	**1155**	**238**	**408**	**460**	**349**	**421**	**473**	**182**	**1028**
A DAB/DAB+ digital radio	1649	870	775	140	268	330	256	311	343	114	745
	70%	+73%	-67%	-59%	66%	72%	73%	74%	73%	62%	72%
		b				a	a	a	a		a
The ability to stream music and make/receive calls ' hands free' on a mobile phone via Bluetooth	1254	650	600	138	244	266	202	224	179	79	619
	53%	55%	52%	58%	+60%	58%	58%	53%	-38%	-43%	+60%
				f	f	f	f	f			a
An in-built ' infotainment system' with a touchscreen that connects to the internet without a phone, and can be used for streaming music/satnav etc	589	339	247	52	88	127	108	113	101	26	282
	25%	+29%	-21%	22%	22%	28%	+31%	27%	21%	-14%	27%
		b					bf				a
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centring	708	411	294	53	126	162	102	138	128	41	389
	30%	+35%	-25%	-22%	31%	+35%	29%	33%	27%	22%	+38%
		b				af		a			a
The ability to stream music/ audio and use other apps such as sat nav by connecting your phone to the car' s dashboard i.e. Apple CarPlay, Android Auto	686	370	313	74	131	155	107	138	81	35	365
	29%	31%	27%	31%	32%	34%	31%	33%	-17%	-19%	+35%
				f	f	f	f	f			a
In-built WiFi ' hotspot' – so that you and others can use the car' s own data connection to go online	267	159	108	29	34	56	51	49	47	23	127
	11%	+13%	-9%	12%	8%	12%	15%	12%	10%	13%	12%
		b					b				

Columns Tested: a,b - a,b,c,d,e,f - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 32 (continuation)
QV2B. And do you ever use any of these features
Base: Where has features

		Gender		Age Group						Household Income	
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b
Unweighted Bases	2324	1198	1118	234	380	480	364	423	443	189	1016
Effective Weighted Sample	1459	765	692	147	241	298	227	264	284	114	624
Weighted Bases	**2348**	**1188**	**1155**	**238**	**408**	**460**	**349**	**421**	**473**	**182**	**1028**
Remote monitoring of the car using a smartphone – for example enabling you to identify faults or remind you where you parked	289	186	101	24	34	69	50	62	50	19	150
	12%	+16%	-9%	10%	8%	15%	14%	15%	11%	10%	+15%
		b				b		b			
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	504	294	208	48	86	103	73	89	105	40	244
	21%	+25%	-18%	20%	21%	22%	21%	21%	22%	22%	24%
		b									
Built-in satellite navigation with a screen in the car' s dashboard, that uses GPS but does not otherwise connect to the internet	1056	612	440	66	148	221	179	224	218	67	496
	45%	+52%	-38%	-28%	-36%	48%	+51%	+53%	46%	37%	+48%
		b				ab	ab	ab	ab		a
Voice assistant for e.g. making calls, playing music or navigation	522	298	219	38	80	122	88	121	72	33	297
	22%	+25%	-19%	16%	20%	27%	25%	+29%	-15%	18%	+29%
		b				af	af	abf			a
Add summary code: ANY	2196	1137	1054	208	385	445	330	398	431	165	987
	94%	+96%	-91%	-88%	94%	+97%	94%	95%	91%	90%	+96%
		b			a	af	a	a			a
Add NET: Connected audio in car	1034	551	479	93	176	239	175	207	143	58	531
	44%	46%	41%	39%	43%	+52%	50%	49%	-30%	-32%	+52%
					f	af	af	f			a
Add NET: Pure audio	900	475	423	85	156	201	156	180	123	45	451
	38%	40%	37%	36%	38%	+44%	+45%	43%	-26%	-25%	+44%
				f	f	f	f	f			a
None of these	140	49	90	28	20	13	16	20	42	17	39
	6%	-4%	+8%	+12%	5%	-3%	5%	5%	+9%	9%	-4%
			a	bcde					c	b	

Columns Tested: a,b - a,b,c,d,e,f - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 32 (continuation)
QV2B. And do you ever use any of these features
Base: Where has features

		Gender		Age Group						Household Income	
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b
Unweighted Bases	2324	1198	1118	234	380	480	364	423	443	189	1016
Effective Weighted Sample	1459	765	692	147	241	298	227	264	284	114	624
Weighted Bases	**2348**	**1188**	**1155**	**238**	**408**	**460**	**349**	**421**	**473**	**182**	**1028**
Don’ t know	12	1	10	2	3	2	3	2	*	1	2
	*%	-*%	+1% a	1%	1%	*%	1%	*%	*%	*%	*%

Columns Tested: a,b - a,b,c,d,e,f - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 32 (continuation)
QV2B. And do you ever use any of these features
Base: Where has features

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	2324	805	665	372	454	1433	284	301	306
Effective Weighted Sample	1459	510	454	254	267	1106	199	277	282
Weighted Bases	**2348**	**700**	**816**	**486**	**322**	**1977**	**190**	**115**	**67**
A DAB/DAB+ digital radio	1649	532	551	342	211	1374	141	85	48
	70%	+76% bd	68%	70%	65%	70%	74%	74%	73%
The ability to stream music and make/receive calls ' hands free' on a mobile phone via Bluetooth	1254	424	440	232	144	1059	94	66	34
	53%	+61% bcd	54% d	48%	-45%	54%	50%	57%	51%
An in-built ' infotainment system' with a touchscreen that connects to the internet without a phone, and can be used for streaming music/satnav etc	589	220	205	115	42	507	37	35	9
	25%	+31% bcd	25% d	24% d	-13%	26% d	20%	31% bd	-14%
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centring	708	289	236	115	60	588	60	41	19
	30%	+41% bcd	29% d	-24%	-19%	30%	32%	36%	28%
The ability to stream music/ audio and use other apps such as sat nav by connecting your phone to the car' s dashboard i.e. Apple CarPlay, Android Auto	686	283	220	114	55	577	52	41	17
	29%	+40% bcd	27% d	-24%	-17%	29%	27%	35% d	25%
In-built WiFi ' hotspot' – so that you and others can use the car' s own data connection to go online	267	104	87	51	23	222	20	20	4
	11%	+15% d	11%	11%	-7%	11% d	11%	+18% ad	-6%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 32 (continuation)
QV2B. And do you ever use any of these features
Base: Where has features

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	2324	805	665	372	454	1433	284	301	306
Effective Weighted Sample	1459	510	454	254	267	1106	199	277	282
Weighted Bases	**2348**	**700**	**816**	**486**	**322**	**1977**	**190**	**115**	**67**
Remote monitoring of the car using a smartphone – for example enabling you to identify faults or remind you where you parked	289	139	82	40	25	252	15	16	6
	12%	+20% bcd	10%	-8%	-8%	13%	8%	14%	8%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	504	160	173	114	51	430	37	26	11
	21%	23% d	21%	23% d	-16%	22%	20%	22%	17%
Built-in satellite navigation with a screen in the car' s dashboard, that uses GPS but does not otherwise connect to the internet	1056	376	344	200	127	921	62	53	20
	45%	+54% bcd	42%	41%	40%	+47% bd	-33%	47% bd	-30%
Voice assistant for e.g. making calls, playing music or navigation	522	207	175	95	37	434	48	32	8
	22%	+30% bcd	21% d	20% d	-11%	22% d	25% d	28% d	-12%
Add summary code: ANY	2196	663	756	461	294	1849	176	108	63
	94%	95%	93%	95%	91%	94%	93%	94%	95%
Add NET: Connected audio in car	1034	375	368	190	85	875	84	55	20
	44%	+54% bcd	45% d	39% d	-26%	44% d	44% d	48% d	-29%
Add NET: Pure audio	900	342	306	166	72	767	67	48	18
	38%	+49% bcd	37% d	34% d	-22%	39% d	36%	42% d	-27%
None of these	140	35	55	22	27	118	13	6	3
	6%	5%	7%	5%	8%	6%	7%	6%	4%
Don' t know	12	1	5	3	1	10	*	0	1
	*%	*%	1%	1%	*%	1%	*%	0%	1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 32 (continuation)
QV2B. And do you ever use any of these features
Base: Where has features

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	2324	145	237	170	142	154	188	120	209	1850	474	1496	800
Effective Weighted Sample	1459	115	179	128	112	118	146	96	162	1180	283	949	492
Weighted Bases	**2348**	**184**	**294**	**247**	**211**	**209**	**259**	**176**	**297**	**1844**	**504**	**1560**	**760**
A DAB/DAB+ digital radio	1649	104	188	180	127	152	193	122	235	1271	378	1125	507
	70%	-57%	64%	73%	-60%	73%	74%	69%	+79%	-69%	+75%	+72%	67%
				a		a	ad		abd		a	b	
The ability to stream music and make/ receive calls ' hands free' on a mobile phone via Bluetooth	1254	98	154	133	116	97	166	98	156	963	291	911	332
	53%	53%	52%	54%	55%	46%	+64%	55%	52%	52%	58%	+58%	-44%
							e					b	
An in-built ' infotainment system' with a touchscreen that connects to the internet without a phone, and can be used for streaming music/satnav etc	589	62	96	70	32	46	84	34	65	438	151	430	154
	25%	34%	+33%	28%	-15%	22%	32%	20%	22%	-24%	+30%	+28%	-20%
		d	d	d			d				a	b	
Automated driving features such as adaptive cruise control, collision avoidance, assisted parking or lane centring	708	69	60	66	50	70	111	46	77	519	189	496	205
	30%	37%	-20%	27%	24%	34%	+43%	26%	26%	-28%	+38%	32%	27%
		b				b	bcdgh				a		
The ability to stream music/ audio and use other apps such as sat nav by connecting your phone to the car' s dashboard i.e. Apple CarPlay, Android Auto	686	61	71	76	51	62	93	42	87	510	175	515	163
	29%	33%	24%	31%	24%	30%	36%	24%	29%	-28%	+35%	+33%	-21%
							b				a	b	
In-built WiFi ' hotspot' – so that you and others can use the car' s own data connection to go online	267	33	17	35	11	15	53	13	34	180	87	190	75
	11%	+18%	-6%	14%	5%	7%	+20%	7%	12%	-10%	+17%	12%	10%
		bde		b			bdeg				a		

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 32 (continuation)
QV2B. And do you ever use any of these features
Base: Where has features

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	2324	145	237	170	142	154	188	120	209	1850	474	1496	800
Effective Weighted Sample	1459	115	179	128	112	118	146	96	162	1180	283	949	492
Weighted Bases	**2348**	**184**	**294**	**247**	**211**	**209**	**259**	**176**	**297**	**1844**	**504**	**1560**	**760**
Remote monitoring of the car using a smartphone – for example enabling you to identify faults or remind you where you parked	289 12%	36 +19% deg	32 11%	42 17% eg	15 7%	14 7%	55 +21% bdeg	9 5%	40 13%	190 -10%	99 +20% a	199 13%	85 11%
A dash cam (dashboard camera) mounted on the car windscreen to record the road ahead	504 21%	50 27%	60 20%	55 22%	39 19%	37 18%	78 +30% egh	27 15%	55 19%	391 21%	113 22%	345 22%	152 20%
Built-in satellite navigation with a screen in the car' s dashboard, that uses GPS but does not otherwise connect to the internet	1056 45%	79 43%	157 +53% ce	93 38%	84 40%	80 38%	114 44%	84 48%	186 +63% acdefg	810 44%	246 49%	705 45%	340 45%
Voice assistant for e.g. making calls, playing music or navigation	522 22%	49 27%	54 18%	47 19%	40 19%	41 20%	67 26%	38 21%	75 25%	378 -21%	143 +28% a	376 +24% b	136 -18%
Add summary code: ANY	2196 94%	177 96%	280 95%	237 96%	195 93%	189 91%	238 92%	162 92%	279 94%	1720 93%	476 95%	1488 +95% b	686 -90%
Add NET: Connected audio in car	1034 44%	94 51% g	148 50% g	120 49%	81 38%	89 42%	128 49% g	59 34%	117 39%	786 -43%	248 +49% a	753 +48% b	270 -36%
Add NET: Pure audio	900 38%	79 43% g	136 +46% dgh	108 44% g	68 32%	81 38%	115 45% g	46 -26%	96 32%	680 -37%	221 +44% a	666 +43% b	225 -30%
None of these	140 6%	7 4%	13 4%	9 4%	13 6%	19 9%	19 7%	11 6%	18 6%	113 6%	27 5%	67 -4%	69 +9% a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 32 (continuation)
QV2B. And do you ever use any of these features
Base: Where has features

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	2324	145	237	170	142	154	188	120	209	1850	474	1496	800
Effective Weighted Sample	1459	115	179	128	112	118	146	96	162	1180	283	949	492
Weighted Bases	**2348**	**184**	**294**	**247**	**211**	**209**	**259**	**176**	**297**	**1844**	**504**	**1560**	**760**
Don’ t know	12	0	1	1	2	1	1	4	0	10	1	5	4
	*%	0%	*%	*%	1%	*%	1%	+2%	0%	1%	*%	*%	1%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 33
QL1. Is there a landline phone in your home, and if there is, what can it be used for?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Yes – can use it to make and receive calls	1602	783	813	130	69	167	231	382	623	81	83	179	487
	40%	41%	40%	-25%	-11%	-23%	42%	+56%	+71%	47%	42%	+50%	-36%
				b		b	abc	abcd	abcde	d		d	
Yes – can receive but not make calls/ incoming calls only	186	99	87	18	25	29	23	37	56	4	11	14	57
	5%	5%	4%	3%	4%	4%	4%	5%	+6%	2%	6%	4%	4%
Yes, but line not working properly/needs to be repaired	103	47	56	20	10	34	14	20	5	2	2	7	43
	3%	2%	3%	4%	2%	+5%	3%	3%	-1%	1%	1%	2%	3%
				f		bf	f	f					
Summary: Yes	1892	928	957	168	104	229	267	439	685	87	96	200	587
	47%	48%	47%	-32%	-16%	-32%	49%	+65%	+78%	50%	49%	+56%	-44%
				b		b	abc	abcd	abcde			d	
No, do not have a landline phone	2078	989	1082	347	535	491	276	239	190	87	102	158	753
	52%	51%	53%	+66%	+82%	+68%	51%	-35%	-22%	50%	51%	-44%	+56%
				def	acdef	def	ef	f					c
Don't know	30	14	16	11	11	7	2	0	0	0	0	0	6
	1%	1%	1%	+2%	+2%	1%	*%	0%	-0%	0%	0%	0%	*%
				def	ef	ef							

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 33 (continuation)
QL1. Is there a landline phone in your home, and if there is, what can it be used for?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Yes – can use it to make and receive calls	1602 40%	390 43% b	453 -35%	330 39%	396 +44% b	1332 40% d	151 45% d	85 45% d	35 -32%
Yes – can receive but not make calls/incoming calls only	186 5%	51 6%	58 4%	34 4%	42 5%	160 5%	13 4%	10 5%	3 3%
Yes, but line not working properly/needs to be repaired	103 3%	32 4% d	36 3% d	25 3% d	9 -1%	81 2%	10 3%	3 2%	9 +8% abc
Summary: Yes	1892 47%	474 +52% bc	547 -43%	389 46%	446 50% b	1574 47%	174 52% d	98 52% d	46 43%
No, do not have a landline phone	2078 52%	425 -47%	724 +56% ad	456 54% a	451 50%	1770 53%	157 47%	90 48%	62 57% bc
Don't know	30 1%	4 *%	15 1%	5 1%	4 *%	28 1%	1 *%	* *%	* *%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 33 (continuation)
QL1. Is there a landline phone in your home, and if there is, what can it be used for?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Yes – can use it to make and receive calls	1602	173	210	164	127	149	116	136	68	189	1249	353	725	854
	40%	-33%	38%	47% af	44% f	42% f	-31%	42%	42%	42% f	-38%	+49% a	-31%	+54% a
Yes – can receive but not make calls/incoming calls only	186	9	37	12	7	9	31	9	18	28	152	34	105	81
	5%	-2%	7% a	4%	2%	2%	+8% adeg	3%	+11% acdeg	6% a	5%	5%	4%	5%
Yes, but line not working properly/ needs to be repaired	103	15	11	4	6	2	23	4	5	10	80	23	72	28
	3%	3%	2%	1%	2%	1%	+6% bceg	1%	3%	2%	2%	3%	3%	-2%
Summary: Yes	1892	197	258	180	141	160	170	150	91	227	1481	410	902	963
	47%	-38%	47%	52% a	48%	46%	45%	46%	57% a	51% a	-45%	+57% a	-38%	+61% a
No, do not have a landline phone	2078	320	287	166	146	188	204	175	69	217	1771	307	1437	605
	52%	+61% bcdhi	52%	48%	50%	53%	54%	53%	43%	49%	+54% b	-43%	+61% b	-38%
Don't know	30	4	7	2	6	3	2	3	0	1	26	4	16	10
	1%	1%	1%	1%	2%	1%	1%	1%	0%	*%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 34
QL2. How often do you use this landline phone handset at home yourself to make calls?
Base: Where have a landline that can be used to make calls

		Gender		Age Group					Household Income		
	Total	**Man**	**Woman**	**16-24**	**35-44**	**45-54**	**55-64**	**65+**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	a	b	c
Unweighted Bases	1606	776	824	121	173	234	376	625	107	188	480
Effective Weighted Sample	1029	503	522	81	110	152	239	400	64	119	298
Weighted Bases	**1602**	**783**	**813**	**130**	**167**	**231**	**382**	**623**	**83**	**179**	**487**
I use the landline phone to make all my calls	326 20%	139 18%	187 +23%	12 -9%	14 -9%	33 14%	69 18% b	193 +31% abcd	19 23% c	40 22% c	46 -9%
I often use the landline phone to make calls	223 14%	92 12%	131 16%	4 -3%	8 -5%	12 -5%	59 15% abc	136 +22% abc	17 21% c	34 19% c	55 11%
I occasionally use the landline phone to make calls	556 35%	309 +39% b	247 -30%	34 26%	56 33%	80 35%	150 39% a	215 34%	22 27%	72 40%	181 37%
Never	495 31%	241 31%	248 31%	79 +61% cde	89 +53% de	106 +46% de	103 27% e	79 -13%	25 30%	34 -19%	206 +42% b
Don’ t know	2 *%	1 *%	1 *%	2 +1% e	0 0%	0 0%	* *%	0 0%	0 0%	0 0%	0 0%

Columns Tested: a,b - a,b,c,d,e - a,b,c ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 34 (continuation)
QL2. How often do you use this landline phone handset at home yourself to make calls?
Base: Where have a landline that can be used to make calls

		Social Group 1				Nation				England Regions				
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**	**London**	**South East**	**South West**	**West Midlands**	**North West**
Column		a	b	c	d	a	b	c	d	a	b	c	d	e
Unweighted Bases	1606	431	378	251	517	995	239	219	153	140	164	126	111	143
Effective Weighted Sample	1029	280	263	179	313	768	163	202	141	114	127	90	83	112
Weighted Bases	**1602**	**390**	**453**	**330**	**396**	**1332**	**151**	**85**	**35**	**173**	**210**	**164**	**149**	**189**
I use the landline phone to make all my calls	326	52	78	79	111	263	34	16	13	38	48	38	32	28
	20%	-13%	17%	24%	+28%	20%	22%	19%	+38%	22%	23%	23%	21%	15%
				a	ab				abc					
I often use the landline phone to make calls	223	53	64	45	58	186	18	12	8	11	44	17	21	24
	14%	14%	14%	14%	15%	14%	12%	14%	+23%	-6%	+21%	11%	14%	13%
									ab		a			
I occasionally use the landline phone to make calls	556	124	157	119	143	464	57	27	7	74	74	60	46	72
	35%	32%	35%	36%	36%	35%	38%	32%	-22%	43%	35%	37%	31%	38%
						d	d							
Never	495	161	153	88	84	417	42	29	6	50	45	48	51	63
	31%	+41%	34%	27%	-21%	31%	28%	35%	-17%	29%	-21%	29%	34%	34%
		cd	d			d	d	d						
Don’ t know	2	0	1	0	1	2	*	0	0	0	0	0	0	1
	*%	0%	*%	0%	*%	*%	*%	0%	0%	0%	0%	0%	0%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b,c,d,e ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 34 (continuation)
QL2. How often do you use this landline phone handset at home yourself to make calls?
Base: Where have a landline that can be used to make calls

		Urbanity		Working Status	
	Total	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	a	b
Unweighted Bases	1606	1276	330	689	896
Effective Weighted Sample	1029	841	196	450	566
Weighted Bases	**1602**	**1249**	**353**	**725**	**854**
I use the landline phone to make all my calls	326	239	87	90	231
	20%	19%	24%	-12%	+27%
					a
I often use the landline phone to make calls	223	171	53	61	158
	14%	14%	15%	-8%	+19%
					a
I occasionally use the landline phone to make calls	556	430	126	259	292
	35%	34%	36%	36%	34%
Never	495	407	88	312	172
	31%	+33%	-25%	+43%	-20%
		b		b	
Don’ t know	2	2	0	2	*
	*%	*%	0%	*%	*%

Columns Tested: a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 35
QL3. Which of these is your main supplier for your landline?
Base: Where have a landline

		Gender		Age Group						Household Income		
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c
Unweighted Bases	1901	925	968	149	105	234	280	443	690	121	217	589
Effective Weighted Sample	1208	594	610	100	66	146	179	279	439	71	134	361
Weighted Bases	**1892**	**928**	**957**	**168**	**104**	**229**	**267**	**439**	**685**	**96**	**200**	**587**
BT	796	377	416	49	33	85	94	202	333	48	88	228
	42%	41%	43%	-29%	32%	37%	35%	46% abd	+49% abcd	49%	44%	39%
EE	75	37	38	9	6	9	6	21	25	5	14	28
	4%	4%	4%	6%	5%	4%	2%	5%	4%	5%	+7%	5%
KCOM	4	1	3	0	1	1	1	1	1	1	1	2
	*%	*%	*%	0%	1%	*%	*%	*%	*%	1%	*%	*%
NOW	23	8	15	3	8	1	6	1	5	2	5	4
	1%	1%	2%	2%	+8% cdef	*%	2%	*%	1%	2%	2%	1%
Plusnet	62	40	22	10	3	1	12	12	24	6	5	13
	3%	4%	2%	6% c	3%	-*%	4% c	3%	3% c	6%	2%	2%
Post Office/Shell Energy	18	8	11	2	1	3	4	7	3	1	8	6
	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	+4%	1%
Sky	314	151	160	17	15	52	59	66	105	11	27	110
	17%	16%	17%	10%	14%	+23% a	+22% a	15%	15%	12%	14%	19%
TalkTalk	140	74	67	12	6	10	16	30	65	8	10	50
	7%	8%	7%	7%	6%	5%	6%	7%	9%	9%	5%	9%
Hyperoptic	1	1	0	0	0	1	0	0	0	0	0	1
	*%	*%	0%	0%	0%	*%	0%	0%	0%	0%	0%	*%
Utility Warehouse	25	12	13	1	2	4	1	6	12	1	3	3
	1%	1%	1%	*%	2%	2%	1%	1%	2%	1%	1%	1%
Virgin Media	234	115	117	22	13	35	39	55	70	11	29	73
	12%	12%	12%	13%	13%	15%	15%	13%	10%	11%	14%	12%
Vodafone	89	57	33	6	10	18	15	20	21	2	8	39
	5%	+6% b	-3%	3%	10% f	8% f	6%	4%	3%	2%	4%	+7%
Gigaclear	1	1	1	1	0	0	0	0	1	0	0	0
	*%	*%	*%	*%	0%	0%	0%	0%	*%	0%	0%	0%
Community Fibre	2	1	1	0	2	0	0	0	0	0	0	1
	*%	*%	*%	0%	+2% ef	0%	0%	0%	0%	0%	0%	*%
Other (please specify)	36	20	16	3	*	5	8	10	10	1	1	12
	2%	2%	2%	2%	*%	2%	3%	2%	1%	1%	1%	2%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 35 (continuation)
QL3. Which of these is your main supplier for your landline?
Base: Where have a landline

		Gender		Age Group						Household Income		
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c
Unweighted Bases	1901	925	968	149	105	234	280	443	690	121	217	589
Effective Weighted Sample	1208	594	610	100	66	146	179	279	439	71	134	361
Weighted Bases	**1892**	**928**	**957**	**168**	**104**	**229**	**267**	**439**	**685**	**96**	**200**	**587**
Don’ t know	71	27	44	33	4	6	7	9	11	1	*	15
	4%	3%	5%	+20% bcdef	4%	3%	3%	2%	-2%	1%	-*%	3%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 35 (continuation)
QL3. Which of these is your main supplier for your landline?
Base: Where have a landline

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	1901	516	460	296	595	1168	271	253	209
Effective Weighted Sample	1208	334	319	207	357	902	186	234	192
Weighted Bases	**1892**	**474**	**547**	**389**	**446**	**1574**	**174**	**98**	**46**
BT	796 42%	213 45%	211 39%	168 43%	188 42%	650 41%	78 45%	39 40%	28 +61% abc
EE	75 4%	13 3%	25 4%	19 5%	17 4%	53 -3%	12 7%	9 +9% ad	1 3%
KCOM	4 *%	1 *%	1 *%	0 0%	2 *%	4 *%	0 0%	0 0%	0 0%
NOW	23 1%	5 1%	10 2%	2 1%	3 1%	20 1%	1 *%	2 2%	* *%
Plusnet	62 3%	18 4%	25 5%	10 3%	9 2%	53 3%	5 3%	4 4%	* *%
Post Office/Shell Energy	18 1%	4 1%	7 1%	3 1%	5 1%	16 1%	* *%	2 2%	* 1%
Sky	314 17%	66 14%	100 18%	65 17%	80 18%	260 16%	27 15%	21 21%	7 15%
TalkTalk	140 7%	41 9%	31 6%	27 7%	41 9%	128 +8% d	7 4%	5 5%	1 -2%
Hyperoptic	1 *%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%	0 0%
Utility Warehouse	25 1%	2 1%	6 1%	6 2%	8 2%	21 1%	1 1%	2 2%	0 0%
Virgin Media	234 12%	49 10%	72 13%	52 13%	57 13%	199 13% c	29 17% cd	2 -2%	4 9% c
Vodafone	89 5%	27 6%	23 4%	18 5%	17 4%	73 5%	8 4%	8 8%	1 3%
Gigaclear	1 *%	1 *%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%	0 0%
Community Fibre	2 *%	1 *%	1 *%	0 0%	0 0%	2 *%	0 0%	0 0%	0 0%
Other (please specify)	36 2%	12 2%	12 2%	4 1%	9 2%	32 2%	2 1%	1 1%	1 2%
Don’ t know	71 4%	20 4%	25 5%	14 4%	11 3%	61 4%	4 2%	5 5%	2 4%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 35 (continuation)
QL3. Which of these is your main supplier for your landline?
Base: Where have a landline

		England Regions							Urbanity		Working Status	
	Total	London	South East	South West	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	a	b	a	b
Unweighted Bases	1901	154	198	137	121	119	106	172	1524	377	856	1021
Effective Weighted Sample	1208	124	153	99	90	92	84	135	992	225	555	639
Weighted Bases	**1892**	**197**	**258**	**180**	**160**	**170**	**150**	**227**	**1481**	**410**	**902**	**963**
BT	796 42%	77 39%	114 44%	85 47%	72 45%	64 38%	57 38%	94 41%	561 -38%	235 +57% a	354 39%	428 44%
EE	75 4%	6 3%	7 3%	11 6%	5 3%	4 2%	8 5%	7 3%	54 4%	20 5%	33 4%	41 4%
KCOM	4 *%	0 0%	0 0%	0 0%	0 0%	0 0%	4 +3%	0 0%	4 *%	0 0%	2 *%	2 *%
NOW	23 1%	4 2%	0 0%	3 2%	5 3%	1 *%	5 3%	2 1%	22 1%	1 *%	16 2%	7 1%
Plusnet	62 3%	4 2%	11 4%	5 3%	4 3%	6 4%	5 3%	10 4%	44 3%	18 4%	32 4%	30 3%
Post Office/Shell Energy	18 1%	0 0%	2 1%	0 0%	3 2%	0 0%	4 3%	1 *%	14 1%	5 1%	11 1%	8 1%
Sky	314 17%	30 15%	45 18%	21 12%	25 15%	28 17%	22 15%	34 15%	263 18%	51 12%	177 +20% b	133 -14%
TalkTalk	140 7%	13 6%	13 5%	12 7%	7 5%	10 6%	19 13%	29 +13% b	119 8%	22 5%	49 -5%	91 +9% a
Hyperoptic	1 *%	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	1 *%	0 0%
Utility Warehouse	25 1%	0 0%	3 1%	2 1%	2 1%	1 1%	5 4%	4 2%	23 2%	2 *%	12 1%	12 1%
Virgin Media	234 12%	34 17% f	40 16% f	26 14% f	25 16% f	21 12%	5 -4%	27 12%	226 +15% b	8 -2%	114 13%	115 12%
Vodafone	89 5%	8 4%	10 4%	9 5%	6 3%	10 6%	10 7%	12 5%	69 5%	20 5%	48 5%	41 4%
Gigaclear	1 *%	0 0%	1 +1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	1 *%
Community Fibre	2 *%	2 +1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 *%	0 0%	2 *%	0 0%
Other (please specify)	36 2%	1 *%	9 4%	4 2%	0 0%	11 +7% adf	0 0%	4 2%	22 -1%	15 +4% a	22 2%	15 2%

Columns Tested: a,b,c,d,e,f,g - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 35 (continuation)
QL3. Which of these is your main supplier for your landline?
Base: Where have a landline

		England Regions							Urbanity		Working Status	
	Total	London	South East	South West	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	a	b	a	b
Unweighted Bases	1901	154	198	137	121	119	106	172	1524	377	856	1021
Effective Weighted Sample	1208	124	153	99	90	92	84	135	992	225	555	639
Weighted Bases	**1892**	**197**	**258**	**180**	**160**	**170**	**150**	**227**	**1481**	**410**	**902**	**963**
Don’ t know	71	17	2	3	7	14	7	2	58	13	31	38
	4%	+9%	1%	1%	4%	+8%	4%	1%	4%	3%	3%	4%
		bcg				bg						

Columns Tested: a,b,c,d,e,f,g - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 36
QL5. Does your household have a landline phone connection/ service that you pay for?
Base: Where do not have a landline phone or do not know

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	2099	1011	1079	350	505	516	284	258	186	104	120	161	738
Effective Weighted Sample	1325	645	675	221	324	328	183	162	110	61	65	97	459
Weighted Bases	**2108**	**1003**	**1098**	**358**	**546**	**498**	**278**	**239**	**190**	**87**	**102**	**158**	**759**
Yes	705	338	365	96	165	200	92	86	66	19	34	55	267
	33%	34%	33%	-27%	30%	+40%	33%	36%	35%	22%	33%	35%	35%
						ab							a
No	1276	613	659	227	334	273	176	142	123	62	64	90	448
	61%	61%	60%	63%	61%	-55%	63%	60%	65%	71%	63%	57%	59%
Don’ t know	128	52	75	35	47	25	10	10	*	6	4	13	44
	6%	5%	7%	+10%	+9%	5%	4%	4%	-*%	7%	4%	8%	6%
				cdf	df	f		f					

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 36 (continuation)
QL5. Does your household have a landline phone connection/ service that you pay for?
Base: Where do not have a landline phone or do not know

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	2099	510	602	345	618	1331	231	247	290
Effective Weighted Sample	1325	322	412	246	370	1027	161	225	268
Weighted Bases	**2108**	**429**	**740**	**461**	**455**	**1798**	**158**	**90**	**62**
Yes	705	163	237	145	155	579	72	41	13
	33%	38%	32%	31%	34%	-32% d	+45% ad	+46% ad	-21%
No	1276	240	440	299	282	1104	81	44	47
	61%	56%	59%	65% a	62%	+61% bc	-51%	-49%	+76% abc
Don’ t know	128	26	62	17	18	115	5	5	2
	6%	6%	+8% cd	4%	4%	6%	3%	6%	3%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 36 (continuation)
QL5. Does your household have a landline phone connection/ service that you pay for?
Base: Where do not have a landline phone or do not know

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	2099	233	223	118	116	149	154	135	155	1783	316	1349	705
Effective Weighted Sample	1325	187	171	92	88	114	117	105	119	1143	183	880	418
Weighted Bases	**2108**	**323**	**294**	**168**	**151**	**192**	**206**	**178**	**217**	**1797**	**311**	**1453**	**614**
Yes	705	68	137	76	51	72	35	62	52	588	117	513	187
	33%	-21%	+46%	+45%	34%	37%	-17%	35%	-24%	33%	37%	+35%	30%
			afh	afh	af	af		af					
No	1276	234	131	86	87	105	162	102	159	1098	178	858	397
	61%	+72%	-45%	51%	58%	55%	+79%	57%	+73%	61%	57%	59%	65%
		bcdeg					bcdeg		bcdeg				
Don’ t know	128	21	26	6	13	15	9	14	7	111	17	83	30
	6%	6%	9%	4%	8%	8%	4%	8%	3%	6%	5%	6%	5%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 37
Landline Summary
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Have and use	1105	540	564	50	30	78	125	278	544	55	58	146	282
	28%	28%	27%	-9%	-5%	-11%	-23%	+41%	+62%	32%	29%	+41%	-21%
				b		b	abc	abcd	abcde	d	d	bd	
Have but don't use	1489	725	757	213	238	351	233	246	207	51	72	109	573
	37%	38%	37%	40%	37%	+48%	+43%	36%	-24%	29%	36%	-31%	+43%
				f	f	abef	f	f					ac
Have	2597	1266	1322	264	269	429	359	525	751	107	130	255	855
	65%	66%	64%	-50%	-41%	-59%	66%	+77%	+86%	61%	65%	+71%	63%
				b		ab	ab	abcd	abcde			d	
Don't have	1276	613	659	227	334	273	176	142	123	62	64	90	448
	32%	32%	32%	+43%	+51%	+38%	32%	-21%	-14%	35%	32%	-25%	33%
				def	acdef	ef	ef	f		c			c
Don't know	128	52	75	35	47	25	10	10	*	6	4	13	44
	3%	3%	4%	+7%	+7%	3%	2%	-2%	-*%	3%	2%	4%	3%
				cdef	cdef	f	f	f					

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 37 (continuation)
Landline Summary
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Have and use	1105	229	299	242	311	913	108	55	29
	28%	25%	-23%	29%	+35%	27%	32%	29%	27%
					abc				
Have but don't use	1489	408	484	292	289	1238	138	84	30
	37%	+45%	38%	34%	-32%	37%	41%	+45%	-28%
		bcd	d			d	d	ad	
Have	2597	637	784	534	601	2153	246	139	59
	65%	+71%	-61%	63%	67%	-64%	+74%	+74%	-55%
		bc			b	d	ad	ad	
Don't have	1276	240	440	299	282	1104	81	44	47
	32%	-27%	34%	35%	31%	+33%	-24%	-23%	+44%
			a	a		bc			abc
Don't know	128	26	62	17	18	115	5	5	2
	3%	3%	+5%	2%	-2%	+3%	2%	3%	2%
			cd						

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 37 (continuation)
Landline Summary
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Have and use	1105	123	166	116	78	99	83	78	48	124	840	265	410	682
	28%	24%	30%	33%	27%	28%	22%	24%	30%	28%	-26%	+37%	-17%	+43%
				af								a		a
Have but don't use	1489	142	229	141	113	133	122	134	70	153	1228	262	1002	468
	37%	-27%	41%	40%	39%	38%	33%	41%	43%	34%	37%	36%	+43%	-30%
			a	a	a	a		a	a				b	
Have	2597	265	394	256	192	232	205	212	118	278	2070	527	1414	1150
	65%	-51%	+71%	+74%	66%	66%	-55%	65%	73%	63%	-63%	+73%	-60%	+73%
			af	afi	a	af		a	af	a		a		a
Don't have	1276	234	131	86	87	105	162	102	37	159	1098	178	858	397
	32%	+45%	-24%	-25%	30%	30%	+43%	31%	23%	36%	+33%	-25%	+36%	-25%
		bcdegh					bcdegh			bc	b		b	
Don't know	128	21	26	6	13	15	9	14	5	7	111	17	83	30
	3%	4%	5%	2%	4%	4%	2%	4%	3%	2%	3%	2%	4%	-2%
													b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 38
QM1. Is there a mobile phone in your household which is used to make and receive calls?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Yes, and I personally use one	3867 97%	1866 97%	1987 97%	509 97% f	629 97% f	716 +99% f	544 +100% abef	659 97% f	811 -93%	159 -91%	193 97% a	336 -94%	1334 +99% ac
Yes, but I don’ t personally use one	30 1%	20 1%	9 *%	5 1% c	5 1%	0 -0%	0 0%	2 *%	18 +2% cde	2 1%	* *%	7 +2% d	4 *%
Summary: Yes	3897 97%	1887 98%	1997 97%	514 98%	633 97%	716 99% f	544 +100% abef	660 97% f	830 -95%	161 -92%	193 97%	343 96%	1337 +99% abc
No	84 2%	33 2%	51 2%	3 1%	9 1%	9 1%	1 -*%	17 3% d	45 +5% abcde	14 +8% d	5 3% d	15 +4% d	5 -*%
Don’ t know	19 *%	12 1%	7 *%	9 +2% cdef	8 +1% ef	1 *%	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	4 *%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 38 (continuation)
QM1. Is there a mobile phone in your household which is used to make and receive calls?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Yes, and I personally use one	3867 97%	886 +98% d	1251 97% d	825 97% d	848 -94%	3260 97%	322 97%	181 96%	104 97%
Yes, but I don’ t personally use one	30 1%	2 *%	8 1%	11 1%	9 1%	25 1%	3 1%	* *%	1 1%
Summary: Yes	3897 97%	889 98% d	1259 98% d	835 98% d	857 -95%	3285 97%	326 98%	182 97%	105 97%
No	84 2%	14 2%	15 1%	15 2%	39 +4% abc	68 2%	6 2%	6 3%	3 3%
Don’ t know	19 *%	1 *%	12 +1% a	0 0%	5 1%	19 +1%	0 0%	0 0%	0 0%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 38 (continuation)
QM1. Is there a mobile phone in your household which is used to make and receive calls?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Yes, and I personally use one	3867 97%	500 96%	539 98%	330 95%	279 95%	332 94%	372 99% ce	314 96%	160 100%	433 98%	3168 97%	699 97%	2326 +99% b	1483 -94%
Yes, but I don’ t personally use one	30 1%	0 0%	0 0%	10 +3% abf	4 1%	1 *%	0 0%	5 2%	0 0%	5 1%	22 1%	8 1%	4 -*%	26 +2% a
Summary: Yes	3897 97%	500 96%	539 98%	340 98%	282 97%	333 -95%	372 99% e	319 97%	160 100%	439 99% e	3190 97%	707 98%	2330 +99% b	1509 -96%
No	84 2%	11 2%	10 2%	7 2%	7 2%	17 +5% fi	3 1%	8 3%	0 0%	4 1%	71 2%	12 2%	16 -1%	65 +4% a
Don’ t know	19 *%	8 +2%	3 *%	1 *%	2 1%	2 1%	1 *%	1 *%	0 0%	1 *%	16 1%	3 *%	9 *%	4 *%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 39
QM2. Are any of the mobile phones in your household a smartphone?
Base: Where have a mobile phone in the household

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3897	1889	1991	489	598	742	561	686	821	182	236	366	1318
Effective Weighted Sample	2469	1209	1250	314	381	469	360	433	516	110	132	224	815
Weighted Bases	**3897**	**1887**	**1997**	**514**	**633**	**716**	**544**	**660**	**830**	**161**	**193**	**343**	**1337**
Yes, and I personally use one	3671 94%	1773 94%	1887 94%	502 +98% ef	620 +98% ef	707 +99% ef	534 +98% ef	625 95% f	684 -82%	129 -80%	162 -84%	316 92% ab	1316 +98% abc
Yes, but I don’ t personally use one	56 1%	34 2%	20 1%	6 1%	5 1%	1 -*%	3 *%	3 *%	40 +5% abcde	2 1%	4 2%	9 3% d	11 1%
Summary: Yes	3727 96%	1806 96%	1907 95%	507 +99% ef	624 +99% ef	708 +99% ef	536 +99% ef	627 95% f	724 -87%	131 -81%	166 -86%	325 95% ab	1327 +99% abc
No	162 4%	77 4%	85 4%	5 -1%	7 -1%	8 -1%	7 -1%	33 5% abcd	101 +12% abcde	30 +19% cd	27 +14% cd	15 4% d	11 -1%
Don’ t know	8 *%	3 *%	5 *%	1 *%	1 *%	0 0%	0 0%	* *%	5 +1%	0 0%	* *%	3 +1% d	0 0%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 39 (continuation)
QM2. Are any of the mobile phones in your household a smartphone?
Base: Where have a mobile phone in the household

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3897	1012	1042	629	1159	2435	493	484	485
Effective Weighted Sample	2469	646	716	444	697	1879	342	444	447
Weighted Bases	**3897**	**889**	**1259**	**835**	**857**	**3285**	**326**	**182**	**105**
Yes, and I personally use one	3671	862	1218	787	751	3102	303	164	102
	94%	+97%	+97%	94%	-88%	94%	93%	-90%	+98%
		cd	d	d		c			abc
Yes, but I don’ t personally use one	56	8	17	12	17	50	3	2	1
	1%	1%	1%	1%	2%	2%	1%	1%	1%
Summary: Yes	3727	871	1234	799	768	3152	305	166	103
	96%	+98%	+98%	96%	-90%	+96%	94%	-92%	+98%
		cd	cd	d		c			bc
No	162	18	21	34	88	127	18	15	2
	4%	-2%	-2%	4%	+10%	-4%	6%	+8%	2%
				b	abc		d	ad	
Don’ t know	8	0	4	3	1	6	2	*	0
	*%	0%	*%	*%	*%	*%	1%	*%	0%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 39 (continuation)
QM2. Are any of the mobile phones in your household a smartphone?
Base: Where have a mobile phone in the household

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3897	374	413	248	206	258	270	231	112	323	3219	678	2186	1651
Effective Weighted Sample	2469	300	317	185	159	195	207	181	87	250	2077	399	1424	1011
Weighted Bases	**3897**	**500**	**539**	**340**	**282**	**333**	**372**	**319**	**160**	**439**	**3190**	**707**	**2330**	**1509**
Yes, and I personally use one	3671 94%	477 95%	518 96% g	319 94%	274 97% g	310 93%	357 96%	289 91%	150 94%	409 93%	2998 94%	673 95%	2291 +98% b	1325 -88%
Yes, but I don’ t personally use one	56 1%	3 1%	6 1%	13 +4% a	3 1%	4 1%	3 1%	6 2%	0 0%	12 3%	45 1%	10 1%	9 -*%	46 +3% a
Summary: Yes	3727 96%	480 96%	524 97% g	333 98% g	276 98% g	314 94%	360 97%	294 -92%	150 94%	421 96%	3043 95%	684 97%	2300 +99% b	1372 -91%
No	162 4%	20 4%	16 3%	7 2%	6 2%	17 5%	12 3%	23 7% c	9 5%	17 4%	139 4%	23 3%	27 -1%	132 +9% a
Don’ t know	8 *%	0 0%	0 0%	0 0%	0 0%	3 1%	0 0%	1 *%	1 1%	0 0%	8 *%	* *%	3 *%	5 *%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 40
QM2. Are any of the mobile phones in your household a smartphone? - Re-Based
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Yes, and I personally use one	3671 92%	1773 92%	1887 92%	502 +95% f	620 +95% f	707 +97% ef	534 +98% ef	625 92% f	684 -78%	129 -74%	162 -82%	316 88% a	1316 +98% abc
Yes, but I don’ t personally use one	56 1%	34 2%	20 1%	6 1%	5 1%	1 -*%	3 *%	3 *%	40 +5% abcde	2 1%	4 2%	9 3% d	11 1%
Summary: Yes	3727 93%	1806 94%	1907 93%	507 +96% ef	624 +96% ef	708 +97% ef	536 +98% ef	627 93% f	724 -83%	131 -75%	166 -84%	325 91% ab	1327 +99% abc
No	246 6%	110 6%	136 7%	8 -2%	16 -2%	18 -2%	8 -1%	50 7% abcd	146 +17% abcde	43 +25% cd	32 +16% cd	30 8% d	16 -1%
Don't know	27 1%	15 1%	12 1%	11 +2% cde	9 1% ce	1 *%	1 *%	* *%	5 1%	0 0%	* *%	3 1%	4 *%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 40 (continuation)
QM2. Are any of the mobile phones in your household a smartphone? - Re-Based
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Yes, and I personally use one	3671	862	1218	787	751	3102	303	164	102
	92%	+95%	+95%	93%	-83%	92%	91%	-87%	95%
		d	d	d		c			c
Yes, but I don’ t personally use one	56	8	17	12	17	50	3	2	1
	1%	1%	1%	1%	2%	1%	1%	1%	1%
Summary: Yes	3727	871	1234	799	768	3152	305	166	103
	93%	+96%	+96%	94%	-85%	93%	92%	-88%	95%
		d	d	d		c			c
No	246	32	36	48	128	195	25	21	5
	6%	-4%	-3%	6%	+14%	-6%	7%	+11%	5%
				b	abc			ad	
Don't know	27	1	16	3	5	25	2	*	0
	1%	-*%	+1%	*%	1%	1%	1%	*%	0%
			a						

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 40 (continuation)
QM2. Are any of the mobile phones in your household a smartphone? - Re-Based
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Yes, and I personally use one	3671 92%	477 92%	518 94% eg	319 92%	274 94%	310 88%	357 95% eg	289 88%	150 94%	409 92%	2998 91%	673 93%	2291 +97% b	1325 -84%
Yes, but I don’ t personally use one	56 1%	3 1%	6 1%	13 +4% a	3 1%	4 1%	3 1%	6 2%	0 0%	12 3%	45 1%	10 1%	9 -*%	46 +3% a
Summary: Yes	3727 93%	480 92%	524 95% e	333 96% e	276 95%	314 -89%	360 96% eg	294 90%	150 94%	421 95% e	3043 93%	684 95%	2300 +98% b	1372 -87%
No	246 6%	31 6%	26 5%	15 4%	13 4%	33 9%	15 4%	31 10%	9 5%	21 5%	211 6%	35 5%	43 -2%	196 +12% a
Don't know	27 1%	8 2%	3 *%	1 *%	2 1%	5 1%	1 *%	2 1%	1 1%	1 *%	24 1%	3 *%	12 *%	9 1%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 41
QM3. Which of these describes how you acquired your main mobile phone?
Base: Where personally use a mobile phone

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3874	1875	1982	486	596	742	561	684	805	181	234	361	1315
Effective Weighted Sample	2457	1201	1245	312	379	469	360	431	508	109	132	221	814
Weighted Bases	**3867**	**1866**	**1987**	**509**	**629**	**716**	**544**	**659**	**811**	**159**	**193**	**336**	**1334**
It was bought as a brand new phone - as part of a contract including calls, texts and data	2119	958	1155	272	402	455	309	338	343	63	87	172	774
	55%	-51%	+58%	53%	+64%	+63%	57%	51%	-42%	-40%	-45%	51%	+58%
			a	f	aef	aef	f	f					ab
It was bought as a brand new phone - not as part of a contract, just the phone itself	1126	609	511	119	143	173	147	232	311	30	61	100	409
	29%	+33%	-26%	-23%	-23%	-24%	27%	+35%	+38%	-19%	32%	30%	31%
		b						abcd	abcd		a	a	a
It was bought as a refurbished/ used phone	355	177	177	79	63	57	57	54	45	33	26	42	93
	9%	10%	9%	+15%	10%	8%	10%	8%	-6%	+21%	14%	12%	-7%
				bcef	f		f			d	d	d	
It was passed on to me/ hand me down	233	108	124	31	17	27	30	29	100	33	17	18	53
	6%	6%	6%	6%	-3%	-4%	6%	4%	+12%	+21%	9%	5%	-4%
				b					abcde	bcd	d		
Something else	2	1	1	0	0	2	*	0	0	0	0	0	1
	*%	*%	*%	0%	0%	*%	*%	0%	0%	0%	0%	0%	*%
Don’ t know	32	13	19	8	3	3	0	5	13	*	1	4	3
	1%	1%	1%	2%	*%	*%	0%	1%	2%	*%	1%	1%	-*%
				d					d			d	
Not answered	1	0	1	0	0	0	0	1	0	0	0	0	1
	*%	0%	*%	0%	0%	0%	0%	*%	0%	0%	0%	0%	*%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 41 (continuation)
QM3. Which of these describes how you acquired your main mobile phone?
Base: Where personally use a mobile phone

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3874	1011	1038	625	1146	2422	488	482	482
Effective Weighted Sample	2457	646	713	441	690	1870	338	442	445
Weighted Bases	**3867**	**886**	**1251**	**825**	**848**	**3260**	**322**	**181**	**104**
It was bought as a brand new phone - as part of a contract including calls, texts and data	2119 55%	503 57% d	709 57% d	472 57% d	410 -48%	1767 54%	183 57% c	87 -48%	81 +78% abc
It was bought as a brand new phone - not as part of a contract, just the phone itself	1126 29%	296 +33% bd	350 28%	228 28%	231 27%	952 29% d	98 30% d	60 33% d	15 -15%
It was bought as a refurbished/ used phone	355 9%	44 -5%	117 9% a	79 10% a	105 +12% a	315 +10% d	22 7% d	17 9% d	2 -2%
It was passed on to me/ hand me down	233 6%	40 4%	64 5%	42 5%	88 +10% abc	194 6%	18 6%	17 +9% ad	5 5%
Something else	2 *%	1 *%	* *%	0 0%	1 *%	1 *%	1 *%	0 0%	* *%
Don’ t know	32 1%	2 *%	12 1%	4 1%	13 +2% a	30 +1%	* *%	* *%	1 1%
Not answered	1 *%	1 *%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%	0 0%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 41 (continuation)
QM3. Which of these describes how you acquired your main mobile phone?
Base: Where personally use a mobile phone

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3874	374	413	243	204	257	270	228	112	321	3200	674	2183	1631
Effective Weighted Sample	2457	300	317	181	157	195	207	179	87	249	2067	397	1423	1001
Weighted Bases	**3867**	**500**	**539**	**330**	**279**	**332**	**372**	**314**	**160**	**433**	**3168**	**699**	**2326**	**1483**
It was bought as a brand new phone - as part of a contract including calls, texts and data	2119	266	344	190	141	171	239	123	82	210	1747	372	1395	692
	55%	53%	+64%	58%	51%	51%	+64%	-39%	52%	49%	55%	53%	+60%	-47%
		g	adegi	g		g	adegi						b	
It was bought as a brand new phone - not as part of a contract, just the phone itself	1126	152	147	88	88	105	85	112	47	127	912	214	650	460
	29%	30%	27%	27%	32%	32%	23%	36%	29%	29%	29%	31%	28%	31%
								f						
It was bought as a refurbished/ used phone	355	37	30	28	27	43	24	49	11	67	294	62	191	159
	9%	7%	-6%	8%	10%	13%	6%	+16%	7%	+15%	9%	9%	-8%	+11%
						b		abf		abf				a
It was passed on to me/ hand me down	233	33	15	19	22	12	20	27	18	28	188	46	80	151
	6%	7%	-3%	6%	8%	4%	5%	9%	11%	6%	6%	7%	-3%	+10%
					b			b	be					a
Something else	2	1	0	0	0	0	0	0	0	0	2	*	2	0
	*%	*%	0%	0%	0%	0%	0%	0%	0%	0%	*%	*%	*%	0%
Don’ t know	32	12	2	5	1	1	4	3	1	1	26	5	9	21
	1%	+2%	*%	1%	*%	*%	1%	1%	1%	*%	1%	1%	-*%	+1%
														a
Not answered	1	0	1	0	0	0	0	0	0	0	1	0	0	1
	*%	0%	*%	0%	0%	0%	0%	0%	0%	0%	*%	0%	0%	*%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 42
QM4. Which mobile network do you use most often?
Base: Where personally use a mobile phone or Smartphone

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3874	1875	1982	486	596	742	561	684	805	181	234	361	1315
Effective Weighted Sample	2457	1201	1245	312	379	469	360	431	508	109	132	221	814
Weighted Bases	**3867**	**1866**	**1987**	**509**	**629**	**716**	**544**	**659**	**811**	**159**	**193**	**336**	**1334**
Asda Mobile	12 *%	6 *%	6 *%	2 *%	1 *%	2 *%	0 0%	2 *%	6 +1%	1 *%	0 0%	2 1% d	0 0%
BT	87 2%	45 2%	42 2%	8 2%	2 -*%	8 1%	8 2%	21 3% bc	40 +5% abcd	3 2%	2 1%	3 1%	30 2%
EE	882 23%	430 23%	449 23%	117 23%	121 19%	168 23%	131 24%	174 26% b	170 21%	37 24%	51 27%	75 22%	306 23%
Giffgaff	208 5%	103 6%	103 5%	42 +8% ef	40 6% f	44 6% f	30 5%	27 4%	25 -3%	13 8%	13 7%	27 8%	71 5%
iD Mobile (Carphone Warehouse)	74 2%	45 2%	29 1%	20 +4% def	14 2%	18 3%	5 1%	6 1%	10 1%	* *%	2 1%	2 1%	32 2%
Lebara	74 2%	49 +3% b	25 -1%	10 2%	12 2%	22 3%	6 1%	8 1%	16 2%	2 1%	2 1%	2 1%	20 2%
Lycamobile	35 1%	25 +1% b	10 -1%	7 1% f	10 2% f	11 2% f	2 *%	3 *%	1 *%	2 1%	1 *%	4 1%	14 1%
O2	764 20%	347 19%	415 21%	69 -14%	141 22% a	140 20% a	118 22% a	122 19%	174 22% a	26 17%	38 20%	59 18%	268 20%
Plusnet	13 *%	7 *%	6 *%	7 +1% cf	3 *%	0 0%	1 *%	2 *%	0 0%	1 *%	0 0%	3 1%	4 *%
Sky Mobile	188 5%	73 -4%	111 6%	20 4%	22 3%	46 6%	27 5%	33 5%	40 5%	5 3%	11 6%	15 4%	70 5%
Smarty	46 1%	20 1%	25 1%	4 1%	8 1%	9 1%	10 2%	9 1%	6 1%	1 *%	3 2%	8 2%	17 1%
Talk Mobile	12 *%	6 *%	6 *%	0 0%	1 *%	3 *%	1 *%	1 *%	6 1%	0 0%	1 *%	1 *%	8 1%
TalkTalk	26 1%	11 1%	15 1%	4 1%	2 *%	7 1%	3 1%	3 *%	7 1%	4 +2% d	1 *%	4 1%	5 *%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 42 (continuation)
QM4. Which mobile network do you use most often?
Base: Where personally use a mobile phone or Smartphone

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3874	1875	1982	486	596	742	561	684	805	181	234	361	1315
Effective Weighted Sample	2457	1201	1245	312	379	469	360	431	508	109	132	221	814
Weighted Bases	**3867**	**1866**	**1987**	**509**	**629**	**716**	**544**	**659**	**811**	**159**	**193**	**336**	**1334**
Tesco	374 10%	159 9%	215 11%	34 7%	44 7%	52 7%	43 8%	83 +13% abcd	118 +15% abcd	31 +20% d	29 +15% d	42 13% d	101 -8%
Three/3	346 9%	168 9%	178 9%	60 12% ef	75 +12% ef	70 10% f	70 +13% ef	42 -6%	30 -4%	13 8%	8 4%	29 9%	122 9%
Utility Warehouse	25 1%	15 1%	10 1%	* *%	6 1%	5 1%	1 *%	6 1%	7 1%	0 0%	1 *%	2 *%	4 *%
Virgin Mobile/ Any Virgin	55 1%	27 1%	28 1%	6 1%	5 1%	7 1%	6 1%	17 +3%	14 2%	1 1%	3 2%	4 1%	13 1%
Vodafone	525 14%	276 15%	249 13%	70 14%	102 16%	95 13%	74 14%	84 13%	101 12%	12 7%	19 10%	46 14%	218 +16% a
Voxi	34 1%	18 1%	16 1%	11 +2% def	16 +2% cdef	4 1%	1 *%	0 -0%	3 *%	0 0%	4 2%	3 1%	19 +1%
Other	20 1%	14 1%	6 *%	2 *%	4 1%	2 *%	* *%	4 1%	7 1%	* *%	0 0%	1 *%	5 *%
Don’ t know	68 2%	24 1%	44 2%	16 +3% bcd	2 -*%	4 -1%	4 1%	12 2%	29 +4% bcd	7 +4% cd	3 2%	3 1%	6 -*%

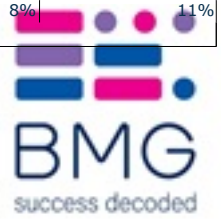
Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 42 (continuation)
QM4. Which mobile network do you use most often?
Base: Where personally use a mobile phone or Smartphone

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3874	1011	1038	625	1146	2422	488	482	482
Effective Weighted Sample	2457	646	713	441	690	1870	338	442	445
Weighted Bases	**3867**	**886**	**1251**	**825**	**848**	**3260**	**322**	**181**	**104**
Asda Mobile	12 *%	0 0%	3 *%	2 *%	8 +1% a	10 *%	2 1%	0 0%	0 0%
BT	87 2%	36 +4% bc	14 -1%	11 1%	23 3%	70 2%	8 2%	7 4%	1 1%
EE	882 23%	212 24%	278 22%	198 24%	184 22%	758 23% d	63 20%	50 28% bd	10 -10%
Giffgaff	208 5%	34 4%	63 5%	50 6%	55 7% a	184 6%	13 4%	8 4%	3 3%
iD Mobile (Carphone Warehouse)	74 2%	22 3% d	31 2% d	13 2%	8 -1%	61 2%	6 2%	4 2%	2 2%
Lebara	74 2%	18 2%	20 2%	21 3%	15 2%	69 +2%	2 1%	2 1%	1 1%
Lycamobile	35 1%	5 1%	12 1%	9 1%	9 1%	34 +1%	0 0%	* *%	* *%
O2	764 20%	174 20%	290 +23% cd	140 17%	147 17%	628 19%	66 21%	27 -15%	43 +41% abc
Plusnet	13 *%	7 +1%	4 *%	0 0%	1 *%	12 *%	0 0%	* *%	* *%
Sky Mobile	188 5%	47 5%	56 5%	34 4%	51 6%	146 -4%	23 7%	16 +9% ad	4 4%
Smarty	46 1%	6 1%	28 +2% ac	2 *%	8 1%	43 1%	1 *%	2 1%	* *%
Talk Mobile	12 *%	2 *%	6 1%	0 0%	4 *%	11 *%	1 *%	* *%	0 0%
TalkTalk	26 1%	7 1%	6 1%	8 1%	5 1%	23 1%	1 *%	1 *%	1 1%
Tesco	374 10%	60 -7%	104 8%	93 11% a	114 +13% ab	301 -9%	48 +15% ac	15 8%	11 11%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 42 (continuation)
QM4. Which mobile network do you use most often?
Base: Where personally use a mobile phone or Smartphone

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3874	1011	1038	625	1146	2422	488	482	482
Effective Weighted Sample	2457	646	713	441	690	1870	338	442	445
Weighted Bases	**3867**	**886**	**1251**	**825**	**848**	**3260**	**322**	**181**	**104**
Three/3	346	78	109	85	68	303	22	13	8
	9%	9%	9%	10%	8%	9%	7%	7%	7%
Utility Warehouse	25	0	9	8	6	24	0	1	0
	1%	-0%	1%	1%	1%	1%	0%	1%	0%
			a	a	a				
Virgin Mobile/ Any Virgin	55	14	12	16	12	45	9	*	1
	1%	2%	1%	2%	1%	1%	3%	*%	1%
							c		
Vodafone	525	141	169	111	96	436	49	25	15
	14%	16%	13%	13%	11%	13%	15%	14%	15%
		d							
Voxi	34	11	12	5	6	30	3	1	0
	1%	1%	1%	1%	1%	1%	1%	1%	0%
Other	20	6	8	*	5	16	3	0	1
	1%	1%	1%	*%	1%	*%	1%	0%	1%
Don’ t know	68	7	15	20	22	55	4	8	1
	2%	-1%	1%	2%	3%	2%	1%	+4%	1%
				a	a			abd	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 42 (continuation)
QM4. Which mobile network do you use most often?
Base: Where personally use a mobile phone or Smartphone

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3874	374	413	243	204	257	270	228	112	321	3200	674	2183	1631
Effective Weighted Sample	2457	300	317	181	157	195	207	179	87	249	2067	397	1423	1001
Weighted Bases	**3867**	**500**	**539**	**330**	**279**	**332**	**372**	**314**	**160**	**433**	**3168**	**699**	**2326**	**1483**
Asda Mobile	12 *%	2 *%	0 0%	0 0%	0 0%	2 1%	0 0%	2 1%	1 *%	3 1%	11 *%	1 *%	4 *%	8 1%
BT	87 2%	6 1%	11 2%	3 1%	12 4%	5 2%	11 3%	9 3%	0 0%	15 3%	56 -2%	31 +4% a	31 -1%	54 +4% a
EE	882 23%	114 23%	93 -17%	76 23%	68 24%	91 27% b	95 25%	72 23%	56 +35% bi	93 21%	715 23%	166 24%	550 24%	311 21%
Giffgaff	208 5%	24 5%	32 6%	28 9%	22 8%	14 4%	14 4%	23 7%	7 4%	21 5%	178 6%	30 4%	126 5%	78 5%
iD Mobile (Carphone Warehouse)	74 2%	7 1%	9 2%	9 3%	11 4% e	1 *%	5 1%	6 2%	0 0%	14 3%	64 2%	10 1%	49 2%	24 2%
Lebara	74 2%	14 3% c	13 2%	0 0%	9 3% c	3 1%	14 4% c	7 2%	3 2%	6 1%	64 2%	10 1%	35 1%	39 +3%
Lycamobile	35 1%	9 2%	5 1%	0 0%	1 1%	5 2%	6 2%	1 *%	2 1%	5 1%	30 1%	5 1%	27 1%	8 1%
O2	764 20%	105 21% e	122 23% e	60 18%	40 15%	38 -11%	62 17%	77 25% de	21 13%	103 24% de	635 20%	129 18%	486 21%	271 18%
Plusnet	13 *%	4 1%	0 0%	5 +1%	2 1%	0 0%	0 0%	0 0%	1 *%	1 *%	8 *%	4 1%	8 *%	3 *%
Sky Mobile	188 5%	9 -2%	22 4%	25 7% a	9 3%	23 7% a	11 3%	19 6% a	7 5%	21 5%	162 5%	26 4%	102 4%	85 6%
Smarty	46 1%	1 *%	7 1%	2 1%	9 +3% a	9 3% a	8 2%	2 1%	3 2%	4 1%	36 1%	10 1%	28 1%	14 1%
Talk Mobile	12 *%	0 0%	2 *%	3 1%	0 0%	1 *%	1 *%	1 *%	0 0%	3 1%	12 *%	1 *%	4 *%	8 1%
TalkTalk	26 1%	1 *%	2 *%	9 +3% ai	3 1%	3 1%	2 *%	0 0%	2 1%	1 *%	23 1%	2 *%	13 1%	11 1%
Tesco	374 10%	13 -3%	66 12% a	28 8% a	39 14% a	42 13% a	36 10% a	30 9% a	12 7%	35 8% a	278 -9%	96 +14% a	178 -8%	194 +13% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 42 (continuation)
QM4. Which mobile network do you use most often?
Base: Where personally use a mobile phone or Smartphone

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3874	374	413	243	204	257	270	228	112	321	3200	674	2183	1631
Effective Weighted Sample	2457	300	317	181	157	195	207	179	87	249	2067	397	1423	1001
Weighted Bases	**3867**	**500**	**539**	**330**	**279**	**332**	**372**	**314**	**160**	**433**	**3168**	**699**	**2326**	**1483**
Three/3	346 9%	73 +15% cgi	49 9%	19 6%	25 9%	28 9%	36 10%	18 6%	24 15% cg	30 7%	297 9%	50 7%	248 +11% b	95 -6%
Utility Warehouse	25 1%	0 0%	6 1%	5 2%	0 0%	2 1%	3 1%	4 1%	0 0%	4 1%	18 1%	7 1%	15 1%	10 1%
Virgin Mobile/ Any Virgin	55 1%	9 2%	10 2%	3 1%	3 1%	8 2%	1 *%	4 1%	3 2%	4 1%	53 +2% b	2 -*%	24 1%	30 +2%
Vodafone	525 14%	87 17% d	82 15% d	45 14%	19 -7%	41 12%	59 16% d	32 10%	12 8%	59 14%	425 13%	100 14%	346 +15% b	173 -12%
Voxi	34 1%	7 1%	1 *%	3 1%	1 *%	8 +2%	4 1%	2 1%	0 0%	4 1%	29 1%	5 1%	29 +1% b	5 -*%
Other	20 1%	0 0%	1 *%	6 +2%	2 1%	4 1%	0 0%	1 *%	0 0%	3 1%	15 *%	5 1%	10 *%	10 1%
Don’ t know	68 2%	16 3%	5 1%	3 1%	3 1%	5 2%	5 1%	5 2%	8 5% b	5 1%	59 2%	9 1%	13 -1%	50 +3% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 43
QM5. Can you access a 4G or 5G service on your smartphone?
Base: Where personally use a smartphone

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3660	1776	1868	480	589	729	548	643	671	143	205	344	1298
Effective Weighted Sample	2322	1138	1174	307	374	461	352	404	426	86	115	212	802
Weighted Bases	**3671**	**1773**	**1887**	**502**	**620**	**707**	**534**	**625**	**684**	**129**	**162**	**316**	**1316**
Yes – 5G	1817	909	902	287	393	416	279	253	189	51	62	120	771
	50%	51%	48%	+57%	+63%	+59%	52%	-41%	-28%	40%	-39%	-38%	+59%
				ef	def	ef	ef	f					abc
Yes – 4G	1558	762	791	194	205	261	227	309	362	49	79	167	483
	42%	43%	42%	39%	-33%	-37%	43%	+49%	+53%	38%	49%	+53%	-37%
							b	abc	abcd		d	ad	
Summary: Yes	3376	1671	1693	481	598	677	505	562	552	100	142	287	1255
	92%	+94%	-90%	+96%	+97%	+96%	95%	90%	-81%	-78%	87%	91%	+95%
		b		ef	ef	ef	ef	f				a	abc
No, neither	64	39	25	8	1	5	10	15	24	1	6	7	15
	2%	2%	1%	2%	-*%	1%	2%	2%	+4%	1%	4%	2%	1%
							b	bc	bc		d		
Don't know	231	63	169	13	20	25	18	47	108	28	15	22	46
	6%	-4%	+9%	-3%	-3%	-4%	-3%	8%	+16%	+22%	9%	7%	-3%
			a					abcd	abcde	bcd	d	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 43 (continuation)
QM5. Can you access a 4G or 5G service on your smartphone?
Base: Where personally use a smartphone

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3660	989	1010	602	1009	2293	457	436	474
Effective Weighted Sample	2322	631	694	423	601	1774	317	399	437
Weighted Bases	**3671**	**862**	**1218**	**787**	**751**	**3102**	**303**	**164**	**102**
Yes – 5G	1817	515	608	370	302	1592	121	71	33
	50%	+60%	50%	47%	-40%	+51%	-40%	-43%	-33%
		bcd	d	d		bcd		d	
Yes – 4G	1558	301	521	356	358	1282	145	77	54
	42%	-35%	43%	45%	+48%	-41%	48%	47%	+53%
			a	a	a		a		a
Summary: Yes	3376	816	1129	726	660	2874	267	148	87
	92%	+95%	93%	92%	-88%	+93%	-88%	90%	-85%
		d	d	d		bd			
No, neither	64	11	17	22	14	47	6	6	6
	2%	1%	1%	3%	2%	-2%	2%	3%	+6%
								a	ab
Don't know	231	36	71	40	77	181	30	11	10
	6%	-4%	6%	5%	+10%	-6%	+10%	7%	+9%
					abc		a		a

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 43 (continuation)
QM5. Can you access a 4G or 5G service on your smartphone?
Base: Where personally use a smartphone

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3660	354	397	233	200	239	259	209	102	300	3020	640	2151	1454
Effective Weighted Sample	2322	285	303	175	154	182	200	164	80	234	1950	379	1400	890
Weighted Bases	**3671**	**477**	**518**	**319**	**274**	**310**	**357**	**289**	**150**	**409**	**2998**	**673**	**2291**	**1325**
Yes – 5G	1817 50%	304 +64% bcdeg	228 44%	115 -36%	131 48%	154 50% c	219 +61% bcde	143 50% c	76 50%	223 54% bc	1532 +51% b	285 -42%	1310 +57% b	488 -37%
Yes – 4G	1558 42%	132 -28%	262 +51% afi	180 +56% adfgi	120 44% af	140 45% af	103 -29%	126 44% af	62 41% a	157 38% a	1235 -41%	324 +48% a	877 -38%	656 +50% a
Summary: Yes	3376 92%	436 91%	490 95%	295 92%	250 91%	294 95%	322 90%	269 93%	138 92%	380 93%	2767 92%	609 90%	2186 +95% b	1145 -86%
No, neither	64 2%	8 2%	2 *%	9 3%	5 2%	6 2%	10 3%	3 1%	1 *%	4 1%	41 -1%	23 +3% a	30 -1%	34 +3% a
Don't know	231 6%	33 7%	25 5%	16 5%	19 7%	10 3%	25 7%	16 6%	12 8%	26 6%	190 6%	41 6%	75 -3%	147 +11% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 44
QM6. Which of these best describes the mobile package you personally use most often?
Base: Where personally use a mobile phone or Smartphone

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3874	1875	1982	486	596	742	561	684	805	181	234	361	1315
Effective Weighted Sample	2457	1201	1245	312	379	469	360	431	508	109	132	221	814
Weighted Bases	**3867**	**1866**	**1987**	**509**	**629**	**716**	**544**	**659**	**811**	**159**	**193**	**336**	**1334**
Prepay/ pay as you go – using top-ups	513	261	250	68	71	60	46	94	174	58	36	46	104
	13%	14%	13%	13%	11%	-8%	-9%	14%	+21%	+36%	19%	14%	-8%
				c				cd	abcde	bcd	d	d	
Monthly contract/ SIM-only – paying monthly	3321	1590	1720	436	553	652	490	558	632	101	157	288	1224
	86%	85%	87%	86%	88%	+91%	+90%	85%	-78%	-64%	81%	86%	+92%
				f	f	aef	ef	f			a	a	abc
Other	13	7	5	1	3	2	5	1	1	*	0	0	5
	*%	*%	*%	*%	*%	*%	+1%	*%	*%	*%	0%	0%	*%
Don’ t know	20	8	12	4	2	2	2	6	5	0	0	2	1
	1%	*%	1%	1%	*%	*%	*%	1%	1%	0%	0%	1%	-*%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 44 (continuation)
QM6. Which of these best describes the mobile package you personally use most often?
Base: Where personally use a mobile phone or Smartphone

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3874	1011	1038	625	1146	2422	488	482	482
Effective Weighted Sample	2457	646	713	441	690	1870	338	442	445
Weighted Bases	**3867**	**886**	**1251**	**825**	**848**	**3260**	**322**	**181**	**104**
Prepay/ pay as you go – using top-ups	513	59	137	106	204	434	39	21	20
	13%	-7%	-11%	13%	+24%	13%	12%	11%	+19%
			a	a	abc				abc
Monthly contract/ SIM-only – paying monthly	3321	817	1107	715	636	2796	283	158	84
	86%	+92%	+88%	87%	-75%	86%	88%	87%	-80%
		bcd	d	d		d	d	d	
Other	13	8	1	*	2	11	0	1	1
	*%	+1%	*%	*%	*%	*%	0%	*%	1%
		b							
Don’ t know	20	2	6	4	5	19	0	1	*
	1%	*%	*%	*%	1%	1%	0%	1%	*%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 44 (continuation)
QM6. Which of these best describes the mobile package you personally use most often?
Base: Where personally use a mobile phone or Smartphone

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3874	374	413	243	204	257	270	228	112	321	3200	674	2183	1631
Effective Weighted Sample	2457	300	317	181	157	195	207	179	87	249	2067	397	1423	1001
Weighted Bases	**3867**	**500**	**539**	**330**	**279**	**332**	**372**	**314**	**160**	**433**	**3168**	**699**	**2326**	**1483**
Prepay/ pay as you go – using top-ups	513	52	60	45	30	43	77	52	27	48	426	87	198	310
	13%	10%	11%	14%	11%	13%	+21%	17%	17%	11%	13%	12%	-9%	+21%
							abdi							a
Monthly contract/ SIM-only – paying monthly	3321	444	479	280	244	287	292	260	131	379	2713	608	2117	1159
	86%	89%	89%	85%	88%	86%	-78%	83%	82%	87%	86%	87%	+91%	-78%
		f	f							f			b	
Other	13	2	1	3	0	0	0	2	2	2	10	3	7	5
	*%	*%	*%	1%	0%	0%	0%	1%	1%	*%	*%	*%	*%	*%
Don’ t know	20	3	0	1	5	2	3	0	0	5	20	1	3	9
	1%	1%	0%	*%	+2%	1%	1%	0%	0%	1%	1%	*%	-*%	1%
					b									a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 45
QM7. 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?
Base: Where have a pay monthly/contract phone

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3298	1595	1692	414	525	675	496	569	619	123	187	302	1200
Effective Weighted Sample	2096	1025	1064	265	332	425	321	363	392	71	106	189	744
Weighted Bases	**3321**	**1590**	**1720**	**436**	**553**	**652**	**490**	**558**	**632**	**101**	**157**	**288**	**1224**
Handset and contract	1787	786	997	219	342	401	280	288	257	40	74	132	663
	54%	-49%	+58%	50%	+62%	+62%	57%	52%	-41%	-40%	48%	-46%	54%
			a	f	aef	aef	f	f					a
SIM only deal	1475	790	680	195	208	249	210	268	345	58	80	147	552
	44%	+50%	-40%	45%	-38%	-38%	43%	48%	+55%	+57%	51%	51%	45%
		b						bc	abcd	d			
Don’ t know	59	14	44	21	4	2	1	2	29	3	2	8	9
	2%	-1%	+3%	+5%	1%	-*%	-*%	-*%	+5%	3%	2%	3%	-1%
			a	bcde					bcde			d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 45 (continuation)
QM7. 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?
Base: Where have a pay monthly/contract phone

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3298	924	915	542	872	2058	431	420	389
Effective Weighted Sample	2096	591	627	384	525	1593	298	386	359
Weighted Bases	**3321**	**817**	**1107**	**715**	**636**	**2796**	**283**	**158**	**84**
Handset and contract	1787	424	592	417	329	1503	157	85	41
	54%	52%	53%	58%	52%	54%	56%	54%	49%
SIM only deal	1475	383	492	292	289	1244	121	72	38
	44%	47%	44%	41%	45%	45%	43%	46%	46%
Don’ t know	59	9	23	6	18	48	5	1	4
	2%	1%	2%	1%	3%	2%	2%	1%	+5% abc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 45 (continuation)
QM7. 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?
Base: Where have a pay monthly/contract phone

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	3298	329	367	203	172	216	212	185	282	2718	580	1990	1262
Effective Weighted Sample	2096	265	280	152	133	164	163	146	218	1759	343	1293	779
Weighted Bases	**3321**	**444**	**479**	**280**	**244**	**287**	**292**	**260**	**379**	**2713**	**608**	**2117**	**1159**
Handset and contract	1787	215	309	143	113	144	200	108	202	1474	312	1217	538
	54%	48%	+64%	51%	46%	50%	+68%	-42%	53%	54%	51%	+57%	-46%
			acdegh				acdegh					b	
SIM only deal	1475	219	167	133	126	141	82	147	167	1184	291	886	577
	44%	49%	-35%	47%	52%	49%	-28%	+57%	44%	44%	48%	-42%	+50%
		bf		bf	bf	bf		bfh	f				a
Don’ t know	59	10	3	4	5	3	10	4	10	55	4	14	44
	2%	2%	1%	1%	2%	1%	3%	2%	3%	2%	1%	-1%	+4%
													a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 46
QM8. What type of monthly data allowance do you get with your mobile phone contract?
Base: Where have 4G or 5G service and pay through a contract

		Gender		Age Group						Household Income		
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c
Unweighted Bases	2962	1461	1491	398	504	642	464	503	451	154	269	1138
Effective Weighted Sample	1885	944	936	254	318	403	301	319	292	87	171	707
Weighted Bases	**3020**	**1476**	**1535**	**416**	**534**	**625**	**463**	**495**	**487**	**128**	**257**	**1168**
1-2GB per month	135	65	69	10	16	22	15	27	44	8	12	46
	4%	4%	5%	2%	3%	4%	3%	6%	+9%	6%	5%	4%
									abcd			
3-10GB per month	507	231	272	43	60	103	67	125	110	24	48	193
	17%	16%	18%	-10%	-11%	16%	14%	+25%	+23%	19%	19%	17%
						a		abcd	abcd			
11-50GB per month	721	405	313	138	138	173	100	77	95	23	68	295
	24%	+27%	-20%	+33%	26%	28%	22%	-15%	20%	18%	26%	25%
		b		def	e	ef						
51-100GB per month	326	157	169	38	76	65	61	50	36	7	22	148
	11%	11%	11%	9%	+14%	10%	13%	10%	7%	6%	9%	13%
					f		f					
101-250GB per month	187	105	82	34	44	38	30	28	14	10	13	85
	6%	7%	5%	8%	8%	6%	7%	6%	-3%	8%	5%	7%
				f	f		f					
Summary: Limited data	1876	963	906	262	334	400	273	307	300	74	162	767
	62%	+65%	-59%	63%	62%	64%	59%	62%	62%	57%	63%	+66%
		b										
Unlimited data	850	426	424	120	181	188	150	125	86	38	58	333
	28%	29%	28%	29%	+34%	30%	32%	25%	-18%	29%	23%	28%
				f	ef	f	f	f				
Don’ t know	294	86	206	33	20	37	40	64	100	17	37	68
	10%	-6%	+13%	8%	-4%	-6%	9%	13%	+21%	13%	+14%	-6%
			a	b			b	bc	abcde	c	c	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 46 (continuation)
QM8. What type of monthly data allowance do you get with your mobile phone contract?
Base: Where have 4G or 5G service and pay through a contract

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	2962	864	839	488	734	1867	382	361	352
Effective Weighted Sample	1885	550	575	346	440	1447	265	331	325
Weighted Bases	**3020**	**766**	**1017**	**656**	**542**	**2563**	**246**	**136**	**75**
1-2GB per month	135	27	41	39	28	124	3	6	2
	4%	4%	4%	6%	5%	+5%	-1%	5%	2%
						b		b	
3-10GB per month	507	122	175	93	106	438	37	21	11
	17%	16%	17%	14%	20%	17%	15%	15%	15%
11-50GB per month	721	185	246	156	124	619	57	33	12
	24%	24%	24%	24%	23%	24%	23%	24%	-16%
						d	d	d	
51-100GB per month	326	74	115	78	54	278	29	11	8
	11%	10%	11%	12%	10%	11%	12%	8%	11%
101-250GB per month	187	51	76	30	30	162	13	7	5
	6%	7%	7%	5%	5%	6%	5%	5%	7%
Summary: Limited data	1876	459	653	396	342	1621	139	79	38
	62%	60%	64%	60%	63%	+63%	56%	58%	-50%
						d			
Unlimited data	850	231	274	203	132	687	82	49	33
	28%	30%	27%	31%	24%	-27%	33%	+36%	+43%
		d						a	ab
Don’ t know	294	76	90	57	68	255	25	8	5
	10%	10%	9%	9%	+13%	10%	10%	6%	6%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 46 (continuation)
QM8. What type of monthly data allowance do you get with your mobile phone contract?
Base: Where have 4G or 5G service and pay through a contract

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	2962	293	343	184	155	194	193	170	251	2450	512	1888	1036
Effective Weighted Sample	1885	236	262	138	120	147	149	135	195	1584	305	1225	639
Weighted Bases	**3020**	**401**	**451**	**255**	**224**	**257**	**268**	**242**	**341**	**2475**	**545**	**2012**	**968**
1-2GB per month	135 4%	10 3%	29 7%	16 6%	8 4%	15 6%	16 6%	13 5%	13 4%	119 5%	16 3%	61 -3%	74 +8% a
3-10GB per month	507 17%	43 -11%	108 +24% agh	52 21% a	49 22% a	47 18%	47 17%	29 12%	48 14%	402 16%	105 19%	307 -15%	191 +20% a
11-50GB per month	721 24%	92 23% c	110 24% c	29 -12%	62 28% c	58 22% c	66 25% c	65 27% c	99 29% c	616 +25% b	105 -19%	507 25%	204 21%
51-100GB per month	326 11%	48 12%	39 9%	36 14% f	27 12%	24 10%	16 6%	27 11%	51 15% f	287 +12% b	40 -7%	248 +12% b	73 -8%
101-250GB per month	187 6%	26 6% b	9 -2%	23 9% b	12 6%	19 7% b	17 6%	22 9% b	29 8% b	156 6%	31 6%	151 +8% b	36 -4%
Summary: Limited data	1876 62%	219 -55%	295 66% a	157 62%	158 71% a	163 63%	162 60%	156 64%	240 +70% a	1580 +64% b	295 -54%	1274 63%	577 60%
Unlimited data	850 28%	167 +42% bcdefgh	113 25%	45 -17%	46 21%	57 22%	78 29% ch	68 28%	62 -18%	666 -27%	184 +34% a	599 +30% b	241 -25%
Don’ t know	294 10%	15 -4%	42 9% a	53 +21% abdfgh	20 9%	37 15% a	29 11% a	18 8%	39 11% a	228 9%	66 12%	140 -7%	150 +16% a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 47
QM9. Thinking of your main mobile phone does it use an Apple or an Android operating system?
Base: Where have a smartphone

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3660	1776	1868	480	589	729	548	643	671	143	205	344	1298
Effective Weighted Sample	2322	1138	1174	307	374	461	352	404	426	86	115	212	802
Weighted Bases	**3671**	**1773**	**1887**	**502**	**620**	**707**	**534**	**625**	**684**	**129**	**162**	**316**	**1316**
Apple	1895 52%	853 -48% a	1038 +55% a	345 +69% bcdef	369 +60% cdef	350 49% f	252 47%	294 47%	286 -42%	52 -41%	53 -33%	137 -43%	711 54% abc
Android	1731 47%	901 +51% b	822 -44%	153 -31%	247 -40% a	353 50% ab	280 +53% ab	324 +52% ab	374 +55% ab	75 +58% d	107 +66% d	174 +55% d	601 46%
Neither	21 1%	8 *%	13 1%	0 0%	1 *%	3 *%	2 *%	3 1%	12 +2% ab	2 1% d	3 2% d	3 1% d	1 -*%
Don’ t know	24 1%	10 1%	14 1%	4 1%	3 1%	2 *%	0 0%	3 1%	12 +2% cd	0 0%	0 0%	2 *%	2 -*%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 47 (continuation)
QM9. Thinking of your main mobile phone does it use an Apple or an Android operating system?
Base: Where have a smartphone

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3660	989	1010	602	1009	2293	457	436	474
Effective Weighted Sample	2322	631	694	423	601	1774	317	399	437
Weighted Bases	**3671**	**862**	**1218**	**787**	**751**	**3102**	**303**	**164**	**102**
Apple	1895	498	660	397	310	1622	152	75	46
	52%	+58%	54%	50%	-41%	52%	50%	46%	-45%
		cd	d	d		cd			
Android	1731	357	546	378	427	1450	145	84	52
	47%	-41%	45%	48%	+57%	47%	48%	51%	51%
					abc				
Neither	21	2	6	5	9	11	3	3	4
	1%	*%	*%	1%	+1%	-*%	1%	+2%	+4%
					a			a	a
Don’ t know	24	5	6	7	5	19	2	3	*
	1%	1%	*%	1%	1%	1%	1%	2%	*%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 47 (continuation)
QM9. Thinking of your main mobile phone does it use an Apple or an Android operating system?
Base: Where have a smartphone

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3660	354	397	233	200	239	259	209	102	300	3020	640	2151	1454
Effective Weighted Sample	2322	285	303	175	154	182	200	164	80	234	1950	379	1400	890
Weighted Bases	**3671**	**477**	**518**	**319**	**274**	**310**	**357**	**289**	**150**	**409**	**2998**	**673**	**2291**	**1325**
Apple	1895 52%	271 57%	271 52%	151 47%	139 51%	158 51%	200 56%	151 53%	84 56%	196 48%	1537 51%	358 53%	1244 +54% b	622 -47%
Android	1731 47%	202 42%	244 47%	163 51%	131 48%	147 47%	156 44%	131 46%	64 43%	212 52%	1427 48%	304 45%	1034 -45%	672 +51% a
Neither	21 1%	2 *%	1 *%	4 1%	0 0%	3 1%	0 0%	1 *%	0 0%	1 *%	13 *%	8 1%	4 -*%	18 +1% a
Don’ t know	24 1%	2 *%	2 *%	1 *%	3 1%	3 1%	2 *%	4 2%	1 1%	0 0%	20 1%	4 1%	9 *%	14 1%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 48
QM10A.Have you switched from an Android phone in the last five years?
Base: Where smartphone uses Apple operating system

		Gender		Age Group						Household Income	
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b
Unweighted Bases	1834	842	988	340	342	355	265	281	251	140	697
Effective Weighted Sample	1178	542	635	214	222	228	172	181	164	88	432
Weighted Bases	**1895**	**853**	**1038**	**345**	**369**	**350**	**252**	**294**	**286**	**137**	**711**
Yes, in the last year	66	38	28	14	13	12	10	9	10	3	25
	3%	4%	3%	4%	3%	3%	4%	3%	3%	2%	4%
Yes, 2-3 years ago	137	69	68	37	31	24	12	25	9	16	46
	7%	8%	7%	+11%	8%	7%	5%	8%	-3%	12%	6%
				df	f			f			
Yes, 4-5 years ago	112	50	62	25	16	20	11	21	18	13	41
	6%	6%	6%	7%	4%	6%	4%	7%	6%	9%	6%
Summary: Switched	316	157	158	76	59	56	32	55	37	32	113
	17%	18%	15%	+22%	16%	16%	13%	19%	13%	23%	16%
				df							
No	1567	694	869	268	310	293	216	236	244	105	598
	83%	81%	84%	78%	84%	84%	86%	80%	85%	77%	84%
Don't know	12	2	10	0	0	*	3	3	5	0	1
	1%	*%	1%	0%	0%	*%	1%	1%	+2%	0%	*%

Columns Tested: a,b - a,b,c,d,e,f - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 48 (continuation)
QM10A.Have you switched from an Android phone in the last five years?
Base: Where smartphone uses Apple operating system

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	1834	567	546	277	414	1191	229	201	213
Effective Weighted Sample	1178	359	379	203	252	921	155	185	196
Weighted Bases	**1895**	**498**	**660**	**397**	**310**	**1622**	**152**	**75**	**46**
Yes, in the last year	66	21	24	8	13	58	6	1	1
	3%	4%	4%	2%	4%	4%	4%	1%	3%
Yes, 2-3 years ago	137	24	48	43	22	107	14	5	11
	7%	-5%	7%	+11%	7%	-7%	9%	6%	+24%
				a					abc
Yes, 4-5 years ago	112	28	29	25	28	92	5	7	9
	6%	6%	4%	6%	+9%	6%	3%	9%	+19%
					b				abc
Summary: Switched	316	73	100	76	63	257	26	12	21
	17%	15%	15%	19%	20%	-16%	17%	16%	+46%
									abc
No	1567	424	553	321	242	1353	127	62	25
	83%	85%	84%	81%	78%	+83%	83%	84%	-54%
		d				d	d	d	
Don't know	12	1	7	0	5	12	0	0	*
	1%	*%	1%	0%	2%	1%	0%	0%	*%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 48 (continuation)
QM10A.Have you switched from an Android phone in the last five years?
Base: Where smartphone uses Apple operating system

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	1834	197	208	118	101	113	147	107	146	1506	328	1161	646
Effective Weighted Sample	1178	158	156	88	77	87	113	85	113	985	198	757	406
Weighted Bases	**1895**	**271**	**271**	**151**	**139**	**158**	**200**	**151**	**196**	**1537**	**358**	**1244**	**622**
Yes, in the last year	66	10	3	3	6	11	12	6	8	58	8	40	24
	3%	4%	1%	2%	4%	7%	6%	4%	4%	4%	2%	3%	4%
						b							
Yes, 2-3 years ago	137	15	13	18	11	9	14	13	10	121	16	88	47
	7%	5%	5%	12%	8%	6%	7%	9%	5%	8%	5%	7%	8%
Yes, 4-5 years ago	112	11	21	16	10	7	3	6	14	93	19	68	43
	6%	4%	8%	10%	7%	4%	1%	4%	7%	6%	5%	6%	7%
			f	f									
Summary: Switched	316	36	37	36	27	26	28	26	32	272	44	196	114
	17%	13%	14%	24%	19%	17%	14%	17%	16%	18%	12%	16%	18%
No	1567	228	234	114	112	131	172	125	161	1253	314	1043	500
	83%	84%	86%	75%	81%	83%	86%	83%	82%	-82%	+88%	84%	80%
											a		
Don't know	12	7	0	1	0	0	0	0	3	12	*	4	8
	1%	+3%	0%	1%	0%	0%	0%	0%	2%	1%	*%	*%	1%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 49
QM10B.Have you switched from an Apple phone in the last five years?
Base: Where smartphone uses Android operating system

		Gender		Age Group						Household Income		
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c
Unweighted Bases	1757	904	841	136	241	370	279	350	381	127	194	594
Effective Weighted Sample	1106	581	519	90	149	230	178	217	244	72	120	367
Weighted Bases	**1731**	**901**	**822**	**153**	**247**	**353**	**280**	**324**	**374**	**107**	**174**	**601**
Yes, in the last year	41	32	9	3	8	15	4	6	6	1	1	27
	2%	+4%	-1%	2%	3%	+4%	1%	2%	2%	1%	*%	+5%
		b										b
Yes, 2-3 years ago	65	30	35	7	12	11	10	12	13	5	6	27
	4%	3%	4%	5%	5%	3%	4%	4%	4%	5%	4%	5%
Yes, 4-5 years ago	52	27	25	7	9	15	6	3	12	1	5	25
	3%	3%	3%	5%	4%	4%	2%	1%	3%	1%	3%	4%
				e		e						
Summary: Switched	159	89	69	17	28	41	20	20	31	7	12	79
	9%	10%	8%	11%	12%	12%	7%	6%	8%	7%	7%	+13%
No	1564	808	748	136	217	311	258	304	338	100	162	520
	90%	90%	91%	89%	88%	88%	92%	94%	90%	93%	93%	-86%
Don’ t know	9	4	5	0	1	*	2	0	5	0	*	2
	1%	*%	1%	0%	1%	*%	1%	0%	+1%	0%	*%	*%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 49 (continuation)
QM10B.Have you switched from an Apple phone in the last five years?
Base: Where smartphone uses Android operating system

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	1757	412	449	309	568	1075	217	221	244
Effective Weighted Sample	1106	266	306	211	335	833	154	201	226
Weighted Bases	**1731**	**357**	**546**	**378**	**427**	**1450**	**145**	**84**	**52**
Yes, in the last year	41 2%	8 2%	14 3%	12 3%	7 2%	33 2%	5 3%	2 3%	1 2%
Yes, 2-3 years ago	65 4%	10 3%	23 4%	14 4%	15 4%	48 -3%	9 6%	2 3%	6 +12% ac
Yes, 4-5 years ago	52 3%	13 4%	12 2%	17 4%	11 2%	32 -2%	8 5%	4 4%	9 +17% abc
Summary: Switched	159 9%	32 9%	49 9%	43 11%	32 8%	113 -8%	21 +15% a	8 10%	16 +31% abc
No	1564 90%	321 90%	496 91%	335 89%	391 92%	1329 +92% bd	124 -85% d	76 90% d	36 -68%
Don’ t know	9 1%	4 1%	1 *%	* *%	3 1%	8 1%	* *%	0 0%	* *%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 49 (continuation)
QM10B.Have you switched from an Apple phone in the last five years?
Base: Where smartphone uses Android operating system

		England Regions						Urbanity		Working Status	
	Total	London	South East	South West	West Midlands	East of England	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	a	b	a	b
Unweighted Bases	1757	154	185	110	122	111	153	1465	292	972	758
Effective Weighted Sample	1106	124	144	83	93	86	120	938	172	633	459
Weighted Bases	**1731**	**202**	**244**	**163**	**147**	**156**	**212**	**1427**	**304**	**1034**	**672**
Yes, in the last year	41	5	3	5	5	0	5	33	8	29	11
	2%	3%	1%	3%	4%	0%	3%	2%	3%	3%	2%
Yes, 2-3 years ago	65	0	7	13	5	7	10	53	12	36	26
	4%	-0%	3%	8% a	4%	4%	5% a	4%	4%	3%	4%
Yes, 4-5 years ago	52	6	3	5	3	2	6	39	13	31	21
	3%	3%	1%	3%	2%	1%	3%	3%	4%	3%	3%
Summary: Switched	159	11	13	23	14	8	21	125	33	96	59
	9%	5%	5%	14% b	9%	5%	10%	9%	11%	9%	9%
No	1564	191	230	139	133	143	191	1294	270	935	608
	90%	95%	95% c	86%	91%	92%	90%	91%	89%	90%	90%
Don’ t know	9	0	1	1	0	4	0	8	1	3	6
	1%	0%	*%	*%	0%	+3%	0%	1%	*%	*%	1%

Columns Tested: a,b,c,d,e,f - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 50
QM11. Why have you not switched operating system from Apple to Android or Android to Apple?
Base: Where have not switched operating system

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	2985	1445	1525	365	479	602	465	528	546	114	165	267	1053
Effective Weighted Sample	1956	957	992	240	312	394	309	347	359	70	97	174	677
Weighted Bases	**3131**	**1502**	**1617**	**404**	**527**	**604**	**474**	**539**	**582**	**104**	**136**	**268**	**1118**
Too complicated to switch over	281 9%	100 -7%	180 +11% a	27 7%	41 8%	46 8%	47 10%	55 10%	65 11%	14 13%	8 6%	34 13% d	84 8%
Too complicated to learn to use a new operating system	291 9%	100 -7%	191 +12% a	25 6%	54 10%	53 9%	43 9%	40 7%	77 +13% ae	5 5%	19 14%	52 +20% ad	110 10%
Cost	355 11%	184 12%	166 10%	53 13%	67 13%	55 9%	46 10%	71 13%	63 11%	18 17%	19 14%	41 15%	117 10%
Didn’ t see any benefits to doing so	1236 39%	633 +42% b	596 -37%	163 40%	203 38%	221 37%	203 43%	197 37%	250 43%	33 32%	43 32%	123 46% b	476 +43%
I have other devices linked to my current operating system (e.g. a smart TV, a smart watch)	227 7%	112 7%	113 7%	19 5%	44 8%	51 8%	26 6%	51 9% a	36 6%	2 2%	6 4%	16 6%	139 +12% abc
Worried about losing data/ photos/messages if I moved operating system	139 4%	63 4%	75 5%	18 4%	32 6% f	31 5%	21 5%	22 4%	15 3%	3 3%	4 3%	11 4%	70 +6%
Preference for current operating system	1498 48%	746 50%	745 46%	190 47%	283 +54% ef	330 +55% ef	238 50% ef	227 -42%	231 -40%	42 40%	53 39%	102 -38%	593 +53% abc
Preference for current phone model (e.g. iPhone, Samsung Galaxy)	952 30%	480 32%	466 29%	130 32%	179 34% e	193 32%	145 30%	140 26%	167 29%	23 22%	40 30%	81 30%	372 33%
Data security/privacy reasons	87 3%	42 3%	40 2%	8 2%	16 3%	18 3%	11 2%	17 3%	18 3%	1 1%	5 3%	8 3%	41 4%
Other	161 5%	80 5%	80 5%	26 7% b	13 -2%	24 4%	24 5%	36 7% b	38 6% b	6 5%	13 +10%	14 5%	58 5%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 50 (continuation)
QM11. Why have you not switched operating system from Apple to Android or Android to Apple?
Base: Where have not switched operating system

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	2985	1445	1525	365	479	602	465	528	546	114	165	267	1053
Effective Weighted Sample	1956	957	992	240	312	394	309	347	359	70	97	174	677
Weighted Bases	**3131**	**1502**	**1617**	**404**	**527**	**604**	**474**	**539**	**582**	**104**	**136**	**268**	**1118**
Don't know	106	42	64	16	11	21	12	20	26	5	7	8	25
	3%	3%	4%	4%	2%	3%	3%	4%	5%	5%	5%	3%	2%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 50 (continuation)
QM11. Why have you not switched operating system from Apple to Android or Android to Apple?
Base: Where have not switched operating system

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	2985	822	836	477	810	1987	349	372	277
Effective Weighted Sample	1956	543	589	349	500	1536	243	342	256
Weighted Bases	**3131**	**746**	**1049**	**656**	**634**	**2682**	**250**	**138**	**60**
Too complicated to switch over	281 9%	59 8%	99 9%	47 7%	70 11%	243 9%	21 8%	8 6%	9 +15% abc
Too complicated to learn to use a new operating system	291 9%	63 8%	129 +12% c	41 -6%	55 9%	260 10% c	20 8% c	4 -3%	8 12% c
Cost	355 11%	74 10%	104 10%	76 12%	93 +15% ab	300 11%	30 12%	15 11%	10 16%
Didn’ t see any benefits to doing so	1236 39%	293 39%	428 41%	273 42%	224 35%	1084 +40% cd	112 45% cd	28 -20%	13 -21%
I have other devices linked to my current operating system (e.g. a smart TV, a smart watch)	227 7%	96 +13% bcd	77 7% d	27 -4%	22 -4%	199 7% d	18 7%	9 6%	2 -3%
Worried about losing data/photos/messages if I moved operating system	139 4%	47 +6% cd	55 5% d	18 3%	15 -2%	124 5%	9 4%	4 3%	3 4%
Preference for current operating system	1498 48%	393 +53% d	542 +52% d	303 46% d	243 -38%	1254 -47%	132 53%	80 +58% a	32 52%
Preference for current phone model (e.g. iPhone, Samsung Galaxy)	952 30%	252 34% cd	347 33% c	167 -25%	176 28%	804 30%	72 29%	45 32%	32 +52% abc
Data security/privacy reasons	87 3%	35 +5% d	30 3%	12 2%	9 -1%	77 3%	6 2%	2 2%	2 3%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 50 (continuation)
QM11. Why have you not switched operating system from Apple to Android or Android to Apple?
Base: Where have not switched operating system

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	2985	822	836	477	810	1987	349	372	277
Effective Weighted Sample	1956	543	589	349	500	1536	243	342	256
Weighted Bases	**3131**	**746**	**1049**	**656**	**634**	**2682**	**250**	**138**	**60**
Other	161	35	52	31	43	138	2	14	6
	5%	5%	5%	5%	7%	5%	-1%	+10%	+11%
						b		ab	ab
Don't know	106	16	29	19	35	93	5	3	5
	3%	2%	3%	3%	+5%	3%	2%	2%	+9%
					ab				abc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 50 (continuation)
QM11. Why have you not switched operating system from Apple to Android or Android to Apple?
Base: Where have not switched operating system

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	2985	315	358	184	165	209	226	177	259	2474	511	1794	1150
Effective Weighted Sample	1956	253	275	138	127	158	175	140	200	1640	323	1200	732
Weighted Bases	**3131**	**419**	**465**	**253**	**230**	**264**	**315**	**249**	**352**	**2547**	**584**	**1978**	**1108**
Too complicated to switch over	281 9%	32 8%	59 +13% h	31 12% h	20 9%	21 8%	30 10%	19 8%	16 -5%	227 9%	54 9%	158 8%	119 +11% a
Too complicated to learn to use a new operating system	291 9%	58 +14% h	49 11% h	35 14% h	23 10% h	31 12% h	24 8% h	26 10% h	7 -2%	226 9%	65 11%	166 8%	119 11%
Cost	355 11%	46 11%	59 13%	36 14%	23 10%	55 +21% abdfgh	23 7%	16 6%	24 7%	302 12%	53 9%	218 11%	135 12%
Didn’ t see any benefits to doing so	1236 39%	147 35% f	243 +52% aefg	120 47% aef	110 48% aef	78 -30%	67 -21%	99 40% f	191 +54% aefg	1006 39%	230 39%	783 40%	438 39%
I have other devices linked to my current operating system (e.g. a smart TV, a smart watch)	227 7%	11 -3%	37 8% a	25 10% a	38 +16% abegh	19 7%	33 11% ah	14 6%	14 4%	170 7%	57 10%	164 +8% b	62 -6%
Worried about losing data/ photos/messages if I moved operating system	139 4%	13 3%	31 7%	25 +10% afgh	17 8%	10 4%	9 3%	7 3%	9 3%	112 4%	28 5%	99 5%	37 3%
Preference for current operating system	1498 48%	218 52% cd	196 42%	90 -36%	87 -38%	124 47%	175 56% bcdh	117 47%	147 42%	1183 -46%	316 +54% a	1048 +53% b	437 -39%
Preference for current phone model (e.g. iPhone, Samsung Galaxy)	952 30%	99 -24%	129 28%	47 -18%	66 29%	78 29%	138 +44% abcde	85 34% c	142 +40% abc	770 30%	183 31%	628 32%	315 28%
Data security/privacy reasons	87 3%	10 2%	10 2%	11 4%	13 6% f	7 3%	2 *%	4 2%	9 3%	70 3%	17 3%	63 3%	23 2%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 50 (continuation)
QM11. Why have you not switched operating system from Apple to Android or Android to Apple?
Base: Where have not switched operating system

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	2985	315	358	184	165	209	226	177	259	2474	511	1794	1150
Effective Weighted Sample	1956	253	275	138	127	158	175	140	200	1640	323	1200	732
Weighted Bases	**3131**	**419**	**465**	**253**	**230**	**264**	**315**	**249**	**352**	**2547**	**584**	**1978**	**1108**
Other	161	26	13	15	12	4	38	16	10	136	25	87	73
	5%	6%	3%	6%	5%	-1%	+12%	6%	3%	5%	4%	4%	+7%
		e					beh	e					a
Don't know	106	19	22	11	9	11	5	2	10	85	21	52	45
	3%	5%	5%	4%	4%	4%	2%	1%	3%	3%	4%	-3%	4%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 51
QM12. What type of SIM does your main mobile phone use to connect your mobile and/or data plan to your network?
Base: Where have a monthly contract/SIM-only or prepay/pay as you go

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3836	1858	1962	480	592	737	554	678	795	180	234	359	1308
Effective Weighted Sample	2431	1189	1232	307	376	466	355	427	502	109	132	219	809
Weighted Bases	**3834**	**1851**	**1970**	**504**	**625**	**712**	**537**	**652**	**805**	**159**	**193**	**334**	**1328**
Physical SIM card (i.e. one that can be inserted and removed by you)	3239	1592	1635	436	535	613	468	532	655	135	154	278	1097
	84%	86%	-83%	87%	86%	86%	87%	82%	-81%	85%	80%	83%	83%
		b					ef						
eSIM (a digital sim card, first introduced to some phones in 2016)	207	102	105	33	35	42	26	42	28	7	13	24	89
	5%	6%	5%	7%	6%	6%	5%	7%	-3%	4%	7%	7%	7%
								f					
Both physical and eSIM	90	61	29	12	23	20	15	10	10	2	4	3	54
	2%	+3%	-1%	2%	4%	3%	3%	2%	1%	1%	2%	1%	+4%
		b			f								c
Don't know	291	93	197	22	33	37	26	67	107	14	21	28	85
	8%	-5%	+10%	-4%	5%	-5%	-5%	+10%	+13%	9%	11%	8%	6%
			a					abcd	abcd				
Not answered	8	3	5	0	0	*	1	1	6	*	1	*	3
	*%	*%	*%	0%	0%	*%	*%	*%	+1%	*%	*%	*%	*%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 51 (continuation)
QM12. What type of SIM does your main mobile phone use to connect your mobile and/or data plan to your network?
Base: Where have a monthly contract/SIM-only or prepay/pay as you go

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3836	999	1030	621	1134	2394	488	477	477
Effective Weighted Sample	2431	637	707	438	682	1848	338	438	440
Weighted Bases	**3834**	**876**	**1244**	**821**	**841**	**3230**	**322**	**179**	**103**
Physical SIM card (i.e. one that can be inserted and removed by you)	3239	699	1071	710	724	2749	250	161	79
	84%	-80%	86%	86%	86%	+85%	-78%	+90%	-77%
			a	a	a	bd		abd	
eSIM (a digital sim card, first introduced to some phones in 2016)	207	67	59	39	40	162	32	6	6
	5%	+8%	5%	5%	5%	-5%	+10%	4%	6%
		bd					ac		
Both physical and eSIM	90	36	28	17	7	82	4	2	2
	2%	+4%	2%	2%	-1%	+3%	1%	1%	2%
		d	d						
Don't know	291	73	81	55	69	230	36	9	15
	8%	8%	7%	7%	8%	-7%	+11%	5%	+15%
							ac		ac
Not answered	8	2	4	0	1	7	0	1	1
	*%	*%	*%	0%	*%	*%	0%	*%	1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 51 (continuation)
QM12. What type of SIM does your main mobile phone use to connect your mobile and/or data plan to your network?
Base: Where have a monthly contract/SIM-only or prepay/pay as you go

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3836	369	412	239	198	255	267	227	111	316	3170	666	2169	1613
Effective Weighted Sample	2431	296	316	178	153	193	204	178	86	245	2045	393	1414	989
Weighted Bases	**3834**	**496**	**539**	**326**	**274**	**331**	**369**	**312**	**158**	**427**	**3139**	**695**	**2316**	**1469**
Physical SIM card (i.e. one that can be inserted and removed by you)	3239	426	462	296	216	259	324	264	117	385	2668	571	1964	1239
	84%	86% h	86% h	+91% deh	79%	-78%	88% deh	85%	-74%	+90% deh	85%	82%	85%	84%
eSIM (a digital sim card, first introduced to some phones in 2016)	207	23	27	2	22	28	9	24	7	19	169	37	141	65
	5%	5% c	5% c	-1%	8% cf	8% cf	3%	8% cf	4%	4% c	5%	5%	6%	4%
Both physical and eSIM	90	17	10	7	6	9	6	8	12	8	78	12	74	14
	2%	3%	2%	2%	2%	3%	2%	2%	+7% bfi	2%	2%	2%	+3% b	-1%
Don't know	291	30	39	19	30	35	25	16	22	15	216	75	135	144
	8%	6%	7%	6%	11% i	11% i	7%	5%	+14% agi	-4%	-7%	+11% a	-6%	+10% a
Not answered	8	0	1	1	0	0	4	0	1	0	8	*	1	7
	*%	0%	*%	*%	0%	0%	+1%	0%	*%	0%	*%	*%	-*%	+*% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 52
QM13. What do you use your e-SIM for?
Base: Where have both physical and eSIM

	Total
Unweighted Bases	77
Effective Weighted Sample	51
Weighted Bases	**90**
International calls	19
	21%
Additional data in the UK	25
	28%
To give me better connectivity in busy or remote areas of the UK	31
	35%
As a separate contact method, for example, for business purposes	11
	12%
To use when abroad for calls or data	16
	17%
Other	2
	2%
Don’ t know	9
	10%

Columns Tested: ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 53
QE1. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc), and if so, do you personally use the internet at home?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Yes – have access and use at home	3717 93%	1801 93%	1902 93%	488 93% f	619 95% f	704 +97% af	534 +98% aef	639 94% f	734 -84%	130 -75%	165 -83%	328 92% ab	1324 +98% abc
Yes – have access but don’ t use at home	49 1%	24 1%	24 1%	7 1%	10 1%	4 1%	1 *%	6 1%	21 +2% cd	4 2%	6 3% d	6 2%	11 1%
Summary: Yes	3766 94%	1825 95%	1927 94%	495 94% f	629 +97% f	707 +97% af	535 +98% aef	645 95% f	755 -86%	134 -77%	170 -86%	334 93% ab	1335 +99% abc
No - do not have access at home	203 5%	86 4%	117 6%	16 3%	15 -2%	15 -2%	8 -1%	33 5% cd	115 +13% abcde	39 +22% cd	28 +14% cd	24 7% d	7 -1%
Don’ t know	32 1%	20 1%	12 1%	15 +3% bcdef	5 1%	4 1%	3 *%	0 -0%	4 *%	1 *%	0 0%	0 0%	5 *%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 53 (continuation)
QE1. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc), and if so, do you personally use the internet at home?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Yes – have access and use at home	3717	881	1228	795	760	3151	301	172	94
	93%	+98%	+95%	93%	-84%	+93%	91%	91%	-87%
		bcd	d	d		d			
Yes – have access but don’ t use at home	49	7	11	13	18	38	7	3	*
	1%	1%	1%	1%	+2%	1%	2%	2%	*%
					a				
Summary: Yes	3766	888	1239	807	778	3189	308	175	94
	94%	+98%	+96%	95%	-86%	+95%	93%	93%	-87%
		bcd	d	d		d	d	d	
No - do not have access at home	203	12	31	42	113	153	23	13	13
	5%	-1%	-2%	5%	+13%	-5%	7%	7%	+12%
				ab	abc				abc
Don’ t know	32	3	16	1	10	29	1	1	*
	1%	*%	1%	*%	1%	1%	*%	*%	*%
			c						

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 53 (continuation)
QE1. Do you or does anyone in your household have access to the internet at HOME (via any device, e.g. PC, mobile phone etc), and if so, do you personally use the internet at home?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Yes – have access and use at home	3717 93%	481 93%	523 95%	326 94%	276 94%	319 91%	354 94%	298 91%	155 97%	420 95%	3047 93%	670 93%	2291 +97% b	1370 -87%
Yes – have access but don’ t use at home	49 1%	7 1%	1 *%	7 2% b	5 2%	7 2% b	2 1%	3 1%	0 0%	7 2%	47 +1% b	2 -*%	16 -1%	32 +2% a
Summary: Yes	3766 94%	489 94%	523 95%	333 96%	281 96%	326 93%	356 95%	300 92%	155 97%	427 96%	3094 94%	672 93%	2307 +98% b	1402 -89%
No - do not have access at home	203 5%	25 5%	22 4%	11 3%	8 3%	20 6%	19 5%	27 8%	5 3%	15 3%	162 5%	41 6%	34 -1%	165 +10% a
Don’ t know	32 1%	6 1%	6 1%	4 1%	3 1%	6 2%	1 *%	1 *%	0 0%	2 1%	23 1%	9 1%	14 1%	10 1%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 54
QE2. How many people in your household share the internet connection?
Base: Where have internet access at home

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3728	1809	1902	470	587	726	549	659	737	148	210	351	1306
Effective Weighted Sample	2376	1165	1202	302	375	460	354	419	470	91	118	217	809
Weighted Bases	**3766**	**1825**	**1927**	**495**	**629**	**707**	**535**	**645**	**755**	**134**	**170**	**334**	**1335**
1	753 20%	347 19%	402 21%	46 -9%	84 -13%	83 -12%	83 -16% a	155 +24% abcd	302 +40% abcde	76 +57% cd	78 +46% d	126 +38% d	169 -13%
2	1570 42%	802 +44% b	761 -40%	122 -25%	321 +51% acd	211 -30%	171 -32%	343 +53% acd	402 +53% acd	33 -25%	57 33%	133 40% a	621 +46% ab
3	620 16%	307 17%	312 16%	130 +26% bdef	117 19% ef	165 +23% ef	95 18% f	81 -13% f	32 -4%	15 11%	17 10%	39 12%	234 18% b
4	525 14%	236 13%	288 15%	116 +23% bef	56 -9% f	163 +23% bef	127 +24% bef	57 -9% f	6 -1%	7 -5%	13 -8%	22 -7%	203 15% abc
5	217 6%	95 5%	122 6%	57 +11% bef	36 6% ef	65 +9% ef	46 +9% ef	8 -1%	6 -1%	2 2%	4 3%	6 -2%	87 6% c
6	47 1%	25 1%	22 1%	19 +4% bdef	5 1%	13 2% e	6 1%	1 -*%	3 *%	* *%	0 0%	4 1%	15 1%
7	17 *%	5 *%	11 1%	3 1%	7 +1% ef	3 *%	4 1%	0 0%	0 0%	0 0%	1 *%	0 0%	3 *%
8	10 *%	7 *%	3 *%	2 *%	2 *%	0 0%	3 1%	0 0%	2 *%	0 0%	0 0%	3 +1% d	0 0%
9	3 *%	0 0%	3 *%	0 0%	0 0%	3 +*%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 *%
10	2 *%	2 *%	0 0%	0 0%	0 0%	2 +*%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	2 *%
Not Provided	2 *%	0 0%	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	2 +*%	0 0%	0 0%	0 0%	* *%
Median	2	2	2	3	2	3	3	2	2	1	2	2	2
Base for stats	3763	1825	1924	495	629	707	535	645	753	134	170	334	1334
Mean	**2.51**	**2.49**	**2.54**	**+3.19** bdef	**2.51** ef	**+2.99** bef	**+2.87** bef	**-2.10** f	**-1.71**	**-1.71**	**-1.89**	**-2.04** a	**+2.62** abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 54 (continuation)
QE2. How many people in your household share the internet connection?
Base: Where have internet access at home

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3728	1007	1020	602	1045	2357	470	464	437
Effective Weighted Sample	2376	645	702	429	633	1821	328	426	403
Weighted Bases	**3766**	**888**	**1239**	**807**	**778**	**3189**	**308**	**175**	**94**
1	753	133	234	135	239	607	88	37	21
	20%	-15%	19%	17%	+31%	-19%	+29%	21%	23%
					abc		ac		
2	1570	396	493	355	304	1323	136	74	37
	42%	45%	40%	44%	39%	41%	44%	43%	39%
3	620	145	219	139	108	535	41	29	15
	16%	16%	18%	17%	14%	17%	13%	17%	15%
4	525	149	177	117	74	460	27	23	15
	14%	+17%	14%	15%	-10%	+14%	-9%	13%	16%
		d	d	d		b			b
5	217	54	92	41	30	192	10	10	5
	6%	6%	+7%	5%	-4%	6%	3%	6%	5%
			d						
6	47	8	16	7	16	41	5	*	1
	1%	1%	1%	1%	2%	1%	2%	*%	1%
7	17	0	5	6	5	16	0	*	*
	*%	0%	*%	1%	1%	1%	0%	*%	*%
				a					
8	10	1	0	5	2	10	0	0	0
	*%	*%	0%	1%	*%	*%	0%	0%	0%
9	3	0	3	0	0	3	0	0	0
	*%	0%	*%	0%	0%	*%	0%	0%	0%
10	2	0	0	2	0	2	0	0	0
	*%	0%	0%	*%	0%	*%	0%	0%	0%
Not Provided	2	2	0	0	*	2	0	*	0
	*%	*%	0%	0%	*%	*%	0%	*%	0%
Median	2	2	2	2	2	2	2	2	2
Base for stats	3763	886	1239	807	778	3187	308	174	94
Mean	**2.51**	**2.58**	**2.58**	**2.57**	**-2.26**	**2.55**	**-2.19**	**2.41**	**2.47**
		d	d	d		b		b	b

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 54 (continuation)
QE2. How many people in your household share the internet connection?
Base: Where have internet access at home

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3728	365	401	241	203	249	261	217	109	311	3091	637	2160	1508
Effective Weighted Sample	2376	293	308	180	157	188	201	171	85	241	2004	379	1406	937
Weighted Bases	**3766**	**489**	**523**	**333**	**281**	**326**	**356**	**300**	**155**	**427**	**3094**	**672**	**2307**	**1402**
1	753	76	84	70	50	85	53	89	33	67	615	139	341	404
	20%	16%	16%	21%	18%	26%	15%	+30%	21%	16%	20%	21%	-15%	+29%
						abfi		abdfi						a
2	1570	164	238	131	130	124	151	129	58	199	1255	315	955	592
	42%	-34%	45%	39%	46%	38%	42%	43%	38%	47%	-41%	+47%	41%	42%
			a		a					a		a		
3	620	100	82	55	49	56	62	33	37	61	537	84	442	163
	16%	20%	16%	16%	18%	17%	18%	11%	24%	14%	+17%	-12%	+19%	-12%
		g							g		b		b	
4	525	93	83	50	34	35	52	28	20	64	434	91	389	127
	14%	+19%	16%	15%	12%	11%	15%	9%	13%	15%	14%	14%	+17%	-9%
		eg											b	
5	217	37	30	19	13	17	27	15	5	28	185	32	143	74
	6%	8%	6%	6%	5%	5%	8%	5%	3%	7%	6%	5%	6%	5%
6	47	9	2	3	3	8	7	4	0	5	39	8	22	25
	1%	2%	*%	1%	1%	2%	2%	1%	0%	1%	1%	1%	1%	2%
7	17	4	3	0	1	0	4	1	0	3	13	4	7	10
	*%	1%	1%	0%	*%	0%	1%	*%	0%	1%	*%	1%	*%	1%
8	10	4	1	2	0	1	0	0	1	0	10	0	4	5
	*%	1%	*%	1%	0%	*%	0%	0%	1%	0%	*%	0%	*%	*%
9	3	0	0	3	0	0	0	0	0	0	3	0	3	0
	*%	0%	0%	+1%	0%	0%	0%	0%	0%	0%	*%	0%	*%	0%
10	2	2	0	0	0	0	0	0	0	0	2	0	2	0
	*%	+*%	0%	0%	0%	0%	0%	0%	0%	0%	*%	0%	*%	0%
Not Provided	2	0	0	0	0	0	0	2	0	0	2	0	*	2
	*%	0%	0%	0%	0%	0%	0%	+1%	0%	0%	*%	0%	*%	*%
Median	2	3	2	2	2	2	2	2	2	2	2	2	2	2
Base for stats	3763	489	523	333	281	326	356	298	155	427	3092	672	2307	1400
Mean	**2.51**	**+2.84**	**2.54**	**2.55**	**2.44**	**2.39**	**2.68**	**-2.22**	**2.44**	**2.57**	**2.54**	**2.41**	**+2.64**	**-2.30**
		bdeghi	g	g			g			g			b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 55
QE3. Which of these is your home internet connection used for?
Base: Where have internet access at home

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3728	1809	1902	470	587	726	549	659	737	148	210	351	1306
Effective Weighted Sample	2376	1165	1202	302	375	460	354	419	470	91	118	217	809
Weighted Bases	**3766**	**1825**	**1927**	**495**	**629**	**707**	**535**	**645**	**755**	**134**	**170**	**334**	**1335**
Working from home	1628	823	800	187	337	434	314	256	99	23	26	60	835
	43%	45%	42%	38%	+54%	+61%	+59%	40%	-13%	-17%	-15%	-18%	+63%
				f	aef	abef	aef	f					abc
Ordinary school work/ homework	1155	499	650	223	176	342	243	125	46	29	43	79	480
	31%	-27%	+34%	+45%	28%	+48%	+45%	-19%	-6%	21%	25%	-24%	+36%
			a	bef	ef	bef	bef	f					abc
University/college work	450	229	217	176	62	77	74	53	8	12	11	28	178
	12%	13%	11%	+36%	10%	11%	14%	-8%	-1%	9%	-6%	8%	13%
				bcdef	f	f	ef	f					b
Virtual school lessons or university lectures/seminars	287	129	154	89	34	61	62	30	11	8	6	25	134
	8%	7%	8%	+18%	5%	9%	+12%	-5%	-1%	6%	4%	7%	+10%
				bcdef	f	ef	bef	f					b
None of these	1606	791	809	148	192	158	149	336	623	86	109	211	354
	43%	43%	42%	-30%	-31%	-22%	-28%	+52%	+82%	+64%	+64%	+63%	-27%
				c	c			abcd	abcde	d	d	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 55 (continuation)
QE3. Which of these is your home internet connection used for?
Base: Where have internet access at home

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3728	1007	1020	602	1045	2357	470	464	437
Effective Weighted Sample	2376	645	702	429	633	1821	328	426	403
Weighted Bases	**3766**	**888**	**1239**	**807**	**778**	**3189**	**308**	**175**	**94**
Working from home	1628	632	649	239	94	1426	99	65	37
	43%	+71%	+52%	-30%	-12%	+45%	-32%	37%	40%
		bcd	cd	d		bc			
Ordinary school work/ homework	1155	321	444	215	154	1031	56	39	29
	31%	+36%	+36%	27%	-20%	+32%	-18%	-22%	30%
		cd	cd	d		bc			bc
University/college work	450	128	213	70	32	389	27	21	14
	12%	+14%	+17%	-9%	-4%	12%	9%	12%	14%
		cd	cd	d					b
Virtual school lessons or university lectures/seminars	287	95	117	46	24	252	19	10	6
	8%	+11%	+9%	6%	-3%	8%	6%	6%	6%
		cd	cd						
None of these	1606	199	387	439	557	1303	175	87	41
	43%	-22%	-31%	+54%	+72%	-41%	+57%	+50%	43%
			a	ab	abc		ad	a	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 55 (continuation)
QE3. Which of these is your home internet connection used for?
Base: Where have internet access at home

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3728	365	401	241	203	249	261	217	109	311	3091	637	2160	1508
Effective Weighted Sample	2376	293	308	180	157	188	201	171	85	241	2004	379	1406	937
Weighted Bases	**3766**	**489**	**523**	**333**	**281**	**326**	**356**	**300**	**155**	**427**	**3094**	**672**	**2307**	**1402**
Working from home	1628	286	249	140	116	127	165	110	71	162	1340	288	1391	213
	43%	+59%	48%	42%	41%	39%	46%	37%	46%	38%	43%	43%	+60%	-15%
		bcdefgi	g										b	
Ordinary school work/ homework	1155	214	172	109	93	103	88	69	43	141	975	180	797	340
	31%	+44%	33%	33%	33%	31%	25%	-23%	28%	33%	32%	27%	+35%	-24%
		bcefghi	g										b	
University/college work	450	106	42	27	39	40	40	31	13	51	399	51	272	173
	12%	+22%	-8%	8%	14%	12%	11%	10%	9%	12%	+13%	-8%	12%	12%
		bcefghi									b			
Virtual school lessons or university lectures/seminars	287	69	38	31	16	32	19	20	9	18	245	43	179	106
	8%	+14%	7%	9%	6%	10%	5%	7%	6%	4%	8%	6%	8%	8%
		bdfgi				i								
None of these	1606	115	232	146	120	140	149	145	67	189	1278	328	658	922
	43%	-24%	44%	44%	43%	43%	42%	48%	44%	44%	-41%	+49%	-29%	+66%
			a	a	a	a	a	a	a	a		a		a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 56
QE4. Do you ever access the internet outside your home in any of the following locations?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Your workplace	1620	775	839	184	398	433	303	231	71	31	27	107	830
	41%	40%	41%	-35%	+61%	+60%	+56%	-34%	-8%	-18%	-14%	-30%	+62%
				f	aef	aef	aef	f				ab	abc
School/ college/ university	439	213	224	219	65	78	39	26	13	13	9	31	146
	11%	11%	11%	+42%	10%	11%	-7%	-4%	-1%	7%	-4%	9%	11%
				bcdef	ef	ef	f	f					b
Library	393	181	208	137	64	87	34	36	35	17	19	28	161
	10%	9%	10%	+26%	10%	12%	-6%	-5%	-4%	10%	10%	8%	+12%
				bcdef	ef	def							
UK culture centre/ Learn Direct/ other online learning centres	116	66	50	31	17	30	13	13	12	7	2	6	53
	3%	3%	2%	+6%	3%	4%	2%	2%	-1%	4%	1%	2%	+4%
				bdef		f							
Internet café	330	184	145	86	54	92	43	31	24	8	11	27	133
	8%	+10%	-7%	+16%	8%	+13%	8%	-5%	-3%	4%	5%	8%	+10%
		b		bdef	ef	def	f						
In someone else' s home	1713	782	922	272	325	367	238	244	267	42	69	151	780
	43%	-40%	+45%	+52%	+50%	+51%	44%	-36%	-31%	-24%	-35%	42%	+58%
			a	def	ef	ef	ef					a	abc
While travelling (e.g. on-board trains, from airport departure lounges, etc)	1792	899	883	303	335	346	274	281	252	49	63	152	818
	45%	47%	43%	+58%	+52%	48%	+50%	42%	-29%	-28%	-32%	43%	+61%
				cef	ef	f	ef	f				ab	abc
In cafes/ restaurants/ pubs/ bars	1531	730	791	247	284	332	233	228	207	28	49	137	719
	38%	38%	38%	+47%	+44%	+46%	43%	-34%	-24%	-16%	-25%	38%	+53%
				ef	ef	ef	ef	f				ab	abc
In shops or shopping centres	1471	690	773	254	273	302	223	221	197	27	48	139	664
	37%	36%	38%	+48%	+42%	+42%	41%	33%	-23%	-16%	-24%	39%	+49%
				ef	ef	ef	ef	f				ab	abc
In leisure centres/ gyms/ sports grounds	877	455	417	193	176	206	127	94	81	17	21	70	427
	22%	24%	20%	+37%	+27%	+28%	23%	-14%	-9%	-10%	-10%	20%	+32%
				bcdef	ef	ef	ef	f				ab	abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 56 (continuation)
QE4. Do you ever access the internet outside your home in any of the following locations?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Outdoor areas such as parks	1086	543	534	174	217	233	170	154	138	23	44	95	524
	27%	28%	26%	+33%	+33%	+32%	31%	-23%	-16%	-13%	22%	27%	+39%
				ef	ef	ef	ef	f				a	abc
Other	16	10	5	1	*	5	2	2	6	0	1	1	9
	*%	1%	*%	*%	*%	1%	*%	*%	1%	0%	1%	*%	1%
No, do not	1065	512	553	57	92	127	109	220	461	91	96	93	137
	27%	27%	27%	-11%	-14%	-17%	-20%	+32%	+53%	+52%	+48%	26%	-10%
						a	ab	abcd	abcde	cd	cd	d	
Summary: Any	2935	1419	1503	470	558	600	436	458	413	83	102	265	1209
	73%	73%	73%	+89%	+86%	+83%	+80%	-68%	-47%	-48%	-52%	74%	+90%
				cdef	def	ef	ef	f				ab	abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 56 (continuation)
QE4. Do you ever access the internet outside your home in any of the following locations?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Your workplace	1620 41%	544 +60% bcd	642 +50% cd	307 -36% d	115 -13%	1378 41%	131 40%	67 35%	44 41%
School/ college/ university	439 11%	113 13% cd	210 +16% cd	68 -8% d	36 -4%	367 11%	34 10%	14 8%	23 +21% abc
Library	393 10%	101 11% cd	175 +14% cd	59 -7%	51 -6%	318 -9%	39 12%	15 8%	22 +20% abc
UK culture centre/ Learn Direct/ other online learning centres	116 3%	54 +6% bcd	32 3%	15 2%	15 -2%	94 3%	5 2%	4 2%	13 +12% abc
Internet café	330 8%	100 +11% cd	130 +10% cd	44 -5%	51 -6%	276 8% c	39 +12% c	6 -3%	9 8% c
In someone else' s home	1713 43%	466 +52% cd	595 +46% cd	320 -38%	303 -34%	1444 43% c	160 48% c	53 -28%	56 +52% ac
While travelling (e.g. on-board trains, from airport departure lounges, etc)	1792 45%	538 +60% bcd	652 +51% cd	334 -39% d	246 -27%	1510 45% c	153 46% c	71 -38%	58 +54% ac
In cafes/ restaurants/ pubs/ bars	1531 38%	457 +51% bcd	558 +43% cd	275 -32% d	223 -25%	1267 -38% c	143 43% c	59 -31%	62 +58% abc
In shops or shopping centres	1471 37%	394 +44% cd	547 +43% cd	271 -32%	238 -26%	1224 36% c	135 41% c	56 -30%	57 +53% abc
In leisure centres/ gyms/ sports grounds	877 22%	250 +28% cd	338 +26% cd	167 20% d	115 -13%	715 -21%	79 24%	37 19%	46 +43% abc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 56 (continuation)
QE4. Do you ever access the internet outside your home in any of the following locations?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Outdoor areas such as parks	1086	321	393	194	167	883	108	49	45
	27%	+36%	+31%	-23%	-19%	-26%	+33%	26%	+42%
		cd	cd				a		abc
Other	16	2	9	3	1	13	*	*	2
	*%	*%	1%	*%	*%	*%	*%	*%	+2%
									a
No, do not	1065	97	241	276	433	888	81	67	29
	27%	-11%	-19%	+32%	+48%	26%	24%	+36%	27%
			a	ab	abc			abd	
Summary: Any	2935	806	1046	575	468	2484	251	121	79
	73%	+89%	+81%	-68%	-52%	74%	76%	-64%	73%
		bcd	cd	d		c	c		c

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 56 (continuation)
QE4. Do you ever access the internet outside your home in any of the following locations?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Your workplace	1620 41%	223 43%	204 37%	155 45%	136 46%	138 39%	148 39%	131 40%	67 42%	176 40%	1324 40%	296 41%	1526 +65% b	76 -5%
School/ college/ university	439 11%	75 14%	53 10%	37 10%	40 14%	35 10%	32 9%	30 9%	15 10%	51 11%	381 +12% b	59 -8%	211 -9%	223 +14% a
Library	393 10%	84 +16% bdefgi	43 8%	43 12%	22 8%	25 7%	26 7%	27 8%	15 9%	32 7%	350 +11% b	43 -6%	196 -8%	192 +12% a
UK culture centre/ Learn Direct/ other online learning centres	116 3%	38 +7% bcdegi	3 -*%	3 1%	5 2%	6 2%	14 4% b	7 2%	6 4% b	12 3%	95 3%	22 3%	71 3%	43 3%
Internet café	330 8%	46 9% i	47 9% i	37 11% i	22 8% i	22 6%	58 +15% abdegi	17 5%	16 10% i	12 -3%	253 -8%	77 +11% a	229 +10% b	96 -6%
In someone else' s home	1713 43%	235 45% gi	234 42%	154 44%	149 51% eghi	138 39%	212 +57% abceghi	109 -33%	55 34%	157 -35%	1371 -42%	342 +47% a	1132 +48% b	551 -35%
While travelling (e.g. on-board trains, from airport departure lounges, etc)	1792 45%	261 50% begi	211 -38%	155 45%	133 46%	129 -37%	221 +59% bcdegi	125 38%	95 +59% bcegi	180 41%	1440 44%	352 49%	1244 +53% b	524 -33%
In cafes/ restaurants/ pubs/ bars	1531 38%	213 41% egi	196 35%	177 +51% begi	122 42% egi	94 -27%	186 +50% begi	91 -28%	63 39%	125 -28%	1207 -37%	324 +45% a	1068 +45% b	447 -28%
In shops or shopping centres	1471 37%	255 +49% beghi	185 33% e	142 41% eg	117 40% eg	79 -22%	160 42% egi	93 -28%	56 35%	139 31%	1203 37%	268 37%	1001 +43% b	451 -29%
In leisure centres/ gyms/ sports grounds	877 22%	158 +30% bdegi	118 21% egi	91 26% egi	55 19%	38 -11%	113 +30% degi	41 -13%	41 26% egi	58 -13%	719 22%	157 22%	644 +27% b	226 -14%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 56 (continuation)
QE4. Do you ever access the internet outside your home in any of the following locations?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Outdoor areas such as parks	1086	186	108	95	78	46	117	74	51	130	883	203	763	312
	27%	+36%	-20%	27%	27%	-13%	31%	22%	32%	29%	27%	28%	+32%	-20%
		beg		e	e		be	e	be	be			b	
Other	16	2	2	3	1	0	1	2	1	1	12	3	9	7
	*%	*%	*%	1%	*%	0%	*%	1%	1%	*%	*%	*%	*%	*%
No, do not	1065	131	191	81	57	103	68	104	44	109	884	181	351	693
	27%	25%	+35%	23%	19%	29%	-18%	32%	27%	25%	27%	25%	-15%	+44%
			acdfi			f		df						a
Summary: Any	2935	389	361	267	235	249	308	224	116	335	2394	541	2004	884
	73%	75%	-65%	77%	81%	71%	+82%	68%	73%	75%	73%	75%	+85%	-56%
		b		b	bg		beg			b			b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 57
Internet Use
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
At home	863	428	435	45	82	118	103	188	327	55	64	73	129
	22%	22%	21%	-9%	-13%	-16%	19%	+28%	+37%	+31%	+32%	20%	-10%
						a	ab	abcd	abcde	cd	cd	d	
Elsewhere	81	45	35	27	21	14	5	7	6	8	2	9	15
	2%	2%	2%	+5%	3%	2%	1%	1%	-1%	4%	1%	3%	-1%
				cdef	def					d			
Both at home and elsewhere	2854	1374	1467	442	537	585	431	451	407	75	100	255	1194
	71%	71%	71%	+84%	+83%	+81%	+79%	-67%	-47%	-43%	-51%	71%	+89%
				ef	ef	ef	ef	f				ab	abc
Any	3798	1846	1938	515	640	718	539	646	740	138	166	338	1339
	95%	96%	94%	+98%	+99%	+99%	+99%	95%	-85%	-79%	-84%	94%	+99%
				f	ef	ef	ef	f				ab	abc
None	202	85	117	11	10	9	6	32	134	36	32	20	8
	5%	4%	6%	-2%	-1%	-1%	-1%	5%	+15%	+21%	+16%	6%	-1%
								bcd	abcde	cd	cd	d	
Don't know/Not answered (@ E1)	32	20	12	15	5	4	3	0	4	1	0	0	5
	1%	1%	1%	+3%	1%	1%	*%	-0%	*%	*%	0%	0%	*%
				bcdef									

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 57 (continuation)
Internet Use
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
At home	863	87	209	236	317	735	56	53	18
	22%	-10%	-16%	+28%	+35%	22%	17%	+28%	17%
			a	ab	abc			abd	
Elsewhere	81	12	27	16	26	68	7	3	4
	2%	1%	2%	2%	3%	2%	2%	1%	3%
Both at home and elsewhere	2854	794	1019	559	443	2416	244	118	75
	71%	+88%	+79%	-66%	-49%	72%	74%	-63%	70%
		bcd	cd	d		c	c		
Any	3798	893	1255	810	785	3219	308	174	97
	95%	+99%	+98%	95%	-87%	+95%	93%	93%	-90%
		cd	d	d		bcd			
None	202	10	32	40	116	153	24	14	11
	5%	-1%	-2%	5%	+13%	-5%	7%	7%	+10%
				a	abc		a	a	a
Don't know/Not answered (@ E1)	32	3	16	1	10	29	1	1	*
	1%	*%	1%	*%	1%	1%	*%	*%	*%
			c						

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 57 (continuation)
Internet Use
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
At home	863	106	172	71	46	79	49	80	40	91	719	144	334	514
	22%	20%	+31%	20%	16%	22%	-13%	24%	25%	21%	22%	20%	-14%	+33%
			acdfi			f		f	f					a
Elsewhere	81	14	11	12	5	8	3	6	2	6	66	15	47	28
	2%	3%	2%	3%	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%
Both at home and elsewhere	2854	375	350	255	230	240	305	218	114	329	2328	526	1957	856
	71%	72%	-63%	73%	79%	68%	+81%	66%	71%	74%	71%	73%	+83%	-54%
		b		b	bg		abeg			b			b	
Any	3798	496	534	338	281	328	357	304	157	426	3113	685	2338	1398
	95%	95%	97%	97%	96%	93%	95%	93%	98%	96%	95%	95%	+99%	-89%
													b	
None	202	24	18	10	11	24	19	24	3	18	165	37	17	179
	5%	5%	3%	3%	4%	7%	5%	7%	2%	4%	5%	5%	-1%	+11%
														a
Don't know/Not answered (@ E1)	32	6	6	4	3	6	1	1	0	2	23	9	14	10
	1%	1%	1%	1%	1%	2%	*%	*%	0%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 58
QE5. How often do you personally use the internet nowadays either at home or elsewhere?
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I am almost always on the internet	1042 27%	484 26%	554 29%	215 +42% def	289 +45% cdef	250 +35% def	136 25% ef	120 -19% f	34 -5%	38 27%	40 24%	60 -18%	417 +31% c
Most of the day	857 23%	413 22%	440 23%	124 24% f	154 24% f	197 +27% ef	163 +30% ef	134 21% f	86 -12%	20 14%	26 15%	74 22%	343 +26% ab
Several times a day	1067 28%	552 30%	512 26%	123 24%	140 -22%	190 27%	147 27%	210 +33% ab	258 +35% abcd	39 29%	52 31%	100 30%	435 +32%
A few times a day	495 13%	235 13%	260 13%	35 -7%	45 -7%	63 -9%	60 11%	99 15% abc	193 +26% abcde	21 16% d	16 10%	69 +20% bd	99 -7%
About once a day	143 4%	71 4%	71 4%	10 2%	7 -1%	9 -1%	21 4% bc	28 4% bc	69 +9% abcde	8 6% d	13 +8% d	11 3%	25 -2%
Several times a week	92 2%	49 3%	42 2%	2 -*%	1 -*%	6 -1%	7 1%	33 +5% abcd	42 +6% abcd	2 1%	13 +8% ad	12 4% d	13 -1%
At least once a week	44 1%	21 1%	23 1%	0 -0%	3 *%	1 -*%	5 1%	15 +2% abc	21 +3% abc	2 1%	* *%	5 1% d	3 -*%
Less often	29 1%	12 1%	17 1%	5 1%	0 0%	1 *%	* *%	6 1%	17 +2% bcd	6 +4% cd	3 2% d	2 1%	3 -*%
Never	24 1%	9 *%	15 1%	0 0%	0 0%	0 0%	1 *%	1 *%	22 +3% abcde	2 1% d	1 1% d	5 1% d	* -*%
Don’ t know	4 *%	1 *%	3 *%	1 *%	1 *%	0 0%	0 0%	1 *%	1 *%	0 0%	0 0%	0 0%	0 0%
Summary: Daily	3605 95%	1754 95%	1837 95%	507 +98% ef	634 +99% ef	709 +99% ef	526 +98% ef	591 -92% f	638 -86%	126 92%	148 -89%	314 93%	1319 +99% abc
Summary: At least weekly	3741 98%	1825 99%	1902 98%	509 99% f	639 +100% f	716 +100% f	538 +100% f	638 99% f	700 -95%	130 -94%	162 97%	330 98%	1335 +100% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 58 (continuation)
QE5. How often do you personally use the internet nowadays either at home or elsewhere?
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I am almost always on the internet	1042 27%	322 +36% cd	389 +31% cd	161 -20%	152 -19%	918 +29% bd	65 -21% d	50 29% bd	10 -10%
Most of the day	857 23%	227 25% d	304 24% d	166 20%	149 -19%	726 23%	76 25%	32 18%	22 23%
Several times a day	1067 28%	232 26%	359 29%	253 31%	211 27%	882 -27%	104 +34% a	54 31%	28 28%
A few times a day	495 13%	76 -8%	153 12% a	129 16% a	135 +17% ab	428 13% c	36 12%	15 -9%	16 16% c
About once a day	143 4%	20 -2%	23 -2%	42 5% ab	55 +7% ab	112 -3%	12 4%	9 5%	11 +11% abc
Several times a week	92 2%	8 -1%	18 -1%	32 +4% ab	31 +4% ab	74 2%	12 4%	4 2%	3 3%
At least once a week	44 1%	6 1%	1 -*%	16 2% b	19 +2% ab	38 1%	1 *%	4 2% b	2 2%
Less often	29 1%	1 *%	4 *%	6 1%	17 +2% ab	20 -1%	3 1%	2 1%	4 +4% abc
Never	24 1%	1 *%	1 -*%	6 1%	16 +2% ab	16 -1%	1 *%	4 +3% ab	3 +3% ab
Don’ t know	4 *%	0 0%	3 *%	0 0%	1 *%	4 *%	0 0%	0 0%	0 0%
Summary: Daily	3605 95%	877 +98% cd	1228 +98% cd	751 -93%	702 -89%	3067 +95% cd	292 95% d	160 -92%	86 -89%
Summary: At least weekly	3741 98%	891 +100% cd	1247 +99% d	799 99% d	752 -96%	3178 +99% cd	304 99% cd	168 -96%	91 -93%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 58 (continuation)
QE5. How often do you personally use the internet nowadays either at home or elsewhere?
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I am almost always on the internet	1042 27%	246 +50% bcdefghi	86 -16%	101 30% bi	73 26% bi	101 31% bi	111 31% bi	96 32% bi	39 25%	65 -15%	871 28%	171 25%	754 +32% b	264 -19%
Most of the day	857 23%	122 25%	139 26%	63 19%	52 19%	68 21%	96 27%	56 18%	34 22%	96 23%	718 23%	139 20%	605 +26% b	240 -17%
Several times a day	1067 28%	71 -14%	157 29% a	117 35% ag	93 33% a	97 30% a	95 27% a	70 23% a	54 34% a	130 30% a	849 27%	218 32%	652 28%	407 29%
A few times a day	495 13%	36 -7%	99 +19% ac	31 9%	42 15% a	44 14% a	44 12%	45 15% a	15 10%	71 17% ac	405 13%	90 13%	223 -10%	268 +19% a
About once a day	143 4%	7 1%	18 3% e	14 4% e	8 3%	1 -*%	5 2%	21 7% aef	7 4% e	31 +7% aef	118 4%	25 4%	54 -2%	86 +6% a
Several times a week	92 2%	4 1%	28 +5% af	5 2%	7 2%	4 1%	3 1%	5 2%	6 4%	11 3%	70 2%	21 3%	30 -1%	60 +4% a
At least once a week	44 1%	0 0%	2 *%	1 *%	5 2%	10 +3% ab	1 *%	6 2% a	0 0%	14 +3% abcf	38 1%	6 1%	14 -1%	29 +2% a
Less often	29 1%	5 1%	3 *%	1 *%	0 0%	1 *%	0 0%	2 1%	1 1%	6 1%	25 1%	4 1%	5 -*%	21 +1% a
Never	24 1%	2 *%	2 *%	5 1%	0 0%	2 1%	1 *%	3 1%	1 *%	1 *%	14 -*%	10 +1% a	1 -*%	23 +2% a
Don’ t know	4 *%	3 +1%	0 0%	0 0%	1 *%	0 0%	0 0%	0 0%	0 0%	1 *%	4 *%	0 0%	1 *%	1 *%
Summary: Daily	3605 95%	482 97% i	499 93%	326 96%	269 96%	311 95%	352 +99% bi	287 95%	149 95%	393 92%	2961 95%	644 94%	2288 +98% b	1265 -90%
Summary: At least weekly	3741 98%	486 98%	529 99%	332 98%	280 100%	325 99%	355 100%	298 98%	155 99%	419 98%	3069 99%	671 98%	2331 +100% b	1353 -97%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 59
QE6. And how many hours in a typical week would you say you spend online?
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
None	28 1%	8 *%	20 1%	1 *%	0 0%	0 -0%	1 *%	2 *%	25 +3% abcde	2 1% d	2 1% d	6 2% d	1 -*%
Up to 7 hours	573 15%	284 15%	288 15%	40 -8%	50 -8%	56 -8%	60 -11%	125 +19% abcd	242 +33% abcde	40 +29% d	42 +25% d	66 20% d	141 -11%
8 to 14 hours	565 15%	266 14%	299 15%	49 -9%	93 14% c	68 -9%	70 13%	106 16% ac	181 +24% abcde	19 14%	23 14%	66 +20%	190 14%
15 to 22 hours	489 13%	253 14%	234 12%	69 13%	55 -9%	102 14% b	54 10%	117 +18% bdf	94 13%	19 14%	28 17%	50 15%	164 12%
23 to 29 hours	376 10%	168 9%	207 11%	45 9%	59 9%	65 9%	61 11%	76 12%	68 9%	6 4%	14 8%	39 11%	136 10%
30 to 39 hours	419 11%	191 10%	228 12%	62 12% f	78 12% f	122 +17% ef	64 12% f	55 8%	37 -5%	12 9%	17 10%	30 9%	175 +13%
40 to 49 hours	360 9%	167 9%	189 10%	78 +15% cef	67 11% f	73 10% f	63 12% f	50 8% f	29 -4%	14 10%	7 4%	25 7%	149 11% b
Over 50 hours	782 21%	431 +23% b	346 -18%	135 +26% ef	187 +29% ef	205 +29% ef	132 24% ef	90 -14% f	34 -5%	22 16%	29 17%	44 -13%	325 +24% c
Don’ t know/ unsure	205 5%	77 -4%	128 +7% a	37 7%	51 +8% cef	27 4%	34 6%	26 4%	30 4%	3 2%	4 2%	12 3%	58 4%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 59 (continuation)
QE6. And how many hours in a typical week would you say you spend online?
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
None	28 1%	1 *%	2 -*%	6 1%	19 +2% ab	20 1%	1 *%	4 +3% ab	3 +3% ab
Up to 7 hours	573 15%	99 -11%	134 -11%	157 +19% ab	170 +22% ab	478 15%	57 19%	24 14%	14 14%
8 to 14 hours	565 15%	115 13%	189 15%	133 16%	123 16%	483 15%	46 15%	23 13%	13 14%
15 to 22 hours	489 13%	84 -9%	177 14% a	109 13%	111 14% a	413 13%	44 14%	16 9%	16 16% c
23 to 29 hours	376 10%	105 12% b	98 -8%	93 11%	76 10%	308 10%	39 13%	16 9%	13 13%
30 to 39 hours	419 11%	95 11%	160 13%	83 10%	80 10%	345 11%	43 14%	18 11%	12 13%
40 to 49 hours	360 9%	91 10% d	145 +12% d	68 8%	53 -7%	313 10%	23 7%	16 9%	8 9%
Over 50 hours	782 21%	264 +30% bcd	290 +23% cd	127 -16%	98 -13%	665 21% b	46 -15%	54 +31% abd	16 16%
Don’ t know/ unsure	205 5%	39 4%	60 5%	35 4%	57 +7% a	193 +6% bcd	8 -3%	2 -1%	2 -2%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 59 (continuation)
QE6. And how many hours in a typical week would you say you spend online?
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
None	28 1%	2 *%	3 1%	5 1%	2 1%	2 1%	1 *%	3 1%	1 *%	1 *%	16 -1%	12 +2% a	1 -*%	27 +2% a
Up to 7 hours	573 15%	27 -5%	67 13% af	61 18% af	68 +24% abfh	60 18% af	19 -5%	67 +22% abfh	14 9%	96 +23% abfh	460 15%	113 16%	235 -10%	325 +23% a
8 to 14 hours	565 15%	33 -7%	88 17% a	79 +23% afh	43 15% a	61 19% a	49 14% a	45 15% a	16 10%	69 16% a	456 15%	109 16%	291 -12%	268 +19% a
15 to 22 hours	489 13%	36 -7%	66 12%	49 14% a	38 14%	41 13%	41 11%	42 14% a	18 11%	83 +19% abf	381 12%	108 16%	293 13%	190 14%
23 to 29 hours	376 10%	37 8%	58 11%	39 12%	22 8%	38 12%	39 11%	26 9%	15 10%	32 8%	310 10%	65 10%	238 10%	131 9%
30 to 39 hours	419 11%	60 12%	79 +15% cgi	26 8%	22 8%	42 13%	43 12%	22 7%	21 14%	29 7%	345 11%	74 11%	300 +13% b	117 -8%
40 to 49 hours	360 9%	73 +15% cegi	59 11% g	18 5%	28 10%	23 7%	46 13% cg	12 -4%	20 12% g	34 8%	301 10%	59 9%	252 +11% b	105 -7%
Over 50 hours	782 21%	114 23%	103 19%	58 17%	44 16%	50 15%	103 +29% bcdei	69 23%	50 +32% bcdei	75 18%	647 21%	135 20%	610 +26% b	161 -11%
Don’ t know/ unsure	205 5%	113 +23% bcdefghi	9 -2%	5 -1%	14 5%	11 3%	16 4%	16 5%	2 1%	7 -2%	196 +6% b	9 -1%	119 5%	75 5%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 60
QE7. Which of these methods does your household use to connect to the internet at home?
Base: Where have internet access at home

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3728	1809	1902	470	587	726	549	659	737	148	210	351	1306
Effective Weighted Sample	2376	1165	1202	302	375	460	354	419	470	91	118	217	809
Weighted Bases	**3766**	**1825**	**1927**	**495**	**629**	**707**	**535**	**645**	**755**	**134**	**170**	**334**	**1335**
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3495	1682	1801	425	580	671	486	618	715	110	146	308	1284
	93%	92%	94%	-86%	92%	95%	91%	+96%	95%	-82%	-86%	92%	+96%
					a	ad		abd	ad			a	abc
Access to the internet using a mobile phone network (either on your mobile phone or another device) – using your phone' s 3G, 4G or 5G mobile network	1073	518	548	149	210	212	177	163	162	47	52	98	382
	28%	28%	28%	30%	+33%	30%	33%	25%	-21%	35%	30%	29%	29%
				f	ef	f	ef						
Broadband from a mobile network – connecting via a USB stick or dongle or a mobile Wi-Fi router, or built-in connectivity in a laptop or network or tablet computer with a SIM card	151	82	69	16	23	34	28	28	22	3	8	19	55
	4%	4%	4%	3%	4%	5%	5%	4%	3%	2%	5%	6%	4%
Other	4	3	*	2	0	0	2	0	0	0	*	1	2
	*%	*%	*%	*%	0%	0%	*%	0%	0%	0%	*%	*%	*%
Summary: Connection via a mobile network only (no fixed broadband)	209	119	90	49	36	30	42	21	32	24	23	20	44
	6%	7%	5%	+10%	6%	4%	8%	-3%	4%	+18%	+13%	6%	-3%
				bcef			cef			cd	cd		
Summary: Only via phone connection (3G/4G/5G)	151	86	65	40	27	18	32	14	20	20	18	14	26
	4%	5%	3%	+8%	4%	3%	6%	-2%	3%	+15%	+10%	4%	-2%
				bcef			cef			cd	cd		
Summary: Only via mobile network (but not via mobile phone)	39	21	18	5	4	12	5	6	8	1	3	3	15
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%
Don' t know	57	21	35	20	13	6	5	6	8	1	1	5	5
	2%	1%	2%	+4%	2%	1%	1%	1%	1%	*%	1%	2%	-*%
				cdef									

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 60 (continuation)
QE7. Which of these methods does your household use to connect to the internet at home?
Base: Where have internet access at home

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3728	1007	1020	602	1045	2357	470	464	437
Effective Weighted Sample	2376	645	702	429	633	1821	328	426	403
Weighted Bases	**3766**	**888**	**1239**	**807**	**778**	**3189**	**308**	**175**	**94**
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3495	847	1170	729	705	2964	274	166	90
	93%	+95% cd	94% cd	-90%	-91%	93% b	-89%	95% b	96% b
Access to the internet using a mobile phone network (either on your mobile phone or another device) – using your phone' s 3G, 4G or 5G mobile network	1073	270	346	236	203	860	131	35	48
	28%	30%	28%	29%	26%	-27% c	+42% ac	-20%	+51% ac
Broadband from a mobile network – connecting via a USB stick or dongle or a mobile Wi-Fi router, or built-in connectivity in a laptop or network or tablet computer with a SIM card	151	48	39	33	31	132	15	3	2
	4%	5%	3%	4%	4%	4%	5% c	2%	2%
Other	4	3	1	0	*	3	0	0	*
	*%	*%	*%	0%	*%	*%	0%	0%	*%
Summary: Connection via a mobile network only (no fixed broadband)	209	29	47	62	67	173	28	6	3
	6%	-3%	-4%	+8% ab	+9% ab	5%	+9% acd	4%	-3%
Summary: Only via phone connection (3G/4G/5G)	151	21	27	51	49	126	19	5	2
	4%	-2%	-2%	+6% ab	+6% ab	4%	6% d	3%	2%
Summary: Only via mobile network (but not via mobile phone)	39	6	12	9	12	33	4	1	*
	1%	1%	1%	1%	2%	1%	1%	1%	*%
Don' t know	57	9	21	16	6	49	6	2	1
	2%	1%	2%	2%	1%	2%	2%	1%	1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 60 (continuation)
QE7. Which of these methods does your household use to connect to the internet at home?
Base: Where have internet access at home

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3728	365	401	241	203	249	261	217	109	311	3091	637	2160	1508
Effective Weighted Sample	2376	293	308	180	157	188	201	171	85	241	2004	379	1406	937
Weighted Bases	**3766**	**489**	**523**	**333**	**281**	**326**	**356**	**300**	**155**	**427**	**3094**	**672**	**2307**	**1402**
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3495	445	507	316	255	293	346	275	131	397	2864	632	2170	1277
	93%	91%	+97% adegh	95% h	91%	90%	+97% adeh	92%	-84%	93% h	93%	94%	+94% b	-91%
Access to the internet using a mobile phone network (either on your mobile phone or another device) – using your phone' s 3G, 4G or 5G mobile network	1073	127	97	61	88	112	129	70	55	120	873	200	686	373
	28%	26%	-19%	-18%	31% bc	34% bc	+36% abcg	23%	36% bc	28% bc	28%	30%	30%	27%
Broadband from a mobile network – connecting via a USB stick or dongle or a mobile Wi-Fi router, or built-in connectivity in a laptop or network or tablet computer with a SIM card	151	21	11	28	17	11	24	7	3	10	122	30	96	54
	4%	4%	2%	+9% bgi	6%	3%	7% b	2%	2%	2%	4%	4%	4%	4%
Other	4	0	2	0	0	0	0	2	0	0	2	2	3	1
	*%	0%	*%	0%	0%	0%	0%	1%	0%	0%	*%	*%	*%	*%
Summary: Connection via a mobile network only (no fixed broadband)	209	40	10	11	19	21	5	20	24	22	176	33	105	101
	6%	8% bf	-2%	3%	7% bf	6% bf	-1%	7% bf	+16% bcefi	5%	6%	5%	-5%	+7% a
Summary: Only via phone connection (3G/4G/5G)	151	29	5	3	10	17	3	17	22	20	126	25	77	72
	4%	6% bcf	-1%	1%	3%	5% bf	-1%	6% bcf	+14% abcdefi	5% bf	4%	4%	-3%	+5% a
Summary: Only via mobile network (but not via mobile phone)	39	11	3	5	5	2	2	3	2	0	33	5	21	17
	1%	2% i	1%	2%	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 60 (continuation)
QE7. Which of these methods does your household use to connect to the internet at home?
Base: Where have internet access at home

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3728	365	401	241	203	249	261	217	109	311	3091	637	2160	1508
Effective Weighted Sample	2376	293	308	180	157	188	201	171	85	241	2004	379	1406	937
Weighted Bases	**3766**	**489**	**523**	**333**	**281**	**326**	**356**	**300**	**155**	**427**	**3094**	**672**	**2307**	**1402**
Don’ t know	57	3	4	6	7	13	5	3	0	8	52	5	30	23
	2%	1%	1%	2%	2%	+4% ab	2%	1%	0%	2%	2%	1%	1%	2%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 61
QE7. Which of these methods does your household use to connect to the internet at home? - Re-based
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3495	1682	1801	425	580	671	486	618	715	110	146	308	1284
	87%	87%	88%	-81%	89%	+92%	89%	+91%	-82%	-63%	-74%	86%	+95%
					af	af	af	af				ab	abc
Access to the internet using a mobile phone network (either on your mobile phone or another device) – using your phone' s 3G, 4G or 5G mobile network	1073	518	548	149	210	212	177	163	162	47	52	98	382
	27%	27%	27%	28%	+32%	29%	+32%	24%	-19%	27%	26%	27%	28%
				f	ef	f	ef	f					
Broadband from a mobile network – connecting via a USB stick or dongle or a mobile Wi-Fi router, or built-in connectivity in a laptop or network or tablet computer with a SIM card	151	82	69	16	23	34	28	28	22	3	8	19	55
	4%	4%	3%	3%	4%	5%	5%	4%	3%	2%	4%	5%	4%
Other	4	3	*	2	0	0	2	0	0	0	*	1	2
	*%	*%	*%	*%	0%	0%	*%	0%	0%	0%	*%	*%	*%
Summary: Connection via a mobile network only (no fixed broadband)	209	119	90	49	36	30	42	21	32	24	23	20	44
	5%	+6%	4%	+9%	5%	4%	+8%	-3%	4%	+14%	+11%	6%	-3%
				cef			cef			cd	cd		
Summary: Only via phone connection (3G/4G/5G)	151	86	65	40	27	18	32	14	20	20	18	14	26
	4%	4%	3%	+8%	4%	2%	+6%	-2%	2%	+12%	+9%	4%	-2%
				cef			cef			cd	cd		
Summary: Only via mobile network (but not via mobile phone)	39	21	18	5	4	12	5	6	8	1	3	3	15
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - a,b,c,d,e,f - a,b,d,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 61 (continuation)
QE7. Which of these methods does your household use to connect to the internet at home? - Re-based
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
No - do not have access at home	203	86	117	16	15	15	8	33	115	39	28	24	7
	5%	4%	6%	3%	-2%	-2%	-1%	5%	+13%	+22%	+14%	7%	-1%
								cd	abcde	cd	cd	d	
Don’ t know	89	41	47	35	18	10	7	6	12	1	1	5	10
	2%	2%	2%	+7%	3%	1%	1%	1%	1%	1%	1%	1%	-1%
				bcdef									

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 61 (continuation)
QE7. Which of these methods does your household use to connect to the internet at home? - Re-based
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3495	847	1170	729	705	2964	274	166	90
	87%	+94% cd	+91% cd	86% d	-78%	+88% bd	-83%	89% b	84%
Access to the internet using a mobile phone network (either on your mobile phone or another device) – using your phone' s 3G, 4G or 5G mobile network	1073	270	346	236	203	860	131	35	48
	27%	30% d	27%	28%	-23%	-26% c	+39% ac	-18%	+44% ac
Broadband from a mobile network – connecting via a USB stick or dongle or a mobile Wi-Fi router, or built-in connectivity in a laptop or network or tablet computer with a SIM card	151	48	39	33	31	132	15	3	2
	4%	+5% b	3%	4%	3%	4% cd	4% cd	-2%	2%
Other	4	3	1	0	*	3	0	0	*
	*%	*%	*%	0%	*%	*%	0%	0%	*%
Summary: Connection via a mobile network only (no fixed broadband)	209	29	47	62	67	173	28	6	3
	5%	-3%	-4%	+7% ab	+7% ab	5% d	+8% acd	3%	-2%
Summary: Only via phone connection (3G/4G/5G)	151	21	27	51	49	126	19	5	2
	4%	-2%	-2%	+6% ab	+5% ab	4%	6% d	3%	2%
Summary: Only via mobile network (but not via mobile phone)	39	6	12	9	12	33	4	1	*
	1%	1%	1%	1%	1%	1%	1%	1%	*%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 61 (continuation)
QE7. Which of these methods does your household use to connect to the internet at home? - Re-based
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
No - do not have access at home	203	12	31	42	113	153	23	13	13
	5%	-1%	-2%	5%	+13%	-5%	7%	7%	+12%
				ab	abc				abc
Don’ t know	89	13	37	17	16	79	6	3	1
	2%	1%	3%	2%	2%	2%	2%	1%	1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 61 (continuation)
QE7. Which of these methods does your household use to connect to the internet at home? - Re-based
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Fixed Broadband through a phone line or cable service – perhaps using a Wi-Fi router to go online, via any device	3495	445	507	316	255	293	346	275	131	397	2864	632	2170	1277
	87%	86%	+92% aegh	91%	87%	83%	92% egh	84%	82%	89%	87%	87%	+92% b	-81%
Access to the internet using a mobile phone network (either on your mobile phone or another device) – using your phone' s 3G, 4G or 5G mobile network	1073	127	97	61	88	112	129	70	55	120	873	200	686	373
	27%	24%	-18%	-18%	30% bc	32% bcg	+34% abcg	21%	34% bc	27% bc	27%	28%	+29% b	-24%
Broadband from a mobile network – connecting via a USB stick or dongle or a mobile Wi-Fi router, or built-in connectivity in a laptop or network or tablet computer with a SIM card	151	21	11	28	17	11	24	7	3	10	122	30	96	54
	4%	4%	2%	+8% bgi	6%	3%	6% b	2%	2%	2%	4%	4%	4%	3%
Other	4	0	2	0	0	0	0	2	0	0	2	2	3	1
	*%	0%	*%	0%	0%	0%	0%	*%	0%	0%	*%	*%	*%	*%
Summary: Connection via a mobile network only (no fixed broadband)	209	40	10	11	19	21	5	20	24	22	176	33	105	101
	5%	8% bf	-2%	3%	7% bf	6% bf	-1%	6% bf	+15% bcefgi	5%	5%	5%	-4%	+6% a
Summary: Only via phone connection (3G/4G/5G)	151	29	5	3	10	17	3	17	22	20	126	25	77	72
	4%	6% bcf	-1%	1%	3%	5% bf	-1%	5% bcf	+14% abcdefgi	4% bf	4%	4%	3%	5%
Summary: Only via mobile network (but not via mobile phone)	39	11	3	5	5	2	2	3	2	0	33	5	21	17
	1%	2% i	1%	2%	2%	1%	1%	1%	1%	0%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 61 (continuation)
QE7. Which of these methods does your household use to connect to the internet at home? - Re-based
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
No - do not have access at home	203 5%	25 5%	22 4%	11 3%	8 3%	20 6%	19 5%	27 8%	5 3%	15 3%	162 5%	41 6%	34 -1%	165 +10% a
Don’ t know	89 2%	9 2%	11 2%	10 3%	10 3%	19 +5% g	6 2%	4 1%	0 0%	10 2%	75 2%	14 2%	44 2%	33 2%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 62
QE7. Which of these methods does your household use to connect to the internet at home? - Summary
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Total broadband	3705	1802	1891	475	616	701	528	638	747	134	169	329	1328
	93%	93%	92%	90%	95%	+96%	+97%	94%	-85%	-77%	-85%	92%	+99%
					af	af	af	af				ab	abc
None	295	129	164	52	34	26	17	39	127	40	30	29	19
	7%	7%	8%	10%	5%	-4%	-3%	6%	+15%	+23%	+15%	8%	-1%
				bcde					bcde	cd	cd	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 62 (continuation)
QE7. Which of these methods does your household use to connect to the internet at home? - Summary
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Total broadband	3705	876	1218	791	772	3138	302	173	93
	93%	+97%	+95%	93%	-86%	+93%	91%	92%	-86%
		bcd	d	d		d		d	
None	295	27	69	59	129	234	30	15	15
	7%	-3%	-5%	7%	+14%	-7%	9%	8%	+14%
			a	a	abc				ac

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 62 (continuation)
QE7. Which of these methods does your household use to connect to the internet at home? - Summary
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Total broadband	3705	485	517	327	274	314	351	297	155	419	3041	664	2275	1379
	93%	93%	94%	94%	94%	89%	93%	90%	97%	94%	93%	92%	+97% b	-87%
None	295	35	35	21	18	38	25	31	5	25	237	57	80	198
	7%	7%	6%	6%	6%	11%	7%	10%	3%	6%	7%	8%	-3%	+13% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 63
QE8. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home?
Base: Where have internet access at home

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3728	1809	1902	470	587	726	549	659	737	148	210	351	1306
Effective Weighted Sample	2376	1165	1202	302	375	460	354	419	470	91	118	217	809
Weighted Bases	**3766**	**1825**	**1927**	**495**	**629**	**707**	**535**	**645**	**755**	**134**	**170**	**334**	**1335**
BT	926 25%	475 26%	448 23%	113 23% b	93 -15%	137 -19%	128 24% b	202 +31% abcd	253 +33% abcd	30 22%	39 23%	90 27%	348 26%
Community Fibre	30 1%	16 1%	13 1%	2 *%	12 +2% ef	8 1%	4 1%	1 *%	3 *%	0 0%	0 0%	2 1%	18 +1%
EE	273 7%	129 7%	144 7%	39 8%	49 8%	49 7%	29 5%	57 9%	51 7%	12 9%	22 +13% c	20 6%	102 8%
Gigaclear	12 *%	5 *%	6 *%	3 1%	3 *%	1 *%	2 *%	1 *%	2 *%	0 0%	0 0%	1 *%	4 *%
Hyperoptic	4 *%	3 *%	1 *%	0 0%	2 *%	1 *%	0 0%	0 0%	0 0%	1 *%	0 0%	0 0%	3 *%
KCOM	8 *%	3 *%	5 *%	1 *%	3 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 1%	1 *%	4 *%
NOW	54 1%	24 1%	30 2%	14 +3% ef	15 2% ef	11 2%	7 1%	3 *%	5 1%	3 2%	2 1%	9 3%	21 2%
Plusnet	146 4%	75 4%	70 4%	20 4%	37 +6% c	12 -2%	23 4% c	21 3%	32 4% c	1 1%	12 7% a	12 4%	60 4%
Shell Energy/Post Office	37 1%	21 1%	16 1%	3 1%	6 1%	5 1%	4 1%	12 2%	7 1%	5 +4% d	1 1%	8 +3% d	8 1%
Sky	707 19%	291 -16%	410 +21% a	80 16%	109 17%	169 +24% abef	106 20%	107 17%	137 18%	23 17%	24 14%	67 20%	257 19%
OVO	2 *%	0 0%	2 *%	0 0%	* *%	0 0%	0 0%	0 0%	2 *%	0 0%	0 0%	0 0%	0 0%
TalkTalk	248 7%	113 6%	134 7%	36 7%	29 5%	35 5%	30 6%	39 6%	79 +10% bcde	13 10%	22 +13% cd	17 5%	74 6%
Three Broadband	61 2%	35 2%	25 1%	8 2%	19 +3% f	9 1%	15 3% f	8 1%	2 -*%	5 4% d	3 2%	10 3%	16 1%
Utility Warehouse	43 1%	23 1%	19 1%	2 *%	10 2%	8 1%	4 1%	8 1%	11 1%	0 0%	1 *%	3 1%	13 1%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 63 (continuation)
QE8. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home?
Base: Where have internet access at home

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3728	1809	1902	470	587	726	549	659	737	148	210	351	1306
Effective Weighted Sample	2376	1165	1202	302	375	460	354	419	470	91	118	217	809
Weighted Bases	**3766**	**1825**	**1927**	**495**	**629**	**707**	**535**	**645**	**755**	**134**	**170**	**334**	**1335**
Virgin Media	635	301	331	96	122	129	90	108	89	18	19	56	196
	17%	16%	17%	19%	19%	18%	17%	17%	-12%	14%	11%	17%	-15%
				f	f	f	f	f					
Vodafone	226	129	97	25	48	59	28	35	31	5	12	25	96
	6%	+7%	5%	5%	8%	+8%	5%	5%	4%	4%	7%	8%	7%
					f	f							
Zen	10	6	3	*	1	1	0	3	5	0	0	0	7
	*%	*%	*%	*%	*%	*%	0%	*%	1%	0%	0%	0%	*%
Other	204	121	83	13	43	46	42	31	29	10	9	5	83
	5%	+7%	-4%	-3%	7%	7%	+8%	5%	4%	8%	5%	-2%	6%
		b			a	a	af			c			c
Don’ t know	139	53	86	39	28	26	21	9	17	6	3	7	23
	4%	3%	4%	+8%	4%	4%	4%	-1%	2%	5%	2%	2%	-2%
				cdef	e	e	e						
Not answered	2	*	2	*	0	0	2	0	0	0	0	0	2
	*%	*%	*%	*%	0%	0%	+*%	0%	0%	0%	0%	0%	*%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 63 (continuation)
QE8. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home?
Base: Where have internet access at home

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3728	1007	1020	602	1045	2357	470	464	437
Effective Weighted Sample	2376	645	702	429	633	1821	328	426	403
Weighted Bases	**3766**	**888**	**1239**	**807**	**778**	**3189**	**308**	**175**	**94**
BT	926 25%	268 +30% bd	296 24%	198 25%	154 -20%	758 -24%	89 29%	50 29%	28 +30% a
Community Fibre	30 1%	13 +1%	9 1%	4 *%	4 1%	29 +1%	0 0%	* *%	* *%
EE	273 7%	60 7%	74 6%	65 8%	70 9% b	216 -7%	35 +11% ad	17 9%	5 6%
Gigaclear	12 *%	6 1%	3 *%	3 *%	0 0%	12 *%	0 0%	0 0%	0 0%
Hyperoptic	4 *%	2 *%	0 0%	0 0%	1 *%	4 *%	0 0%	0 0%	0 0%
KCOM	8 *%	2 *%	2 *%	1 *%	2 *%	8 *%	0 0%	0 0%	0 0%
NOW	54 1%	12 1%	23 2%	10 1%	7 1%	49 2%	1 *%	4 3% bd	* *%
Plusnet	146 4%	34 4%	66 +5% c	20 2%	26 3%	123 4%	8 3%	12 +7% abd	2 3%
Shell Energy/Post Office	37 1%	9 1%	10 1%	7 1%	12 2%	32 1%	2 1%	3 2%	* *%
Sky	707 19%	158 18%	239 19%	153 19%	147 19%	584 18%	61 20%	41 23%	21 23%
OVO	2 *%	0 0%	2 *%	0 0%	0 0%	0 -0%	2 +1% a	* *%	0 0%
TalkTalk	248 7%	56 6%	66 5%	42 5%	83 +11% abc	223 +7%	14 4%	8 4%	4 4%
Three Broadband	61 2%	10 1%	12 1%	22 3% b	14 2%	55 2%	4 1%	1 1%	1 1%
Utility Warehouse	43 1%	5 1%	11 1%	13 2%	12 2%	39 1%	1 *%	3 2% d	0 0%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 63 (continuation)
QE8. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home?
Base: Where have internet access at home

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3728	1007	1020	602	1045	2357	470	464	437
Effective Weighted Sample	2376	645	702	429	633	1821	328	426	403
Weighted Bases	**3766**	**888**	**1239**	**807**	**778**	**3189**	**308**	**175**	**94**
Virgin Media	635	115	230	145	133	566	48	9	13
	17%	-13%	19%	18%	17%	+18%	16%	-5%	13%
			a	a	a	c	c		c
Vodafone	226	58	64	59	43	193	18	11	4
	6%	7%	5%	7%	6%	6%	6%	7%	4%
Zen	10	4	4	0	2	10	*	0	*
	*%	*%	*%	0%	*%	*%	*%	0%	*%
Other	204	52	81	35	31	178	10	6	9
	5%	6%	7%	4%	4%	6%	3%	4%	+10%
									abc
Don’ t know	139	22	47	31	37	111	14	9	5
	4%	3%	4%	4%	5%	3%	5%	5%	5%
					a				
Not answered	2	2	*	0	0	2	0	*	0
	*%	*%	*%	0%	0%	*%	0%	*%	0%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 63 (continuation)
QE8. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home?
Base: Where have internet access at home

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3728	365	401	241	203	249	261	217	109	311	3091	637	2160	1508
Effective Weighted Sample	2376	293	308	180	157	188	201	171	85	241	2004	379	1406	937
Weighted Bases	**3766**	**489**	**523**	**333**	**281**	**326**	**356**	**300**	**155**	**427**	**3094**	**672**	**2307**	**1402**
BT	926 25%	96 20%	145 28% a	81 24%	62 22%	95 29% a	78 22%	60 20%	32 21%	108 25%	664 -21%	262 +39% a	532 -23%	378 +27% a
Community Fibre	30 1%	27 +6% bcdefgi	0 0%	0 0%	0 0%	0 0%	0 0%	2 1%	0 0%	0 0%	30 1%	* *%	25 +1% b	5 *%
EE	273 7%	34 7%	21 -4%	34 10% b	20 7%	30 9% b	23 7%	19 6%	10 6%	25 6%	218 7%	55 8%	160 7%	111 8%
Gigaclear	12 *%	0 0%	7 +1%	1 *%	0 0%	0 0%	2 1%	1 *%	0 0%	0 0%	3 -*%	8 +1% a	8 *%	4 *%
Hyperoptic	4 *%	3 +1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	4 *%	0 0%	4 *%	0 0%
KCOM	8 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	8 +3% abfi	0 0%	0 0%	8 *%	0 0%	4 *%	4 *%
NOW	54 1%	9 2%	5 1%	6 2%	3 1%	6 2%	1 *%	13 +4% bf	0 0%	4 1%	48 2%	6 1%	37 2%	17 1%
Plusnet	146 4%	15 3%	22 4%	18 5%	10 4%	12 4%	14 4%	15 5%	7 5%	10 2%	110 4%	36 5%	97 4%	47 3%
Shell Energy/Post Office	37 1%	2 1%	4 1%	0 0%	5 2%	6 2%	0 0%	3 1%	10 +6% abcfgi	3 1%	22 -1%	15 +2% a	23 1%	15 1%
Sky	707 19%	84 17%	103 20%	50 15%	66 24%	48 15%	62 17%	56 19%	27 17%	89 21%	589 19%	118 18%	448 19%	249 18%
OVO	2 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	* *%	2 *%	* *%	2 *%
TalkTalk	248 7%	25 5%	24 5%	17 5%	17 6%	21 7%	31 9%	32 11% b	15 9%	40 9%	217 7%	31 5%	112 -5%	132 +9% a
Three Broadband	61 2%	11 2%	7 1%	8 2%	9 3%	3 1%	2 1%	4 1%	5 3%	6 1%	57 2%	4 1%	45 2%	14 1%
Utility Warehouse	43 1%	0 0%	11 2% a	6 2%	3 1%	3 1%	4 1%	5 2% a	0 0%	6 1%	36 1%	7 1%	27 1%	16 1%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 63 (continuation)
QE8. Which internet service provider (ISP) does your household currently use as its MAIN supplier at home?
Base: Where have internet access at home

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3728	365	401	241	203	249	261	217	109	311	3091	637	2160	1508
Effective Weighted Sample	2376	293	308	180	157	188	201	171	85	241	2004	379	1406	937
Weighted Bases	**3766**	**489**	**523**	**333**	**281**	**326**	**356**	**300**	**155**	**427**	**3094**	**672**	**2307**	**1402**
Virgin Media	635	125	91	48	50	47	73	38	19	74	604	31	406	217
	17%	+26%	17%	15%	18%	15%	21%	13%	12%	17%	+20%	-5%	18%	15%
		bceghi									b			
Vodafone	226	26	29	27	8	19	21	21	6	35	195	31	157	67
	6%	5%	6%	8%	3%	6%	6%	7%	4%	8%	6%	5%	+7%	5%
Zen	10	0	1	4	0	2	1	2	0	0	10	1	7	3
	*%	0%	*%	+1%	0%	1%	*%	1%	0%	0%	*%	*%	*%	*%
Other	204	7	42	26	13	14	29	11	20	15	157	47	154	50
	5%	-2%	8%	8%	5%	4%	8%	4%	+13%	4%	5%	7%	+7%	-4%
			a	a			a		adegi				b	
Don’ t know	139	24	9	6	14	19	15	8	6	10	121	19	62	74
	4%	5%	2%	2%	5%	6%	4%	3%	4%	2%	4%	3%	-3%	+5%
						b								a
Not answered	2	0	2	0	0	0	0	0	0	0	2	0	*	0
	*%	0%	+*%	0%	0%	0%	0%	0%	0%	0%	*%	0%	*%	0%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 64
Summary: QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all.
Base: Where use internet at home or elsewhere

	Total	I do this on a mobile phone	I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	I do not do this online at all	Summary: Do activity at all	Summary: Mobile phone Only	Summary: Another device only	Not applicable
Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food)	3798	2411 63%	1579 42%	778 20%	3020 80%	1440 38%	608 16%	0 0%
Online shopping for services (e.g. holiday booking, travel booking, insurance, events)	3798	2111 56%	1780 47%	777 20%	3020 80%	1240 33%	909 24%	0 0%
Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits)	3798	2482 65%	1569 41%	614 16%	3184 84%	1615 43%	702 18%	0 0%
Finding information or applying for benefits/ tax credits/ other government or charitable support	3798	1625 43%	1463 39%	1272 33%	2526 67%	1062 28%	900 24%	0 0%
Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet)	3798	2452 65%	503 13%	1147 30%	2651 70%	2148 57%	199 5%	0 0%
Selling or trading items online (e.g. eBay, Facebook, Vinted)	3798	1483 39%	735 19%	1979 52%	1818 48%	1083 29%	335 9%	0 0%
Send/ receive e-mails	3798	3093 81%	2071 55%	182 5%	3615 95%	1544 41%	523 14%	0 0%
Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp)	3798	3175 84%	1103 29%	393 10%	3404 90%	2301 61%	230 6%	0 0%



Technology Tracker 2024
Table 64 (continuation)
Summary: QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all.
Base: Where use internet at home or elsewhere

	Total	I do this on a mobile phone	I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	I do not do this online at all	Summary: Do activity at all	Summary: Mobile phone Only	Summary: Another device only	Not applicable
Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom)	3798	2864 75%	1263 33%	566 15%	3232 85%	1969 52%	368 10%	0 0%
Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom)	3798	2838 75%	1306 34%	555 15%	3242 85%	1937 51%	404 11%	0 0%
Send / receive SMS text messages	3798	3527 93%	370 10%	166 4%	3631 96%	3261 86%	104 3%	0 0%
Making calls using your mobile network	3798	3543 93%	290 8%	172 5%	3625 95%	3335 88%	82 2%	0 0%
Creating content through blogging or vlogging	3798	684 18%	278 7%	2974 78%	823 22%	545 14%	140 4%	0 0%
Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet)	3798	2108 56%	370 10%	1561 41%	2237 59%	1867 49%	129 3%	0 0%
Finding/downloading information for work/ school/university	3798	1606 42%	1570 41%	1386 36%	2412 64%	841 22%	805 21%	0 0%
Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications)	3798	1826 48%	1828 48%	829 22%	2969 78%	1141 30%	1143 30%	0 0%
Accessing news/weather/sports	3798	2887 76%	1194 31%	508 13%	3290 87%	2096 55%	403 11%	0 0%



Technology Tracker 2024
Table 64 (continuation)
Summary: QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all.
Base: Where use internet at home or elsewhere

	Total	I do this on a mobile phone	I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	I do not do this online at all	Summary: Do activity at all	Summary: Mobile phone Only	Summary: Another device only	Not applicable
Scanning QR codes	3798	2757 73%	273 7%	923 24%	2874 76%	2601 68%	118 3%	0 0%
Maps/ Directions/navigation/travel planning	3798	2994 79%	840 22%	536 14%	3262 86%	2422 64%	268 7%	0 0%
Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI	3798	1025 27%	547 14%	2492 66%	1305 34%	758 20%	281 7%	0 0%
Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive	3798	1431 38%	1280 34%	1688 44%	2109 56%	829 22%	678 18%	0 0%
Personal/household organisation tools such as calendar management/task planning etc	3798	1925 51%	894 24%	1495 39%	2303 61%	1409 37%	378 10%	0 0%
Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP)	3798	2165 57%	1055 28%	1185 31%	2613 69%	1558 41%	448 12%	0 0%
Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc)	3798	1843 49%	558 15%	1726 45%	2071 55%	1514 40%	228 6%	0 0%
Watching or downloading TV programmes/films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go)	3798	1439 38%	1796 47%	1276 34%	2521 66%	726 19%	1082 28%	0 0%

BMG
success decoded

Technology Tracker 2024
Table 64 (continuation)
Summary: QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all.
Base: Where use internet at home or elsewhere

	Total	I do this on a mobile phone	I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	I do not do this online at all	Summary: Do activity at all	Summary: Mobile phone Only	Summary: Another device only	Not applicable
Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	3798	2373 62%	1316 35%	904 24%	2894 76%	1578 42%	521 14%	0 0%
Listening to radio	3798	1177 31%	862 23%	2089 55%	1709 45%	847 22%	533 14%	0 0%
Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts)	3798	1826 48%	901 24%	1604 42%	2193 58%	1293 34%	367 10%	0 0%
Listen to an audiobook or read an e-book	3798	986 26%	623 16%	2425 64%	1373 36%	750 20%	386 10%	0 0%
Playing or downloading games	3798	1294 34%	847 22%	2081 55%	1717 45%	870 23%	423 11%	0 0%
Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat)	3798	2773 73%	892 23%	813 21%	2984 79%	2092 55%	211 6%	0 0%
Other	3798	70 2%	29 1%	1134 30%	86 2%	57 1%	16 *%	2577 68%
Summary: Purchasing	3798	3107 82%	2319 61%	267 7%	3531 93%	1212 32%	424 11%	0 0%
Summary: Communication	3798	3658 96%	2406 63%	51 1%	3747 99%	1341 35%	89 2%	0 0%
Summary: Information	3798	3350 88%	2450 65%	221 6%	3576 94%	1126 30%	226 6%	0 0%
Summary: Health	3798	2592 68%	1420 37%	838 22%	2960 78%	1540 41%	368 10%	0 0%
Summary: Entertainment	3798	2789 73%	2290 60%	531 14%	3266 86%	976 26%	477 13%	0 0%



Technology Tracker 2024
Table 64 (continuation)
Summary: QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all.
Base: Where use internet at home or elsewhere

	Total	I do this on a mobile phone	I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	I do not do this online at all	Summary: Do activity at all	Summary: Mobile phone Only	Summary: Another device only	Not applicable
Summary: Social	3798	2779 73%	903 24%	806 21%	2991 79%	2088 55%	212 6%	0 0%



Technology Tracker 2024
Table 65
QE9.1. Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2411	1112	1291	395	530	543	382	338	223	76	84	196	987
	63%	-60%	+67%	+77%	+83%	+76%	+71%	-52%	-30%	55%	-50%	58%	+74%
			a	ef	cdef	ef	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1579	835	737	156	238	298	247	302	339	39	54	100	643
	42%	+45%	-38%	-30%	37%	41%	46%	+47%	46%	-28%	-32%	-30%	+48%
		b				a	ab	ab	ab				abc
I do not do this online at all	778	395	381	89	66	98	84	151	290	35	55	86	146
	20%	21%	20%	17%	-10%	-14%	-16%	23%	+39%	25%	+33%	26%	-11%
				b			b	bcd	abcde	d	d	d	
Summary: Do activity at all	3020	1451	1557	427	574	620	455	494	450	103	112	251	1192
	80%	79%	80%	83%	+90%	+86%	+84%	77%	-61%	75%	-67%	74%	+89%
				f	adef	ef	ef	f					abc
Summary: Mobile phone Only	1440	616	820	270	336	322	208	193	111	64	58	151	549
	38%	-33%	+42%	+52%	+53%	+45%	39%	-30%	-15%	47%	35%	+45%	+41%
			a	cdef	cdef	ef	ef	f					
Summary: Another device only	608	340	266	32	44	76	73	156	227	27	28	55	206
	16%	+18%	-14%	-6%	-7%	-11%	14%	+24%	+31%	20%	17%	16%	15%
		b				a	ab	abcd	abcde				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 65 (continuation)
QE9.1. Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2411 63%	638 +71% cd	855 +68% cd	485 60% d	406 -52%	2044 64%	190 62%	110 63%	67 69%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1579 42%	468 +52% bcd	545 43% d	314 39% d	227 -29%	1373 +43% cd	126 41% d	60 -34% d	20 -21%
I do not do this online at all	778 20%	103 -12%	197 -16% a	189 23% ab	272 +35% abc	656 20%	63 20%	36 21%	23 24%
Summary: Do activity at all	3020 80%	790 +88% bcd	1058 +84% cd	622 77% d	514 -65%	2563 80%	245 80%	138 79%	74 76%
Summary: Mobile phone Only	1440 38%	322 36%	512 41%	308 38%	287 37%	1190 -37%	118 39%	78 +45% a	54 +56% abc
Summary: Another device only	608 16%	152 17%	202 16%	137 17%	108 14%	519 16% d	55 18% d	28 16% d	7 -7%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 65 (continuation)
QE9.1. Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2411 63%	395 +80% bcdefgi	309 58%	181 -53%	171 61%	201 61%	244 69% bc	179 59%	108 69% c	256 60%	2025 +65% b	386 -56%	1718 +73% b	658 -47%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1579 42%	257 +52% degi	293 +55% degi	156 46% dei	83 -30%	104 -32%	166 47% dei	110 36%	71 45% di	133 -31%	1265 41%	314 46%	1016 +43% b	546 39%
I do not do this online at all	778 20%	58 -12%	92 17%	69 20% a	71 25% ah	78 24% a	58 16%	84 +28% abfh	20 13%	126 +30% abfh	640 21%	138 20%	319 -14%	439 +31% a
Summary: Do activity at all	3020 80%	438 +88% cdegi	442 83% gi	269 80%	210 75%	249 76%	299 84% gi	219 -72%	137 87% dgi	300 -70%	2472 79%	547 80%	2019 +86% b	959 -69%
Summary: Mobile phone Only	1440 38%	180 36%	149 -28%	113 33%	127 45% b	146 44% b	133 37%	109 36%	66 42% b	167 39% b	1208 39%	233 34%	1002 +43% b	413 -30%
Summary: Another device only	608 16%	43 -9%	132 +25% adefgi	88 +26% adefgi	39 14%	49 15%	55 15% a	40 13%	29 19% a	43 -10%	448 -14%	161 +23% a	301 -13%	301 +22% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 66
QE9.2. Online shopping for services (e.g. holiday booking, travel booking, insurance, events) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2111	981	1123	316	471	512	331	295	187	57	66	171	906
	56%	-53%	+58%	+61%	+74%	+71%	+61%	-46%	-25%	-41%	-40%	51%	+68%
			a	ef	adef	adef	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1780	952	821	179	281	347	289	326	359	40	58	131	780
	47%	+52%	-42%	-35%	44%	48%	+54%	50%	48%	-29%	-35%	-39%	+58%
		b			a	a	ab	a	a				abc
I do not do this online at all	777	365	410	122	60	80	77	157	282	54	62	82	90
	20%	20%	21%	24%	-9%	-11%	-14%	+24%	+38%	+39%	+37%	24%	-7%
				bcd			b	bcd	abcde	cd	cd	d	
Summary: Do activity at all	3020	1482	1528	393	581	638	462	488	458	84	104	256	1248
	80%	80%	79%	76%	+91%	+89%	+86%	-76%	-62%	-61%	-63%	76%	+93%
				f	adef	aef	aef	f				ab	abc
Summary: Mobile phone Only	1240	530	707	214	300	292	173	163	99	44	46	125	468
	33%	-29%	+36%	+42%	+47%	+41%	32%	-25%	-13%	32%	28%	37%	35%
			a	def	def	def	ef	f					
Summary: Another device only	909	500	404	78	109	127	131	193	271	27	38	84	342
	24%	+27%	-21%	-15%	-17%	-18%	24%	+30%	+37%	20%	23%	25%	26%
		b					abc	abc	abcde				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 66 (continuation)
QE9.2. Online shopping for services (e.g. holiday booking, travel booking, insurance, events) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2111	548	752	463	325	1788	173	94	57
	56%	+61%	+60%	57%	-41%	56%	56%	54%	58%
		d	d	d					
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1780	556	647	332	219	1533	160	62	26
	47%	+62%	+52%	-41%	-28%	+48%	52%	-36%	-27%
		bcd	cd	d		cd	cd	d	
I do not do this online at all	777	77	187	177	325	658	47	47	25
	20%	-9%	-15%	22%	+41%	20%	-15%	+27%	25%
			a	ab	abc	b		ab	b
Summary: Do activity at all	3020	816	1068	634	460	2561	261	127	73
	80%	+91%	+85%	78%	-59%	80%	+85%	-73%	75%
		bcd	cd	d		c	acd		
Summary: Mobile phone Only	1240	260	421	302	241	1028	101	65	47
	33%	-29%	34%	+37%	31%	-32%	33%	37%	+48%
				ad					abc
Summary: Another device only	909	268	316	171	135	772	88	33	16
	24%	+30%	25%	21%	-17%	24%	29%	19%	-16%
		cd	d			d	cd		

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 66 (continuation)
QE9.2. Online shopping for services (e.g. holiday booking, travel booking, insurance, events) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2111 56%	317 +64% bcdei	272 51%	176 52%	145 52%	170 52%	230 +65% bcdei	170 56%	96 62%	211 50%	1769 +57% b	342 -50%	1557 +67% b	519 -37%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1780 47%	257 52% de	322 +60% cdeghi	166 49% de	97 -35%	123 -37%	187 52% de	127 42%	73 47%	181 42%	1423 -46%	358 +52% a	1201 +51% b	559 -40%
I do not do this online at all	777 20%	84 17%	81 -15%	62 18%	74 26% abf	83 25% bf	49 -14%	80 26% abf	30 19%	115 +27% abf	649 21%	128 19%	262 -11%	502 +36% a
Summary: Do activity at all	3020 80%	411 83% dgi	453 +85% degi	276 82%	207 74%	245 75%	307 +86% degi	224 74%	127 81%	311 -73%	2464 79%	557 81%	2076 +89% b	896 -64%
Summary: Mobile phone Only	1240 33%	154 31%	130 -24%	110 33%	109 39% b	122 37% b	120 34% b	97 32%	54 35%	130 31%	1041 33%	199 29%	875 +37% b	337 -24%
Summary: Another device only	909 24%	94 19%	181 +34% adefghi	99 29% ag	61 22%	75 23%	77 22%	54 18%	31 20%	100 24%	694 -22%	215 +31% a	519 -22%	377 +27% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 67
QE9.3. Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2482	1183	1292	379	537	572	381	361	252	66	83	225	1028
	65%	64%	67%	+74%	+84%	+80%	+71%	-56%	-34%	-48%	-50%	67%	+77%
				ef	adef	def	ef	f				ab	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1569	867	694	139	235	303	252	301	339	36	51	102	632
	41%	+47%	-36%	-27%	37%	42%	+47%	+47%	+46%	-26%	-31%	-30%	+47%
		b			a	a	ab	ab	ab				abc
I do not do this online at all	614	282	329	90	45	45	61	126	246	48	50	52	85
	16%	15%	17%	18%	-7%	-6%	-11%	+20%	+33%	+35%	+30%	15%	-6%
				bcd			c	bcd	abcde	cd	cd	d	
Summary: Do activity at all	3184	1564	1609	425	596	672	478	519	494	90	117	286	1254
	84%	85%	83%	82%	+93%	+94%	+89%	-80%	-67%	-65%	-70%	85%	+94%
				f	aef	adef	aef	f				ab	abc
Summary: Mobile phone Only	1615	698	914	286	360	370	226	218	156	54	66	184	622
	43%	-38%	+47%	+55%	+56%	+51%	42%	-34%	-21%	39%	39%	+54%	+46%
			a	def	def	def	ef	f				abd	
Summary: Another device only	702	381	316	46	59	101	97	158	242	24	33	61	226
	18%	+21%	-16%	-9%	-9%	-14%	18%	+24%	+33%	17%	20%	18%	17%
		b				ab	ab	abcd	abcde				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 67 (continuation)
QE9.3. Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2482 65%	633 +71% d	877 +70% d	533 66% d	404 -51%	2104 65%	205 67%	107 61%	66 68%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1569 41%	467 +52% cd	593 +47% cd	289 -36% d	199 -25%	1362 +42% cd	127 41% cd	55 -32%	24 -25%
I do not do this online at all	614 16%	78 -9%	130 -10%	139 17% ab	255 +32% abc	514 16%	42 14%	39 +22% ab	19 20%
Summary: Do activity at all	3184 84%	815 +91% cd	1125 +90% cd	672 83% d	531 -68%	2704 84% c	266 86% c	136 -78%	78 80%
Summary: Mobile phone Only	1615 43%	348 -39%	533 42%	383 +47% a	332 42%	1343 -42%	138 45%	80 46%	54 +55% abc
Summary: Another device only	702 18%	182 20%	249 20%	139 17%	127 16%	600 19% d	61 20% d	29 17%	12 -12%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 67 (continuation)
QE9.3. Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2482 65%	383 +77% bcdegi	320 60%	209 62%	185 66%	209 64%	259 +73% bgi	184 61%	112 71% i	243 -57%	2063 66%	419 61%	1782 +76% b	664 -48%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1569 41%	230 46% deg	297 +56% cdefghi	139 41%	96 34%	104 -32%	155 43% e	104 34%	63 40%	173 41%	1270 41%	299 44%	1051 +45% b	500 -36%
I do not do this online at all	614 16%	56 -11%	62 -12%	48 14%	50 18%	63 19% ab	41 12%	78 +26% abcf	27 17%	91 +21% abf	494 16%	120 17%	183 -8%	416 +30% a
Summary: Do activity at all	3184 84%	440 +89% egi	472 +88% egi	290 86% g	231 82%	265 81%	316 88% gi	226 -74%	130 83%	336 -79%	2619 84%	565 83%	2155 +92% b	982 -70%
Summary: Mobile phone Only	1615 43%	210 42% b	175 -33%	151 45% b	134 48% b	161 49% bi	161 45% b	122 40%	67 42%	162 38%	1349 43%	266 39%	1104 +47% b	483 -35%
Summary: Another device only	702 18%	57 -12%	152 +29% adefgh	81 24% agh	46 16%	56 17%	57 16%	41 14%	18 12%	92 22% a	556 18%	146 21%	373 -16%	318 +23% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 68
QE9.4. Finding information or applying for benefits/ tax credits/ other government or charitable support - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	1625	746	873	258	360	375	263	219	151	52	78	154	650
	43%	-40%	+45%	+50%	+56%	+52%	+49%	-34%	-20%	38%	47%	46%	+49%
			a	ef	ef	ef	ef	f					
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1463	795	659	140	220	298	238	277	291	42	51	111	587
	39%	+43%	-34%	-27%	34%	41%	+44%	43%	39%	31%	30%	33%	+44%
		b				ab	ab	ab	a				abc
I do not do this online at all	1272	616	653	193	171	172	150	236	350	53	56	102	371
	33%	33%	34%	37%	-27%	-24%	-28%	37%	+47%	39%	34%	30%	-28%
				bcd				bcd	abcde	d			
Summary: Do activity at all	2526	1230	1284	323	469	546	389	409	390	84	111	235	967
	67%	67%	66%	63%	+73%	+76%	+72%	63%	-53%	61%	66%	70%	+72%
				f	aef	aef	aef	f					a
Summary: Mobile phone Only	1062	435	625	182	249	249	151	132	99	42	60	124	380
	28%	-24%	+32%	+35%	+39%	+35%	28%	-20%	-13%	31%	+36%	+37%	28%
			a	ef	def	ef	ef	f				d	
Summary: Another device only	900	484	411	65	109	172	125	190	239	33	32	81	318
	24%	+26%	-21%	-13%	-17%	24%	23%	+30%	+32%	24%	19%	24%	24%
		b				ab	ab	ab	abcd				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 68 (continuation)
QE9.4. Finding information or applying for benefits/ tax credits/ other government or charitable support - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	1625 43%	414 46% d	548 44% d	351 43%	299 -38%	1358 42%	135 44%	76 44%	56 +58% abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1463 39%	428 +48% cd	538 +43% cd	269 -33% d	210 -27%	1253 39% cd	134 43% cd	51 -29%	26 -27%
I do not do this online at all	1272 33%	256 -29%	377 -30%	285 35% a	329 +42% abc	1092 34% d	90 29%	67 39% bd	23 -24%
Summary: Do activity at all	2526 67%	637 +71% cd	878 +70% d	525 65% d	456 -58%	2127 66%	217 71% c	107 61%	74 +76% ac
Summary: Mobile phone Only	1062 28%	208 -23%	340 27%	257 32% a	246 +31% a	874 -27%	84 27%	56 32%	48 +49% abc
Summary: Another device only	900 24%	223 25% d	330 26% d	175 22%	157 -20%	769 24% c	82 27% cd	31 -18%	18 18%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 68 (continuation)
QE9.4. Finding information or applying for benefits/ tax credits/ other government or charitable support - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	1625 43%	236 48% bi	189 -35%	129 38%	126 45%	159 48% bi	133 37%	147 48% b	81 51% b	160 37%	1333 43%	292 43%	1152 +49% b	445 -32%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1463 39%	204 41% ef	270 +51% adefghi	159 +47% defh	89 32%	86 -26%	107 -30%	117 39% e	48 31%	171 40% e	1178 38%	285 42%	964 +41% b	488 -35%
I do not do this online at all	1272 33%	162 33%	148 -28%	103 31%	99 35%	112 34%	165 +46% abcegi	98 32%	52 33%	151 35%	1062 34%	210 31%	659 -28%	587 +42% a
Summary: Do activity at all	2526 67%	333 67% f	385 +72% f	234 69% f	182 65%	216 66% f	191 -54%	205 68% f	105 67%	275 65% f	2050 66%	475 69%	1679 +72% b	811 -58%
Summary: Mobile phone Only	1062 28%	129 26%	115 -21%	75 22%	93 33% b	130 +40% abcfi	84 23%	88 29%	57 36% bc	104 24%	872 28%	190 28%	715 +31% b	323 -23%
Summary: Another device only	900 24%	98 20%	196 +37% adefghi	105 +31% adefgh	56 20%	57 17%	58 -16%	58 19%	25 16%	116 27% ef	717 23%	183 27%	528 23%	366 +26%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 69
QE9.5. Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2452	1197	1249	416	517	579	377	353	209	76	81	194	1000
	65%	65%	64%	+81%	+81%	+81%	+70%	-55%	-28%	55%	-48%	-58%	+75%
				def	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	503	295	207	56	73	87	95	90	101	9	25	39	229
	13%	+16%	-11%	11%	11%	12%	+18%	14%	14%	-6%	15%	12%	+17%
		b					abc				a		a
I do not do this online at all	1147	538	601	83	100	118	132	258	457	55	74	118	272
	30%	29%	31%	-16%	-16%	-16%	-24%	+40%	+62%	+40%	+45%	35%	-20%
							abc	abcd	abcde	d	d	d	
Summary: Do activity at all	2651	1308	1337	433	541	600	407	388	283	82	92	219	1067
	70%	71%	69%	+84%	+84%	+84%	+76%	-60%	-38%	-60%	-55%	65%	+80%
				def	def	def	ef	f					abc
Summary: Mobile phone Only	2148	1013	1130	376	467	513	312	298	182	74	67	180	837
	57%	55%	58%	+73%	+73%	+71%	58%	-46%	-25%	54%	-40%	53%	+63%
				def	def	def	ef	f				b	bc
Summary: Another device only	199	111	88	17	23	21	30	35	73	6	12	25	67
	5%	6%	5%	3%	4%	-3%	6%	5%	+10%	4%	7%	7%	5%
									abcde				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 69 (continuation)
QE9.5. Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2452	627	885	512	403	2088	203	97	64
	65%	+70%	+71%	63%	-51%	65%	66%	-56%	66%
		cd	cd	d		c	c		c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	503	194	184	73	51	446	30	23	4
	13%	+22%	15%	-9%	-6%	+14%	10%	13%	-4%
		bcd	cd			d	d	d	
I do not do this online at all	1147	193	307	272	348	951	98	67	31
	30%	-22%	-24%	34%	+44%	-30%	32%	+39%	32%
				ab	abc			a	
Summary: Do activity at all	2651	700	948	539	437	2268	210	107	67
	70%	+78%	+76%	66%	-56%	+70%	68%	-61%	68%
		cd	cd	d		c			
Summary: Mobile phone Only	2148	506	764	466	386	1822	179	83	63
	57%	57%	+61%	57%	-49%	57%	58%	-48%	+65%
		d	d	d		c	c		ac
Summary: Another device only	199	73	63	27	34	180	6	10	2
	5%	+8%	5%	3%	4%	+6%	-2%	6%	3%
		bcd				bd		b	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 69 (continuation)
QE9.5. Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2452 65%	370 +75% bcdegi	341 64%	205 61%	173 61%	186 -57%	239 67%	191 63%	105 67%	279 66%	2027 65%	425 62%	1774 +76% b	646 -46%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	503 13%	87 +18% h	62 12% h	51 15% h	29 10%	47 14% h	59 17% h	37 12% h	4 -3%	70 16% h	410 13%	93 14%	331 14%	166 12%
I do not do this online at all	1147 30%	109 -22%	164 31% a	100 30%	98 35% a	122 +37% af	94 26%	95 31%	51 33%	118 28%	931 30%	216 31%	476 -20%	646 +46% a
Summary: Do activity at all	2651 70%	386 +78% bde	370 69%	238 70%	183 65%	205 -63%	263 74% e	209 69%	105 67%	309 72%	2182 70%	469 69%	1862 +80% b	752 -54%
Summary: Mobile phone Only	2148 57%	299 60% e	308 58%	186 55%	154 55%	159 -48%	204 57%	172 57%	101 65% e	238 56%	1772 57%	376 55%	1531 +65% b	586 -42%
Summary: Another device only	199 5%	16 3%	29 5%	33 +10% ah	10 4%	20 6%	24 7%	18 6%	1 1%	29 7%	155 5%	44 6%	89 -4%	106 +8% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 70
QE9.6. Selling or trading items online (e.g. eBay, Facebook, Vinted) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	1483	660	816	260	338	396	232	183	75	49	52	123	650
	39%	-36%	+42%	+50%	+53%	+55%	43%	-28%	-10%	35%	31%	36%	+49%
			a	ef	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	735	461	268	79	113	141	134	142	126	15	29	61	327
	19%	+25%	-14%	15%	18%	20%	+25%	22%	17%	-11%	18%	18%	+24%
		b					abf	a					a
I do not do this online at all	1979	973	1003	231	250	284	254	395	565	80	96	175	566
	52%	53%	52%	-45%	-39%	-40%	47%	+61%	+76%	58%	57%	52%	-42%
							bc	abcd	abcde	d	d	d	
Summary: Do activity at all	1818	873	935	284	390	434	285	251	175	58	71	163	773
	48%	47%	48%	+55%	+61%	+60%	53%	-39%	-24%	42%	43%	48%	+58%
				ef	def	def	ef	f					abc
Summary: Mobile phone Only	1083	412	667	205	276	293	151	109	49	43	42	102	445
	29%	-22%	+34%	+40%	+43%	+41%	28%	-17%	-7%	31%	25%	30%	+33%
			a	def	def	def	ef	f					
Summary: Another device only	335	213	118	24	52	39	53	68	100	9	19	40	123
	9%	+12%	-6%	-5%	8%	-5%	10%	11%	+14%	7%	11%	12%	9%
		b					ac	ac	abc				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 70 (continuation)
QE9.6. Selling or trading items online (e.g. eBay, Facebook, Vinted) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	1483	402	537	307	220	1270	121	55	37
	39%	+45%	+43%	38%	-28%	39%	39%	-31%	38%
		cd	d	d		c			
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	735	235	272	130	89	644	53	30	9
	19%	+26%	22%	16%	-11%	+20%	17%	17%	-9%
		cd	cd	d		d	d	d	
I do not do this online at all	1979	409	600	428	508	1661	158	105	56
	52%	-46%	-48%	53%	+65%	52%	51%	+60%	58%
				a	abc			ab	
Summary: Do activity at all	1818	484	655	382	277	1558	150	69	41
	48%	+54%	+52%	47%	-35%	48%	49%	-40%	42%
		cd	d	d		c	c		
Summary: Mobile phone Only	1083	249	383	252	188	915	96	40	32
	29%	28%	31%	31%	-24%	28%	31%	-23%	33%
			d	d			c		c
Summary: Another device only	335	82	118	75	57	288	28	15	4
	9%	9%	9%	9%	7%	9%	9%	9%	-4%
						d	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 70 (continuation)
QE9.6. Selling or trading items online (e.g. eBay, Facebook, Vinted) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	1483 39%	219 44% bi	173 -32%	135 40%	118 42%	137 42%	144 40%	128 42%	82 +52% bi	135 -32%	1221 39%	262 38%	1098 +47% b	358 -26%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	735 19%	96 19%	113 21%	116 +34% abdefgi	35 13%	50 15%	69 19%	51 17%	36 23%	77 18%	604 19%	131 19%	511 +22% b	213 -15%
I do not do this online at all	1979 52%	253 51% c	291 55% c	135 -40%	154 55% c	162 49%	192 54% c	157 52%	68 43%	248 58% ch	1613 52%	367 54%	1045 -45%	906 +65% a
Summary: Do activity at all	1818 48%	242 49%	242 45%	202 +60% abdfi	127 45%	166 51%	165 46%	146 48%	89 57% i	179 42%	1500 48%	318 46%	1294 +55% b	492 -35%
Summary: Mobile phone Only	1083 29%	146 30%	130 24%	86 26%	91 33%	116 35% bi	96 27%	95 31%	53 34%	101 24%	896 29%	187 27%	783 +33% b	279 -20%
Summary: Another device only	335 9%	23 -5%	70 +13% adfg	68 +20% adefghi	9 -3%	29 9%	21 6%	19 6%	7 4%	43 10% ad	279 9%	56 8%	196 8%	134 10%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 71
QE9.7. Send/ receive e-mails - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	3093	1490	1592	452	591	663	469	500	418	90	134	268	1167
	81%	81%	82%	+88%	+92%	+92%	+87%	-77%	-56%	-65%	81%	79%	+87%
				ef	def	adef	ef	f			a	a	ac
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2071	1075	988	249	326	358	309	381	449	42	63	157	861
	55%	+58%	-51%	-48%	51%	-50%	57%	59%	+61%	-30%	-38%	-46%	+64%
		b					ac	abc	abc			a	abc
I do not do this online at all	182	84	98	18	11	17	11	35	90	16	15	20	15
	5%	5%	5%	3%	-2%	-2%	-2%	5%	+12%	+12%	+9%	6%	-1%
								bcd	abcde	d	d	d	
Summary: Do activity at all	3615	1762	1840	497	629	701	527	611	651	122	152	317	1324
	95%	95%	95%	97%	+98%	+98%	+98%	95%	-88%	-88%	-91%	94%	+99%
				f	ef	ef	ef	f					abc
Summary: Mobile phone Only	1544	687	852	248	303	343	219	230	202	80	88	161	463
	41%	-37%	+44%	+48%	+47%	+48%	41%	-36%	-27%	+58%	+53%	+48%	-35%
			a	ef	ef	def	f	f		d	d	d	
Summary: Another device only	523	272	248	45	38	38	59	111	233	32	17	49	157
	14%	15%	13%	-9%	-6%	-5%	11%	+17%	+31%	+23%	10%	14%	-12%
							bc	abcd	abcde	bd			

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 71 (continuation)
QE9.7. Send/ receive e-mails - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	3093	757	1063	656	572	2612	266	135	80
	81%	+85%	+85%	81%	-73%	81%	+87%	78%	82%
		d	d	d			ac		
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2071	632	759	367	287	1802	149	90	30
	55%	+71%	+60%	-45%	-37%	+56%	-49%	51%	-31%
		bcd	cd	d		bd	d	d	
I do not do this online at all	182	15	20	44	101	143	12	17	11
	5%	-2%	-2%	5%	+13%	-4%	4%	+10%	+11%
				ab	abc			ab	ab
Summary: Do activity at all	3615	878	1235	766	685	3075	296	157	87
	95%	+98%	+98%	95%	-87%	+96%	96%	-90%	-89%
		cd	cd	d		cd	cd		
Summary: Mobile phone Only	1544	246	476	399	398	1273	146	68	57
	41%	-28%	38%	+49%	+51%	-40%	+48%	39%	+59%
			a	ab	ab		ac		abc
Summary: Another device only	523	121	171	110	113	463	30	22	7
	14%	14%	14%	14%	14%	+14%	-10%	13%	-7%
						bd		d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 71 (continuation)
QE9.7. Send/ receive e-mails - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	3093 81%	442 +89% bceghi	439 82% h	269 80% h	234 83% h	253 77% h	300 84% h	245 81% h	91 -58%	340 80% h	2553 82%	540 79%	2078 +89% b	968 -69%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2071 55%	280 56% e	335 +63% degi	196 58% e	131 47%	149 -46%	238 +67% adegi	148 49%	107 +68% degi	218 51%	1705 55%	366 53%	1329 +57% b	716 -51%
I do not do this online at all	182 5%	16 3%	11 -2%	20 6% bf	14 5%	13 4%	5 -1%	26 +9% abf	8 5%	32 8% abf	146 5%	36 5%	40 -2%	136 +10% a
Summary: Do activity at all	3615 95%	480 97% gi	523 +98% cgi	318 94%	267 95%	315 96%	352 +99% cgi	278 -91%	149 95%	394 92%	2967 95%	649 95%	2298 +98% b	1262 -90%
Summary: Mobile phone Only	1544 41%	200 40% h	188 35%	122 36%	136 48% bcfh	166 +51% bcfh	114 -32%	130 43% h	42 -27%	176 41% h	1262 41%	282 41%	969 41%	545 39%
Summary: Another device only	523 14%	38 -8%	84 16% a	49 15% a	33 12%	62 19% a	52 15% a	33 11%	58 +37% abcdefgi	54 13%	414 13%	109 16%	220 -9%	293 +21% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 72
QE9.8. Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	3175	1512	1649	473	589	667	488	513	444	98	126	271	1205
	84%	-82%	+85%	+92%	+92%	+93%	+91%	-80%	-60%	-72%	-76%	80%	+90%
			a	ef	ef	ef	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1103	590	510	152	208	198	181	198	166	22	28	82	480
	29%	+32%	-26%	30%	32%	28%	34%	31%	-22%	-16%	-17%	24%	+36%
		b		f	f		f	f					abc
I do not do this online at all	393	221	172	17	18	29	30	80	219	28	31	37	65
	10%	+12%	-9%	-3%	-3%	-4%	-6%	12%	+30%	+20%	+19%	11%	-5%
		b						abcd	abcde	cd	cd	d	
Summary: Do activity at all	3404	1625	1766	498	622	689	509	566	521	110	135	301	1274
	90%	-88%	+91%	+97%	+97%	+96%	+94%	88%	-70%	-80%	-81%	89%	+95%
			a	ef	ef	ef	ef	f				ab	abc
Summary: Mobile phone Only	2301	1035	1256	345	414	491	328	367	355	88	107	219	794
	61%	-56%	+65%	+67%	65%	+68%	61%	57%	-48%	64%	64%	65%	59%
			a	ef	ef	def	f	f					
Summary: Another device only	230	113	117	24	33	22	21	52	77	11	9	30	69
	6%	6%	6%	5%	5%	-3%	4%	8%	+10%	8%	5%	9%	5%
								cd	abcd			d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 72 (continuation)
QE9.8. Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	3175 84%	784 +88% cd	1103 +88% cd	667 82% d	577 -73%	2698 84% c	265 86% c	132 -76%	80 82%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1103 29%	399 +45% bcd	405 +32% cd	159 -20%	123 -16%	947 29% d	90 29% d	54 31% d	13 -13%
I do not do this online at all	393 10%	44 -5%	76 -6%	104 13% ab	162 +21% abc	317 -10%	34 11%	28 +16% a	14 +15% a
Summary: Do activity at all	3404 90%	849 +95% cd	1179 +94% cd	706 87% d	623 -79%	2902 +90% cd	274 89%	146 -84%	83 -85%
Summary: Mobile phone Only	2301 61%	450 -50%	773 62% a	547 +67% a	500 64% a	1955 61% c	184 60%	92 -53%	70 +72% abc
Summary: Another device only	230 6%	65 7%	76 6%	39 5%	47 6%	204 6% b	9 -3%	14 8% bd	4 4%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 72 (continuation)
QE9.8. Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	3175 84%	443 +89% cdegi	471 +88% cegi	263 78%	226 81%	265 81%	313 88% cgi	239 79%	137 88%	340 80%	2611 84%	563 82%	2133 +91% b	996 -71%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1103 29%	205 +41% bcdefgh	121 -23%	92 27%	68 24%	85 26%	104 29%	93 31%	37 24%	142 33% b	914 29%	190 28%	764 +33% b	322 -23%
I do not do this online at all	393 10%	29 -6%	45 8%	33 10%	36 13% a	29 9%	30 8%	45 15% a	14 9%	57 13% a	319 10%	74 11%	97 -4%	283 +20% a
Summary: Do activity at all	3404 90%	467 +94% dgi	488 92%	305 90%	245 87%	299 91%	327 92%	258 85%	143 91%	369 87%	2794 90%	610 89%	2241 +96% b	1115 -80%
Summary: Mobile phone Only	2301 61%	262 -53%	367 +69% agi	213 63%	177 63%	214 65% ai	223 62%	166 55%	106 67% a	227 -53%	1880 60%	421 61%	1477 +63% b	793 -57%
Summary: Another device only	230 6%	24 5%	17 -3%	42 +12% abf	18 6%	34 +10% abf	14 4%	19 6%	6 4%	29 7%	182 6%	47 7%	108 -5%	119 +9% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 73
QE9.9. Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2864	1359	1494	439	553	602	429	448	392	89	118	231	1071
	75%	74%	77%	+85%	+86%	+84%	80%	-69%	-53%	-65%	71%	-68%	+80%
				ef	def	ef	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1263	646	609	170	247	277	191	219	159	22	37	81	627
	33%	35%	31%	33%	+39%	+39%	35%	34%	-21%	-16%	-22%	-24%	+47%
				f	f	f	f	f					abc
I do not do this online at all	566	306	259	35	31	46	57	127	270	35	42	74	89
	15%	+17%	-13%	-7%	-5%	-6%	-11%	+20%	+36%	+26%	+25%	+22%	-7%
		b					bc	abcd	abcde	d	d	d	
Summary: Do activity at all	3232	1541	1678	480	609	672	482	518	471	102	124	263	1249
	85%	-83%	+87%	+93%	+95%	+94%	+89%	-80%	-64%	-74%	-75%	-78%	+93%
			a	ef	def	def	ef	f					abc
Summary: Mobile phone Only	1969	894	1069	310	362	396	291	300	311	80	87	182	623
	52%	-48%	+55%	+60%	57%	55%	54%	-46%	-42%	58%	52%	54%	-47%
			a	ef	ef	ef	ef			d			
Summary: Another device only	368	182	184	41	56	70	52	70	79	13	6	32	179
	10%	10%	10%	8%	9%	10%	10%	11%	11%	9%	-4%	10%	+13%
												b	b

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 73 (continuation)
QE9.9. Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2864	686	979	604	553	2417	244	132	70
	75%	77%	78%	75%	-70%	75%	80%	76%	72%
		d	d				d		
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1263	481	503	156	106	1097	100	49	18
	33%	+54%	+40%	-19%	-13%	+34%	32%	28%	-19%
		bcd	cd	d		cd	d	d	
I do not do this online at all	566	74	129	153	199	476	42	30	18
	15%	-8%	-10%	+19%	+25%	15%	14%	17%	18%
				ab	abc				
Summary: Do activity at all	3232	819	1126	657	586	2742	266	144	80
	85%	+92%	+90%	-81%	-75%	85%	86%	83%	82%
		cd	cd	d					
Summary: Mobile phone Only	1969	337	623	501	481	1646	166	96	61
	52%	-38%	50%	+62%	+61%	-51%	54%	55%	+63%
			a	ab	ab				ab
Summary: Another device only	368	133	147	53	33	325	21	12	10
	10%	+15%	+12%	-6%	-4%	+10%	7%	7%	10%
		cd	cd						

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 73 (continuation)
QE9.9. Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2864 75%	425 +86% bcdeghi	385 72%	227 -67%	208 74%	235 72%	294 +82% bcegi	218 72%	115 74%	310 73%	2372 76%	491 72%	1921 +82% b	901 -64%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1263 33%	205 +41% bde	155 29%	136 40% b	85 30%	100 30%	115 32%	107 35%	51 32%	143 33%	1050 34%	213 31%	929 +40% b	317 -23%
I do not do this online at all	566 15%	40 -8%	96 18% af	54 16% a	44 16% a	54 17% a	35 10%	56 18% af	29 19% a	69 16% a	446 14%	120 18%	182 -8%	369 +26% a
Summary: Do activity at all	3232 85%	456 +92% bcdeghi	438 82%	284 84%	237 84%	274 83%	322 90% bg	248 82%	127 81%	358 84%	2667 86%	565 82%	2156 +92% b	1029 -74%
Summary: Mobile phone Only	1969 52%	250 50%	282 53%	148 -44%	152 54%	174 53%	208 58% cg	140 46%	77 49%	215 50%	1617 52%	352 51%	1226 52%	712 51%
Summary: Another device only	368 10%	31 6%	52 10%	57 +17% abf	28 10%	39 12%	28 8%	29 10%	12 8%	48 11%	294 9%	74 11%	234 10%	129 9%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 74
QE9.10. Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2838	1334	1495	453	542	613	412	442	376	90	115	231	1059
	75%	-72%	+77%	+88%	+85%	+85%	76%	-68%	-51%	-66%	69%	-68%	+79%
			a	def	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1306	687	608	168	253	263	215	214	194	22	44	78	635
	34%	+37%	-31%	33%	+39%	37%	+40%	33%	-26%	-16%	26%	-23%	+47%
		b			f	f	f	f					abc
I do not do this online at all	555	302	253	27	33	41	70	124	261	37	41	73	98
	15%	+16%	-13%	-5%	-5%	-6%	13%	+19%	+35%	+27%	+25%	+22%	-7%
		b					abc	abcd	abcde	d	d	d	
Summary: Do activity at all	3242	1544	1685	488	607	677	469	522	479	101	126	265	1240
	85%	-84%	+87%	+95%	+95%	+94%	87%	-81%	-65%	-73%	-75%	-78%	+93%
			a	def	def	def	ef	f					abc
Summary: Mobile phone Only	1937	857	1077	320	355	415	254	307	286	79	82	187	605
	51%	-46%	+56%	+62%	55%	+58%	47%	48%	-39%	58%	49%	55%	-45%
			a	def	def	def	f	f		d		d	
Summary: Another device only	404	210	190	34	66	64	57	80	103	11	11	34	181
	11%	11%	10%	-7%	10%	9%	11%	12%	+14%	8%	6%	10%	+13%
								a	ac				b

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 74 (continuation)
QE9.10. Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2838 75%	700 +78% d	961 77% d	599 74%	534 -68%	2417 75%	225 73%	126 72%	70 72%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1306 34%	468 +52% bcd	524 +42% cd	167 -21%	132 -17%	1125 35% d	110 36% d	53 30% d	18 -18%
I do not do this online at all	555 15%	70 -8%	135 -11%	145 +18% ab	199 +25% abc	457 14%	49 16%	31 18%	18 19%
Summary: Do activity at all	3242 85%	823 +92% cd	1120 +89% cd	665 -82% d	586 -75%	2762 86%	258 84%	143 82%	79 81%
Summary: Mobile phone Only	1937 51%	355 -40%	596 -48% a	498 +61% ab	454 +58% ab	1637 51%	148 48%	90 52%	61 +63% abc
Summary: Another device only	404 11%	123 +14% cd	159 +13% cd	67 8%	52 -7%	345 11%	33 11%	17 10%	9 9%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 74 (continuation)
QE9.10. Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2838 75%	421 +85% bcdeghi	378 71%	240 71%	207 74%	236 72%	275 77%	229 75%	107 68%	323 76%	2355 +76% b	483 -71%	1899 +81% b	897 -64%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1306 34%	195 39%	180 34%	131 39%	89 32%	97 30%	118 33%	109 36%	61 39%	145 34%	1082 35%	223 33%	948 +41% b	345 -25%
I do not do this online at all	555 15%	41 -8%	94 18% a	48 14%	42 15%	51 16% a	51 14%	41 13%	33 21% a	56 13%	431 -14%	124 +18% a	185 -8%	356 +25% a
Summary: Do activity at all	3242 85%	454 +92% beh	439 82%	290 86%	239 85%	277 84%	306 86%	263 87%	124 79%	370 87%	2681 +86% b	561 -82%	2153 +92% b	1042 -75%
Summary: Mobile phone Only	1937 51%	259 52%	259 49%	159 47%	149 53%	179 55%	188 53%	154 51%	63 40%	226 53%	1599 51%	338 49%	1206 52%	697 50%
Summary: Another device only	404 11%	33 -7%	61 11%	50 15% a	32 11%	40 12%	31 9%	34 11%	17 11%	47 11%	326 10%	78 11%	254 11%	145 10%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 75
QE9.11. Send / receive SMS text messages - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	3527	1709	1805	492	603	696	513	595	628	126	149	307	1278
	93%	93%	93%	96%	94%	+97%	95%	92%	-85%	92%	90%	91%	+95%
				f	f	ef	f	f					bc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	370	218	151	62	57	66	53	59	73	5	12	26	145
	10%	+12%	-8%	12%	9%	9%	10%	9%	10%	-3%	7%	8%	11%
		b											a
I do not do this online at all	166	81	86	7	19	14	12	35	80	10	13	23	29
	4%	4%	4%	-1%	3%	-2%	-2%	5%	+11%	8%	8%	7%	-2%
								acd	abcde	d	d	d	
Summary: Do activity at all	3631	1766	1852	508	621	704	527	611	660	127	153	315	1310
	96%	96%	96%	+99%	97%	+98%	+98%	95%	-89%	92%	92%	93%	+98%
				ef	f	ef	ef	f					abc
Summary: Mobile phone Only	3261	1548	1701	446	564	639	474	551	587	123	141	289	1164
	86%	-84%	+88%	87%	88%	+89%	88%	85%	-79%	89%	85%	86%	87%
			a	f	f	f	f	f					
Summary: Another device only	104	57	48	16	18	9	14	16	32	1	4	8	32
	3%	3%	2%	3%	3%	-1%	3%	2%	+4%	1%	3%	2%	2%
									c				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 75 (continuation)
QE9.11. Send / receive SMS text messages - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	3527 93%	847 +95% d	1183 94% d	753 93% d	697 -89%	2994 93%	284 93%	158 91%	91 93%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	370 10%	137 +15% bcd	123 10% d	54 -7%	52 -7%	314 10% d	29 9% d	24 +14% ad	3 -3%
I do not do this online at all	166 4%	21 -2%	38 -3%	43 5% a	60 +8% ab	132 4%	17 6%	11 6%	6 6%
Summary: Do activity at all	3631 96%	872 +98% cd	1217 +97% d	768 95%	725 -92%	3087 96%	291 94%	163 94%	91 94%
Summary: Mobile phone Only	3261 86%	735 -82%	1093 87% a	714 88% a	673 86%	2772 86% c	261 85%	139 -80%	89 +91% abc
Summary: Another device only	104 3%	24 3%	34 3%	15 2%	28 4%	93 3% d	6 2%	5 3% d	1 -1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 75 (continuation)
QE9.11. Send / receive SMS text messages - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	3527 93%	473 96% cd	515 +97% cdeg	296 -88%	252 90%	299 91%	335 94%	276 91%	151 97% c	395 93%	2898 93%	629 92%	2246 +96% b	1230 -88%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	370 10%	58 12%	41 8%	42 12%	20 7%	32 10%	29 8%	47 +15% bdh	7 4%	39 9%	309 10%	61 9%	233 10%	128 9%
I do not do this online at all	166 4%	12 2%	13 3%	18 5%	17 6%	16 5%	16 5%	18 6%	5 3%	15 4%	119 -4%	47 +7% a	50 -2%	111 +8% a
Summary: Do activity at all	3631 96%	484 98%	520 97%	319 95%	264 94%	311 95%	340 95%	285 94%	151 97%	411 96%	2994 +96% b	637 -93%	2288 +98% b	1287 -92%
Summary: Mobile phone Only	3261 86%	426 86%	479 90% cg	277 82%	243 87%	280 85%	311 87%	239 -79%	145 92% g	372 87% g	2685 86%	576 84%	2055 +88% b	1159 -83%
Summary: Another device only	104 3%	11 2%	5 1%	23 +7% abfh	11 4%	12 4%	6 2%	9 3%	0 0%	15 4%	96 +3% b	8 -1%	42 -2%	57 +4% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 76
QE9.12. Making calls using your mobile network - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	3543	1711	1819	484	602	688	517	602	650	126	154	306	1284
	93%	93%	94%	94%	94%	+96%	+96%	93%	-88%	92%	92%	91%	+96%
				f	f	f	f	f					c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	290	169	121	46	61	53	44	49	38	9	8	22	121
	8%	+9%	-6%	9%	9%	7%	8%	8%	-5%	6%	5%	7%	9%
		b		f	f								
I do not do this online at all	172	88	84	22	16	15	12	33	75	10	11	22	31
	5%	5%	4%	4%	-2%	-2%	-2%	5%	+10%	7%	7%	7%	-2%
								cd	abcde	d	d	d	
Summary: Do activity at all	3625	1759	1854	493	624	703	527	613	665	128	155	316	1308
	95%	95%	96%	96%	+98%	+98%	+98%	95%	-90%	93%	93%	93%	+98%
				f	f	ef	ef	f					abc
Summary: Mobile phone Only	3335	1590	1732	447	564	651	483	564	627	119	147	293	1188
	88%	-86%	+89%	87%	88%	+91%	90%	87%	-85%	87%	89%	87%	89%
			a			f							
Summary: Another device only	82	47	35	9	22	15	10	11	15	1	1	9	24
	2%	3%	2%	2%	3%	2%	2%	2%	2%	1%	1%	3%	2%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 76 (continuation)
QE9.12. Making calls using your mobile network - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	3543	848	1179	752	714	3005	291	156	91
	93%	95%	94%	93%	-91%	93%	95%	-89%	93%
		d	d			c	c		
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	290	118	102	32	36	253	15	22	*
	8%	+13%	8%	-4%	-5%	8%	5%	+13%	-*%
		bcd	cd			d	d	abd	
I do not do this online at all	172	24	42	47	56	138	14	14	6
	5%	-3%	3%	6%	+7%	4%	5%	+8%	7%
				a	ab			a	
Summary: Do activity at all	3625	869	1213	764	729	3081	293	160	91
	95%	+97%	97%	94%	-93%	96%	95%	-92%	93%
		cd	d			c			
Summary: Mobile phone Only	3335	751	1112	731	694	2828	278	138	91
	88%	-84%	89%	90%	88%	88%	91%	-79%	+93%
			a	a	a	c	c		ac
Summary: Another device only	82	21	34	12	15	76	2	5	*
	2%	2%	3%	1%	2%	2%	1%	3%	-*%
						d		d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 76 (continuation)
QE9.12. Making calls using your mobile network - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	3543 93%	473 95% c	510 96% c	293 -87%	259 92%	300 92%	344 96% c	280 92%	150 96%	396 93%	2906 93%	637 93%	2240 +96% b	1251 -89%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	290 8%	58 +12% b	17 -3%	36 11% b	17 6%	23 7%	22 6%	39 +13% b	14 9% b	28 7%	242 8%	48 7%	211 +9% b	74 -5%
I do not do this online at all	172 5%	13 3%	19 4%	29 +8% abfi	14 5%	15 5%	9 3%	18 6%	7 4%	14 3%	128 -4%	44 +6% a	53 -2%	113 +8% a
Summary: Do activity at all	3625 95%	483 97% c	514 96% c	309 -92%	267 95%	312 95%	347 97% c	286 94%	150 96%	412 97% c	2985 +96% b	641 -94%	2285 +98% b	1285 -92%
Summary: Mobile phone Only	3335 88%	425 86%	498 +93% acg	273 -81%	250 89%	289 88%	326 91% cg	247 -81%	136 87%	384 90% cg	2742 88%	593 87%	2074 89%	1211 87%
Summary: Another device only	82 2%	10 2%	5 1%	16 +5% bf	7 3%	12 4%	3 1%	6 2%	0 0%	16 4% b	79 +3% b	3 -*%	46 2%	34 2%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 77
QE9.13. Creating content through blogging or vlogging - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	684	310	372	167	164	177	77	67	32	30	30	64	263
	18%	17%	19%	+32%	+26%	+25%	14%	-10%	-4%	22%	18%	19%	20%
				cdef	def	def	f	f					
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	278	153	121	50	65	58	45	37	23	5	4	32	111
	7%	8%	-6%	10%	+10%	8%	8%	6%	-3%	4%	-2%	10%	8%
				f	ef	f	f					b	b
I do not do this online at all	2974	1460	1505	329	440	518	436	560	691	104	134	252	1026
	78%	79%	78%	-64%	-69%	-72%	81%	+87%	+93%	76%	80%	75%	77%
						a	abc	abcd	abcde				
Summary: Do activity at all	823	386	433	186	200	200	103	85	49	33	32	85	313
	22%	21%	22%	+36%	+31%	+28%	19%	-13%	-7%	24%	20%	25%	23%
				cdef	def	def	ef	f					
Summary: Mobile phone Only	545	233	312	136	136	143	58	48	26	28	28	53	202
	14%	-13%	+16%	+26%	+21%	+20%	-11%	-7%	-3%	20%	17%	16%	15%
			a	cdef	def	def	f	f					
Summary: Another device only	140	76	60	19	37	23	26	18	17	3	3	22	50
	4%	4%	3%	4%	+6%	3%	5%	3%	2%	2%	2%	+6%	4%
					ef								

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 77 (continuation)
QE9.13. Creating content through blogging or vlogging - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	684 18%	165 18% d	235 19% d	170 21% d	108 -14%	566 18%	68 22% d	35 20%	14 14%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	278 7%	94 +10% bcd	89 7%	44 5%	43 5%	233 7% d	25 8% d	17 10% d	3 -3%
I do not do this online at all	2974 78%	683 77%	979 78%	618 76%	649 +83% abc	2533 79%	227 74%	133 77%	80 83% b
Summary: Do activity at all	823 22%	210 23% d	276 22% d	192 24% d	136 -17%	685 21%	81 26% d	41 23%	17 17%
Summary: Mobile phone Only	545 14%	116 13%	186 15%	148 +18% ad	93 12%	452 14%	56 18%	24 14%	14 14%
Summary: Another device only	140 4%	45 5%	41 3%	23 3%	28 4%	119 4%	12 4%	6 3%	3 3%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 77 (continuation)
QE9.13. Creating content through blogging or vlogging - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	684 18%	140 +28% bcdfi	66 -12%	49 14%	31 -11%	64 19% f	37 -10%	62 20% bdf	47 +30% bcdfi	70 16%	592 +19% b	92 -13%	473 +20% b	195 -14%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	278 7%	46 9% d	25 5%	52 +15% bdefi	5 -2%	16 5%	26 7% d	30 10% d	11 7%	22 5%	235 8%	43 6%	208 +9% b	66 -5%
I do not do this online at all	2974 78%	340 -69%	454 +85% ach	243 72%	247 +88% acegh	254 77%	308 +86% aceh	236 78%	109 70%	343 81% a	2398 -77%	576 +84% a	1769 -76%	1161 +83% a
Summary: Do activity at all	823 22%	156 +31% bdfi	80 -15%	95 28% bdf	34 -12%	74 23% df	49 -14%	67 22% d	47 30% bdf	83 19%	714 +23% b	109 -16%	569 +24% b	237 -17%
Summary: Mobile phone Only	545 14%	110 +22% bcdfgi	55 -10%	43 13%	29 10%	58 18% bf	23 -6%	38 12%	36 +23% bdf	61 14% f	479 +15% b	66 -10%	361 15% b	171 -12%
Summary: Another device only	140 4%	16 3%	14 3%	46 +14% abdefghi	2 1%	10 3%	12 3%	5 2%	0 0%	13 3%	122 4%	17 3%	96 4%	42 3%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 78
QE9.14. Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2108	1031	1069	386	479	488	316	283	156	57	66	166	941
	56%	56%	55%	+75% cdef	+75% cdef	+68% def	59% ef	-44% f	-21%	-42%	-39%	49%	+70% abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	370	222	146	59	80	74	48	53	55	6	9	33	174
	10%	+12% b	-8%	11%	13% f	10%	9%	8%	7%	5%	6%	10%	+13% ab
I do not do this online at all	1561	742	813	113	132	207	214	347	549	78	98	153	351
	41%	40%	42%	-22%	-21%	-29% ab	40% abc	+54% abcd	+74% abcde	+56% d	+59% cd	45% d	-26%
Summary: Do activity at all	2237	1104	1124	402	508	511	325	299	191	60	69	185	987
	59%	60%	58%	+78% cdef	+79% cdef	+71% def	60% ef	-46% f	-26%	-44%	-41%	55% b	+74% abc
Summary: Mobile phone Only	1867	882	978	343	428	437	277	245	137	53	59	152	814
	49%	48%	50%	+67% def	+67% def	+61% def	51% ef	-38% f	-18%	-39%	-36%	45%	+61% abc
Summary: Another device only	129	73	56	16	29	23	9	16	35	2	3	19	47
	3%	4%	3%	3%	5% d	3%	2%	2%	5% d	2%	2%	6%	3%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 78 (continuation)
QE9.14. Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2108 56%	601 +67% bcd	764 +61% cd	424 52% d	295 -38%	1783 55%	164 53%	97 56%	63 +65% abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	370 10%	131 +15% bcd	130 10% d	62 8%	44 -6%	317 10% d	21 7% d	30 +17% abd	2 -2%
I do not do this online at all	1561 41%	256 -29%	446 -36% a	370 +46% ab	462 +59% abc	1325 41% d	135 44% d	68 39%	33 -34%
Summary: Do activity at all	2237 59%	637 +71% bcd	809 +64% cd	441 -54% d	324 -41%	1894 59%	172 56%	107 61%	64 +66% ab
Summary: Mobile phone Only	1867 49%	506 +57% cd	679 +54% cd	378 47% d	280 -36%	1577 49%	151 49%	76 44%	62 +64% abc
Summary: Another device only	129 3%	36 4%	45 4%	17 2%	29 4%	111 3% d	8 3%	9 5% d	1 -1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 78 (continuation)
QE9.14. Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2108 56%	320 +65% bcdei	294 55%	170 50%	147 52%	161 49%	201 56%	176 58%	95 61%	218 51%	1724 55%	384 56%	1539 +66% b	540 -39%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	370 10%	65 13% def	48 9%	56 +17% bdefi	14 5%	16 -5%	19 5%	40 13% def	28 +18% bdefi	30 7%	304 10%	65 10%	258 +11% b	107 -8%
I do not do this online at all	1561 41%	157 -32%	225 42% a	134 40%	127 45% a	161 +49% a	147 41%	117 38%	60 39%	196 46% a	1280 41%	281 41%	734 -31%	797 +57% a
Summary: Do activity at all	2237 59%	338 +68% bdei	308 58%	203 60%	154 55%	167 -51%	210 59%	187 62%	96 61%	230 54%	1833 59%	404 59%	1604 +69% b	601 -43%
Summary: Mobile phone Only	1867 49%	274 55% c	261 49%	147 44%	139 50%	151 46%	191 54%	147 48%	68 43%	200 47%	1529 49%	339 49%	1346 +58% b	494 -35%
Summary: Another device only	129 3%	18 4%	15 3%	34 +10% abdefghi	6 2%	6 2%	8 2%	11 3%	1 1%	12 3%	109 3%	20 3%	65 -3%	61 4%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 79
QE9.15. Finding/downloading information for work/school/university - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	1606	805	798	308	363	394	255	200	86	44	56	124	679
	42%	44%	41%	+60%	+57%	+55%	+47%	-31%	-12%	-32%	34%	37%	+51%
				def	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1570	787	775	241	307	387	254	239	142	25	35	100	712
	41%	43%	40%	+47%	+48%	+54%	+47%	37%	-19%	-18%	-21%	-30%	+53%
				ef	ef	ef	ef	f				a	abc
I do not do this online at all	1386	673	708	104	133	127	160	300	561	75	92	163	326
	36%	36%	37%	-20%	-21%	-18%	-30%	+46%	+76%	+55%	+55%	+48%	-24%
							abc	abcd	abcde	d	d	d	
Summary: Do activity at all	2412	1173	1229	411	507	591	379	346	179	62	74	175	1013
	64%	64%	63%	+80%	+79%	+82%	+70%	-54%	-24%	-45%	-45%	-52%	+76%
				def	def	def	ef	f					abc
Summary: Mobile phone Only	841	386	455	170	200	203	125	106	37	37	39	75	301
	22%	21%	23%	+33%	+31%	+28%	23%	-16%	-5%	27%	24%	22%	22%
				def	def	ef	ef	f					
Summary: Another device only	805	369	431	103	144	196	124	146	92	19	18	51	333
	21%	20%	22%	20%	22%	+27%	23%	23%	-12%	14%	-11%	-15%	+25%
				f	f	af	f	f					abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 79 (continuation)
QE9.15. Finding/downloading information for work/school/university - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	1606	473	556	341	215	1358	122	77	50
	42%	+53%	44%	42%	-27%	42%	40%	44%	+51%
		bcd	d	d					ab
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1570	518	670	241	124	1351	122	61	36
	41%	+58%	+53%	-30%	-16%	42%	40%	-35%	37%
		cd	cd	d		c			
I do not do this online at all	1386	189	336	341	495	1162	128	70	26
	36%	-21%	-27%	+42%	+63%	36%	42%	40%	-26%
			a	ab	abc	d	d	d	
Summary: Do activity at all	2412	704	919	470	291	2057	179	104	72
	64%	+79%	+73%	-58%	-37%	64%	58%	60%	+74%
		bcd	cd	d					abc
Summary: Mobile phone Only	841	186	250	228	166	705	57	43	36
	22%	21%	20%	+28%	21%	22%	19%	25%	+37%
				abd					abc
Summary: Another device only	805	231	364	129	76	699	58	26	22
	21%	+26%	+29%	-16%	-10%	22%	19%	-15%	23%
		cd	cd	d		c			c

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 79 (continuation)
QE9.15. Finding/downloading information for work/school/university - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	1606	253	169	123	128	145	151	142	78	170	1328	278	1218	359
	42%	+51%	-32%	36%	45%	44%	42%	47%	50%	40%	43%	41%	+52%	-26%
		bci			b	b	b	b	b				b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1570	220	235	160	112	96	167	129	69	164	1302	269	1221	336
	41%	44%	44%	47%	40%	-29%	47%	43%	44%	38%	42%	39%	+52%	-24%
		e	e	e			e	e	e				b	
I do not do this online at all	1386	125	223	124	100	122	128	110	56	175	1118	268	511	849
	36%	-25%	42%	37%	36%	37%	36%	36%	36%	41%	36%	39%	-22%	+61%
			a	a	a	a	a	a		a				a
Summary: Do activity at all	2412	370	310	214	181	206	229	194	101	252	1995	416	1827	549
	64%	+75%	58%	63%	64%	63%	64%	64%	64%	59%	64%	61%	+78%	-39%
		bcdefgi											b	
Summary: Mobile phone Only	841	151	75	54	69	110	62	65	32	88	694	148	606	213
	22%	+30%	-14%	16%	24%	+33%	17%	21%	20%	21%	22%	22%	+26%	-15%
		bcfi			b	bcfgi							b	
Summary: Another device only	805	117	141	91	53	61	78	52	23	82	667	138	609	189
	21%	24%	+27%	27%	19%	19%	22%	17%	14%	19%	21%	20%	+26%	-14%
			gh										b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 80
QE9.16. Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	1826	860	960	274	388	430	268	281	186	58	78	163	770
	48%	47%	50%	53%	+61%	+60%	50%	-44%	-25%	42%	47%	48%	+57%
				ef	def	def	f	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1828	962	856	192	277	345	282	355	377	44	51	147	775
	48%	+52%	-44%	-37%	-43%	48%	52%	+55%	51%	-32%	-30%	44%	+58%
		b				a	ab	abc	ab			b	abc
I do not do this online at all	829	411	415	140	105	99	100	134	250	44	53	70	145
	22%	22%	21%	+27%	-16%	-14%	19%	21%	+34%	+32%	+32%	21%	-11%
				bcde				c	bcde	cd	cd	d	
Summary: Do activity at all	2969	1435	1523	375	535	619	439	512	490	93	113	268	1194
	78%	78%	79%	-73%	+84%	+86%	81%	79%	-66%	-68%	-68%	79%	+89%
					af	aef	af	af				ab	abc
Summary: Mobile phone Only	1141	473	666	182	258	274	157	157	113	49	63	120	419
	30%	-26%	+34%	+35%	+40%	+38%	29%	-24%	-15%	36%	38%	36%	31%
			a	ef	def	def	f	f					
Summary: Another device only	1143	575	563	101	147	190	171	231	304	36	35	105	424
	30%	31%	29%	-20%	-23%	26%	32%	+36%	+41%	26%	-21%	31%	32%
						a	ab	abc	abcd				b

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 80 (continuation)
QE9.16. Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	1826 48%	470 +53% d	599 48% d	406 50% d	328 -42%	1534 48%	145 47%	101 +58% abd	46 47%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1828 48%	566 +63% bcd	705 +56% cd	322 -40% d	215 -27%	1569 49% cd	154 50% cd	67 -39%	38 -39%
I do not do this online at all	829 22%	108 -12%	215 -17% a	179 22% a	311 +40% abc	700 22%	67 22%	38 22%	23 24%
Summary: Do activity at all	2969 78%	785 +88% bcd	1040 +83% d	632 78% d	475 -60%	2518 78%	240 78%	136 78%	74 76%
Summary: Mobile phone Only	1141 30%	219 -25%	334 -27%	310 +38% ab	260 33% ab	949 29%	86 28%	69 +40% ab	37 +38% ab
Summary: Another device only	1143 30%	315 +35% cd	441 +35% cd	226 28% d	147 -19%	985 31% c	95 31% c	35 -20%	28 29% c

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 80 (continuation)
QE9.16. Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	1826	237	218	156	151	181	169	165	95	161	1504	323	1309	486
	48%	48%	-41%	46%	54%	55%	47%	54%	+61%	-38%	48%	47%	+56%	-35%
		i			bi	bi		bi	bi				b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1828	176	324	200	122	133	192	141	85	196	1449	379	1212	599
	48%	-36%	+61%	+59%	43%	41%	54%	47%	54%	46%	-47%	+55%	+52%	-43%
			adegi	adegi			ae	a	a	a		a	b	
I do not do this online at all	829	151	82	54	64	61	72	73	24	120	706	123	352	456
	22%	+30%	-15%	16%	23%	19%	20%	24%	15%	+28%	+23%	-18%	-15%	+33%
		bcefh						b		bceh	b			a
Summary: Do activity at all	2969	345	452	284	217	267	285	230	133	306	2407	562	1986	942
	78%	-70%	+85%	84%	77%	81%	80%	76%	85%	-72%	-77%	+82%	+85%	-67%
			agi	ai		ai	a		ai			a	b	
Summary: Mobile phone Only	1141	168	127	84	96	134	92	89	48	110	958	183	774	343
	30%	34%	-24%	25%	34%	+41%	26%	29%	31%	26%	31%	27%	+33%	-25%
		b			b	bcfgi							b	
Summary: Another device only	1143	108	233	128	67	86	116	65	37	145	903	239	677	456
	30%	-22%	+44%	+38%	24%	26%	32%	-21%	24%	34%	-29%	+35%	29%	+33%
			adefghi	adeg			ag			ag		a		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 81
QE9.17. Accessing news/weather/sports - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2887	1432	1447	432	545	616	442	469	383	85	108	249	1139
	76%	78%	75%	+84%	+85%	+86%	+82%	73%	-52%	-62%	-65%	74%	+85%
				ef	ef	ef	ef	f				a	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1194	675	516	88	160	207	186	240	313	28	35	96	506
	31%	+37%	-27%	-17%	-25%	29%	34%	+37%	+42%	-20%	-21%	29%	+38%
		b			a	a	ab	abc	abcd				abc
I do not do this online at all	508	212	291	68	55	67	45	93	179	32	37	47	65
	13%	-11%	+15%	13%	-9%	-9%	-8%	14%	+24%	+24%	+23%	14%	-5%
			a	d				bcd	abcde	cd	d	d	
Summary: Do activity at all	3290	1634	1647	447	585	651	494	552	561	105	129	290	1273
	87%	+89%	-85%	87%	+91%	+91%	+92%	86%	-76%	-76%	-77%	86%	+95%
		b		f	ef	ef	aef	f				a	abc
Summary: Mobile phone Only	2096	959	1131	358	425	444	308	313	247	77	94	194	768
	55%	-52%	+58%	+70%	+66%	+62%	57%	-48%	-33%	56%	56%	57%	57%
			a	cdef	def	ef	ef	f					
Summary: Another device only	403	203	200	14	40	35	52	83	178	20	21	41	134
	11%	11%	10%	-3%	-6%	-5%	10%	13%	+24%	14%	13%	12%	10%
					a		ac	abc	abcde				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 81 (continuation)
QE9.17. Accessing news/weather/sports - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2887	743	997	614	495	2456	241	126	64
	76%	+83%	+79%	76%	-63%	76%	78%	72%	-66%
		cd	d	d		d	d		
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1194	357	445	206	170	1018	108	47	20
	31%	+40%	+35%	-25%	-22%	32%	35%	27%	-20%
		cd	cd			d	cd		
I do not do this online at all	508	61	126	114	195	413	41	29	24
	13%	-7%	-10%	14%	+25%	-13%	13%	17%	+25%
			a	a	abc				abc
Summary: Do activity at all	3290	832	1129	696	590	2806	266	145	73
	87%	+93%	+90%	86%	-75%	+87%	87%	83%	-75%
		bcd	d	d		d	d	d	
Summary: Mobile phone Only	2096	475	684	491	421	1787	158	97	53
	55%	53%	54%	+61%	54%	56%	51%	56%	55%
				ad					
Summary: Another device only	403	89	132	83	95	350	26	19	9
	11%	10%	11%	10%	12%	11%	8%	11%	9%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 81 (continuation)
QE9.17. Accessing news/weather/sports - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2887 76%	399 81% c	403 75%	226 -67%	218 78%	249 76%	276 77% c	227 75%	129 82% c	327 77%	2387 77%	500 73%	1979 +85% b	871 -62%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1194 31%	122 -25%	231 +43% adei	135 +40% adei	70 25%	80 24%	121 34%	102 34%	47 30%	110 26%	947 -30%	247 +36% a	739 32%	439 31%
I do not do this online at all	508 13%	65 13%	49 -9%	43 13%	41 14%	46 14%	42 12%	44 14%	22 14%	62 15%	419 13%	89 13%	185 -8%	307 +22% a
Summary: Do activity at all	3290 87%	431 87%	485 +91%	294 87%	240 86%	281 86%	315 88%	260 86%	135 86%	364 85%	2694 87%	596 87%	2154 +92% b	1092 -78%
Summary: Mobile phone Only	2096 55%	309 +62% bc	254 -48%	159 -47%	170 61% bc	201 61% bc	194 54%	157 52%	87 56%	254 60% bc	1747 56%	349 51%	1415 +61% b	653 -47%
Summary: Another device only	403 11%	32 -6%	82 +15% adhi	68 +20% adefghi	22 8%	32 10%	39 11%	32 11%	6 4%	37 9%	307 -10%	95 +14% a	175 -7%	221 +16% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 82
QE9.18. Scanning QR codes - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2757 73%	1341 73%	1405 73%	447 +87% def	553 +86% def	616 +86% def	426 +79% ef	412 -64% f	303 -41%	81 -59%	88 -53%	216 -64%	1160 +87% abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	273 7%	148 8%	125 6%	34 7%	44 7%	38 5%	38 7%	64 +10% c	55 7%	5 3%	15 9%	29 9%	101 8%
I do not do this online at all	923 24%	452 24%	469 24%	52 -10%	65 -10%	88 -12%	100 -18% abc	211 +33% abcd	408 +55% abcde	54 +39% d	69 +42% d	107 +32% d	144 -11%
Summary: Do activity at all	2874 76%	1394 76%	1469 76%	463 +90% def	575 +90% def	630 +88% def	439 +82% ef	435 -67% f	332 -45%	83 -61%	97 -58%	230 -68%	1195 +89% abc
Summary: Mobile phone Only	2601 68%	1247 68%	1344 69%	429 +83% def	531 +83% def	591 +82% def	401 +74% ef	371 -58% f	277 -37%	79 -57%	82 -49%	201 -60%	1094 +82% abc
Summary: Another device only	118 3%	54 3%	63 3%	16 3%	22 3%	14 2%	13 2%	23 4%	29 4%	2 2%	9 5%	14 4%	34 3%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 82 (continuation)
QE9.18. Scanning QR codes - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2757	739	1019	552	413	2336	234	113	74
	73%	+83%	+81%	-68%	-53%	73%	76%	-65%	76%
		cd	cd	d		c	c		c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	273	93	110	32	32	235	12	25	2
	7%	+10%	9%	-4%	-4%	7%	-4%	+14%	-2%
		cd	cd			bd		abd	
I do not do this online at all	923	124	189	239	352	780	68	53	23
	24%	-14%	-15%	+29%	+45%	24%	22%	+30%	23%
				ab	abc			ab	
Summary: Do activity at all	2874	769	1066	572	434	2439	240	121	74
	76%	+86%	+85%	-71%	-55%	76%	78%	-70%	77%
		cd	cd	d		c	c		
Summary: Mobile phone Only	2601	676	956	539	402	2204	228	96	73
	68%	+76%	+76%	67%	-51%	68%	+74%	-55%	+75%
		cd	cd	d		c	c		ac
Summary: Another device only	118	30	47	19	21	103	6	8	1
	3%	3%	4%	2%	3%	3%	2%	5%	-1%
						d		d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 82 (continuation)
QE9.18. Scanning QR codes - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2757 73%	367 74%	395 74%	234 69%	207 74%	222 68%	274 77%	217 71%	110 70%	309 73%	2271 73%	485 71%	1944 +83% b	777 -56%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	273 7%	47 9% bf	17 -3%	44 +13% bef	20 7%	16 5%	10 -3%	39 +13% bef	8 5%	34 8% bf	224 7%	49 7%	171 7%	99 7%
I do not do this online at all	923 24%	106 21%	133 25%	73 22%	68 24%	95 29%	82 23%	74 24%	44 28%	104 24%	743 24%	181 26%	332 -14%	569 +41% a
Summary: Do activity at all	2874 76%	390 79%	401 75%	265 78%	213 76%	233 71%	275 77%	229 76%	112 72%	322 76%	2370 76%	504 74%	2006 +86% b	829 -59%
Summary: Mobile phone Only	2601 68%	343 69%	384 72%	221 65%	193 69%	217 66%	265 74% g	190 63%	104 66%	288 68%	2146 69%	455 67%	1835 +79% b	730 -52%
Summary: Another device only	118 3%	22 4% bf	6 -1%	31 +9% bdefhi	6 2%	10 3% f	1 -*%	12 4% f	2 1%	12 3%	99 3%	19 3%	62 3%	52 4%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 83
QE9.19. Maps/ Directions/navigation/travel planning - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2994	1456	1527	437	580	643	469	490	375	93	116	241	1177
	79%	79%	79%	+85%	+91%	+90%	+87%	76%	-51%	-68%	-70%	-72%	+88%
				ef	aef	ef	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	840	501	334	65	120	122	121	176	237	20	28	78	372
	22%	+27%	-17%	-13%	19%	-17%	22%	+27%	+32%	15%	17%	23%	+28%
		b			a		a	abc	abcd				ab
I do not do this online at all	536	237	297	62	35	55	50	97	237	31	42	67	71
	14%	13%	15%	12%	-6%	-8%	-9%	15%	+32%	+22%	+25%	+20%	-5%
				bc				bcd	abcde	d	d	d	
Summary: Do activity at all	3262	1610	1641	453	605	663	489	549	503	107	125	270	1267
	86%	87%	85%	88%	+94%	+92%	+91%	85%	-68%	-78%	-75%	-80%	+95%
				f	aef	aef	ef	f					abc
Summary: Mobile phone Only	2422	1108	1307	388	485	542	369	373	266	87	96	193	896
	64%	-60%	+67%	+75%	+76%	+75%	68%	-58%	-36%	63%	58%	-57%	+67%
			a	ef	def	def	ef	f					c
Summary: Another device only	268	154	114	16	25	20	20	59	128	14	9	29	90
	7%	+8%	-6%	-3%	-4%	-3%	-4%	9%	+17%	10%	5%	9%	7%
		b						abcd	abcde				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 83 (continuation)
QE9.19. Maps/ Directions/navigation/travel planning - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2994	761	1029	652	506	2542	247	124	80
	79%	+85%	+82%	80%	-64%	79%	80%	-71%	82%
		d	d	d		c	c		c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	840	296	291	130	110	704	87	42	7
	22%	+33%	23%	-16%	-14%	22%	+28%	24%	-8%
		bcd	cd			d	ad	d	
I do not do this online at all	536	61	131	121	217	442	44	36	14
	14%	-7%	-10%	15%	+28%	14%	14%	+20%	15%
			a	ab	abc			a	
Summary: Do activity at all	3262	832	1124	689	569	2777	263	139	83
	86%	+93%	+90%	85%	-72%	86%	86%	-80%	85%
		bcd	cd	d		c			
Summary: Mobile phone Only	2422	537	833	560	458	2074	176	97	75
	64%	-60%	66%	+69%	-58%	+64%	-57%	-56%	+78%
			ad	ad		bc			abc
Summary: Another device only	268	71	96	37	62	235	16	14	3
	7%	8%	8%	-5%	8%	7%	5%	8%	-3%
		c			c	d		d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 83 (continuation)
QE9.19. Maps/ Directions/navigation/travel planning - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2994 79%	400 81% c	438 82% ch	226 -67%	226 80% c	259 79% c	295 83% ch	241 79% c	109 70%	348 82% ch	2470 79%	524 77%	2069 +88% b	879 -63%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	840 22%	95 19%	118 22%	95 28% i	73 26%	69 21%	68 19%	75 25%	34 22%	75 18%	652 -21%	188 +27% a	507 22%	318 23%
I do not do this online at all	536 14%	64 13%	65 12%	64 19%	34 12%	45 14%	43 12%	36 12%	37 +23% abdfgi	52 12%	429 14%	107 16%	162 -7%	361 +26% a
Summary: Do activity at all	3262 86%	431 87% h	468 88% h	273 81%	247 88% h	282 86%	314 88% h	267 88% h	120 -77%	374 88% h	2684 86%	578 84%	2176 +93% b	1037 -74%
Summary: Mobile phone Only	2422 64%	336 68% c	350 66% c	178 -53%	174 62%	213 65% c	245 69% c	192 63%	86 55%	299 70% ch	2032 +65% b	390 -57%	1669 +71% b	718 -51%
Summary: Another device only	268 7%	31 6%	30 6%	47 +14% abfi	21 8%	23 7%	19 5%	26 9%	11 7%	26 6%	214 7%	54 8%	107 -5%	158 +11% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 84
QE9.20. Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	1025	480	542	239	232	237	160	107	48	34	39	76	432
	27%	26%	28%	+46%	+36%	+33%	30%	-17%	-7%	25%	23%	22%	+32%
				bcdef	ef	ef	ef	f					c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	547	340	205	91	132	127	79	63	56	8	10	42	279
	14%	+18%	-11%	18%	+21%	+18%	15%	-10%	-8%	-6%	-6%	12%	+21%
		b		ef	def	ef	f						abc
I do not do this online at all	2492	1192	1289	236	334	422	341	506	653	98	124	233	766
	66%	65%	67%	-46%	-52%	-59%	63%	+78%	+88%	71%	+74%	69%	-57%
						a	ab	abcd	abcde	d	d	d	
Summary: Do activity at all	1305	654	648	279	306	296	198	140	87	40	43	105	572
	34%	35%	33%	+54%	+48%	+41%	37%	-22%	-12%	29%	-26%	31%	+43%
				cdef	def	ef	ef	f					abc
Summary: Mobile phone Only	758	314	443	188	174	169	120	76	31	32	33	63	293
	20%	-17%	+23%	+37%	+27%	+24%	22%	-12%	-4%	23%	20%	19%	22%
			a	bcdef	ef	ef	ef	f					
Summary: Another device only	281	174	106	40	74	58	38	32	39	6	4	29	140
	7%	+9%	-5%	8%	+11%	8%	7%	5%	5%	4%	-2%	9%	+10%
		b			ef							b	b

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 84 (continuation)
QE9.20. Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	1025	273	370	226	145	869	86	44	25
	27%	+31%	29%	28%	-19%	27%	28%	26%	26%
		d	d	d					
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	547	214	216	66	44	477	35	29	7
	14%	+24%	+17%	-8%	-6%	15%	11%	17%	-7%
		bcd	cd			d		d	
I do not do this online at all	2492	509	781	550	612	2101	208	116	67
	66%	-57%	-62%	68%	+78%	65%	68%	66%	69%
				a	abc				
Summary: Do activity at all	1305	384	474	261	173	1118	99	58	30
	34%	+43%	+38%	32%	-22%	35%	32%	34%	31%
		cd	d	d					
Summary: Mobile phone Only	758	170	258	195	129	640	65	30	24
	20%	19%	21%	+24%	-16%	20%	21%	17%	24%
				d					c
Summary: Another device only	281	111	104	35	28	249	13	14	5
	7%	+12%	8%	-4%	-4%	8%	4%	8%	5%
		bcd	cd						

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 84 (continuation)
QE9.20. Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	1025	185	101	71	63	117	90	88	60	95	857	168	746	257
	27%	+37%	-19%	21%	22%	+36%	25%	29%	+38%	22%	28%	24%	+32%	-18%
		bcdfi				bcdi		b	bcdi				b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	547	94	64	71	35	37	57	48	17	55	445	102	401	139
	14%	+19%	12%	+21%	12%	11%	16%	16%	11%	13%	14%	15%	+17%	-10%
		be		bei									b	
I do not do this online at all	2492	266	394	212	199	192	239	204	93	302	2031	461	1396	1059
	66%	-54%	+74%	63%	71%	59%	67%	67%	59%	71%	65%	67%	-60%	+76%
			aceh		ae		a	a		ae				a
Summary: Do activity at all	1305	229	140	126	82	136	118	99	64	125	1082	224	942	339
	34%	+46%	-26%	37%	29%	41%	33%	33%	41%	29%	35%	33%	+40%	-24%
		bdfgi		b		bdi			b				b	
Summary: Mobile phone Only	758	135	75	55	47	99	61	52	46	70	637	122	541	201
	20%	+27%	-14%	16%	17%	+30%	17%	17%	+30%	16%	20%	18%	+23%	-14%
		bcdfgi				bcdfgi			bcdfgi				b	
Summary: Another device only	281	44	38	55	19	19	28	12	4	30	225	56	196	82
	7%	9%	7%	+16%	7%	6%	8%	4%	3%	7%	7%	8%	+8%	-6%
				abdefghi									b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 85
QE9.21. Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	1431	714	711	272	324	356	203	183	93	48	48	102	654
	38%	39%	37%	+53%	+51%	+50%	38%	-28%	-13%	35%	-29%	-30%	+49%
				def	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1280	725	546	187	253	264	204	234	137	25	29	93	627
	34%	+39%	-28%	36%	+40%	37%	38%	36%	-19%	-18%	-17%	-27%	+47%
		b		f	f	f	f	f				b	abc
I do not do this online at all	1688	774	911	159	193	233	228	321	554	71	96	180	381
	44%	-42%	+47%	-31%	-30%	-32%	42%	+50%	+75%	52%	+58%	+53%	-28%
			a				abc	abc	abcde	d	d	d	
Summary: Do activity at all	2109	1072	1027	356	447	485	311	325	187	67	71	158	957
	56%	+58%	-53%	+69%	+70%	+68%	58%	-50%	-25%	48%	-42%	-47%	+72%
		b		def	def	def	f	f					abc
Summary: Mobile phone Only	829	347	481	168	194	220	106	91	50	42	42	65	331
	22%	-19%	+25%	+33%	+30%	+31%	20%	-14%	-7%	30%	25%	19%	+25%
			a	def	def	def	ef	f		c			
Summary: Another device only	678	358	316	83	123	129	108	142	94	18	23	56	303
	18%	19%	16%	16%	19%	18%	20%	+22%	-13%	13%	14%	17%	+23%
					f	f	f	f					ab

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 85 (continuation)
QE9.21. Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	1431 38%	412 +46% bcd	500 40% d	283 35% d	216 -28%	1210 38%	113 37%	77 +44% ad	31 32%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1280 34%	483 +54% bcd	505 +40% cd	171 -21% d	106 -13%	1118 +35% d	88 29% d	54 31% d	21 -21%
I do not do this online at all	1688 44%	240 -27%	491 -39% a	424 +52% ab	505 +64% abc	1411 44%	149 49%	77 44%	51 +52% a
Summary: Do activity at all	2109 56%	653 +73% bcd	764 +61% cd	386 -48% d	280 -36%	1807 56% d	158 51%	97 56%	47 -48%
Summary: Mobile phone Only	829 22%	170 19%	259 21%	215 +27% ab	174 22%	690 21%	70 23%	43 25%	26 27%
Summary: Another device only	678 18%	241 +27% bcd	264 +21% cd	103 -13% d	64 -8%	598 +19% c	45 15%	20 -12%	16 16%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 85 (continuation)
QE9.21. Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	1431	227	152	114	103	147	156	97	94	120	1203	227	1055	348
	38%	+46%	-28%	34%	37%	45%	44%	32%	+60%	-28%	+39%	-33%	+45%	-25%
		bcgi				bgi	bgi		abcdefgi		b		b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1280	234	160	127	93	80	158	92	64	109	1030	250	940	324
	34%	+47%	30%	38%	33%	-25%	+44%	30%	41%	-26%	33%	36%	+40%	-23%
		bdegi		ei			begi		ei				b	
I do not do this online at all	1688	143	293	144	119	140	121	159	48	246	1376	313	824	839
	44%	-29%	+55%	43%	42%	43%	-34%	52%	-31%	+58%	44%	46%	-35%	+60%
			acdefh	a	a	a		afh		acdefh				a
Summary: Do activity at all	2109	353	241	194	162	188	236	145	109	180	1737	372	1514	559
	56%	+71%	-45%	57%	58%	57%	+66%	48%	+69%	-42%	56%	54%	+65%	-40%
		bcdegi		bi	bi	bi	bgi		bgi				b	
Summary: Mobile phone Only	829	119	81	67	69	108	78	53	45	71	707	123	574	234
	22%	24%	-15%	20%	24%	+33%	22%	17%	29%	17%	+23%	-18%	+25%	-17%
		b			b	bcfgi			bi		b		b	
Summary: Another device only	678	126	89	80	59	41	80	48	14	60	534	145	459	211
	18%	+25%	17%	+24%	21%	12%	22%	16%	9%	14%	17%	21%	+20%	-15%
		beghi		ehi	h		eh						b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 86
QE9.22. Personal/household organisation tools such as calendar management/task planning etc - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	1925	933	984	307	410	462	273	284	188	57	60	160	872
	51%	51%	51%	+60%	+64%	+64%	51%	-44%	-25%	41%	-36%	47%	+65%
				def	def	def	f	f				b	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	894	511	376	85	147	190	146	162	164	18	28	73	391
	24%	+28%	-19%	-17%	23%	26%	27%	25%	22%	-13%	17%	21%	+29%
		b			a	a	a	a					abc
I do not do this online at all	1495	708	784	182	173	195	197	293	455	71	91	145	327
	39%	38%	40%	35%	-27%	-27%	37%	+45%	+61%	+51%	+55%	43%	-24%
				bc			bc	abcd	abcde	d	cd	d	
Summary: Do activity at all	2303	1138	1154	333	467	523	342	353	285	67	76	192	1012
	61%	62%	60%	65%	+73%	+73%	63%	-55%	-39%	-49%	-45%	57%	+76%
				ef	adef	adef	ef	f				b	abc
Summary: Mobile phone Only	1409	627	778	248	319	334	196	191	121	49	47	120	621
	37%	-34%	+40%	+48%	+50%	+46%	36%	-30%	-16%	35%	-28%	35%	+46%
			a	def	def	def	f	f					bc
Summary: Another device only	378	205	170	25	57	61	68	69	98	10	15	32	139
	10%	11%	9%	-5%	9%	8%	13%	11%	+13%	7%	9%	10%	10%
							a	a	ac				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 86 (continuation)
QE9.22. Personal/household organisation tools such as calendar management/task planning etc - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	1925 51%	558 +62% bcd	700 +56% cd	364 -45% d	275 -35%	1653 +51% c	144 47%	67 -39%	60 +62% abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	894 24%	324 +36% bcd	326 26% cd	131 -16%	100 -13%	788 +24% cd	65 21% d	30 -17% d	11 -11%
I do not do this online at all	1495 39%	223 -25%	409 -33% a	391 +48% ab	450 +57% abc	1232 -38%	135 44% d	94 +54% abd	33 34%
Summary: Do activity at all	2303 61%	670 +75% bcd	846 +67% cd	420 -52% d	335 -43%	1987 +62% c	172 56% c	80 -46%	64 66% bc
Summary: Mobile phone Only	1409 37%	346 39% d	520 +41% d	288 36%	235 -30%	1199 37% c	107 35%	50 -29%	53 +55% abc
Summary: Another device only	378 10%	113 +13% cd	146 12% cd	56 -7%	61 -8%	333 +10% d	28 9% d	13 7%	4 -4%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 86 (continuation)
QE9.22. Personal/household organisation tools such as calendar management/task planning etc - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	1925	260	265	176	150	193	208	140	100	162	1580	344	1369	520
	51%	52%	50%	52%	53%	+59%	+58%	46%	+64%	-38%	51%	50%	+59%	-37%
		i	i	i	i	gi	gi		bgi				b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	894	135	148	113	52	69	85	73	39	73	719	175	633	251
	24%	27%	28%	+34%	19%	21%	24%	24%	25%	-17%	23%	26%	+27%	-18%
		i	i	dei									b	
I do not do this online at all	1495	180	201	102	107	107	120	141	47	227	1235	260	725	746
	39%	36%	38%	-30%	38%	33%	34%	46%	30%	+53%	40%	38%	-31%	+53%
								cefh		abcdefh				a
Summary: Do activity at all	2303	315	332	236	174	220	237	163	109	199	1878	424	1613	652
	61%	64%	62%	+70%	62%	67%	66%	54%	70%	-47%	60%	62%	+69%	-47%
		i	i	gi	i	gi	gi		gi				b	
Summary: Mobile phone Only	1409	181	184	123	122	152	152	90	70	126	1159	250	980	402
	37%	37%	35%	36%	43%	+46%	43%	30%	45%	-30%	37%	36%	+42%	-29%
					gi	bgi	gi		gi				b	
Summary: Another device only	378	56	67	60	24	28	29	23	9	38	298	80	245	132
	10%	11%	13%	+18%	9%	8%	8%	7%	6%	9%	10%	12%	10%	9%
				defghi										

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 87
QE9.23. Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2165	1003	1154	289	436	493	329	338	280	58	74	175	928
	57%	-54%	+60%	56%	+68%	+69%	61%	-52%	-38%	-42%	-44%	52%	+69%
			a	f	aef	adef	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1055	583	466	89	161	222	147	188	248	27	41	71	400
	28%	+32%	-24%	-17%	25%	31%	27%	29%	+34%	20%	25%	-21%	30%
		b			a	a	a	a	ab				ac
I do not do this online at all	1185	594	589	197	150	155	160	215	308	60	68	125	285
	31%	32%	30%	+38%	-23%	-22%	30%	33%	+42%	+44%	+41%	37%	-21%
				bcd			c	bc	bcde	d	d	d	
Summary: Do activity at all	2613	1252	1349	318	490	563	379	430	432	77	99	213	1053
	69%	68%	70%	-62%	+77%	+78%	70%	67%	-58%	-56%	-59%	63%	+79%
					aef	adef	af	f					abc
Summary: Mobile phone Only	1558	669	883	229	328	342	231	243	184	50	58	141	653
	41%	-36%	+46%	44%	+51%	+48%	43%	38%	-25%	36%	35%	42%	+49%
			a	f	def	ef	f	f					ab
Summary: Another device only	448	250	195	29	54	70	50	92	152	19	25	37	126
	12%	+14%	-10%	-6%	-8%	10%	9%	14%	+21%	14%	15%	11%	-9%
		b						abcd	abcde				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 87 (continuation)
QE9.23. Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2165 57%	632 +71% bcd	750 60% cd	424 -52% d	327 -42%	1926 +60% bcd	141 -46% cd	62 -36%	36 -37%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1055 28%	320 +36% cd	393 +31% cd	184 -23%	138 -18%	958 +30% bcd	56 -18% d	30 -17% d	10 -11%
I do not do this online at all	1185 31%	158 -18%	335 -27% a	308 +38% ab	366 +47% abc	898 -28%	136 +44% a	96 +55% ab	55 +57% ab
Summary: Do activity at all	2613 69%	735 +82% bcd	920 +73% cd	502 -62% d	419 -53%	2321 +72% bcd	171 -56% cd	78 -45%	42 -43%
Summary: Mobile phone Only	1558 41%	416 +47% cd	527 42% d	318 39%	281 -36%	1363 +42% cd	115 37% c	49 -28%	32 -32%
Summary: Another device only	448 12%	104 12%	170 14%	78 10%	92 12%	395 +12% d	30 10%	16 9%	6 -7%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 87 (continuation)
QE9.23. Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2165 57%	306 62% i	340 +64% gi	201 60%	172 61%	210 64% gi	212 59%	159 52%	113 +72% gi	213 -50%	1777 57%	388 57%	1518 +65% b	609 -44%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1055 28%	140 28% i	233 +44% acdefgi	109 32% dei	54 -19%	70 21%	118 33% dei	85 28%	66 +42% adei	83 -20%	845 27%	210 31%	673 29%	365 26%
I do not do this online at all	1185 31%	134 27% b	91 -17%	80 -24%	86 30% b	95 29% b	96 27% b	115 38% abch	27 -17%	174 +41% abcefh	989 32%	196 29%	595 -25%	572 +41% a
Summary: Do activity at all	2613 69%	361 73% gi	442 +83% adefgi	258 +76% gi	195 70%	233 71% i	261 73% i	189 62%	130 +83% gi	253 -59%	2124 68%	489 71%	1743 +75% b	826 -59%
Summary: Mobile phone Only	1558 41%	221 45%	209 39%	148 44%	141 +50% bg	163 +50% bg	142 40%	103 34%	64 41%	169 40%	1280 41%	278 41%	1070 +46% b	461 -33%
Summary: Another device only	448 12%	55 11%	102 +19% adegi	56 17% de	23 8%	23 7%	49 14%	30 10%	17 11%	40 9%	347 11%	100 15%	224 -10%	217 +16% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 88
QE9.24. Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	1843	853	983	300	388	453	281	268	153	44	53	147	860
	49%	-46%	+51%	+58%	+61%	+63%	52%	-42%	-21%	-32%	-32%	44%	+64%
			a	ef	def	def	ef	f				b	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	558	326	231	58	106	114	92	82	106	21	18	40	231
	15%	+18%	-12%	11%	17%	16%	17%	13%	14%	15%	11%	12%	+17%
		b					a						
I do not do this online at all	1726	860	860	196	212	237	222	343	516	80	103	172	407
	45%	47%	44%	-38%	-33%	-33%	41%	+53%	+70%	+58%	+62%	51%	-30%
							bc	abcd	abcde	d	d	d	
Summary: Do activity at all	2071	986	1078	319	428	481	317	302	225	57	63	166	931
	55%	53%	56%	+62%	+67%	+67%	59%	-47%	-30%	-42%	-38%	49%	+70%
				ef	def	def	ef	f					abc
Summary: Mobile phone Only	1514	660	847	261	322	367	225	220	118	36	45	126	700
	40%	-36%	+44%	+51%	+50%	+51%	42%	-34%	-16%	-26%	-27%	37%	+52%
			a	def	def	def	ef	f					abc
Summary: Another device only	228	133	95	19	40	28	36	34	72	13	10	19	72
	6%	+7%	-5%	4%	6%	-4%	7%	5%	+10%	9%	6%	6%	5%
		b							ace				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 88 (continuation)
QE9.24. Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	1843	572	645	368	241	1600	139	56	47
	49%	+64%	51%	45%	-31%	+50%	45%	-32%	49%
		bcd	d	d		c	c		c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	558	197	191	86	78	485	42	24	6
	15%	+22%	15%	-11%	-10%	15%	14%	14%	-7%
		bcd	cd			d	d	d	
I do not do this online at all	1726	264	536	402	489	1425	150	105	46
	45%	-30%	43%	50%	+62%	-44%	49%	+60%	48%
			a	ab	abc			abd	
Summary: Do activity at all	2071	629	719	408	296	1794	157	69	51
	55%	+70%	57%	50%	-38%	+56%	51%	-40%	52%
		bcd	cd	d		c	c		c
Summary: Mobile phone Only	1514	432	528	322	218	1309	115	45	45
	40%	+48%	42%	40%	-28%	+41%	37%	-26%	46%
		bcd	d	d		c	c		bc
Summary: Another device only	228	57	74	40	55	194	18	13	4
	6%	6%	6%	5%	7%	6%	6%	7%	4%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 88 (continuation)
QE9.24. Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	1843	283	258	145	143	180	188	129	109	168	1499	344	1354	460
	49%	+57%	48%	43%	51%	55%	53%	42%	+69%	-39%	48%	50%	+58%	-33%
		cgi				cgi	i		bcdfgi				b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	558	63	77	61	32	33	70	47	54	48	451	107	388	164
	15%	13%	15%	18%	11%	10%	19%	15%	+34%	11%	14%	16%	+17%	-12%
							ei		abcdefgi				b	
I do not do this online at all	1726	188	251	153	125	140	141	154	37	236	1432	295	855	840
	45%	-38%	47%	45%	45%	43%	40%	51%	-24%	+55%	46%	43%	-37%	+60%
		h	h	h	h	h	h	ah		aefh				a
Summary: Do activity at all	2071	307	283	185	156	188	215	150	120	190	1681	390	1483	558
	55%	+62%	53%	55%	55%	57%	60%	49%	+76%	-45%	54%	57%	+63%	-40%
		gi				i	i		abcdefgi				b	
Summary: Mobile phone Only	1514	244	206	124	124	155	146	103	66	143	1231	283	1095	394
	40%	+49%	39%	37%	44%	47%	41%	34%	42%	33%	40%	41%	+47%	-28%
		bcgi				gi							b	
Summary: Another device only	228	25	25	40	13	8	28	21	11	23	182	46	129	97
	6%	5%	5%	+12%	5%	2%	8%	7%	7%	5%	6%	7%	6%	7%
				abdei			e							

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 89
QE9.25. Watching or downloading TV programmes/films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	1439	706	729	319	349	367	183	146	74	41	58	103	603
	38%	38%	38%	+62%	+55%	+51%	34%	-23%	-10%	30%	35%	-31%	+45%
				cdef	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1796	951	833	265	336	378	288	287	241	47	70	153	809
	47%	+52%	-43%	52%	+53%	+53%	+53%	44%	-33%	-34%	42%	45%	+60%
		b		f	ef	ef	ef	f					abc
I do not do this online at all	1276	595	680	84	132	146	168	288	459	60	66	117	280
	34%	32%	35%	-16%	-21%	-20%	31%	+45%	+62%	43%	40%	35%	-21%
							abc	abcd	abcde	d	d	d	
Summary: Do activity at all	2521	1252	1257	431	509	572	371	357	281	78	100	221	1059
	66%	68%	65%	+84%	+79%	+80%	69%	-55%	-38%	57%	60%	65%	+79%
				def	def	def	ef	f					abc
Summary: Mobile phone Only	726	301	424	165	172	195	83	70	40	31	31	68	250
	19%	-16%	+22%	+32%	+27%	+27%	15%	-11%	-5%	22%	18%	20%	19%
			a	def	def	def	f	f					
Summary: Another device only	1082	546	528	111	159	206	188	211	207	37	42	118	456
	28%	30%	27%	-22%	25%	29%	+35%	+33%	28%	27%	26%	+35%	+34%
						a	abf	ab					

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 89 (continuation)
QE9.25. Watching or downloading TV programmes/films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	1439 38%	359 40% d	508 41% d	299 37%	247 -31%	1233 38%	100 32%	66 38%	41 42% b
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1796 47%	541 +61% bcd	650 +52% cd	332 -41% d	250 -32%	1536 48% d	144 47% d	83 48% d	32 -33%
I do not do this online at all	1276 34%	234 -26%	366 -29%	301 37% ab	360 +46% abc	1071 33%	106 34%	62 36%	38 39%
Summary: Do activity at all	2521 66%	659 +74% cd	889 +71% cd	510 63% d	425 -54%	2148 67%	202 66%	112 64%	60 61%
Summary: Mobile phone Only	726 19%	118 -13%	239 19% a	178 22% a	176 +22% a	612 19%	57 19%	29 17%	28 +29% abc
Summary: Another device only	1082 28%	300 +34% cd	381 30% d	211 26%	179 -23%	915 28% d	102 33% d	46 27%	19 -19%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 89 (continuation)
QE9.25. Watching or downloading TV programmes/films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	1439	304	197	98	93	131	132	120	49	109	1245	194	1029	384
	38%	+61%	37%	-29%	33%	40%	37%	39%	31%	-25%	+40%	-28%	+44%	-27%
		bcdefghi	i			ci	i	i			b		b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1796	225	276	191	144	146	199	136	74	146	1448	347	1241	534
	47%	46%	52%	+56%	51%	44%	+56%	45%	47%	-34%	47%	51%	+53%	-38%
		i	i	aei	i		i						b	
I do not do this online at all	1276	99	169	98	94	107	108	113	61	221	1021	256	614	639
	34%	-20%	32%	29%	33%	33%	30%	37%	39%	+52%	33%	37%	-26%	+46%
			a	a	a	a	a	a	a	abcdefg				a
Summary: Do activity at all	2521	397	365	240	187	221	249	190	95	205	2092	429	1724	759
	66%	+80%	68%	71%	67%	67%	70%	63%	61%	-48%	67%	63%	+74%	-54%
		bcdefghi	i	i	i	i	i	i					b	
Summary: Mobile phone Only	726	171	89	49	43	75	50	54	22	59	644	82	483	225
	19%	+35%	17%	15%	15%	23%	14%	18%	14%	14%	+21%	-12%	+21%	-16%
		bcdefghi				fi					b		b	
Summary: Another device only	1082	93	168	142	94	89	116	70	46	96	847	236	695	375
	28%	-19%	31%	+42%	33%	27%	33%	23%	29%	23%	-27%	+34%	30%	27%
			ai	abegi	ai		ai					a		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 90
QE9.26. Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2373	1164	1198	425	511	552	360	327	198	70	89	192	985
	62%	63%	62%	+82%	+80%	+77%	67%	-51%	-27%	-51%	-54%	57%	+74%
				def	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1316	745	562	181	215	248	193	247	231	35	57	99	541
	35%	+40%	-29%	35%	34%	35%	36%	38%	31%	26%	34%	29%	+40%
		b						f					ac
I do not do this online at all	904	401	503	55	71	99	103	194	382	45	54	94	183
	24%	-22%	+26%	-11%	-11%	-14%	-19%	+30%	+52%	+33%	+33%	28%	-14%
			a				abc	abcd	abcde	d	d	d	
Summary: Do activity at all	2894	1446	1435	460	569	619	436	451	358	92	112	244	1156
	76%	+78%	-74%	+89%	+89%	+86%	+81%	-70%	-48%	-67%	-67%	72%	+86%
		b		def	def	def	ef	f					abc
Summary: Mobile phone Only	1578	701	874	279	354	371	243	204	127	57	56	145	615
	42%	-38%	+45%	+54%	+55%	+52%	45%	-32%	-17%	42%	33%	43%	+46%
			a	def	def	ef	ef	f					b
Summary: Another device only	521	281	237	36	58	67	76	125	160	22	23	52	170
	14%	+15%	-12%	-7%	-9%	-9%	14%	+19%	+22%	16%	14%	15%	13%
		b					abc	abc	abcd				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 90 (continuation)
QE9.26. Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2373 62%	594 +66% d	835 +67% d	510 63% d	394 -50%	2024 63% c	185 60%	98 -56%	66 68% c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1316 35%	392 +44% bcd	460 37% d	250 31% d	193 -25%	1144 +36% d	99 32% d	58 34% d	14 -15%
I do not do this online at all	904 24%	167 -19%	248 -20%	194 24%	283 +36% abc	743 -23%	78 25%	56 +32% a	27 27%
Summary: Do activity at all	2894 76%	726 +81% d	1007 +80% d	617 76% d	502 -64%	2476 +77% c	230 75%	118 -68%	71 73%
Summary: Mobile phone Only	1578 42%	334 -37%	548 44% a	367 45% a	309 39%	1332 41% c	130 42%	60 -34%	56 +58% abc
Summary: Another device only	521 14%	132 15%	172 14%	106 13%	108 14%	451 14% d	45 15% d	20 11% d	5 -5%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 90 (continuation)
QE9.26. Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2373	367	337	188	185	204	242	176	95	230	1961	412	1698	641
	62%	+74%	63%	56%	66%	62%	68%	58%	61%	-54%	63%	60%	+73%	-46%
		bceghi			i		ci						b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1316	209	230	135	78	97	104	92	70	129	1081	234	859	439
	35%	+42%	+43%	40%	28%	30%	29%	30%	45%	30%	35%	34%	+37%	-31%
		defgi	defgi	df					defi				b	
I do not do this online at all	904	69	93	87	78	73	78	98	38	129	726	177	368	516
	24%	-14%	-17%	26%	28%	22%	22%	+32%	24%	+30%	23%	26%	-16%	+37%
				ab	ab	a	a	abf	a	ab				a
Summary: Do activity at all	2894	427	441	250	203	254	279	206	119	297	2386	508	1970	882
	76%	+86%	+83%	74%	72%	78%	78%	-68%	76%	-70%	77%	74%	+84%	-63%
		cdefghi	cdgi				g						b	
Summary: Mobile phone Only	1578	217	211	115	125	158	175	114	49	168	1305	273	1111	443
	42%	44%	40%	34%	45%	48%	+49%	37%	31%	39%	42%	40%	+48%	-32%
						ch	ch						b	
Summary: Another device only	521	60	104	63	19	50	37	30	23	67	425	96	272	242
	14%	12%	+19%	19%	-7%	15%	10%	10%	15%	16%	14%	14%	-12%	+17%
			adfg	dfg		d				d				a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 91
QE9.27. Listening to radio - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	1177	612	559	191	226	297	183	165	114	31	61	91	496
	31%	+33%	-29%	+37%	35%	+41%	34%	-26%	-15%	22%	37%	27%	+37%
		b		ef	ef	def	ef	f			a		ac
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	862	467	390	95	133	163	119	188	164	22	37	76	410
	23%	+25%	-20%	18%	21%	23%	22%	+29%	22%	16%	22%	23%	+31%
		b						abcdf					ac
I do not do this online at all	2089	966	1115	277	348	342	278	351	493	90	83	194	604
	55%	-52%	+58%	54%	54%	-48%	52%	54%	+67%	+65%	50%	57%	-45%
			a						abcde	bd		d	
Summary: Do activity at all	1709	880	823	239	292	376	261	295	247	48	83	144	734
	45%	+48%	-42%	46%	46%	+52%	48%	46%	-33%	-35%	50%	43%	+55%
		b		f	f	f	f	f			a		ac
Summary: Mobile phone Only	847	413	433	144	159	213	142	107	83	26	46	68	325
	22%	22%	22%	+28%	25%	+30%	26%	-17%	-11%	19%	28%	20%	24%
				ef	ef	ef	ef	f					
Summary: Another device only	533	268	264	47	66	79	77	130	133	17	22	53	238
	14%	15%	14%	-9%	-10%	-11%	14%	+20%	+18%	12%	13%	16%	+18%
								abcd	abc				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 91 (continuation)
QE9.27. Listening to radio - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	1177	350	404	235	176	979	97	67	34
	31%	+39%	32%	29%	-22%	30%	32%	+38%	35%
		bcd	d	d				a	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	862	325	254	151	124	727	62	62	10
	23%	+36%	20%	-19%	-16%	23%	20%	+36%	-10%
		bcd	d			d	d	abd	
I do not do this online at all	2089	364	704	469	512	1786	170	76	58
	55%	-41%	56%	58%	+65%	55%	55%	-44%	59%
			a	a	abc	c	c		c
Summary: Do activity at all	1709	529	551	342	273	1433	138	98	40
	45%	+59%	44%	42%	-35%	45%	45%	+56%	41%
		bcd	d	d				abd	
Summary: Mobile phone Only	847	204	297	191	150	706	76	36	30
	22%	23%	24%	24%	-19%	22%	25%	21%	+31%
									ac
Summary: Another device only	533	179	147	107	98	454	41	32	6
	14%	+20%	-12%	13%	12%	14%	13%	18%	-6%
		bcd				d	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 91 (continuation)
QE9.27. Listening to radio - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	1177 31%	189 +38% ci	158 30%	87 26%	78 28%	128 +39% ci	107 30%	93 31%	43 27%	96 -23%	966 31%	210 31%	843 +36% b	319 -23%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	862 23%	115 23%	100 19%	90 27% i	52 19%	71 22%	102 29% bi	85 28% bi	39 25%	73 17%	709 23%	153 22%	574 +25% b	276 -20%
I do not do this online at all	2089 55%	260 52%	307 58%	180 53%	166 59%	158 48%	183 51%	166 55%	87 56%	277 +65% acef	1713 55%	376 55%	1169 -50%	883 +63% a
Summary: Do activity at all	1709 45%	236 48% i	227 42%	157 47% i	115 41%	169 52% i	174 49% i	138 45%	69 44%	149 -35%	1400 45%	309 45%	1169 +50% b	515 -37%
Summary: Mobile phone Only	847 22%	121 24%	126 24%	68 20%	62 22%	98 +30% gi	72 20%	53 17%	30 19%	75 18%	691 22%	156 23%	595 +25% b	239 -17%
Summary: Another device only	533 14%	47 -9%	69 13%	70 +21% abi	36 13%	41 13%	67 19% a	45 15%	26 17%	52 12%	434 14%	99 14%	326 14%	196 14%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 92
QE9.28. Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	1826	916	901	360	435	445	266	215	105	48	65	133	807
	48%	50%	46%	+70%	+68%	+62%	49%	-33%	-14%	-35%	-39%	-39%	+60%
				cdef	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	901	528	368	128	159	194	140	159	120	23	42	75	406
	24%	+29%	-19%	25%	25%	27%	26%	25%	-16%	17%	25%	22%	+30%
		b		f	f	f	f	f					ac
I do not do this online at all	1604	741	860	125	163	202	213	349	553	73	78	162	393
	42%	40%	+44%	-24%	-25%	-28%	40%	+54%	+75%	+53%	47%	48%	-29%
			a				abc	abcd	abcde	d	d	d	
Summary: Do activity at all	2193	1105	1078	390	477	516	326	297	187	64	88	176	946
	58%	60%	-56%	+76%	+75%	+72%	60%	-46%	-25%	-47%	53%	52%	+71%
		b		def	def	def	ef	f					abc
Summary: Mobile phone Only	1293	578	710	262	319	322	186	138	67	41	46	101	540
	34%	-31%	+37%	+51%	+50%	+45%	34%	-21%	-9%	30%	27%	30%	+40%
			a	def	def	def	ef	f					bc
Summary: Another device only	367	190	177	30	42	71	60	82	82	17	23	43	138
	10%	10%	9%	-6%	-7%	10%	11%	+13%	11%	12%	14%	13%	10%
							ab	ab	ab				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 92 (continuation)
QE9.28. Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	1826 48%	494 +55% cd	679 +54% cd	363 45% d	264 -34%	1563 49%	130 42%	79 45%	54 +55% bc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	901 24%	308 +34% bcd	317 25% cd	154 -19% d	111 -14%	763 24% d	72 23% d	55 +32% abd	10 -11%
I do not do this online at all	1604 42%	290 -32%	456 -36%	375 46% ab	458 +58% abc	1345 42%	144 47%	76 44%	39 41%
Summary: Do activity at all	2193 58%	603 +68% cd	799 +64% cd	436 54% d	328 -42%	1874 58%	164 53%	98 56%	58 59%
Summary: Mobile phone Only	1293 34%	295 33% d	481 +38% d	282 35% d	217 -28%	1111 35% c	91 30%	43 -25%	48 +49% abc
Summary: Another device only	367 10%	109 +12% d	120 10%	73 9%	64 8%	311 10% d	33 11% d	19 11% d	4 -4%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 92 (continuation)
QE9.28. Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	1826	263	265	159	146	185	193	142	79	132	1491	335	1363	438
	48%	53%	50%	47%	52%	+57%	54%	47%	50%	-31%	48%	49%	+58%	-31%
		i	i	i	i	i	i	i	i				b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	901	137	105	104	63	60	85	79	44	86	734	166	623	265
	24%	28%	20%	+31%	22%	18%	24%	26%	28%	20%	24%	24%	+27%	-19%
		e		bei									b	
I do not do this online at all	1604	178	229	121	116	120	137	133	61	249	1322	283	752	823
	42%	-36%	43%	36%	41%	37%	39%	44%	39%	+58%	42%	41%	-32%	+59%
										abcdefgh				a
Summary: Do activity at all	2193	318	305	217	165	207	219	170	95	178	1791	402	1586	575
	58%	+64%	57%	64%	59%	63%	61%	56%	61%	-42%	58%	59%	+68%	-41%
		i	i	i	i	i	i	i	i				b	
Summary: Mobile phone Only	1293	181	199	112	102	147	134	91	51	92	1057	236	963	309
	34%	37%	37%	33%	36%	+45%	38%	30%	33%	-21%	34%	34%	+41%	-22%
		i	i	i	i	cgi	i						b	
Summary: Another device only	367	55	40	57	19	22	27	29	17	46	301	67	223	136
	10%	11%	8%	+17%	7%	7%	8%	9%	11%	11%	10%	10%	10%	10%
				bdef										

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 93
QE9.29. Listen to an audiobook or read an e-book - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	986	488	493	183	227	272	142	108	55	28	45	74	417
	26%	26%	25%	+35%	+36%	+38%	26%	-17%	-7%	20%	27%	22%	+31%
				def	def	def	ef	f					ac
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	623	305	313	90	101	120	100	125	86	10	30	56	300
	16%	17%	16%	17%	16%	17%	19%	19%	-12%	-7%	18%	17%	+22%
				f		f	f	f			a	a	a
I do not do this online at all	2425	1189	1229	293	356	377	336	449	614	103	103	223	736
	64%	64%	63%	-57%	-56%	-53%	62%	+70%	+83%	+75%	62%	66%	-55%
							c	abcd	abcde	bd		d	
Summary: Do activity at all	1373	657	708	222	284	341	203	196	126	34	63	115	603
	36%	36%	37%	+43%	+44%	+47%	38%	-30%	-17%	-25%	38%	34%	+45%
				ef	ef	def	ef	f			a		ac
Summary: Mobile phone Only	750	353	395	133	182	220	103	71	40	25	33	59	304
	20%	19%	20%	+26%	+28%	+31%	19%	-11%	-5%	18%	20%	17%	+23%
				ef	def	def	ef	f					
Summary: Another device only	386	170	215	40	56	69	62	89	71	6	19	41	186
	10%	9%	11%	8%	9%	10%	11%	+14%	10%	5%	11%	12%	+14%
								ab					a

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 93 (continuation)
QE9.29. Listen to an audiobook or read an e-book - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	986	313	332	196	130	836	72	54	25
	26%	+35%	26%	24%	-17%	26%	23%	31%	26%
		bcd	d	d					
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	623	227	215	101	67	525	45	41	11
	16%	+25%	17%	-13%	-9%	16%	15%	+24%	-11%
		bcd	d	d		d		abd	
I do not do this online at all	2425	446	794	546	603	2053	206	102	64
	64%	-50%	63%	67%	+77%	64%	67%	59%	66%
			a	a	abc				
Summary: Do activity at all	1373	447	461	265	183	1166	102	72	33
	36%	+50%	37%	33%	-23%	36%	33%	41%	34%
		bcd	d	d					
Summary: Mobile phone Only	750	220	246	163	116	641	57	30	22
	20%	+25%	20%	20%	-15%	20%	18%	17%	23%
		bd	d	d					
Summary: Another device only	386	134	129	69	52	330	30	18	8
	10%	+15%	10%	8%	-7%	10%	10%	10%	9%
		bcd	d						

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 93 (continuation)
QE9.29. Listen to an audiobook or read an e-book - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	986 26%	158 +32% bi	124 23% i	80 24%	76 27% i	114 +35% bci	95 27% i	83 27% i	41 26% i	65 -15%	802 26%	185 27%	737 +32% b	233 -17%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	623 16%	125 +25% bdefi	52 -10%	76 +23% befi	43 15%	42 13%	38 -11%	56 19% b	38 25% befi	54 13%	532 17%	91 13%	428 +18% b	186 -13%
I do not do this online at all	2425 64%	271 -55%	380 +71% aceh	194 58%	179 64%	190 58%	240 67% a	196 65%	87 56%	317 +74% acdeh	1976 63%	449 66%	1351 -58%	1036 +74% a
Summary: Do activity at all	1373 36%	225 +45% bfi	154 -29%	143 42% bi	103 36% i	138 42% bi	116 33%	108 35%	70 44% bi	109 -26%	1136 37%	236 34%	987 +42% b	362 -26%
Summary: Mobile phone Only	750 20%	99 20%	102 19%	67 20%	59 21%	96 +29% abgi	79 22% i	52 17%	31 20%	55 -13%	605 19%	145 21%	559 +24% b	177 -13%
Summary: Another device only	386 10%	67 13% bf	30 -6%	64 +19% bdefgi	27 9%	24 7%	21 6%	25 8%	28 +18% befg	45 10%	335 11%	51 8%	249 11%	129 9%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 94
QE9.30. Playing or downloading games - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	1294	616	673	294	279	311	186	144	80	51	45	115	547
	34%	33%	35%	+57%	+44%	+43%	35%	-22%	-11%	37%	27%	34%	+41%
				bcdef	def	def	ef	f					b
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	847	505	336	192	172	155	116	107	105	18	29	76	353
	22%	+27%	-17%	+37%	+27%	22%	21%	-17%	-14%	-13%	17%	23%	+26%
		b		bcdef	ef	f	f						ab
I do not do this online at all	2081	988	1087	145	284	331	293	446	582	79	104	176	628
	55%	54%	56%	-28%	-44%	-46%	54%	+69%	+79%	57%	62%	52%	-47%
					a	a	abc	abcd	abcde		d		
Summary: Do activity at all	1717	858	851	370	356	387	246	200	158	59	63	161	711
	45%	46%	44%	+72%	+56%	+54%	46%	-31%	-21%	43%	38%	48%	+53%
				bcdef	def	def	ef	f					b
Summary: Mobile phone Only	870	353	514	179	183	231	130	93	52	41	34	85	358
	23%	-19%	+27%	+35%	+29%	+32%	24%	-14%	-7%	30%	21%	25%	+27%
			a	def	ef	def	ef	f					
Summary: Another device only	423	243	177	76	77	76	60	56	78	7	17	47	164
	11%	+13%	-9%	+15%	12%	11%	11%	9%	11%	5%	10%	14%	12%
		b		e								a	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 94 (continuation)
QE9.30. Playing or downloading games - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	1294 34%	338 +38% d	460 37% d	258 32%	215 -27%	1088 34%	109 36%	65 37%	32 32%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	847 22%	242 +27% cd	337 +27% cd	139 -17%	115 -15%	723 22% d	64 21% d	49 +28% abd	11 -12%
I do not do this online at all	2081 55%	452 -51%	628 -50%	478 59% ab	499 +64% ab	1769 55%	165 54%	90 52%	57 59%
Summary: Do activity at all	1717 45%	441 +49% cd	628 +50% cd	333 41%	287 -36%	1449 45%	143 46%	84 48%	40 41%
Summary: Mobile phone Only	870 23%	199 22%	290 23%	194 24%	171 22%	727 23%	79 26%	35 20%	29 +30% ac
Summary: Another device only	423 11%	104 12%	168 +13% d	74 9%	71 9%	361 11%	33 11%	19 11%	9 9%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 94 (continuation)
QE9.30. Playing or downloading games - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	1294	185	175	103	106	135	144	99	60	82	1080	214	900	370
	34%	37%	33%	31%	38%	41%	40%	33%	38%	-19%	35%	31%	+39%	-26%
		i	i	i	i	i	i	i	i				b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	847	106	94	100	74	64	98	61	46	79	704	143	541	294
	22%	21%	18%	+30%	26%	20%	28%	20%	29%	19%	23%	21%	23%	21%
				bei			b		b					
I do not do this online at all	2081	269	321	158	141	164	165	183	79	290	1677	404	1189	861
	55%	54%	60%	-47%	50%	50%	-46%	60%	50%	+68%	54%	59%	-51%	+62%
			cf					cf		acdefh				a
Summary: Do activity at all	1717	227	212	180	140	164	191	121	78	137	1435	281	1149	537
	45%	46%	40%	+53%	50%	50%	+54%	40%	50%	-32%	46%	41%	+49%	-38%
		i		bgi	i	i	bgi		i				b	
Summary: Mobile phone Only	870	120	118	80	66	100	93	60	32	58	731	139	608	243
	23%	24%	22%	24%	24%	+30%	26%	20%	21%	-14%	23%	20%	+26%	-17%
		i	i	i	i	gi	i						b	
Summary: Another device only	423	42	37	77	34	29	48	22	18	54	355	67	249	167
	11%	8%	-7%	+23%	12%	9%	13%	7%	12%	13%	11%	10%	11%	12%
				abdefgi			b			b				

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 95
QE9.31. Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2773	1263	1498	463	560	609	439	427	276	96	90	233	1055
	73%	-68%	+77%	+90%	+87%	+85%	+81%	-66%	-37%	69%	-54%	69%	+79%
			a	def	def	ef	ef	f		b		b	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	892	467	422	123	158	159	126	157	168	19	34	88	416
	23%	25%	22%	24%	25%	22%	23%	24%	23%	-14%	20%	26%	+31%
												a	ab
I do not do this online at all	813	474	337	38	56	89	76	175	380	33	60	78	206
	21%	+26%	-17%	-7%	-9%	-12%	-14%	+27%	+51%	24%	+36%	23%	-15%
		b				a	ab	abcd	abcde	d	cd	d	
Summary: Do activity at all	2984	1372	1600	477	584	629	463	470	360	104	107	260	1133
	79%	-74%	+83%	+93%	+91%	+88%	+86%	-73%	-49%	76%	-64%	77%	+85%
			a	cdef	def	ef	ef	f				b	abc
Summary: Mobile phone Only	2092	906	1178	355	426	471	337	313	192	86	73	172	717
	55%	-49%	+61%	+69%	+67%	+66%	+62%	-48%	-26%	62%	-44%	51%	54%
			a	ef	ef	ef	ef	f		b			b
Summary: Another device only	211	110	102	15	24	21	24	44	84	9	17	27	78
	6%	6%	5%	-3%	4%	-3%	4%	7%	+11%	6%	+10%	8%	6%
								ac	abcde				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 95 (continuation)
QE9.31. Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2773 73%	674 76% d	986 +79% cd	587 72% d	488 -62%	2370 +74% c	218 71%	117 -67%	68 69%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	892 23%	270 +30% cd	329 +26% cd	158 -19%	121 -15%	754 23% d	84 27% d	38 22%	16 -16%
I do not do this online at all	813 21%	174 19%	197 -16%	181 22% b	248 +32% abc	672 21%	67 22%	47 +27% a	27 +28% a
Summary: Do activity at all	2984 79%	719 81% d	1058 +84% cd	630 78% d	537 -68%	2547 79% cd	241 78%	127 -73%	70 -72%
Summary: Mobile phone Only	2092 55%	449 -50%	729 58% a	472 58% a	416 53%	1792 56%	157 51%	89 51%	54 56%
Summary: Another device only	211 6%	45 5%	72 6%	43 5%	49 6%	176 5% d	23 7% d	10 6% d	2 -2%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 95 (continuation)
QE9.31. Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2773	402	403	229	194	233	277	223	109	300	2308	465	1932	796
	73%	+81%	76%	68%	69%	71%	78%	73%	70%	70%	+74%	-68%	+83%	-57%
		cdei									b		b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	892	174	94	131	53	54	62	66	47	76	746	146	579	301
	23%	+35%	-18%	+39%	19%	-16%	17%	22%	30%	-18%	24%	21%	25%	21%
		bdefgi		bdefgi					befi					
I do not do this online at all	813	71	117	66	74	77	66	66	38	97	627	187	318	480
	21%	-14%	22%	19%	26%	23%	19%	22%	24%	23%	-20%	+27%	-14%	+34%
			a		a	a				a		a		a
Summary: Do activity at all	2984	425	416	272	207	251	290	237	119	329	2486	498	2020	918
	79%	+86%	78%	81%	74%	77%	81%	78%	76%	77%	+80%	-73%	+86%	-66%
		bdei									b		b	
Summary: Mobile phone Only	2092	251	323	141	155	197	229	171	72	254	1740	353	1442	617
	55%	51%	60%	-42%	55%	60%	+64%	56%	46%	60%	56%	51%	+62%	-44%
			ach		c	c	ach	c		c			b	
Summary: Another device only	211	23	13	43	13	18	13	14	10	29	178	33	88	122
	6%	5%	-2%	+13%	5%	5%	4%	5%	6%	7%	6%	5%	-4%	+9%
				abdefg						b				a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 96
QE9.32. Other - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	70 2%	34 2%	36 2%	6 1%	21 +3% f	12 2%	8 2%	18 3% f	5 -1%	4 3%	5 3%	12 4%	32 2%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	29 1%	27 +1% b	2 -*%	5 1%	2 *%	2 *%	1 *%	11 +2% cd	10 1%	0 0%	3 2%	4 1%	14 1%
I do not do this online at all	1134 30%	556 30%	577 30%	139 27%	176 28%	181 -25%	155 29%	212 33% c	272 +37% abcd	38 28%	47 28%	75 -22%	288 -22%
Summary: Do activity at all	86 2%	48 3%	37 2%	10 2%	21 3%	13 2%	8 2%	20 3%	14 2%	4 3%	5 3%	15 +4%	40 3%
Summary: Mobile phone Only	57 1%	21 1%	35 2%	5 1%	19 +3% f	11 2%	7 1%	10 2%	4 1%	4 3%	2 1%	10 +3%	26 2%
Summary: Another device only	16 *%	15 +1% b	1 -*%	4 1%	0 0%	1 *%	0 0%	2 *%	9 +1% bcd	0 0%	0 0%	3 1%	8 1%
Not applicable	2577 68%	1242 67%	1324 68%	367 71% f	443 69% f	524 +73% ef	376 70% f	413 64%	454 -61%	96 70%	115 69%	248 73%	1010 +75%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 96 (continuation)
QE9.32. Other - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	70	20	18	14	18	59	6	4	1
	2%	2%	1%	2%	2%	2%	2%	2%	1%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	29	11	8	5	6	24	4	1	*
	1%	1%	1%	1%	1%	1%	1%	*%	*%
I do not do this online at all	1134	213	340	290	272	977	83	26	48
	30%	-24%	27%	+36%	+35%	30%	27%	-15%	+49%
				ab	ab	c	c		abc
Summary: Do activity at all	86	29	20	17	19	72	8	4	2
	2%	3%	2%	2%	2%	2%	2%	3%	2%
Summary: Mobile phone Only	57	18	12	12	13	48	3	4	1
	1%	2%	1%	1%	2%	2%	1%	2%	1%
Summary: Another device only	16	8	3	3	2	13	2	*	*
	*%	+1%	*%	*%	*%	*%	1%	*%	*%
Not applicable	2577	651	895	503	494	2169	217	144	48
	68%	+73%	+71%	-62%	-63%	67%	70%	+83%	-49%
		cd	cd			d	d	abd	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 96 (continuation)
QE9.32. Other - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	70	6	11	4	11	13	4	4	3	3	52	18	47	22
	2%	1%	2%	1%	4%	4%	1%	1%	2%	1%	2%	3%	2%	2%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	29	2	3	1	4	3	1	3	3	4	23	6	15	15
	1%	*%	1%	*%	1%	1%	*%	1%	2%	1%	1%	1%	1%	1%
I do not do this online at all	1134	195	232	88	62	93	34	47	84	144	911	223	651	467
	30%	+39%	+43%	26%	22%	28%	-10%	-15%	+53%	34%	29%	33%	-28%	+33%
		cdefg	cdefgi	fg	f	fg			acdefgi	dfg				a
Summary: Do activity at all	86	8	11	6	12	15	4	7	3	6	64	22	54	31
	2%	2%	2%	2%	4%	+5%	1%	2%	2%	1%	2%	3%	2%	2%
Summary: Mobile phone Only	57	6	9	4	7	12	3	4	0	3	41	16	40	17
	1%	1%	2%	1%	3%	+4%	1%	1%	0%	1%	1%	2%	2%	1%
Summary: Another device only	16	2	1	1	1	3	0	3	0	3	13	3	7	9
	*%	*%	*%	*%	*%	1%	0%	1%	0%	1%	*%	*%	*%	1%
Not applicable	2577	292	290	244	208	219	319	250	70	276	2138	440	1633	900
	68%	-59%	-54%	72%	74%	67%	+89%	+82%	-45%	65%	69%	64%	+70%	-64%
		h		abh	abh	bh	abcdehi	abehi		bh			b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 97
QE9.33. Summary: Purchasing - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	3107	1493	1603	470	607	675	489	493	374	98	110	269	1207
	82%	81%	83%	+91%	+95%	+94%	+91%	-76%	-50%	-71%	-66%	80%	+90%
				ef	def	ef	ef	f				b	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2319	1202	1108	248	354	442	356	434	486	56	82	181	936
	61%	+65%	-57%	-48%	-55%	61%	66%	+67%	+66%	-41%	-49%	-53%	+70%
		b				a	ab	ab	ab			a	abc
I do not do this online at all	267	124	141	33	13	16	17	50	137	12	24	21	25
	7%	7%	7%	6%	-2%	-2%	-3%	8%	+18%	9%	+14%	6%	-2%
				bc				bcd	abcde	d	cd	d	
Summary: Do activity at all	3531	1722	1797	482	628	701	522	595	604	126	143	316	1314
	93%	93%	93%	94%	+98%	+98%	+97%	92%	-82%	91%	-86%	94%	+98%
				f	aef	aef	ef	f				b	abc
Summary: Mobile phone Only	1212	521	689	234	274	260	166	161	117	69	61	136	378
	32%	-28%	+36%	+45%	+43%	+36%	31%	-25%	-16%	+50%	37%	+40%	-28%
			a	cdef	def	ef	f	f		bd		d	
Summary: Another device only	424	229	194	12	21	27	32	102	230	27	33	47	107
	11%	12%	10%	-2%	-3%	-4%	-6%	+16%	+31%	+20%	+20%	14%	-8%
							a	abcd	abcde	d	d	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 97 (continuation)
QE9.33. Summary: Purchasing - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	3107	773	1075	663	552	2637	258	129	83
	82%	+87%	+86%	82%	-70%	82%	84%	-74%	85%
		d	d	d		c	c		c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2319	655	829	452	352	2005	195	80	39
	61%	+73%	+66%	-56%	-45%	+62%	63%	-46%	-40%
		bcd	cd	d		cd	cd		
I do not do this online at all	267	26	40	65	131	223	12	22	10
	7%	-3%	-3%	8%	+17%	7%	-4%	+12%	10%
				ab	abc			ab	b
Summary: Do activity at all	3531	867	1215	745	654	2996	296	152	87
	93%	+97%	+97%	92%	-83%	93%	+96%	-88%	90%
		cd	cd	d		c	cd		
Summary: Mobile phone Only	1212	212	385	293	302	991	101	72	48
	32%	-24%	31%	+36%	+38%	-31%	33%	+41%	+50%
			a	a	ab			ab	ab
Summary: Another device only	424	94	140	82	102	359	38	23	4
	11%	11%	11%	10%	13%	11%	12%	13%	-4%
						d	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 97 (continuation)
QE9.33. Summary: Purchasing - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	3107 82%	433 +87% egi	432 81%	269 80%	239 85%	261 80%	305 85%	233 77%	133 85%	332 78%	2561 82%	546 80%	2125 +91% b	936 -67%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2319 61%	335 +68% degi	398 +75% defghi	244 +72% degi	154 55%	158 -48%	220 62% e	168 55%	92 58%	235 55%	1878 60%	441 64%	1496 +64% b	798 -57%
I do not do this online at all	267 7%	35 7%	22 4%	17 5%	20 7%	25 8%	18 5%	32 11% b	8 5%	45 +11% b	220 7%	46 7%	63 -3%	195 +14% a
Summary: Do activity at all	3531 93%	461 93%	511 96% gi	321 95%	261 93%	303 92%	339 95%	271 89%	148 95%	381 -89%	2892 93%	639 93%	2275 +97% b	1203 -86%
Summary: Mobile phone Only	1212 32%	125 -25%	113 -21%	76 -23%	107 38% abc	145 +44% abc	118 33% bc	104 34% bc	57 36% bc	146 34% bc	1014 33%	198 29%	779 33% b	406 -29%
Summary: Another device only	424 11%	28 -6%	79 +15% a	51 15% a	22 8%	42 13% a	34 9%	39 13% a	15 10%	49 12% a	332 11%	92 13%	150 -6%	267 +19% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 98
QE9.34. Summary: Communication - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	3658	1773	1872	503	621	706	533	623	672	130	159	319	1311
	96%	96%	97%	98%	97%	+98%	+99%	97%	-91%	95%	95%	95%	+98%
				f	f	f	ef	f					c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2406	1223	1171	301	395	439	357	428	486	48	78	188	1017
	63%	+66%	-60%	58%	62%	61%	66%	66%	66%	-35%	-47%	-56%	+76%
		b					a	a				a	abc
I do not do this online at all	51	25	26	1	3	4	*	5	37	3	6	6	5
	1%	1%	1%	*%	*%	1%	-*%	1%	+5%	2%	+4%	2%	-*%
									abcde		d	d	
Summary: Do activity at all	3747	1822	1912	514	637	714	538	641	703	135	160	331	1333
	99%	99%	99%	100%	100%	99%	+100%	99%	-95%	98%	-96%	98%	+100%
				f	f	f	f	f					bc
Summary: Mobile phone Only	1341	598	741	213	242	275	181	213	217	86	83	144	316
	35%	-32%	+38%	+41%	38%	38%	34%	33%	-29%	+63%	+50%	+43%	-24%
			a	def	f	f				cd	d	d	
Summary: Another device only	89	49	40	12	16	8	6	17	30	5	2	12	22
	2%	3%	2%	2%	2%	1%	1%	3%	+4%	3%	1%	4%	2%
									cd				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 98 (continuation)
QE9.34. Summary: Communication - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	3658	872	1214	778	742	3104	298	163	93
	96%	98%	97%	96%	-94%	96%	97%	-93%	96%
		d				c			
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2406	717	866	453	338	2076	190	101	39
	63%	+80%	+69%	-56%	-43%	+64%	62%	58%	-40%
		bcd	cd	d		d	d	d	
I do not do this online at all	51	5	6	17	23	36	6	6	3
	1%	1%	-*%	2%	+3%	-1%	2%	+3%	+3%
				ab	ab			a	a
Summary: Do activity at all	3747	888	1249	794	763	3183	302	168	94
	99%	99%	+100%	98%	-97%	+99%	98%	-97%	-97%
		cd	cd			cd			
Summary: Mobile phone Only	1341	171	384	340	425	1107	112	67	55
	35%	-19%	-31%	+42%	+54%	-34%	36%	38%	+56%
			a	ab	abc				abc
Summary: Another device only	89	17	35	15	21	79	4	6	1
	2%	2%	3%	2%	3%	2%	1%	3%	1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 98 (continuation)
QE9.34. Summary: Communication - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	3658 96%	481 97%	522 98%	319 94%	268 95%	312 95%	352 99% c	289 95%	154 98%	407 96%	3004 96%	654 95%	2297 +98% b	1307 -93%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2406 63%	315 64% e	381 +71% degi	251 +74% adegi	157 56%	172 -52%	261 +73% degi	173 57%	112 72% deg	254 60%	1976 63%	430 63%	1557 +67% b	818 -59%
I do not do this online at all	51 1%	3 1%	5 1%	4 1%	2 1%	3 1%	1 *%	8 3%	1 1%	9 2%	34 -1%	17 +2% a	8 -*%	41 +3% a
Summary: Do activity at all	3747 99%	493 99%	529 99%	334 99%	279 99%	325 99%	356 100%	296 97%	155 99%	417 98%	3079 +99% b	668 -98%	2330 +100% b	1357 -97%
Summary: Mobile phone Only	1341 35%	178 36% c	148 -28%	83 -25%	122 43% bcfh	153 +47% abcfh	95 -27%	123 40% bcf	43 27%	163 38% bcf	1103 35%	238 35%	773 -33%	539 +39% a
Summary: Another device only	89 2%	11 2%	7 1%	15 5%	10 4%	13 4%	4 1%	7 2%	1 1%	10 2%	75 2%	14 2%	33 -1%	50 +4% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 99
QE9.35. Summary: Information - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	3350	1633	1706	486	596	681	508	572	507	108	129	288	1273
	88%	88%	88%	+94%	+93%	+95%	+94%	89%	-69%	-78%	-77%	85%	+95%
				ef	ef	ef	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2450	1251	1188	320	403	467	358	428	474	59	66	195	1015
	65%	+68%	-61%	62%	63%	65%	66%	66%	64%	-43%	-40%	-58%	+76%
		b										ab	abc
I do not do this online at all	221	96	124	11	23	25	19	34	108	12	25	23	10
	6%	5%	6%	-2%	4%	-4%	4%	5%	+15%	9%	+15%	7%	-1%
								a	abcde	d	cd	d	
Summary: Do activity at all	3576	1750	1814	504	617	692	520	611	632	125	141	315	1328
	94%	95%	94%	+98%	96%	+96%	96%	95%	-85%	91%	-85%	93%	+99%
				ef	f	f	f	f				b	abc
Summary: Mobile phone Only	1126	500	626	183	214	226	162	184	158	66	75	120	313
	30%	-27%	+32%	+36%	33%	31%	30%	28%	-21%	+48%	+45%	35%	-23%
			a	f	f	f	f	f		cd	d	d	
Summary: Another device only	226	118	108	18	21	12	11	39	125	18	12	26	55
	6%	6%	6%	3%	-3%	-2%	-2%	6%	+17%	+13%	7%	8%	-4%
								cd	abcde	d		d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 99 (continuation)
QE9.35. Summary: Information - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	3350	829	1153	726	595	2844	275	142	89
	88%	+93%	+92%	90%	-76%	88%	90%	-81%	91%
		d	d	d		c	c		c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2450	698	939	462	323	2112	195	93	49
	65%	+78%	+75%	-57%	-41%	+66%	64%	-53%	-51%
		cd	cd	d		cd	cd		
I do not do this online at all	221	20	29	42	124	178	16	20	8
	6%	-2%	-2%	5%	+16%	6%	5%	+12%	8%
				ab	abc			ab	
Summary: Do activity at all	3576	873	1226	768	661	3041	292	154	90
	94%	+98%	+98%	95%	-84%	94%	95%	-88%	92%
		cd	cd	d		c	c		
Summary: Mobile phone Only	1126	175	287	306	338	929	96	61	40
	30%	-20%	-23%	+38%	+43%	-29%	31%	35%	+42%
				ab	ab			a	ab
Summary: Another device only	226	44	73	42	66	197	16	12	1
	6%	5%	6%	5%	+8%	6%	5%	7%	-1%
					a	d	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 99 (continuation)
QE9.35. Summary: Information - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	3350 88%	436 88%	486 91%	294 87%	250 89%	282 86%	331 93% g	257 85%	132 85%	376 88%	2760 89%	591 86%	2213 +95% b	1089 -78%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2450 65%	323 65% e	406 +76% adeghi	264 +78% adeghi	170 60%	168 -51%	254 71% egi	178 59%	96 61%	253 59%	1999 64%	451 66%	1603 +69% b	822 -59%
I do not do this online at all	221 6%	41 8% bf	16 -3%	13 4%	16 6%	20 6%	8 -2%	23 7% f	11 7%	31 7% f	178 6%	43 6%	53 -2%	159 +11% a
Summary: Do activity at all	3576 94%	455 92%	517 +97% a	325 96%	265 94%	308 94%	349 +98% agi	281 93%	145 93%	396 93%	2935 94%	642 94%	2285 +98% b	1239 -89%
Summary: Mobile phone Only	1126 30%	131 26%	111 -21%	61 -18%	96 34% bc	140 +43% abcf	95 27%	103 34% bc	49 31% c	143 33% bc	936 30%	191 28%	683 29%	417 30%
Summary: Another device only	226 6%	18 4%	32 6%	31 9% a	15 5%	26 8%	18 5%	24 8%	13 8%	19 5%	175 6%	51 7%	73 -3%	150 +11% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 100
QE9.36. Summary: Health - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2592	1236	1344	380	509	571	387	410	335	77	88	223	1085
	68%	67%	69%	+74%	+80%	+79%	72%	-64%	-45%	-56%	-53%	66%	+81%
				ef	def	def	ef	f				b	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1420	781	631	130	229	297	207	250	307	34	51	107	584
	37%	+42%	-33%	-25%	36%	41%	38%	39%	41%	-25%	31%	32%	+44%
		b			a	a	a	a	a				abc
I do not do this online at all	838	416	420	119	93	100	105	171	250	47	58	83	151
	22%	23%	22%	23%	-14%	-14%	19%	+27%	+34%	+34%	+35%	24%	-11%
				bc			c	bcd	abcde	d	cd	d	
Summary: Do activity at all	2960	1430	1517	396	547	618	434	474	490	90	108	255	1188
	78%	77%	78%	77%	+86%	+86%	81%	-73%	-66%	-66%	-65%	76%	+89%
				f	aef	adef	ef	f				b	abc
Summary: Mobile phone Only	1540	650	887	266	318	321	228	224	183	56	57	148	603
	41%	-35%	+46%	+52%	+50%	45%	42%	-35%	-25%	41%	34%	44%	+45%
			a	def	ef	ef	ef	f					b
Summary: Another device only	368	194	173	16	38	47	47	64	155	13	20	32	103
	10%	11%	9%	-3%	-6%	-7%	9%	10%	+21%	10%	12%	9%	-8%
						a	a	a	abcde				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 100 (continuation)
QE9.36. Summary: Health - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2592	726	904	519	406	2247	194	82	68
	68%	+81%	+72%	-64%	-52%	+70%	63%	-47%	70%
		bcd	cd	d		bc	c		c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1420	460	522	234	182	1256	99	46	19
	37%	+51%	+42%	-29%	-23%	+39%	32%	-26%	-20%
		bcd	cd	d		bcd	d		
I do not do this online at all	838	92	210	231	292	653	85	75	25
	22%	-10%	-17%	+29%	+37%	-20%	+28%	+43%	26%
			a	ab	abc		a	abd	a
Summary: Do activity at all	2960	801	1045	579	494	2566	222	99	72
	78%	+90%	+83%	-71%	-63%	+80%	-72%	-57%	74%
		bcd	cd	d		bcd	c		c
Summary: Mobile phone Only	1540	341	524	345	312	1311	123	54	53
	41%	38%	42%	43%	40%	41%	40%	-31%	+54%
						c	c		abc
Summary: Another device only	368	75	141	61	87	319	28	17	4
	10%	8%	11%	7%	11%	10%	9%	10%	-4%
						d	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 100 (continuation)
QE9.36. Summary: Health - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2592	366	383	242	199	242	269	186	123	237	2130	462	1780	770
	68%	74%	72%	72%	71%	74%	+75%	61%	79%	-56%	68%	68%	+76%	-55%
		gi	gi	i	i	gi	gi		gi				b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1420	206	275	168	74	93	144	115	73	108	1139	281	939	461
	37%	42%	+52%	+50%	-26%	-28%	40%	38%	47%	-25%	37%	41%	+40%	-33%
		dei	adefgi	dei			dei	i	dei				b	
I do not do this online at all	838	94	68	48	60	71	54	87	21	150	702	136	373	448
	22%	19%	-13%	-14%	21%	22%	-15%	29%	13%	+35%	23%	20%	-16%	+32%
					b	b		abcfh		abcdefh				a
Summary: Do activity at all	2960	401	466	290	221	256	303	217	136	276	2411	549	1965	950
	78%	81%	+87%	+86%	79%	78%	+85%	71%	87%	-65%	77%	80%	+84%	-68%
		gi	degi	gi	i	i	gi		gi				b	
Summary: Mobile phone Only	1540	195	191	122	147	163	160	102	63	168	1272	267	1026	488
	41%	39%	36%	36%	+52%	+50%	45%	34%	40%	39%	41%	39%	+44%	-35%
					abcgi	abcg							b	
Summary: Another device only	368	35	83	48	22	14	34	31	12	39	281	86	185	180
	10%	7%	+16%	14%	8%	-4%	10%	10%	8%	9%	-9%	+13%	-8%	+13%
			ade	ae								a		a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 101
QE9.37. Summary: Entertainment - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2789	1378	1400	458	578	630	417	416	291	90	113	239	1119
	73%	75%	72%	+89%	+90%	+88%	77%	-64%	-39%	66%	68%	71%	+84%
				def	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2290	1196	1081	321	401	459	335	383	390	56	90	191	986
	60%	+65%	-56%	62%	63%	64%	62%	59%	-53%	-40%	54%	57%	+74%
		b		f	f	f	f					a	abc
I do not do this online at all	531	231	300	28	35	46	66	119	237	28	29	50	78
	14%	13%	+15%	-6%	-5%	-6%	12%	+18%	+32%	20%	17%	15%	-6%
			a				abc	abcd	abcde	d	d	d	
Summary: Do activity at all	3266	1615	1638	487	605	671	473	526	503	110	138	287	1261
	86%	87%	-85%	+94%	+95%	+94%	88%	-82%	-68%	80%	83%	85%	+94%
		b		def	def	def	ef	f					abc
Summary: Mobile phone Only	976	419	556	166	204	213	138	143	113	54	48	96	275
	26%	-23%	+29%	+32%	+32%	+30%	26%	22%	-15%	+40%	29%	29%	-21%
			a	ef	ef	ef	f	f		d	d	d	
Summary: Another device only	477	237	238	29	27	42	56	111	213	20	24	48	142
	13%	13%	12%	-6%	-4%	-6%	10%	+17%	+29%	14%	15%	14%	-11%
							abc	abcd	abcde				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 101 (continuation)
QE9.37. Summary: Entertainment - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2789	701	974	587	484	2377	226	111	75
	73%	+79%	+78%	72%	-62%	74%	74%	-64%	77%
		cd	d	d		c	c		c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2290	658	808	446	349	1970	180	99	40
	60%	+74%	+64%	-55%	-44%	+61%	58%	57%	-42%
		bcd	cd	d		d	d	d	
I do not do this online at all	531	87	129	118	189	439	39	35	18
	14%	-10%	-10%	15%	+24%	14%	13%	+20%	18%
				ab	abc			ab	a
Summary: Do activity at all	3266	805	1126	692	597	2780	269	139	79
	86%	+90%	+90%	85%	-76%	86%	87%	-80%	82%
		cd	cd	d		cd	c		
Summary: Mobile phone Only	976	147	318	246	248	809	89	39	39
	26%	-17%	25%	+30%	+32%	25%	29%	23%	+40%
			a	a	ab				abc
Summary: Another device only	477	104	152	105	113	403	42	27	5
	13%	12%	12%	13%	14%	13%	14%	16%	-5%
						d	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 101 (continuation)
QE9.37. Summary: Entertainment - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2789	402	397	241	217	248	290	200	113	268	2299	490	1953	799
	73%	+81%	74%	71%	77%	76%	+81%	-66%	72%	-63%	74%	72%	+84%	-57%
		cgi	i		i	i	cgi						b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2290	303	363	236	174	183	251	160	106	193	1860	430	1512	748
	60%	61%	+68%	+70%	62%	56%	+70%	53%	68%	-45%	60%	63%	+65%	-54%
		i	egi	egi	i		egi		i				b	
I do not do this online at all	531	51	50	44	46	38	17	69	21	104	434	98	188	329
	14%	10%	-9%	13%	16%	12%	-5%	+23%	13%	+24%	14%	14%	-8%	+24%
				f	f	f		abcef	f	abcef				a
Summary: Do activity at all	3266	445	483	294	235	289	340	234	136	323	2679	587	2150	1069
	86%	90%	+91%	87%	84%	88%	+95%	-77%	87%	-76%	86%	86%	+92%	-76%
		gi	gi	gi		gi	cdeghi						b	
Summary: Mobile phone Only	976	142	120	58	61	106	89	74	30	130	819	158	637	321
	26%	29%	22%	-17%	22%	+32%	25%	24%	19%	30%	26%	23%	+27%	-23%
		c				bch				c			b	
Summary: Another device only	477	42	87	53	19	41	50	34	22	55	380	97	197	270
	13%	9%	16%	16%	-7%	13%	14%	11%	14%	13%	12%	14%	-8%	+19%
			ad	ad										a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 102
QE9.38. Summary: Social - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
I do this on a mobile phone	2779	1267	1500	465	560	609	439	428	279	96	90	235	1058
	73%	-69%	+77%	+90%	+87%	+85%	+81%	-66%	-38%	69%	-54%	70%	+79%
			a	cdef	def	ef	ef	f		b		b	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	903	477	423	123	158	159	126	163	174	19	36	90	420
	24%	+26%	-22%	24%	25%	22%	23%	25%	23%	-14%	22%	27%	+31%
		b										a	ab
I do not do this online at all	806	468	337	36	56	89	76	174	376	33	59	76	204
	21%	+25%	-17%	-7%	-9%	-12%	-14%	+27%	+51%	24%	+36%	22%	-15%
		b				a	ab	abcd	abcde	d	cd	d	
Summary: Do activity at all	2991	1378	1601	480	584	629	463	472	364	104	107	262	1135
	79%	-75%	+83%	+93%	+91%	+88%	+86%	-73%	-49%	76%	-64%	78%	+85%
			a	cdef	def	ef	ef	f				b	abc
Summary: Mobile phone Only	2088	902	1178	357	426	471	337	309	190	86	71	172	715
	55%	-49%	+61%	+69%	+67%	+66%	+62%	-48%	-26%	62%	-43%	51%	53%
			a	ef	ef	ef	ef	f		b			b
Summary: Another device only	212	111	101	15	24	21	24	44	84	9	17	27	76
	6%	6%	5%	-3%	4%	-3%	4%	7%	+11%	6%	+10%	8%	6%
								ac	abcde				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 102 (continuation)
QE9.38. Summary: Social - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
I do this on a mobile phone	2779	678	986	587	490	2377	218	117	68
	73%	76%	+79%	72%	-62%	+74%	71%	-67%	69%
		d	cd	d		c			
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	903	275	329	161	124	765	84	38	16
	24%	+31%	26%	-20%	-16%	24%	27%	22%	-16%
		cd	cd			d	d		
I do not do this online at all	806	168	197	181	247	665	67	47	27
	21%	19%	-16%	22%	+31%	-21%	22%	+27%	+28%
				b	abc			a	a
Summary: Do activity at all	2991	725	1058	630	538	2554	241	127	70
	79%	81%	+84%	78%	-69%	+79%	78%	-73%	-72%
		d	cd	d		cd			
Summary: Mobile phone Only	2088	450	729	469	414	1789	157	89	54
	55%	-50%	58%	58%	53%	56%	51%	51%	56%
			a	a					
Summary: Another device only	212	46	72	43	48	177	23	10	2
	6%	5%	6%	5%	6%	5%	7%	6%	-2%
						d	d		

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 102 (continuation)
QE9.38. Summary: Social - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
I do this on a mobile phone	2779 73%	403 +81% cdehi	404 76%	229 68%	196 70%	234 71%	277 78%	223 73%	109 70%	301 71%	2311 +74% b	468 -68%	1937 +83% b	798 -57%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	903 24%	174 +35% bdefgi	94 -18%	132 +39% bdefgi	56 20%	56 -17%	62 -17%	66 22%	47 30% bef	79 19%	755 24%	148 22%	584 25%	307 22%
I do not do this online at all	806 21%	71 -14%	117 22% a	66 19%	71 25% a	76 23% a	66 19%	66 22%	38 24%	94 22% a	623 -20%	183 +27% a	314 -13%	477 +34% a
Summary: Do activity at all	2991 79%	425 +86% bdei	417 78%	272 81%	210 75%	252 77%	290 81%	237 78%	119 76%	332 78%	2489 +80% b	502 -73%	2024 +87% b	921 -66%
Summary: Mobile phone Only	2088 55%	251 51%	323 61% ach	140 -41%	154 55% c	196 60% c	229 +64% ach	171 56% c	72 46%	253 59% c	1735 56%	354 52%	1440 +62% b	615 -44%
Summary: Another device only	212 6%	22 4%	13 -2%	43 +13% abdefg	13 5%	18 5%	13 4%	14 5%	10 6%	31 7% b	178 6%	33 5%	87 -4%	123 +9% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 103
Summary: QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all.
Base: All Respondents

	Total	I do this on a mobile phone	I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	I do not do this online at all	Summary: Do activity at all	Summary: Mobile phone Only	Summary: Another device only	Not applicable
Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food)	4000	2411 60%	1579 39%	980 25%	3020 75%	1440 36%	608 15%	0 0%
Online shopping for services (e.g. holiday booking, travel booking, insurance, events)	4000	2111 53%	1780 45%	980 24%	3020 76%	1240 31%	909 23%	0 0%
Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits)	4000	2482 62%	1569 39%	816 20%	3184 80%	1615 40%	702 18%	0 0%
Finding information or applying for benefits/ tax credits/ other government or charitable support	4000	1625 41%	1463 37%	1474 37%	2526 63%	1062 27%	900 23%	0 0%
Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet)	4000	2452 61%	503 13%	1349 34%	2651 66%	2148 54%	199 5%	0 0%
Selling or trading items online (e.g. eBay, Facebook, Vinted)	4000	1483 37%	735 18%	2182 55%	1818 45%	1083 27%	335 8%	0 0%
Send/ receive e-mails	4000	3093 77%	2071 52%	385 10%	3615 90%	1544 39%	523 13%	0 0%
Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp)	4000	3175 79%	1103 28%	596 15%	3404 85%	2301 58%	230 6%	0 0%

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success decoded

Technology Tracker 2024
Table 103 (continuation)
Summary: QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all.
Base: All Respondents

	Total	I do this on a mobile phone	I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	I do not do this online at all	Summary: Do activity at all	Summary: Mobile phone Only	Summary: Another device only	Not applicable
Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom)	4000	2864 72%	1263 32%	768 19%	3232 81%	1969 49%	368 9%	0 0%
Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom)	4000	2838 71%	1306 33%	758 19%	3242 81%	1937 48%	404 10%	0 0%
Send / receive SMS text messages	4000	3527 88%	370 9%	369 9%	3631 91%	3261 82%	104 3%	0 0%
Making calls using your mobile network	4000	3543 89%	290 7%	375 9%	3625 91%	3335 83%	82 2%	0 0%
Creating content through blogging or vlogging	4000	684 17%	278 7%	3177 79%	823 21%	545 14%	140 3%	0 0%
Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet)	4000	2108 53%	370 9%	1763 44%	2237 56%	1867 47%	129 3%	0 0%
Finding/downloading information for work/ school/university	4000	1606 40%	1570 39%	1588 40%	2412 60%	841 21%	805 20%	0 0%
Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications)	4000	1826 46%	1828 46%	1031 26%	2969 74%	1141 29%	1143 29%	0 0%
Accessing news/weather/sports	4000	2887 72%	1194 30%	710 18%	3290 82%	2096 52%	403 10%	0 0%



Technology Tracker 2024
Table 103 (continuation)
Summary: QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all.
Base: All Respondents

	Total	I do this on a mobile phone	I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	I do not do this online at all	Summary: Do activity at all	Summary: Mobile phone Only	Summary: Another device only	Not applicable
Scanning QR codes	4000	2757 69%	273 7%	1126 28%	2874 72%	2601 65%	118 3%	0 0%
Maps/ Directions/navigation/travel planning	4000	2994 75%	840 21%	738 18%	3262 82%	2422 61%	268 7%	0 0%
Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI	4000	1025 26%	547 14%	2695 67%	1305 33%	758 19%	281 7%	0 0%
Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive	4000	1431 36%	1280 32%	1891 47%	2109 53%	829 21%	678 17%	0 0%
Personal/household organisation tools such as calendar management/task planning etc	4000	1925 48%	894 22%	1697 42%	2303 58%	1409 35%	378 9%	0 0%
Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP)	4000	2165 54%	1055 26%	1387 35%	2613 65%	1558 39%	448 11%	0 0%
Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc)	4000	1843 46%	558 14%	1929 48%	2071 52%	1514 38%	228 6%	0 0%
Watching or downloading TV programmes/films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go)	4000	1439 36%	1796 45%	1479 37%	2521 63%	726 18%	1082 27%	0 0%



Technology Tracker 2024
Table 103 (continuation)
Summary: QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all.
Base: All Respondents

	Total	I do this on a mobile phone	I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	I do not do this online at all	Summary: Do activity at all	Summary: Mobile phone Only	Summary: Another device only	Not applicable
Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	4000	2373 59%	1316 33%	1106 28%	2894 72%	1578 39%	521 13%	0 0%
Listening to radio	4000	1177 29%	862 22%	2291 57%	1709 43%	847 21%	533 13%	0 0%
Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts)	4000	1826 46%	901 23%	1807 45%	2193 55%	1293 32%	367 9%	0 0%
Listen to an audiobook or read an e-book	4000	986 25%	623 16%	2627 66%	1373 34%	750 19%	386 10%	0 0%
Playing or downloading games	4000	1294 32%	847 21%	2283 57%	1717 43%	870 22%	423 11%	0 0%
Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat)	4000	2773 69%	892 22%	1016 25%	2984 75%	2092 52%	211 5%	0 0%
Other	4000	70 2%	29 1%	1336 33%	86 2%	57 1%	16 *%	2577 64%
Summary: Purchasing	4000	3107 78%	2319 58%	469 12%	3531 88%	1212 30%	424 11%	0 0%
Summary: Communication	4000	3658 91%	2406 60%	253 6%	3747 94%	1341 34%	89 2%	0 0%
Summary: Information	4000	3350 84%	2450 61%	424 11%	3576 89%	1126 28%	226 6%	0 0%
Summary: Health	4000	2592 65%	1420 35%	1040 26%	2960 74%	1540 38%	368 9%	0 0%
Summary: Entertainment	4000	2789 70%	2290 57%	734 18%	3266 82%	976 24%	477 12%	0 0%

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Technology Tracker 2024
Table 103 (continuation)
Summary: QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all.
Base: All Respondents

	Total	I do this on a mobile phone	I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	I do not do this online at all	Summary: Do activity at all	Summary: Mobile phone Only	Summary: Another device only	Not applicable
Summary: Social	4000	2779 69%	903 23%	1009 25%	2991 75%	2088 52%	212 5%	0 0%



Technology Tracker 2024
Table 104
QE9.1. Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2411	1112	1291	395	530	543	382	338	223	76	84	196	987
	60%	-58%	+63%	+75%	+82%	+75%	+70%	-50%	-25%	-44%	-42%	55%	+73%
			a	ef	acdef	ef	ef	f				ab	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1579	835	737	156	238	298	247	302	339	39	54	100	643
	39%	+43%	-36%	-30%	37%	41%	+45%	+45%	39%	-22%	-27%	-28%	+48%
		b				a	ab	ab	a				abc
I do not do this online at all	980	480	499	100	76	107	90	183	424	71	87	107	154
	25%	25%	24%	-19%	-12%	-15%	-16%	27%	+49%	+41%	+44%	30%	-11%
				b				abcd	abcde	cd	cd	d	
Summary: Do activity at all	3020	1451	1557	427	574	620	455	494	450	103	112	251	1192
	75%	75%	76%	+81%	+88%	+85%	+84%	73%	-51%	-59%	-56%	70%	+89%
				ef	aef	ef	ef	f				ab	abc
Summary: Mobile phone Only	1440	616	820	270	336	322	208	193	111	64	58	151	549
	36%	-32%	+40%	+51%	+52%	+44%	38%	-28%	-13%	37%	29%	+42%	+41%
			a	def	cdef	ef	ef	f				b	b
Summary: Another device only	608	340	266	32	44	76	73	156	227	27	28	55	206
	15%	+18%	-13%	-6%	-7%	-10%	13%	+23%	+26%	15%	14%	15%	15%
		b				a	ab	abcd	abcd				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 104 (continuation)
QE9.1. Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2411 60%	638 +71% cd	855 +66% cd	485 57% d	406 -45%	2044 61%	190 57%	110 59%	67 62%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1579 39%	468 +52% bcd	545 42% d	314 37% d	227 -25%	1373 +41% cd	126 38% d	60 -32% d	20 -19%
I do not do this online at all	980 25%	113 -13%	229 -18% a	228 27% ab	387 +43% abc	809 24%	87 26%	50 27%	34 +31% a
Summary: Do activity at all	3020 75%	790 +87% bcd	1058 +82% cd	622 73% d	514 -57%	2563 76% d	245 74%	138 73%	74 -69%
Summary: Mobile phone Only	1440 36%	322 36%	512 +40% d	308 36%	287 -32%	1190 -35%	118 36%	78 42% a	54 +50% abc
Summary: Another device only	608 15%	152 17% d	202 16%	137 16%	108 -12%	519 15% d	55 17% d	28 15% d	7 -6%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 104 (continuation)
QE9.1. Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2411 60%	395 +76% bcdefgi	309 56%	181 -52%	171 59%	201 57%	244 65% c	179 55%	108 67% c	256 58%	2025 +62% b	386 -54%	1718 +73% b	658 -42%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1579 39%	257 +49% degi	293 +53% degi	156 45% dei	83 -28%	104 -29%	166 44% dei	110 34%	71 45% dei	133 -30%	1265 39%	314 44%	1016 +43% b	546 -35%
I do not do this online at all	980 25%	82 -16%	110 20%	79 23%	82 28% ah	103 29% abh	77 20%	109 +33% abfh	23 14%	144 +32% abfh	806 25%	175 24%	336 -14%	618 +39% a
Summary: Do activity at all	3020 75%	438 +84% degi	442 80% egi	269 77%	210 72%	249 71%	299 80% gi	219 -67%	137 86% degi	300 -68%	2472 75%	547 76%	2019 +86% b	959 -61%
Summary: Mobile phone Only	1440 36%	180 35%	149 -27%	113 32%	127 44% b	146 41% b	133 35%	109 33%	66 41% b	167 38% b	1208 37%	233 32%	1002 +43% b	413 -26%
Summary: Another device only	608 15%	43 -8%	132 +24% adefgi	88 +25% adefgi	39 13%	49 14%	55 15%	40 12%	29 18% a	43 -10%	448 -14%	161 +22% a	301 -13%	301 +19% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 105
QE9.2. Online shopping for services (e.g. holiday booking, travel booking, insurance, events) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2111	981	1123	316	471	512	331	295	187	57	66	171	906
	53%	51%	55%	+60%	+73%	+70%	+61%	-44%	-21%	-33%	-33%	48%	+67%
				ef	adef	adef	ef	f				ab	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1780	952	821	179	281	347	289	326	359	40	58	131	780
	45%	+49%	-40%	-34%	43%	48%	+53%	48%	41%	-23%	-29%	-37%	+58%
		b			a	af	abf	af				a	abc
I do not do this online at all	980	450	528	133	69	88	83	189	416	90	94	102	98
	24%	23%	26%	25%	-11%	-12%	-15%	28%	+48%	+52%	+47%	29%	-7%
				bcd				bcd	abcde	cd	cd	d	
Summary: Do activity at all	3020	1482	1528	393	581	638	462	488	458	84	104	256	1248
	76%	77%	74%	75%	+89%	+88%	+85%	72%	-52%	-48%	-53%	71%	+93%
				f	aef	aef	aef	f				ab	abc
Summary: Mobile phone Only	1240	530	707	214	300	292	173	163	99	44	46	125	468
	31%	-27%	+34%	+41%	+46%	+40%	32%	-24%	-11%	25%	-23%	35%	+35%
			a	def	def	def	ef	f				b	ab
Summary: Another device only	909	500	404	78	109	127	131	193	271	27	38	84	342
	23%	+26%	-20%	-15%	-17%	-17%	24%	+29%	+31%	16%	19%	24%	+25%
		b					abc	abc	abcd				a

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 105 (continuation)
QE9.2. Online shopping for services (e.g. holiday booking, travel booking, insurance, events) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2111 53%	548 +61% d	752 +58% d	463 54% d	325 -36%	1788 53%	173 52%	94 50%	57 53%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1780 45%	556 +62% bcd	647 +50% cd	332 -39% d	219 -24%	1533 +45% cd	160 48% cd	62 -33% d	26 -24%
I do not do this online at all	980 24%	87 -10%	218 -17% a	216 25% ab	441 +49% abc	811 24%	71 22%	61 +33% ab	35 +33% ab
Summary: Do activity at all	3020 76%	816 +90% bcd	1068 +83% cd	634 75% d	460 -51%	2561 76% cd	261 78% cd	127 -67%	73 -67%
Summary: Mobile phone Only	1240 31%	260 29%	421 33% d	302 +35% ad	241 -27%	1028 30%	101 30%	65 34%	47 +43% abc
Summary: Another device only	909 23%	268 +30% bcd	316 25% d	171 20% d	135 -15%	772 23% cd	88 26% cd	33 -18%	16 -15%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 105 (continuation)
QE9.2. Online shopping for services (e.g. holiday booking, travel booking, insurance, events) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2111 53%	317 +61% bdei	272 49%	176 51%	145 50%	170 48%	230 +61% bei	170 52%	96 60%	211 48%	1769 +54% b	342 -47%	1557 +66% b	519 -33%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1780 45%	257 50% deg	322 +58% cdegi	166 48% de	97 -33%	123 -35%	187 50% de	127 39%	73 46%	181 41%	1423 -43%	358 +50% a	1201 +51% b	559 -35%
I do not do this online at all	980 24%	109 21%	99 -18%	72 21%	85 29% bf	107 30% abf	69 18%	104 +32% abcf	33 21%	133 30% abf	815 25%	165 23%	279 -12%	680 +43% a
Summary: Do activity at all	3020 76%	411 79% egi	453 +82% degi	276 79% g	207 71%	245 70%	307 82% degi	224 -68%	127 79%	311 70%	2464 75%	557 77%	2076 +88% b	896 -57%
Summary: Mobile phone Only	1240 31%	154 30%	130 -24%	110 32%	109 37% b	122 35% b	120 32%	97 30%	54 34%	130 29%	1041 32%	199 28%	875 +37% b	337 -21%
Summary: Another device only	909 23%	94 18%	181 +33% adefghi	99 29% ag	61 21%	75 21%	77 21%	54 16%	31 19%	100 23%	694 -21%	215 +30% a	519 22%	377 24%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 106
QE9.3. Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2482	1183	1292	379	537	572	381	361	252	66	83	225	1028
	62%	61%	63%	+72%	+83%	+79%	+70%	-53%	-29%	-38%	-42%	63%	+76%
				ef	adef	adef	ef	f				ab	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1569	867	694	139	235	303	252	301	339	36	51	102	632
	39%	+45%	-34%	-26%	36%	42%	+46%	+44%	39%	-21%	-26%	-29%	+47%
		b			a	a	abf	ab	a				abc
I do not do this online at all	816	367	447	102	54	54	67	158	380	84	82	72	93
	20%	19%	22%	19%	-8%	-7%	-12%	23%	+43%	+48%	+41%	20%	-7%
				bcd			c	bcd	abcde	cd	cd	d	
Summary: Do activity at all	3184	1564	1609	425	596	672	478	519	494	90	117	286	1254
	80%	81%	78%	81%	+92%	+93%	+88%	77%	-57%	-52%	-59%	80%	+93%
				f	aef	adef	aef	f				ab	abc
Summary: Mobile phone Only	1615	698	914	286	360	370	226	218	156	54	66	184	622
	40%	-36%	+44%	+54%	+55%	+51%	41%	-32%	-18%	-31%	33%	+51%	+46%
			a	def	def	def	ef	f				ab	ab
Summary: Another device only	702	381	316	46	59	101	97	158	242	24	33	61	226
	18%	+20%	-15%	-9%	-9%	-14%	18%	+23%	+28%	14%	17%	17%	17%
		b				ab	ab	abc	abcd				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 106 (continuation)
QE9.3. Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2482 62%	633 +70% cd	877 +68% d	533 63% d	404 -45%	2104 62%	205 62%	107 57%	66 61%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1569 39%	467 +52% bcd	593 +46% cd	289 -34% d	199 -22%	1362 +40% cd	127 38% cd	55 -29%	24 -23%
I do not do this online at all	816 20%	88 -10%	161 -13%	179 21% ab	370 +41% abc	668 -20%	66 20%	52 +28% ab	30 +28% ab
Summary: Do activity at all	3184 80%	815 +90% cd	1125 +87% cd	672 79% d	531 -59%	2704 +80% cd	266 80% cd	136 -72%	78 -72%
Summary: Mobile phone Only	1615 40%	348 38%	533 41%	383 +45% ad	332 -37%	1343 40%	138 42%	80 43%	54 +50% a
Summary: Another device only	702 18%	182 20% d	249 19% d	139 16%	127 -14%	600 18% d	61 18% d	29 15%	12 -11%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 106 (continuation)
QE9.3. Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2482 62%	383 +74% bcdegi	320 58%	209 60%	185 63%	209 59%	259 69% bgi	184 56%	112 70% i	243 -55%	2063 63%	419 58%	1782 +76% b	664 -42%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1569 39%	230 44% deg	297 +54% acdefghi	139 40%	96 33%	104 -30%	155 41% e	104 32%	63 40%	173 39%	1270 39%	299 41%	1051 +45% b	500 -32%
I do not do this online at all	816 20%	80 -15%	80 -15%	58 17%	61 21%	87 25% ab	60 16%	102 +31% abcf	30 19%	108 24% ab	659 20%	157 22%	200 -9%	595 +38% a
Summary: Do activity at all	3184 80%	440 +85% egi	472 +85% egi	290 83% g	231 79%	265 75%	316 84% g	226 -69%	130 81%	336 76%	2619 80%	565 78%	2155 +91% b	982 -62%
Summary: Mobile phone Only	1615 40%	210 40%	175 -32%	151 43% b	134 46% b	161 46% b	161 43% b	122 37%	67 42%	162 37%	1349 41%	266 37%	1104 +47% b	483 -31%
Summary: Another device only	702 18%	57 -11%	152 +28% adefgh	81 23% agh	46 16%	56 16%	57 15%	41 13%	18 12%	92 21% a	556 17%	146 20%	373 -16%	318 +20% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 107
QE9.4. Finding information or applying for benefits/ tax credits/ other government or charitable support - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	1625	746	873	258	360	375	263	219	151	52	78	154	650
	41%	39%	42%	+49%	+55%	+52%	+48%	-32%	-17%	-30%	39%	43%	+48%
				ef	ef	ef	ef	f				a	a
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1463	795	659	140	220	298	238	277	291	42	51	111	587
	37%	+41%	-32%	-27%	34%	+41%	+44%	+41%	33%	-24%	-26%	31%	+44%
		b				abf	abf	abf					abc
I do not do this online at all	1474	701	771	204	181	181	157	268	485	90	88	122	380
	37%	36%	38%	39%	-28%	-25%	-29%	40%	+55%	+52%	44%	34%	-28%
				bcd				bcd	abcde	cd	d		
Summary: Do activity at all	2526	1230	1284	323	469	546	389	409	390	84	111	235	967
	63%	64%	62%	61%	+72%	+75%	+71%	60%	-45%	-48%	56%	66%	+72%
				f	aef	aef	aef	f				a	ab
Summary: Mobile phone Only	1062	435	625	182	249	249	151	132	99	42	60	124	380
	27%	-23%	+30%	+35%	+38%	+34%	28%	-19%	-11%	24%	30%	+35%	28%
			a	ef	def	ef	ef	f					
Summary: Another device only	900	484	411	65	109	172	125	190	239	33	32	81	318
	23%	+25%	-20%	-12%	-17%	24%	23%	+28%	+27%	19%	16%	23%	24%
		b				ab	ab	ab	ab				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 107 (continuation)
QE9.4. Finding information or applying for benefits/ tax credits/ other government or charitable support - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	1625 41%	414 +46% d	548 43% d	351 41% d	299 -33%	1358 40%	135 41%	76 40%	56 +52% abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1463 37%	428 +47% bcd	538 +42% cd	269 -32% d	210 -23%	1253 37% cd	134 40% cd	51 -27%	26 -24%
I do not do this online at all	1474 37%	266 -29%	409 -32%	325 38% ab	445 +49% abc	1245 37%	115 35%	81 +43% bd	34 31%
Summary: Do activity at all	2526 63%	637 +71% cd	878 +68% cd	525 62% d	456 -51%	2127 63%	217 65% c	107 -57%	74 69% c
Summary: Mobile phone Only	1062 27%	208 -23%	340 26%	257 30% a	246 27%	874 -26%	84 25%	56 30%	48 +44% abc
Summary: Another device only	900 23%	223 25% d	330 +26% d	175 21%	157 -17%	769 23% cd	82 25% cd	31 -17%	18 -17%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 107 (continuation)
QE9.4. Finding information or applying for benefits/ tax credits/ other government or charitable support - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	1625 41%	236 45% b	189 -34%	129 37%	126 43%	159 45% b	133 35%	147 45% b	81 50% bfi	160 36%	1333 41%	292 40%	1152 +49% b	445 -28%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1463 37%	204 39% ef	270 +49% adefghi	159 +46% defh	89 31%	86 -24%	107 -29%	117 36% e	48 30%	171 39% e	1178 36%	285 40%	964 +41% b	488 -31%
I do not do this online at all	1474 37%	187 36%	167 -30%	114 33%	110 38%	136 39%	185 +49% abcghi	123 37%	55 34%	169 38%	1228 37%	247 34%	676 -29%	766 +49% a
Summary: Do activity at all	2526 63%	333 64% f	385 +70% f	234 67% f	182 62%	216 61%	191 -51%	205 63% f	105 66% f	275 62% f	2050 63%	475 66%	1679 +71% b	811 -51%
Summary: Mobile phone Only	1062 27%	129 25%	115 -21%	75 22%	93 32% b	130 +37% abcfi	84 22%	88 27%	57 35% bcf	104 24%	872 27%	190 26%	715 +30% b	323 -21%
Summary: Another device only	900 23%	98 19%	196 +36% adefghi	105 +30% adefgh	56 19%	57 -16%	58 -15%	58 18%	25 15%	116 26% ef	717 22%	183 25%	528 22%	366 23%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 108
QE9.5. Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2452	1197	1249	416	517	579	377	353	209	76	81	194	1000
	61%	62%	61%	+79%	+80%	+80%	+69%	-52%	-24%	-44%	-41%	-54%	+74%
				def	def	def	ef	f				b	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	503	295	207	56	73	87	95	90	101	9	25	39	229
	13%	+15%	-10%	11%	11%	12%	+17%	13%	12%	-5%	13%	11%	+17%
		b					abcf				a		ac
I do not do this online at all	1349	623	719	94	109	127	138	289	592	92	106	138	280
	34%	32%	35%	-18%	-17%	-17%	-25%	+43%	+68%	+53%	+54%	39%	-21%
							abc	abcd	abcde	cd	cd	d	
Summary: Do activity at all	2651	1308	1337	433	541	600	407	388	283	82	92	219	1067
	66%	68%	65%	+82%	+83%	+83%	+75%	-57%	-32%	-47%	-46%	61%	+79%
				def	def	def	ef	f				ab	abc
Summary: Mobile phone Only	2148	1013	1130	376	467	513	312	298	182	74	67	180	837
	54%	52%	55%	+71%	+72%	+71%	57%	-44%	-21%	-42%	-34%	50%	+62%
				def	def	def	ef	f				b	abc
Summary: Another device only	199	111	88	17	23	21	30	35	73	6	12	25	67
	5%	6%	4%	3%	4%	-3%	5%	5%	+8%	4%	6%	7%	5%
									abc				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 108 (continuation)
QE9.5. Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2452 61%	627 +69% cd	885 +69% cd	512 60% d	403 -45%	2088 62% c	203 61% c	97 -51%	64 59%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	503 13%	194 +21% bcd	184 14% cd	73 -9%	51 -6%	446 +13% d	30 9% d	23 12% d	4 -3%
I do not do this online at all	1349 34%	203 -22%	338 -26%	312 37% ab	464 +51% abc	1104 -33%	122 37%	81 +43% a	41 38%
Summary: Do activity at all	2651 66%	700 +78% cd	948 +74% cd	539 63% d	437 -49%	2268 +67% c	210 63%	107 -57%	67 62%
Summary: Mobile phone Only	2148 54%	506 56% d	764 +59% d	466 55% d	386 -43%	1822 54% c	179 54% c	83 -44%	63 58% c
Summary: Another device only	199 5%	73 +8% bcd	63 5%	27 3%	34 4%	180 +5% bd	6 -2%	10 5% b	2 -2%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 108 (continuation)
QE9.5. Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2452 61%	370 +71% bcdeg	341 62%	205 59%	173 59%	186 -53%	239 64%	191 58%	105 65%	279 63%	2027 62%	425 59%	1774 +75% b	646 -41%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	503 13%	87 +17% h	62 11% h	51 15% h	29 10%	47 13% h	59 16% h	37 11% h	4 -3%	70 16% h	410 12%	93 13%	331 +14% b	166 -11%
I do not do this online at all	1349 34%	134 -26%	182 33%	110 32%	109 37% a	147 +42% afi	113 30%	119 36% a	55 34%	135 30%	1096 33%	253 35%	493 -21%	825 +52% a
Summary: Do activity at all	2651 66%	386 +74% deg	370 67%	238 68%	183 63%	205 -58%	263 70% e	209 64%	105 66%	309 70% e	2182 67%	469 65%	1862 +79% b	752 -48%
Summary: Mobile phone Only	2148 54%	299 57% e	308 56% e	186 54%	154 53%	159 -45%	204 54%	172 52%	101 63% e	238 54%	1772 54%	376 52%	1531 +65% b	586 -37%
Summary: Another device only	199 5%	16 3%	29 5%	33 +9% ah	10 4%	20 6%	24 6%	18 6%	1 1%	29 7%	155 5%	44 6%	89 -4%	106 +7% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 109
QE9.6. Selling or trading items online (e.g. eBay, Facebook, Vinted) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	1483	660	816	260	338	396	232	183	75	49	52	123	650
	37%	-34%	+40%	+49%	+52%	+54%	+43%	-27%	-9%	-28%	-26%	34%	+48%
			a	ef	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	735	461	268	79	113	141	134	142	126	15	29	61	327
	18%	+24%	-13%	15%	17%	19%	+25%	21%	-14%	-9%	15%	17%	+24%
		b				f	abf	af				a	abc
I do not do this online at all	2182	1058	1121	243	260	293	261	427	699	116	127	195	574
	55%	55%	55%	-46%	-40%	-40%	-48%	+63%	+80%	+67%	+64%	55%	-43%
							bc	abcd	abcde	cd	d	d	
Summary: Do activity at all	1818	873	935	284	390	434	285	251	175	58	71	163	773
	45%	45%	45%	+54%	+60%	+60%	+52%	-37%	-20%	-33%	-36%	45%	+57%
				ef	def	def	ef	f				a	abc
Summary: Mobile phone Only	1083	412	667	205	276	293	151	109	49	43	42	102	445
	27%	-21%	+32%	+39%	+43%	+40%	28%	-16%	-6%	25%	21%	28%	+33%
			a	def	def	def	ef	f					b
Summary: Another device only	335	213	118	24	52	39	53	68	100	9	19	40	123
	8%	+11%	-6%	-5%	8%	-5%	10%	10%	+11%	5%	10%	11%	9%
		b					ac	ac	ac				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 109 (continuation)
QE9.6. Selling or trading items online (e.g. eBay, Facebook, Vinted) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	1483	402	537	307	220	1270	121	55	37
	37%	+44%	+42%	36%	-24%	38%	36%	-29%	34%
		cd	d	d		c			
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	735	235	272	130	89	644	53	30	9
	18%	+26%	+21%	15%	-10%	+19%	16%	16%	-8%
		bcd	cd	d		d	d	d	
I do not do this online at all	2182	419	632	468	624	1814	182	119	67
	55%	-46%	-49%	55%	+69%	-54%	55%	+63%	+62%
				a	abc			ab	a
Summary: Do activity at all	1818	484	655	382	277	1558	150	69	41
	45%	+54%	+51%	45%	-31%	+46%	45%	-37%	-38%
		cd	d	d		cd	c		
Summary: Mobile phone Only	1083	249	383	252	188	915	96	40	32
	27%	28%	30%	30%	-21%	27%	29%	-21%	30%
		d	d	d		c	c		c
Summary: Another device only	335	82	118	75	57	288	28	15	4
	8%	9%	9%	9%	-6%	9%	9%	8%	-4%
						d	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 109 (continuation)
QE9.6. Selling or trading items online (e.g. eBay, Facebook, Vinted) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	1483 37%	219 42% bi	173 -31%	135 39%	118 40%	137 39%	144 38%	128 39%	82 +51% bi	135 -30%	1221 37%	262 36%	1098 +47% b	358 -23%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	735 18%	96 18%	113 20%	116 +33% abdefgi	35 12%	50 14%	69 18%	51 16%	36 23%	77 17%	604 18%	131 18%	511 +22% b	213 -13%
I do not do this online at all	2182 55%	278 53% c	310 56% c	146 -42%	165 57% c	186 53%	211 56% c	182 55% c	71 44%	265 60% ch	1778 54%	404 56%	1062 -45%	1085 +69% a
Summary: Do activity at all	1818 45%	242 47%	242 44%	202 +58% abdfgi	127 43%	166 47%	165 44%	146 45%	89 56% i	179 40%	1500 46%	318 44%	1294 +55% b	492 -31%
Summary: Mobile phone Only	1083 27%	146 28%	130 23%	86 25%	91 31%	116 33% bi	96 26%	95 29%	53 33%	101 23%	896 27%	187 26%	783 +33% b	279 -18%
Summary: Another device only	335 8%	23 -4%	70 +13% adfg	68 +19% adefghi	9 -3%	29 8%	21 6%	19 6%	7 4%	43 10% ad	279 9%	56 8%	196 8%	134 9%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 110
QE9.7. Send/ receive e-mails - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	3093	1490	1592	452	591	663	469	500	418	90	134	268	1167
	77%	77%	77%	+86%	+91%	+91%	+86%	74%	-48%	-52%	-68%	75%	+87%
				ef	adef	adef	ef	f			a	a	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2071	1075	988	249	326	358	309	381	449	42	63	157	861
	52%	+56%	-48%	47%	50%	49%	57%	+56%	51%	-24%	-32%	-44%	+64%
		b					ac	ac				ab	abc
I do not do this online at all	385	169	215	29	21	26	18	67	224	52	46	40	23
	10%	9%	10%	-6%	-3%	-4%	-3%	10%	+26%	+30%	+23%	11%	-2%
								abcd	abcde	cd	cd	d	
Summary: Do activity at all	3615	1762	1840	497	629	701	527	611	651	122	152	317	1324
	90%	91%	90%	+94%	+97%	+96%	+97%	90%	-74%	-70%	-77%	89%	+98%
				ef	ef	ef	ef	f				ab	abc
Summary: Mobile phone Only	1544	687	852	248	303	343	219	230	202	80	88	161	463
	39%	-36%	+41%	+47%	+47%	+47%	40%	-34%	-23%	46%	45%	+45%	-34%
			a	ef	ef	ef	f	f		d	d	d	
Summary: Another device only	523	272	248	45	38	38	59	111	233	32	17	49	157
	13%	14%	12%	-9%	-6%	-5%	11%	+16%	+27%	18%	9%	14%	12%
							bc	abcd	abcde	bd			

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 110 (continuation)
QE9.7. Send/ receive e-mails - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	3093 77%	757 +84% cd	1063 +83% cd	656 77% d	572 -63%	2612 77% c	266 80% c	135 -72%	80 74%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2071 52%	632 +70% bcd	759 +59% cd	367 -43% d	287 -32%	1802 +53% bd	149 -45% d	90 48% d	30 -27%
I do not do this online at all	385 10%	26 -3%	52 -4%	84 10% ab	216 +24% abc	297 -9%	36 11%	31 +16% a	21 +20% ab
Summary: Do activity at all	3615 90%	878 +97% cd	1235 +96% cd	766 90% d	685 -76%	3075 +91% cd	296 89% d	157 -84%	87 -80%
Summary: Mobile phone Only	1544 39%	246 -27%	476 37% a	399 +47% ab	398 +44% ab	1273 -38%	146 +44% ac	68 36%	57 +53% abc
Summary: Another device only	523 13%	121 13%	171 13%	110 13%	113 13%	463 +14% bd	30 -9%	22 12% d	7 -7%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 110 (continuation)
QE9.7. Send/ receive e-mails - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	3093 77%	442 +85% eghi	439 79% h	269 77% h	234 80% h	253 72% h	300 80% h	245 75% h	91 -57%	340 76% h	2553 78%	540 75%	2078 +88% b	968 -61%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2071 52%	280 54% e	335 +61% degi	196 56% e	131 45%	149 -42%	238 +63% degi	148 45%	107 +67% degi	218 49%	1705 52%	366 51%	1329 +56% b	716 -45%
I do not do this online at all	385 10%	40 8%	29 -5%	30 9%	25 8%	37 11%	24 7%	50 +15% abf	11 7%	50 11% b	311 10%	73 10%	58 -2%	315 +20% a
Summary: Do activity at all	3615 90%	480 92% g	523 +95% gi	318 91%	267 92%	315 89%	352 93% g	278 -85%	149 93%	394 89%	2967 90%	649 90%	2298 +98% b	1262 -80%
Summary: Mobile phone Only	1544 39%	200 39%	188 34%	122 35%	136 47% bfh	166 +47% bcfh	114 -30%	130 39%	42 -26%	176 40%	1262 38%	282 39%	969 +41% b	545 -35%
Summary: Another device only	523 13%	38 -7%	84 15% a	49 14% a	33 11%	62 18% a	52 14% a	33 10%	58 +36% abcdefgi	54 12%	414 13%	109 15%	220 -9%	293 +19% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 111
QE9.8. Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	3175	1512	1649	473	589	667	488	513	444	98	126	271	1205
	79%	78%	80%	+90%	+91%	+92%	+89%	76%	-51%	-57%	-64%	76%	+89%
				ef	ef	ef	ef	f				ab	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1103	590	510	152	208	198	181	198	166	22	28	82	480
	28%	+31%	-25%	29%	+32%	27%	+33%	29%	-19%	-12%	-14%	23%	+36%
		b		f	f	f	f	f				ab	abc
I do not do this online at all	596	306	289	29	28	38	36	112	354	64	63	57	73
	15%	16%	14%	-5%	-4%	-5%	-7%	16%	+40%	+37%	+32%	16%	-5%
								abcd	abcde	cd	cd	d	
Summary: Do activity at all	3404	1625	1766	498	622	689	509	566	521	110	135	301	1274
	85%	84%	86%	+95%	+96%	+95%	+93%	84%	-60%	-63%	-68%	84%	+95%
				ef	ef	ef	ef	f				ab	abc
Summary: Mobile phone Only	2301	1035	1256	345	414	491	328	367	355	88	107	219	794
	58%	-54%	+61%	+66%	+64%	+68%	60%	54%	-41%	51%	54%	61%	59%
			a	ef	ef	def	f	f					
Summary: Another device only	230	113	117	24	33	22	21	52	77	11	9	30	69
	6%	6%	6%	5%	5%	-3%	4%	8%	+9%	6%	4%	8%	5%
								cd	abcd				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 111 (continuation)
QE9.8. Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	3175 79%	784 +87% cd	1103 +86% cd	667 78% d	577 -64%	2698 +80% cd	265 80% c	132 -70%	80 -74%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1103 28%	399 +44% bcd	405 +32% cd	159 -19% d	123 -14%	947 28% d	90 27% d	54 29% d	13 -12%
I do not do this online at all	596 15%	54 -6%	108 -8%	144 17% ab	278 +31% abc	470 -14%	58 18%	42 +22% a	25 +23% a
Summary: Do activity at all	3404 85%	849 +94% cd	1179 +92% cd	706 83% d	623 -69%	2902 +86% cd	274 82%	146 -78%	83 -77%
Summary: Mobile phone Only	2301 58%	450 -50%	773 60% a	547 +64% ad	500 56% a	1955 58% c	184 55%	92 -49%	70 +65% abc
Summary: Another device only	230 6%	65 7%	76 6%	39 5%	47 5%	204 6% b	9 -3%	14 7% bd	4 3%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 111 (continuation)
QE9.8. Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	3175 79%	443 +85% cegi	471 +85% cegi	263 76%	226 78%	265 75%	313 83% g	239 -73%	137 86% g	340 77%	2611 80%	563 78%	2133 +91% b	996 -63%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1103 28%	205 +39% bcdefgh	121 -22%	92 26%	68 23%	85 24%	104 28%	93 28%	37 23%	142 32% b	914 28%	190 26%	764 +32% b	322 -20%
I do not do this online at all	596 15%	53 -10%	64 12%	43 12%	47 16%	53 15%	49 13%	70 +21% abc	17 11%	75 17% a	484 15%	111 15%	114 -5%	462 +29% a
Summary: Do activity at all	3404 85%	467 +90% gi	488 88% g	305 88% g	245 84%	299 85%	327 87%	258 -79%	143 89%	369 83%	2794 85%	610 85%	2241 +95% b	1115 -71%
Summary: Mobile phone Only	2301 58%	262 -50%	367 +67% agi	213 61% a	177 61%	214 61% a	223 59%	166 51%	106 66% agi	227 51%	1880 57%	421 58%	1477 +63% b	793 -50%
Summary: Another device only	230 6%	24 5%	17 3%	42 +12% abf	18 6%	34 +10% bf	14 4%	19 6%	6 4%	29 7%	182 6%	47 7%	108 -5%	119 +8% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 112
QE9.9. Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2864	1359	1494	439	553	602	429	448	392	89	118	231	1071
	72%	70%	73%	+83%	+85%	+83%	+79%	-66%	-45%	-51%	-60%	-65%	+79%
				ef	def	ef	ef	f				a	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1263	646	609	170	247	277	191	219	159	22	37	81	627
	32%	33%	-30%	32%	+38%	+38%	35%	32%	-18%	-12%	-19%	-23%	+47%
		b		f	f	f	f	f				a	abc
I do not do this online at all	768	391	377	47	40	55	64	159	404	72	74	94	98
	19%	20%	18%	-9%	-6%	-8%	-12%	+23%	+46%	+41%	+37%	+26%	-7%
							b	abcd	abcde	cd	cd	d	
Summary: Do activity at all	3232	1541	1678	480	609	672	482	518	471	102	124	263	1249
	81%	80%	82%	+91%	+94%	+92%	+88%	-77%	-54%	-59%	-63%	-74%	+93%
				ef	def	ef	ef	f				ab	abc
Summary: Mobile phone Only	1969	894	1069	310	362	396	291	300	311	80	87	182	623
	49%	-46%	+52%	+59%	+56%	+54%	53%	-44%	-36%	46%	44%	51%	-46%
			a	ef	ef	ef	ef	f					
Summary: Another device only	368	182	184	41	56	70	52	70	79	13	6	32	179
	9%	9%	9%	8%	9%	10%	10%	10%	9%	7%	-3%	9%	+13%
												b	b

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 112 (continuation)
QE9.9. Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2864	686	979	604	553	2417	244	132	70
	72%	+76%	+76%	71%	-61%	72%	74%	70%	-65%
		d	d	d		d	d		
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1263	481	503	156	106	1097	100	49	18
	32%	+53%	+39%	-18%	-12%	+33%	30%	-26%	-17%
		bcd	cd	d		cd	d	d	
I do not do this online at all	768	84	161	193	315	630	66	44	28
	19%	-9%	-13%	+23%	+35%	-19%	20%	23%	+26%
				ab	abc				a
Summary: Do activity at all	3232	819	1126	657	586	2742	266	144	80
	81%	+91%	+87%	-77%	-65%	+81%	80%	77%	-74%
		cd	cd	d		d			
Summary: Mobile phone Only	1969	337	623	501	481	1646	166	96	61
	49%	-37%	48%	+59%	+53%	49%	50%	51%	+57%
			a	ab	a				a
Summary: Another device only	368	133	147	53	33	325	21	12	10
	9%	+15%	+11%	-6%	-4%	+10%	6%	6%	9%
		cd	cd						

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 112 (continuation)
QE9.9. Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2864 72%	425 +82% bcdegi	385 70%	227 65%	208 71%	235 67%	294 78% ceg	218 67%	115 72%	310 70%	2372 72%	491 68%	1921 +82% b	901 -57%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1263 32%	205 +40% be	155 28%	136 +39% be	85 29%	100 28%	115 30%	107 33%	51 32%	143 32%	1050 32%	213 30%	929 +39% b	317 -20%
I do not do this online at all	768 19%	64 -12%	114 21% a	64 18%	55 19%	78 22% a	54 14%	80 25% af	33 20%	86 19% a	611 19%	157 22%	200 -8%	548 +35% a
Summary: Do activity at all	3232 81%	456 +88% begi	438 79%	284 82%	237 81%	274 78%	322 86% g	248 75%	127 80%	358 81%	2667 81%	565 78%	2156 +92% b	1029 -65%
Summary: Mobile phone Only	1969 49%	250 48%	282 51%	148 43%	152 52%	174 49%	208 55% cg	140 43%	77 48%	215 48%	1617 49%	352 49%	1226 +52% b	712 -45%
Summary: Another device only	368 9%	31 6%	52 10%	57 +16% abf	28 10%	39 11%	28 8%	29 9%	12 7%	48 11%	294 9%	74 10%	234 10%	129 8%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 113
QE9.10. Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2838	1334	1495	453	542	613	412	442	376	90	115	231	1059
	71%	69%	+73%	+86%	+83%	+84%	+76%	-65%	-43%	-52%	-58%	-64%	+79%
				def	def	def	ef	f				a	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1306	687	608	168	253	263	215	214	194	22	44	78	635
	33%	+36%	-30%	32%	+39%	36%	+39%	32%	-22%	-13%	-22%	-22%	+47%
		b		f	ef	f	ef	f			a	a	abc
I do not do this online at all	758	387	370	39	42	50	76	156	395	73	73	93	106
	19%	20%	18%	-7%	-6%	-7%	-14%	+23%	+45%	+42%	+37%	+26%	-8%
							abc	abcd	abcde	cd	cd	d	
Summary: Do activity at all	3242	1544	1685	488	607	677	469	522	479	101	126	265	1240
	81%	80%	82%	+93%	+94%	+93%	+86%	-77%	-55%	-58%	-63%	-74%	+92%
				def	def	def	ef	f				ab	abc
Summary: Mobile phone Only	1937	857	1077	320	355	415	254	307	286	79	82	187	605
	48%	-44%	+52%	+61%	+55%	+57%	47%	45%	-33%	45%	41%	52%	-45%
			a	def	def	def	f	f				b	
Summary: Another device only	404	210	190	34	66	64	57	80	103	11	11	34	181
	10%	11%	9%	-7%	10%	9%	10%	12%	12%	6%	5%	10%	+13%
								a	a				ab

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 113 (continuation)
QE9.10. Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2838 71%	700 +78% cd	961 +75% d	599 70% d	534 -59%	2417 +72% d	225 68%	126 67%	70 -65%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1306 33%	468 +52% bcd	524 +41% cd	167 -20% d	132 -15%	1125 +33% d	110 33% d	53 28% d	18 -16%
I do not do this online at all	758 19%	80 -9%	167 -13% a	185 22% ab	315 +35% abc	610 -18%	74 22%	45 +24% a	29 +27% a
Summary: Do activity at all	3242 81%	823 +91% bcd	1120 +87% cd	665 78% d	586 -65%	2762 +82% cd	258 78%	143 -76%	79 -73%
Summary: Mobile phone Only	1937 48%	355 -39%	596 46% a	498 +59% abd	454 50% a	1637 49%	148 45%	90 48%	61 +57% abc
Summary: Another device only	404 10%	123 +14% cd	159 +12% cd	67 8%	52 -6%	345 10%	33 10%	17 9%	9 8%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 113 (continuation)
QE9.10. Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2838 71%	421 +81% bcdeghi	378 69%	240 69%	207 71%	236 67%	275 73%	229 70%	107 67%	323 73%	2355 +72% b	483 -67%	1899 +81% b	897 -57%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1306 33%	195 38% e	180 33%	131 38%	89 31%	97 28%	118 31%	109 33%	61 38%	145 33%	1082 33%	223 31%	948 +40% b	345 -22%
I do not do this online at all	758 19%	66 -13%	113 20% a	58 17%	53 18%	75 21% a	70 19%	65 20%	36 23% a	74 17%	597 18%	161 22%	202 -9%	535 +34% a
Summary: Do activity at all	3242 81%	454 +87% beh	439 80%	290 83%	239 82%	277 79%	306 81%	263 80%	124 77%	370 83%	2681 82%	561 78%	2153 +91% b	1042 -66%
Summary: Mobile phone Only	1937 48%	259 50%	259 47%	159 46%	149 51%	179 51%	188 50%	154 47%	63 40%	226 51%	1599 49%	338 47%	1206 +51% b	697 -44%
Summary: Another device only	404 10%	33 -6%	61 11%	50 14% a	32 11%	40 11%	31 8%	34 10%	17 11%	47 11%	326 10%	78 11%	254 11%	145 9%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 114
QE9.11. Send / receive SMS text messages - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	3527	1709	1805	492	603	696	513	595	628	126	149	307	1278
	88%	88%	88%	+94%	+93%	+96%	+94%	88%	-72%	-72%	-75%	86%	+95%
				ef	ef	ef	ef	f				ab	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	370	218	151	62	57	66	53	59	73	5	12	26	145
	9%	+11%	-7%	12%	9%	9%	10%	9%	8%	-3%	6%	7%	11%
		b											a
I do not do this online at all	369	166	203	18	28	22	18	67	215	47	45	43	37
	9%	9%	10%	-3%	-4%	-3%	-3%	10%	+25%	+27%	+23%	12%	-3%
								abcd	abcde	cd	cd	d	
Summary: Do activity at all	3631	1766	1852	508	621	704	527	611	660	127	153	315	1310
	91%	91%	90%	+97%	+96%	+97%	+97%	90%	-75%	-73%	-77%	88%	+97%
				ef	ef	ef	ef	f				ab	abc
Summary: Mobile phone Only	3261	1548	1701	446	564	639	474	551	587	123	141	289	1164
	82%	80%	83%	85%	+87%	+88%	+87%	81%	-67%	-70%	-71%	81%	+86%
				f	ef	ef	ef	f				ab	abc
Summary: Another device only	104	57	48	16	18	9	14	16	32	1	4	8	32
	3%	3%	2%	3%	3%	-1%	3%	2%	4%	1%	2%	2%	2%
									c				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 114 (continuation)
QE9.11. Send / receive SMS text messages - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	3527 88%	847 +94% cd	1183 +92% d	753 89% d	697 -77%	2994 +89% cd	284 86%	158 -84%	91 -84%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	370 9%	137 +15% bcd	123 10% d	54 -6%	52 -6%	314 9% d	29 9% d	24 +13% d	3 -2%
I do not do this online at all	369 9%	31 -3%	70 -5%	82 10% ab	176 +20% abc	285 -8%	41 12% a	25 +13% a	17 +15% a
Summary: Do activity at all	3631 91%	872 +97% cd	1217 +95% cd	768 90% d	725 -80%	3087 +92% bcd	291 88%	163 -87%	91 -85%
Summary: Mobile phone Only	3261 82%	735 81% d	1093 +85% d	714 84% d	673 -75%	2772 +82% c	261 79%	139 -74%	89 82% c
Summary: Another device only	104 3%	24 3%	34 3%	15 2%	28 3%	93 3% d	6 2%	5 3% d	1 -*%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 114 (continuation)
QE9.11. Send / receive SMS text messages - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	3527 88%	473 91%	515 +93% cdeg	296 85%	252 86%	299 85%	335 89%	276 84%	151 95% eg	395 89%	2898 88%	629 87%	2246 +95% b	1230 -78%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	370 9%	58 11%	41 7%	42 12%	20 7%	32 9%	29 8%	47 +14% bh	7 4%	39 9%	309 9%	61 8%	233 10%	128 8%
I do not do this online at all	369 9%	36 7%	32 -6%	29 8%	28 10%	41 12% b	36 10%	43 13% b	9 5%	33 7%	284 9%	84 12%	67 -3%	290 +18% a
Summary: Do activity at all	3631 91%	484 93%	520 +94% eg	319 92%	264 90%	311 88%	340 90%	285 87%	151 95%	411 93%	2994 91%	637 88%	2288 +97% b	1287 -82%
Summary: Mobile phone Only	3261 82%	426 82% g	479 +87% eg	277 80%	243 83% g	280 79%	311 83% g	239 -73%	145 90% g	372 84% g	2685 82%	576 80%	2055 +87% b	1159 -74%
Summary: Another device only	104 3%	11 2%	5 1%	23 +7% abfh	11 4%	12 4%	6 2%	9 3%	0 0%	15 3%	96 +3% b	8 -1%	42 -2%	57 +4% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 115
QE9.12. Making calls using your mobile network - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	3543	1711	1819	484	602	688	517	602	650	126	154	306	1284
	89%	89%	88%	92%	+93%	+95%	+95%	89%	-74%	-73%	-77%	86%	+95%
				f	f	ef	ef	f				a	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	290	169	121	46	61	53	44	49	38	9	8	22	121
	7%	+9%	-6%	9%	9%	7%	8%	7%	-4%	5%	4%	6%	+9%
		b		f	f		f						b
I do not do this online at all	375	172	202	33	25	23	18	65	210	46	43	42	39
	9%	9%	10%	6%	-4%	-3%	-3%	10%	+24%	+27%	+22%	12%	-3%
				c				bcd	abcde	cd	cd	d	
Summary: Do activity at all	3625	1759	1854	493	624	703	527	613	665	128	155	316	1308
	91%	91%	90%	94%	+96%	+97%	+97%	90%	-76%	-73%	-78%	88%	+97%
				f	ef	aef	ef	f				ab	abc
Summary: Mobile phone Only	3335	1590	1732	447	564	651	483	564	627	119	147	293	1188
	83%	82%	84%	85%	87%	+90%	+89%	83%	-72%	-68%	-74%	82%	+88%
				f	f	ef	ef	f				a	abc
Summary: Another device only	82	47	35	9	22	15	10	11	15	1	1	9	24
	2%	2%	2%	2%	3%	2%	2%	2%	2%	1%	1%	3%	2%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 115 (continuation)
QE9.12. Making calls using your mobile network - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	3543	848	1179	752	714	3005	291	156	91
	89%	+94%	+92%	88%	-79%	+89%	88%	-83%	-84%
		cd	d	d		cd			
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	290	118	102	32	36	253	15	22	*
	7%	+13%	8%	-4%	-4%	8%	4%	+12%	-*%
		bcd	cd			d	d	abd	
I do not do this online at all	375	34	73	86	172	291	39	28	17
	9%	-4%	-6%	10%	+19%	-9%	12%	+15%	+16%
				ab	abc			a	a
Summary: Do activity at all	3625	869	1213	764	729	3081	293	160	91
	91%	+96%	+94%	90%	-81%	+91%	88%	-85%	-84%
		cd	cd	d		cd			
Summary: Mobile phone Only	3335	751	1112	731	694	2828	278	138	91
	83%	83%	+86%	86%	-77%	84%	84%	-74%	84%
		d	d	d		c	c		c
Summary: Another device only	82	21	34	12	15	76	2	5	*
	2%	2%	3%	1%	2%	+2%	1%	2%	-*%
						d		d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 115 (continuation)
QE9.12. Making calls using your mobile network - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	3543 89%	473 91% c	510 +92% ceg	293 84%	259 89%	300 85%	344 91%	280 85%	150 94%	396 89%	2906 89%	637 88%	2240 +95% b	1251 -79%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	290 7%	58 +11% b	17 -3%	36 10% b	17 6%	23 7%	22 6%	39 +12% b	14 9% b	28 6%	242 7%	48 7%	211 +9% b	74 -5%
I do not do this online at all	375 9%	37 7%	38 7%	39 11%	25 9%	40 11%	29 8%	42 13% b	10 6%	32 7%	294 9%	81 11%	70 -3%	292 +19% a
Summary: Do activity at all	3625 91%	483 93%	514 93% g	309 89%	267 91%	312 89%	347 92%	286 87%	150 94%	412 93%	2985 91%	641 89%	2285 +97% b	1285 -81%
Summary: Mobile phone Only	3335 83%	425 82%	498 +90% aceg	273 79%	250 86% g	289 82%	326 87% g	247 -75%	136 85%	384 86% g	2742 84%	593 82%	2074 +88% b	1211 -77%
Summary: Another device only	82 2%	10 2%	5 1%	16 +5% bf	7 2%	12 3%	3 1%	6 2%	0 0%	16 4% b	79 +2% b	3 -*%	46 2%	34 2%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 116
QE9.13. Creating content through blogging or vlogging - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	684	310	372	167	164	177	77	67	32	30	30	64	263
	17%	16%	18%	+32%	+25%	+24%	14%	-10%	-4%	17%	15%	18%	+19%
				cdef	def	def	f	f					
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	278	153	121	50	65	58	45	37	23	5	4	32	111
	7%	8%	-6%	10%	+10%	8%	8%	5%	-3%	3%	-2%	9%	8%
				ef	ef	f	f	f				ab	ab
I do not do this online at all	3177	1545	1623	341	449	526	442	592	826	141	166	272	1034
	79%	80%	79%	-65%	-69%	-72%	81%	+87%	+94%	81%	84%	76%	-77%
						a	abc	abcd	abcde				
Summary: Do activity at all	823	386	433	186	200	200	103	85	49	33	32	85	313
	21%	20%	21%	+35%	+31%	+28%	19%	-13%	-6%	19%	16%	24%	+23%
				cdef	def	def	ef	f					
Summary: Mobile phone Only	545	233	312	136	136	143	58	48	26	28	28	53	202
	14%	-12%	+15%	+26%	+21%	+20%	11%	-7%	-3%	16%	14%	15%	15%
			a	def	def	def	f	f					
Summary: Another device only	140	76	60	19	37	23	26	18	17	3	3	22	50
	3%	4%	3%	4%	+6%	3%	5%	3%	-2%	2%	1%	+6%	4%
					ef		f					b	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 116 (continuation)
QE9.13. Creating content through blogging or vlogging - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	684	165	235	170	108	566	68	35	14
	17%	18%	18%	20%	-12%	17%	21%	19%	13%
		d	d	d			d		
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	278	94	89	44	43	233	25	17	3
	7%	+10%	7%	5%	-5%	7%	7%	9%	-3%
		bcd				d	d	d	
I do not do this online at all	3177	693	1011	658	765	2687	251	147	91
	79%	77%	79%	77%	+85%	80%	76%	78%	+84%
					abc				b
Summary: Do activity at all	823	210	276	192	136	685	81	41	17
	21%	23%	21%	23%	-15%	20%	24%	22%	-16%
		d	d	d			d		
Summary: Mobile phone Only	545	116	186	148	93	452	56	24	14
	14%	13%	14%	+17%	-10%	13%	17%	13%	13%
			d	ad					
Summary: Another device only	140	45	41	23	28	119	12	6	3
	3%	+5%	3%	3%	3%	4%	4%	3%	3%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 116 (continuation)
QE9.13. Creating content through blogging or vlogging - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	684 17%	140 +27% bcdefi	66 -12%	49 14%	31 11%	64 18% f	37 -10%	62 19% f	47 +30% bcdfi	70 16%	592 +18% b	92 -13%	473 +20% b	195 -12%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	278 7%	46 9% d	25 5%	52 +15% bdefi	5 -2%	16 5%	26 7% d	30 9% d	11 7%	22 5%	235 7%	43 6%	208 +9% b	66 -4%
I do not do this online at all	3177 79%	364 -70%	472 +86% ach	253 -73%	258 +88% aceh	278 79%	327 +87% ach	261 79% a	113 70%	361 81% a	2564 -78%	613 +85% a	1786 -76%	1340 +85% a
Summary: Do activity at all	823 21%	156 +30% bdfgi	80 -14%	95 +27% bdf	34 -12%	74 21% d	49 -13%	67 21%	47 30% bdf	83 19%	714 +22% b	109 -15%	569 +24% b	237 -15%
Summary: Mobile phone Only	545 14%	110 +21% bcdfg	55 10%	43 12%	29 10%	58 16% f	23 -6%	38 11%	36 +23% bdfg	61 14% f	479 +15% b	66 -9%	361 +15% b	171 -11%
Summary: Another device only	140 3%	16 3%	14 2%	46 +13% abdefghi	2 1%	10 3%	12 3%	5 2%	0 0%	13 3%	122 4%	17 2%	96 4%	42 3%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 117
QE9.14. Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2108	1031	1069	386	479	488	316	283	156	57	66	166	941
	53%	53%	52%	+73%	+74%	+67%	+58%	-42%	-18%	-33%	-33%	-46%	+70%
				def	cdef	def	ef	f				ab	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	370	222	146	59	80	74	48	53	55	6	9	33	174
	9%	+11%	-7%	11%	+12%	10%	9%	8%	-6%	-4%	5%	9%	+13%
		b		f	ef	f							ab
I do not do this online at all	1763	827	931	124	141	216	220	379	683	114	130	173	359
	44%	43%	45%	-24%	-22%	-30%	40%	+56%	+78%	+66%	+65%	48%	-27%
						b	abc	abcd	abcde	cd	cd	d	
Summary: Do activity at all	2237	1104	1124	402	508	511	325	299	191	60	69	185	987
	56%	57%	55%	+76%	+78%	+70%	60%	-44%	-22%	-34%	-35%	52%	+73%
				def	cdef	def	ef	f				ab	abc
Summary: Mobile phone Only	1867	882	978	343	428	437	277	245	137	53	59	152	814
	47%	46%	48%	+65%	+66%	+60%	51%	-36%	-16%	-31%	-30%	42%	+60%
				def	def	def	ef	f				ab	abc
Summary: Another device only	129	73	56	16	29	23	9	16	35	2	3	19	47
	3%	4%	3%	3%	5%	3%	2%	2%	4%	1%	2%	5%	3%
					d								

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 117 (continuation)
QE9.14. Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2108 53%	601 +67% bcd	764 +59% cd	424 50% d	295 -33%	1783 53%	164 50%	97 52%	63 58% b
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	370 9%	131 +15% bcd	130 10% d	62 7%	44 -5%	317 9% d	21 6% d	30 +16% abd	2 -2%
I do not do this online at all	1763 44%	266 -29%	478 -37% a	409 48% ab	577 +64% abc	1478 44%	160 48%	81 43%	44 41%
Summary: Do activity at all	2237 56%	637 +71% bcd	809 +63% cd	441 52% d	324 -36%	1894 56%	172 52%	107 57%	64 59%
Summary: Mobile phone Only	1867 47%	506 +56% cd	679 +53% cd	378 44% d	280 -31%	1577 47%	151 46%	76 -41%	62 +58% abc
Summary: Another device only	129 3%	36 4%	45 4%	17 2%	29 3%	111 3% d	8 2%	9 5% d	1 -1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 117 (continuation)
QE9.14. Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2108 53%	320 +62% cdei	294 53%	170 49%	147 50%	161 46%	201 54%	176 54%	95 59%	218 49%	1724 53%	384 53%	1539 +65% b	540 -34%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	370 9%	65 12% def	48 9%	56 +16% bdefi	14 5%	16 -5%	19 5%	40 12% def	28 +18% bdefi	30 7%	304 9%	65 9%	258 +11% b	107 -7%
I do not do this online at all	1763 44%	182 -35%	244 44% a	145 42%	138 47% a	185 +53% a	166 44%	141 43%	64 40%	214 48% a	1445 44%	318 44%	751 -32%	976 +62% a
Summary: Do activity at all	2237 56%	338 +65% bdei	308 56%	203 58%	154 53%	167 -47%	210 56%	187 57%	96 60%	230 52%	1833 56%	404 56%	1604 +68% b	601 -38%
Summary: Mobile phone Only	1867 47%	274 53%	261 47%	147 42%	139 48%	151 43%	191 51%	147 45%	68 43%	200 45%	1529 47%	339 47%	1346 +57% b	494 -31%
Summary: Another device only	129 3%	18 3%	15 3%	34 +10% abdefghi	6 2%	6 2%	8 2%	11 3%	1 1%	12 3%	109 3%	20 3%	65 3%	61 4%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 118
QE9.15. Finding/downloading information for work/school/university - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	1606	805	798	308	363	394	255	200	86	44	56	124	679
	40%	42%	39%	+58%	+56%	+54%	+47%	-29%	-10%	-25%	-28%	35%	+50%
				def	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1570	787	775	241	307	387	254	239	142	25	35	100	712
	39%	41%	38%	+46%	+47%	+53%	+47%	35%	-16%	-15%	-17%	-28%	+53%
				ef	ef	aef	ef	f				ab	abc
I do not do this online at all	1588	758	826	115	143	136	166	332	696	112	124	183	334
	40%	39%	40%	-22%	-22%	-19%	-30%	+49%	+80%	+64%	+63%	+51%	-25%
							abc	abcd	abcde	cd	cd	d	
Summary: Do activity at all	2412	1173	1229	411	507	591	379	346	179	62	74	175	1013
	60%	61%	60%	+78%	+78%	+81%	+70%	-51%	-20%	-36%	-37%	-49%	+75%
				def	def	def	ef	f				ab	abc
Summary: Mobile phone Only	841	386	455	170	200	203	125	106	37	37	39	75	301
	21%	20%	22%	+32%	+31%	+28%	23%	-16%	-4%	21%	20%	21%	22%
				def	def	ef	ef	f					
Summary: Another device only	805	369	431	103	144	196	124	146	92	19	18	51	333
	20%	19%	21%	20%	22%	+27%	23%	22%	-11%	-11%	-9%	-14%	+25%
				f	f	af	f	f					abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 118 (continuation)
QE9.15. Finding/downloading information for work/school/university - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	1606	473	556	341	215	1358	122	77	50
	40%	+52%	43%	40%	-24%	40%	37%	41%	46%
		bcd	d	d					b
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1570	518	670	241	124	1351	122	61	36
	39%	+57%	+52%	-28%	-14%	+40%	37%	-32%	-33%
		cd	cd	d		cd			
I do not do this online at all	1588	199	367	381	610	1315	153	84	36
	40%	-22%	-29%	+45%	+68%	-39%	+46%	45%	-34%
			a	ab	abc		ad	d	
Summary: Do activity at all	2412	704	919	470	291	2057	179	104	72
	60%	+78%	+71%	-55%	-32%	+61%	-54%	55%	+66%
		bcd	cd	d		b			bc
Summary: Mobile phone Only	841	186	250	228	166	705	57	43	36
	21%	21%	19%	+27%	18%	21%	17%	23%	+33%
				abd					abc
Summary: Another device only	805	231	364	129	76	699	58	26	22
	20%	+26%	+28%	-15%	-8%	+21%	17%	-14%	20%
		cd	cd	d		c			c

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 118 (continuation)
QE9.15. Finding/downloading information for work/school/university - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	1606	253	169	123	128	145	151	142	78	170	1328	278	1218	359
	40%	+49%	-31%	35%	44%	41%	40%	43%	49%	38%	41%	39%	+52%	-23%
		bci			b	b		b	b				b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1570	220	235	160	112	96	167	129	69	164	1302	269	1221	336
	39%	42%	43%	46%	38%	-27%	44%	39%	43%	37%	40%	37%	+52%	-21%
		e	e	e	e		e	e	e				b	
I do not do this online at all	1588	150	242	134	111	146	147	134	59	192	1283	305	528	1028
	40%	-29%	44%	39%	38%	42%	39%	41%	37%	43%	39%	42%	-22%	+65%
			a	a		a	a	a		a				a
Summary: Do activity at all	2412	370	310	214	181	206	229	194	101	252	1995	416	1827	549
	60%	+71%	56%	61%	62%	58%	61%	59%	63%	57%	61%	58%	+78%	-35%
		bcefgi											b	
Summary: Mobile phone Only	841	151	75	54	69	110	62	65	32	88	694	148	606	213
	21%	+29%	-14%	16%	24%	+31%	17%	20%	20%	20%	21%	20%	+26%	-14%
		bcfi			b	bcfgi							b	
Summary: Another device only	805	117	141	91	53	61	78	52	23	82	667	138	609	189
	20%	23%	+26%	26%	18%	17%	21%	16%	14%	18%	20%	19%	+26%	-12%
			g	g									b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 119
QE9.16. Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	1826	860	960	274	388	430	268	281	186	58	78	163	770
	46%	45%	47%	+52%	+60%	+59%	49%	41%	-21%	-33%	39%	46%	+57%
				ef	adef	def	ef	f				a	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1828	962	856	192	277	345	282	355	377	44	51	147	775
	46%	+50%	-42%	-37%	43%	47%	+52%	+52%	43%	-25%	-26%	41%	+58%
		b				a	abf	abf				ab	abc
I do not do this online at all	1031	496	533	152	115	108	106	166	385	81	85	90	153
	26%	26%	26%	29%	-18%	-15%	-19%	24%	+44%	+46%	+43%	25%	-11%
				bcd				bc	abcde	cd	cd	d	
Summary: Do activity at all	2969	1435	1523	375	535	619	439	512	490	93	113	268	1194
	74%	74%	74%	71%	+82%	+85%	+81%	76%	-56%	-54%	-57%	75%	+89%
				f	aef	aef	af	f				ab	abc
Summary: Mobile phone Only	1141	473	666	182	258	274	157	157	113	49	63	120	419
	29%	-25%	+32%	+35%	+40%	+38%	29%	-23%	-13%	28%	32%	34%	+31%
			a	ef	def	def	f	f					
Summary: Another device only	1143	575	563	101	147	190	171	231	304	36	35	105	424
	29%	30%	27%	-19%	-23%	26%	31%	+34%	+35%	-21%	-18%	29%	+32%
						a	ab	abc	abc			b	ab

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 119 (continuation)
QE9.16. Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	1826 46%	470 +52% d	599 47% d	406 48% d	328 -36%	1534 45%	145 44%	101 +54% abd	46 43%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1828 46%	566 +63% bcd	705 +55% cd	322 -38% d	215 -24%	1569 +47% cd	154 46% cd	67 -36%	38 -35%
I do not do this online at all	1031 26%	118 -13%	247 -19% a	218 26% ab	426 +47% abc	854 25%	92 28%	52 28%	34 +31% a
Summary: Do activity at all	2969 74%	785 +87% bcd	1040 +81% cd	632 74% d	475 -53%	2518 75% d	240 72%	136 72%	74 -69%
Summary: Mobile phone Only	1141 29%	219 -24%	334 26%	310 +36% abd	260 29%	949 28%	86 26%	69 +37% ab	37 34% b
Summary: Another device only	1143 29%	315 +35% cd	441 +34% cd	226 27% d	147 -16%	985 +29% c	95 29% c	35 -19%	28 26% c

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 119 (continuation)
QE9.16. Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	1826 46%	237 46%	218 -40%	156 45%	151 52% bi	181 51% bi	169 45%	165 50% bi	95 +60% abcfi	161 -36%	1504 46%	323 45%	1309 +56% b	486 -31%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1828 46%	176 -34%	324 +59% adegi	200 +57% adegi	122 42%	133 -38%	192 51% ae	141 43%	85 53% ae	196 44% a	1449 -44%	379 +53% a	1212 +51% b	599 -38%
I do not do this online at all	1031 26%	175 +34% bcefh	100 -18%	64 -18%	75 26%	85 24%	91 24%	98 30% bc	27 17%	138 31% bch	871 27%	160 22%	369 -16%	635 +40% a
Summary: Do activity at all	2969 74%	345 -66%	452 +82% agi	284 +82% agi	217 74%	267 76% a	285 76% a	230 70%	133 83% ai	306 69%	2407 73%	562 78%	1986 +84% b	942 -60%
Summary: Mobile phone Only	1141 29%	168 32% b	127 -23%	84 24%	96 33% b	134 +38% bcfgi	92 25%	89 27%	48 30%	110 25%	958 29%	183 25%	774 +33% b	343 -22%
Summary: Another device only	1143 29%	108 -21%	233 +42% adefghi	128 +37% adeg	67 23%	86 24%	116 31% ag	65 -20%	37 23%	145 33% ag	903 -28%	239 +33% a	677 29%	456 29%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 120
QE9.17. Accessing news/weather/sports - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2887	1432	1447	432	545	616	442	469	383	85	108	249	1139
	72%	+74%	70%	+82%	+84%	+85%	+81%	69%	-44%	-49%	-54%	70%	+85%
		b		ef	ef	ef	ef	f				ab	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1194	675	516	88	160	207	186	240	313	28	35	96	506
	30%	+35%	-25%	-17%	-25%	28%	34%	+35%	+36%	-16%	-18%	27%	+38%
		b			a	a	ab	abc	abc			ab	abc
I do not do this online at all	710	297	408	80	65	76	51	125	314	69	69	67	73
	18%	-15%	+20%	15%	-10%	-10%	-9%	18%	+36%	+40%	+35%	19%	-5%
			a	bd				bcd	abcde	cd	cd	d	
Summary: Do activity at all	3290	1634	1647	447	585	651	494	552	561	105	129	290	1273
	82%	+85%	-80%	85%	+90%	+90%	+91%	82%	-64%	-60%	-65%	81%	+95%
		b		f	aef	ef	aef	f				ab	abc
Summary: Mobile phone Only	2096	959	1131	358	425	444	308	313	247	77	94	194	768
	52%	-50%	+55%	+68%	+65%	+61%	57%	-46%	-28%	44%	47%	54%	+57%
			a	def	def	ef	ef	f					ab
Summary: Another device only	403	203	200	14	40	35	52	83	178	20	21	41	134
	10%	10%	10%	-3%	-6%	-5%	9%	12%	+20%	11%	11%	12%	10%
					a		ac	abc	abcde				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 120 (continuation)
QE9.17. Accessing news/weather/sports - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2887 72%	743 +82% bcd	997 +77% d	614 72% d	495 -55%	2456 +73% cd	241 73% d	126 67%	64 -60%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1194 30%	357 +39% cd	445 +35% cd	206 -24% d	170 -19%	1018 30% d	108 33% cd	47 25% d	20 -18%
I do not do this online at all	710 18%	71 -8%	158 -12% a	154 18% ab	311 +35% abc	566 -17%	66 20%	43 +23% a	35 +32% abc
Summary: Do activity at all	3290 82%	832 +92% bcd	1129 +88% cd	696 82% d	590 -65%	2806 +83% cd	266 80% d	145 -77% d	73 -68%
Summary: Mobile phone Only	2096 52%	475 53% d	684 53% d	491 +58% d	421 -47%	1787 53%	158 48%	97 52%	53 49%
Summary: Another device only	403 10%	89 10%	132 10%	83 10%	95 11%	350 10%	26 8%	19 10%	9 8%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 120 (continuation)
QE9.17. Accessing news/weather/sports - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2887 72%	399 77% c	403 73%	226 -65%	218 75%	249 71%	276 73%	227 69%	129 81% c	327 74%	2387 73%	500 69%	1979 +84% b	871 -55%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1194 30%	122 -23%	231 +42% adegi	135 +39% adei	70 24%	80 -23%	121 32%	102 31%	47 30%	110 25%	947 -29%	247 +34% a	739 31%	439 28%
I do not do this online at all	710 18%	89 17%	67 -12%	54 15%	52 18%	71 20% b	61 16%	68 21% b	25 16%	80 18%	584 18%	126 17%	202 -9%	485 +31% a
Summary: Do activity at all	3290 82%	431 83%	485 +88% eg	294 85%	240 82%	281 80%	315 84%	260 79%	135 84%	364 82%	2694 82%	596 83%	2154 +91% b	1092 -69%
Summary: Mobile phone Only	2096 52%	309 +59% bcg	254 -46%	159 46%	170 58% bc	201 57% bc	194 52%	157 48%	87 55%	254 57% bc	1747 53%	349 48%	1415 +60% b	653 -41%
Summary: Another device only	403 10%	32 -6%	82 +15% adhi	68 +20% adefghi	22 8%	32 9%	39 10%	32 10%	6 3%	37 8%	307 -9%	95 +13% a	175 -7%	221 +14% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 121
QE9.18. Scanning QR codes - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2757	1341	1405	447	553	616	426	412	303	81	88	216	1160
	69%	69%	68%	+85%	+85%	+85%	+78%	-61%	-35%	-47%	-45%	-60%	+86%
				def	def	def	ef	f				ab	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	273	148	125	34	44	38	38	64	55	5	15	29	101
	7%	8%	6%	7%	7%	5%	7%	+9%	6%	3%	8%	8%	7%
								c				a	
I do not do this online at all	1126	537	586	63	75	97	106	242	542	91	101	127	152
	28%	28%	29%	-12%	-11%	-13%	-19%	+36%	+62%	+52%	+51%	+36%	-11%
							abc	abcd	abcde	cd	cd	d	
Summary: Do activity at all	2874	1394	1469	463	575	630	439	435	332	83	97	230	1195
	72%	72%	71%	+88%	+89%	+87%	+81%	-64%	-38%	-48%	-49%	-64%	+89%
				def	def	def	ef	f				ab	abc
Summary: Mobile phone Only	2601	1247	1344	429	531	591	401	371	277	79	82	201	1094
	65%	65%	65%	+81%	+82%	+81%	+74%	-55%	-32%	-45%	-41%	-56%	+81%
				def	def	def	ef	f				b	abc
Summary: Another device only	118	54	63	16	22	14	13	23	29	2	9	14	34
	3%	3%	3%	3%	3%	2%	2%	3%	3%	1%	4%	4%	3%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 121 (continuation)
QE9.18. Scanning QR codes - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2757	739	1019	552	413	2336	234	113	74
	69%	+82%	+79%	65%	-46%	69%	70%	-60%	68%
		cd	cd	d		c	c		c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	273	93	110	32	32	235	12	25	2
	7%	+10%	+9%	-4%	-4%	7%	-4%	+13%	-1%
		cd	cd			bd		abd	
I do not do this online at all	1126	134	221	278	467	933	92	67	34
	28%	-15%	-17%	+33%	+52%	28%	28%	+36%	31%
				ab	abc			ab	
Summary: Do activity at all	2874	769	1066	572	434	2439	240	121	74
	72%	+85%	+83%	-67%	-48%	72%	72%	-64%	69%
		cd	cd	d		c	c		
Summary: Mobile phone Only	2601	676	956	539	402	2204	228	96	73
	65%	+75%	+74%	63%	-45%	65%	69%	-51%	67%
		cd	cd	d		c	c		c
Summary: Another device only	118	30	47	19	21	103	6	8	1
	3%	3%	4%	2%	2%	3%	2%	4%	-1%
						d		d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 121 (continuation)
QE9.18. Scanning QR codes - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2757 69%	367 71%	395 72%	234 67%	207 71%	222 63%	274 73%	217 66%	110 69%	309 70%	2271 69%	485 67%	1944 +83% b	777 -49%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	273 7%	47 9% bf	17 -3%	44 +13% bef	20 7%	16 4%	10 -3%	39 +12% bef	8 5%	34 8% bf	224 7%	49 7%	171 7%	99 6%
I do not do this online at all	1126 28%	130 25%	151 27%	83 24%	79 27%	119 34%	101 27%	99 30%	48 30%	122 28%	908 28%	218 30%	349 -15%	747 +47% a
Summary: Do activity at all	2874 72%	390 75%	401 73%	265 76%	213 73%	233 66%	275 73%	229 70%	112 70%	322 72%	2370 72%	504 70%	2006 +85% b	829 -53%
Summary: Mobile phone Only	2601 65%	343 66%	384 70% g	221 63%	193 66%	217 62%	265 70% g	190 58%	104 65%	288 65%	2146 65%	455 63%	1835 +78% b	730 -46%
Summary: Another device only	118 3%	22 4% bf	6 1%	31 +9% bdefhi	6 2%	10 3% f	1 -*%	12 4% f	2 1%	12 3%	99 3%	19 3%	62 3%	52 3%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 122
QE9.19. Maps/ Directions/navigation/travel planning - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2994	1456	1527	437	580	643	469	490	375	93	116	241	1177
	75%	75%	74%	+83%	+89%	+88%	+86%	72%	-43%	-53%	-58%	-68%	+87%
				ef	aef	aef	ef	f				a	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	840	501	334	65	120	122	121	176	237	20	28	78	372
	21%	+26%	-16%	-12%	18%	-17%	22%	+26%	+27%	-12%	-14%	22%	+28%
		b			a		a	abc	abc			a	ab
I do not do this online at all	738	322	415	73	45	64	56	129	372	67	74	87	80
	18%	-17%	+20%	-14%	-7%	-9%	-10%	19%	+42%	+39%	+37%	+24%	-6%
			a	bc				bcd	abcde	cd	cd	d	
Summary: Do activity at all	3262	1610	1641	453	605	663	489	549	503	107	125	270	1267
	82%	+83%	-80%	+86%	+93%	+91%	+90%	81%	-58%	-61%	-63%	-76%	+94%
		b		f	aef	aef	ef	f				ab	abc
Summary: Mobile phone Only	2422	1108	1307	388	485	542	369	373	266	87	96	193	896
	61%	-57%	+64%	+74%	+75%	+75%	+68%	-55%	-30%	-50%	-48%	-54%	+67%
			a	ef	def	def	ef	f					abc
Summary: Another device only	268	154	114	16	25	20	20	59	128	14	9	29	90
	7%	+8%	-6%	-3%	-4%	-3%	-4%	9%	+15%	8%	4%	8%	7%
		b						abcd	abcde				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 122 (continuation)
QE9.19. Maps/ Directions/navigation/travel planning - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2994	761	1029	652	506	2542	247	124	80
	75%	+84%	+80%	77%	-56%	75%	75%	-66%	74%
		bcd	d	d		c	c		c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	840	296	291	130	110	704	87	42	7
	21%	+33%	23%	-15%	-12%	21%	+26%	22%	-7%
		bcd	cd			d	ad	d	
I do not do this online at all	738	71	162	161	332	595	69	49	25
	18%	-8%	-13%	19%	+37%	-18%	21%	+26%	+23%
			a	ab	abc			a	a
Summary: Do activity at all	3262	832	1124	689	569	2777	263	139	83
	82%	+92%	+87%	81%	-63%	+82%	79%	-74%	-77%
		bcd	cd	d		cd			
Summary: Mobile phone Only	2422	537	833	560	458	2074	176	97	75
	61%	59%	+65%	+66%	-51%	+61%	-53%	-51%	+70%
		d	d	ad		bc			abc
Summary: Another device only	268	71	96	37	62	235	16	14	3
	7%	8%	7%	-4%	7%	7%	5%	8%	-3%
		c				d		d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 122 (continuation)
QE9.19. Maps/ Directions/navigation/travel planning - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2994 75%	400 77% c	438 79% c	226 -65%	226 77% c	259 74%	295 78% c	241 74%	109 68%	348 78% c	2470 75%	524 73%	2069 +88% b	879 -56%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	840 21%	95 18%	118 21%	95 +27% ai	73 25%	69 20%	68 18%	75 23%	34 21%	75 17%	652 -20%	188 +26% a	507 22%	318 20%
I do not do this online at all	738 18%	89 17%	84 15%	75 21%	45 15%	70 20%	62 17%	61 19%	40 25%	70 16%	594 18%	144 20%	179 -8%	540 +34% a
Summary: Do activity at all	3262 82%	431 83%	468 85%	273 79%	247 85%	282 80%	314 83%	267 81%	120 75%	374 84%	2684 82%	578 80%	2176 +92% b	1037 -66%
Summary: Mobile phone Only	2422 61%	336 65% c	350 63% c	178 -51%	174 60%	213 61%	245 65% c	192 58%	86 54%	299 +67% ch	2032 +62% b	390 -54%	1669 +71% b	718 -46%
Summary: Another device only	268 7%	31 6%	30 5%	47 +14% abefi	21 7%	23 7%	19 5%	26 8%	11 7%	26 6%	214 7%	54 7%	107 -5%	158 +10% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 123
QE9.20. Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	1025	480	542	239	232	237	160	107	48	34	39	76	432
	26%	25%	26%	+45%	+36%	+33%	29%	-16%	-6%	20%	20%	21%	+32%
				bcdef	ef	ef	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	547	340	205	91	132	127	79	63	56	8	10	42	279
	14%	+18%	-10%	17%	+20%	+17%	14%	-9%	-6%	-4%	-5%	12%	+21%
		b		ef	def	ef	ef					ab	abc
I do not do this online at all	2695	1277	1407	248	344	431	347	538	787	134	156	253	774
	67%	66%	68%	-47%	-53%	-59%	64%	+79%	+90%	+77%	+79%	71%	-57%
						a	ab	abcd	abcde	d	d	d	
Summary: Do activity at all	1305	654	648	279	306	296	198	140	87	40	43	105	572
	33%	34%	32%	+53%	+47%	+41%	36%	-21%	-10%	-23%	-21%	29%	+43%
				cdef	def	ef	ef	f					abc
Summary: Mobile phone Only	758	314	443	188	174	169	120	76	31	32	33	63	293
	19%	-16%	+22%	+36%	+27%	+23%	22%	-11%	-4%	18%	17%	18%	+22%
			a	bcdef	ef	ef	ef	f					
Summary: Another device only	281	174	106	40	74	58	38	32	39	6	4	29	140
	7%	+9%	-5%	8%	+11%	8%	7%	5%	-4%	3%	-2%	8%	+10%
		b			ef	f						b	ab

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 123 (continuation)
QE9.20. Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	1025	273	370	226	145	869	86	44	25
	26%	+30%	+29%	27%	-16%	26%	26%	24%	23%
		d	d	d					
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	547	214	216	66	44	477	35	29	7
	14%	+24%	+17%	-8%	-5%	+14%	10%	15%	-6%
		bcd	cd			d		d	
I do not do this online at all	2695	519	813	589	728	2254	233	130	78
	67%	-57%	-63%	69%	+81%	67%	70%	69%	72%
			a	ab	abc				
Summary: Do activity at all	1305	384	474	261	173	1118	99	58	30
	33%	+43%	+37%	31%	-19%	33%	30%	31%	28%
		bcd	cd	d					
Summary: Mobile phone Only	758	170	258	195	129	640	65	30	24
	19%	19%	20%	+23%	-14%	19%	20%	16%	22%
		d	d	d					
Summary: Another device only	281	111	104	35	28	249	13	14	5
	7%	+12%	8%	-4%	-3%	+7%	-4%	7%	4%
		bcd	cd			b			

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 123 (continuation)
QE9.20. Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	1025 26%	185 +36% bcdfi	101 -18%	71 20%	63 21%	117 +33% bcdi	90 24%	88 27%	60 +37% bcdfi	95 21%	857 26%	168 23%	746 +32% b	257 -16%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	547 14%	94 +18% e	64 12%	71 +21% bei	35 12%	37 10%	57 15%	48 15%	17 11%	55 12%	445 14%	102 14%	401 +17% b	139 -9%
I do not do this online at all	2695 67%	291 -56%	412 +75% aceh	222 64%	210 72% a	216 61%	258 69% a	229 70% a	96 60%	319 72% ae	2196 67%	498 69%	1413 -60%	1237 +78% a
Summary: Do activity at all	1305 33%	229 +44% bdfgi	140 -25%	126 36% b	82 28%	136 39% bi	118 31%	99 30%	64 40% b	125 28%	1082 33%	224 31%	942 +40% b	339 -22%
Summary: Mobile phone Only	758 19%	135 +26% bcdfgi	75 -14%	55 16%	47 16%	99 +28% bcdfgi	61 16%	52 16%	46 +29% bcdfgi	70 16%	637 19%	122 17%	541 +23% b	201 -13%
Summary: Another device only	281 7%	44 9%	38 7%	55 +16% abdefghi	19 7%	19 5%	28 7%	12 4%	4 2%	30 7%	225 7%	56 8%	196 +8% b	82 -5%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 124
QE9.21. Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	1431	714	711	272	324	356	203	183	93	48	48	102	654
	36%	37%	35%	+52%	+50%	+49%	37%	-27%	-11%	28%	-24%	-28%	+49%
				def	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1280	725	546	187	253	264	204	234	137	25	29	93	627
	32%	+38%	-27%	36%	+39%	+36%	+37%	35%	-16%	-14%	-14%	-26%	+47%
		b		f	f	f	f	f				ab	abc
I do not do this online at all	1891	859	1028	171	203	242	234	353	688	108	128	200	389
	47%	-44%	+50%	-32%	-31%	-33%	43%	+52%	+79%	+62%	+64%	+56%	-29%
			a				abc	abcd	abcde	d	d	d	
Summary: Do activity at all	2109	1072	1027	356	447	485	311	325	187	67	71	158	957
	53%	+56%	-50%	+68%	+69%	+67%	57%	-48%	-21%	-38%	-36%	-44%	+71%
		b		def	def	def	ef	f					abc
Summary: Mobile phone Only	829	347	481	168	194	220	106	91	50	42	42	65	331
	21%	-18%	+23%	+32%	+30%	+30%	20%	-13%	-6%	24%	21%	18%	+25%
			a	def	def	def	ef	f					
Summary: Another device only	678	358	316	83	123	129	108	142	94	18	23	56	303
	17%	19%	-15%	16%	19%	18%	20%	+21%	-11%	10%	11%	16%	+23%
		b		f	f	f	f	f					abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 124 (continuation)
QE9.21. Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	1431 36%	412 +46% bcd	500 +39% d	283 33% d	216 -24%	1210 36% d	113 34%	77 41% d	31 -28%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1280 32%	483 +53% bcd	505 +39% cd	171 -20% d	106 -12%	1118 +33% bd	88 -27% d	54 29% d	21 -19%
I do not do this online at all	1891 47%	250 -28%	523 -41% a	464 +55% ab	621 +69% abc	1565 -46%	174 52%	91 48%	61 +57% ac
Summary: Do activity at all	2109 53%	653 +72% bcd	764 +59% cd	386 -45% d	280 -31%	1807 +54% d	158 48%	97 52% d	47 -43%
Summary: Mobile phone Only	829 21%	170 19%	259 20%	215 +25% ad	174 19%	690 20%	70 21%	43 23%	26 24%
Summary: Another device only	678 17%	241 +27% bcd	264 +21% cd	103 -12% d	64 -7%	598 +18% c	45 13%	20 -11%	16 15%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 124 (continuation)
QE9.21. Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	1431	227	152	114	103	147	156	97	94	120	1203	227	1055	348
	36%	+44%	-28%	33%	35%	42%	42%	29%	+59%	-27%	+37%	-31%	+45%	-22%
		bcgi				bgi	bgi		abcdefgi		b		b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1280	234	160	127	93	80	158	92	64	109	1030	250	940	324
	32%	+45%	29%	37%	32%	-23%	+42%	28%	40%	-25%	31%	35%	+40%	-21%
		bdegi		ei			begi		ei				b	
I do not do this online at all	1891	167	311	154	130	164	140	183	51	264	1541	350	841	1018
	47%	-32%	+56%	44%	45%	47%	-37%	+56%	-32%	+59%	47%	48%	-36%	+65%
			acdfh	a	a	ah		afh		acdefh				a
Summary: Do activity at all	2109	353	241	194	162	188	236	145	109	180	1737	372	1514	559
	53%	+68%	-44%	56%	55%	53%	+63%	-44%	+68%	-41%	53%	52%	+64%	-35%
		bcdegi		bi	bi	i	bgi		begi				b	
Summary: Mobile phone Only	829	119	81	67	69	108	78	53	45	71	707	123	574	234
	21%	23%	-15%	19%	24%	+31%	21%	16%	28%	16%	+22%	-17%	+24%	-15%
		b			b	bcfgi			bgi		b		b	
Summary: Another device only	678	126	89	80	59	41	80	48	14	60	534	145	459	211
	17%	+24%	16%	+23%	20%	12%	21%	15%	9%	14%	16%	20%	+19%	-13%
		beghi		ehi	e		eh						b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 125
QE9.22. Personal/household organisation tools such as calendar management/task planning etc - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	1925	933	984	307	410	462	273	284	188	57	60	160	872
	48%	48%	48%	+58%	+63%	+64%	50%	-42%	-21%	-33%	-30%	45%	+65%
				def	def	def	ef	f				ab	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	894	511	376	85	147	190	146	162	164	18	28	73	391
	22%	+26%	-18%	-16%	23%	+26%	+27%	24%	-19%	-10%	-14%	20%	+29%
		b			a	af	af	a				a	abc
I do not do this online at all	1697	793	901	194	183	203	204	324	589	107	123	166	335
	42%	41%	44%	-37%	-28%	-28%	-37%	+48%	+67%	+62%	+62%	46%	-25%
				bc			bc	abcd	abcde	cd	cd	d	
Summary: Do activity at all	2303	1138	1154	333	467	523	342	353	285	67	76	192	1012
	58%	59%	56%	+63%	+72%	+72%	+63%	-52%	-33%	-38%	-38%	54%	+75%
				ef	adef	adef	ef	f				ab	abc
Summary: Mobile phone Only	1409	627	778	248	319	334	196	191	121	49	47	120	621
	35%	-32%	+38%	+47%	+49%	+46%	36%	-28%	-14%	28%	-24%	33%	+46%
			a	def	def	def	ef	f					abc
Summary: Another device only	378	205	170	25	57	61	68	69	98	10	15	32	139
	9%	11%	-8%	-5%	9%	8%	+13%	10%	11%	6%	8%	9%	10%
							a	a	a				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 125 (continuation)
QE9.22. Personal/household organisation tools such as calendar management/task planning etc - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	1925 48%	558 +62% bcd	700 +54% cd	364 -43% d	275 -30%	1653 +49% c	144 43%	67 -36%	60 +56% abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	894 22%	324 +36% bcd	326 +25% cd	131 -15% d	100 -11%	788 +23% cd	65 20% d	30 -16% d	11 -10%
I do not do this online at all	1697 42%	233 -26%	441 -34% a	430 +51% ab	566 +63% abc	1385 -41%	160 +48% a	108 +57% abd	44 41%
Summary: Do activity at all	2303 58%	670 +74% bcd	846 +66% cd	420 -49% d	335 -37%	1987 +59% bc	172 -52% c	80 -43%	64 59% c
Summary: Mobile phone Only	1409 35%	346 38% d	520 +40% cd	288 34% d	235 -26%	1199 36% c	107 32%	50 -27%	53 +49% abc
Summary: Another device only	378 9%	113 +12% cd	146 +11% cd	56 -7%	61 -7%	333 +10% d	28 9% d	13 7%	4 -3%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 125 (continuation)
QE9.22. Personal/household organisation tools such as calendar management/task planning etc - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	1925 48%	260 50% i	265 48% i	176 51% i	150 51% i	193 55% gi	208 55% gi	140 43%	100 +63% bgi	162 -36%	1580 48%	344 48%	1369 +58% b	520 -33%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	894 22%	135 26% i	148 27% i	113 +33% dei	52 18%	69 20%	85 23%	73 22%	39 25%	73 -16%	719 22%	175 24%	633 +27% b	251 -16%
I do not do this online at all	1697 42%	205 39%	220 40%	112 -32%	118 40%	132 37%	139 37%	165 +50% abcefh	51 32%	245 +55% abcdefh	1400 43%	297 41%	742 -31%	924 +59% a
Summary: Do activity at all	2303 58%	315 61% gi	332 60% gi	236 +68% gi	174 60% i	220 63% gi	237 63% gi	163 -50%	109 68% gi	199 -45%	1878 57%	424 59%	1613 +69% b	652 -41%
Summary: Mobile phone Only	1409 35%	181 35%	184 33%	123 35%	122 42% gi	152 +43% gi	152 40% gi	90 -27%	70 44% gi	126 -28%	1159 35%	250 35%	980 +42% b	402 -25%
Summary: Another device only	378 9%	56 11%	67 12%	60 +17% defghi	24 8%	28 8%	29 8%	23 7%	9 6%	38 8%	298 9%	80 11%	245 10%	132 8%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 126
QE9.23. Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2165	1003	1154	289	436	493	329	338	280	58	74	175	928
	54%	-52%	+56%	55%	+67%	+68%	+60%	50%	-32%	-33%	-37%	49%	+69%
			a	f	aef	adef	ef	f				ab	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1055	583	466	89	161	222	147	188	248	27	41	71	400
	26%	+30%	-23%	-17%	25%	+30%	27%	28%	28%	-16%	21%	-20%	+30%
		b			a	a	a	a	a				abc
I do not do this online at all	1387	679	706	208	160	163	166	247	442	97	100	145	293
	35%	35%	34%	40%	-25%	-22%	31%	36%	+51%	+56%	+50%	41%	-22%
				bcd			c	bc	abcde	cd	d	d	
Summary: Do activity at all	2613	1252	1349	318	490	563	379	430	432	77	99	213	1053
	65%	65%	66%	60%	+75%	+78%	69%	64%	-49%	-44%	-50%	59%	+78%
				f	aef	adef	af	f				a	abc
Summary: Mobile phone Only	1558	669	883	229	328	342	231	243	184	50	58	141	653
	39%	-35%	+43%	43%	+51%	+47%	42%	36%	-21%	-29%	-29%	40%	+49%
			a	ef	def	ef	f	f				b	abc
Summary: Another device only	448	250	195	29	54	70	50	92	152	19	25	37	126
	11%	+13%	-9%	-6%	8%	10%	9%	14%	+17%	11%	13%	10%	-9%
		b				a		ab	abcd				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 126 (continuation)
QE9.23. Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2165 54%	632 +70% bcd	750 +58% cd	424 50% d	327 -36%	1926 +57% bcd	141 -43% cd	62 -33%	36 -33%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1055 26%	320 +35% cd	393 +31% cd	184 -22% d	138 -15%	958 +28% bcd	56 -17% d	30 -16% d	10 -10%
I do not do this online at all	1387 35%	168 -19%	367 -29% a	348 +41% ab	482 +53% abc	1051 -31%	161 +48% a	110 +58% ab	66 +61% ab
Summary: Do activity at all	2613 65%	735 +81% bcd	920 +71% cd	502 -59% d	419 -47%	2321 +69% bcd	171 -52% cd	78 -42%	42 -39%
Summary: Mobile phone Only	1558 39%	416 +46% cd	527 41% d	318 37% d	281 -31%	1363 +40% cd	115 35% c	49 -26%	32 -29%
Summary: Another device only	448 11%	104 11%	170 +13%	78 9%	92 10%	395 +12% d	30 9%	16 9%	6 -6%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 126 (continuation)
QE9.23. Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2165 54%	306 59% i	340 +62% gi	201 58%	172 59%	210 60% i	212 56%	159 48%	113 +70% gi	213 48%	1777 54%	388 54%	1518 +64% b	609 -39%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1055 26%	140 27%	233 +42% acdefgi	109 31% dei	54 -18%	70 -20%	118 31% dei	85 26%	66 +41% adegi	83 -19%	845 26%	210 29%	673 +29% b	365 -23%
I do not do this online at all	1387 35%	159 31% b	110 -20%	90 -26%	97 33% bh	119 34% bh	115 31% b	139 +42% abcfh	30 -19%	191 +43% abcfh	1154 35%	233 32%	612 -26%	751 +48% a
Summary: Do activity at all	2613 65%	361 69% gi	442 +80% adefgi	258 +74% gi	195 67%	233 66%	261 69% gi	189 -58%	130 +81% degi	253 -57%	2124 65%	489 68%	1743 +74% b	826 -52%
Summary: Mobile phone Only	1558 39%	221 43% g	209 38%	148 43%	141 +48% g	163 +46% g	142 38%	103 32%	64 40%	169 38%	1280 39%	278 39%	1070 +45% b	461 -29%
Summary: Another device only	448 11%	55 11%	102 +18% adegi	56 +16% dei	23 8%	23 -6%	49 13%	30 9%	17 11%	40 9%	347 11%	100 14%	224 -10%	217 +14% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 127
QE9.24. Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	1843	853	983	300	388	453	281	268	153	44	53	147	860
	46%	44%	48%	+57% ef	+60% def	+62% def	+52% ef	-40% f	-17%	-25%	-27%	41% ab	+64% abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	558	326	231	58	106	114	92	82	106	21	18	40	231
	14%	+17% b	-11%	11%	16%	16%	17% a	12%	12%	12%	9%	11%	+17% bc
I do not do this online at all	1929	945	977	208	222	246	228	375	650	117	135	192	415
	48%	49%	48%	-39%	-34%	-34%	-42% bc	+55% abcd	+74% abcde	+67% cd	+68% cd	54% d	-31%
Summary: Do activity at all	2071	986	1078	319	428	481	317	302	225	57	63	166	931
	52%	51%	52%	+61% ef	+66% def	+66% def	+58% ef	-45% f	-26%	-33%	-32%	46% ab	+69% abc
Summary: Mobile phone Only	1514	660	847	261	322	367	225	220	118	36	45	126	700
	38%	-34%	+41% a	+50% def	+50% def	+51% def	41% ef	-32% f	-14%	-21%	-23%	35% ab	+52% abc
Summary: Another device only	228	133	95	19	40	28	36	34	72	13	10	19	72
	6%	+7% b	-5%	4%	6%	4%	7%	5%	+8% ac	7%	5%	5%	5%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 127 (continuation)
QE9.24. Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	1843	572	645	368	241	1600	139	56	47
	46%	+63%	+50%	43%	-27%	+47%	42%	-30%	44%
		bcd	cd	d		c	c		c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	558	197	191	86	78	485	42	24	6
	14%	+22%	15%	-10%	-9%	14%	13%	13%	-6%
		bcd	cd			d	d	d	
I do not do this online at all	1929	274	568	442	605	1578	175	119	57
	48%	-30%	-44%	52%	+67%	-47%	53%	+63%	53%
			a	ab	abc			abd	
Summary: Do activity at all	2071	629	719	408	296	1794	157	69	51
	52%	+70%	+56%	48%	-33%	+53%	47%	-37%	47%
		bcd	cd	d		c	c		c
Summary: Mobile phone Only	1514	432	528	322	218	1309	115	45	45
	38%	+48%	+41%	38%	-24%	+39%	35%	-24%	41%
		bcd	d	d		c	c		c
Summary: Another device only	228	57	74	40	55	194	18	13	4
	6%	6%	6%	5%	6%	6%	5%	7%	3%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 127 (continuation)
QE9.24. Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	1843 46%	283 +54% cgi	258 47%	145 42%	143 49%	180 51% gi	188 50% i	129 39%	109 +68% bcdefgi	168 -38%	1499 46%	344 48%	1354 +57% b	460 -29%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	558 14%	63 12%	77 14%	61 18% e	32 11%	33 9%	70 18% ei	47 14%	54 +34% abcdefgi	48 11%	451 14%	107 15%	388 +16% b	164 -10%
I do not do this online at all	1929 48%	213 -41% h	269 49% h	163 47% h	136 47% h	164 47% h	161 43% h	178 54% afh	40 -25%	254 +57% afh	1597 49%	332 46%	872 -37%	1019 +65% a
Summary: Do activity at all	2071 52%	307 +59% gi	283 51%	185 53%	156 53%	188 53%	215 57% gi	150 46%	120 +75% abcdefgi	190 -43%	1681 51%	390 54%	1483 +63% b	558 -35%
Summary: Mobile phone Only	1514 38%	244 +47% bcgi	206 37%	124 36%	124 42%	155 44% gi	146 39%	103 31%	66 41%	143 32%	1231 38%	283 39%	1095 +46% b	394 -25%
Summary: Another device only	228 6%	25 5%	25 5%	40 +12% abdei	13 5%	8 -2%	28 7% e	21 6%	11 7%	23 5%	182 6%	46 6%	129 5%	97 6%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 128
QE9.25. Watching or downloading TV programmes/films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	1439	706	729	319	349	367	183	146	74	41	58	103	603
	36%	37%	35%	+61%	+54%	+50%	34%	-22%	-8%	-24%	29%	-29%	+45%
				cdef	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1796	951	833	265	336	378	288	287	241	47	70	153	809
	45%	+49%	-41%	+50%	+52%	+52%	+53%	42%	-28%	-27%	-35%	43%	+60%
		b		ef	ef	ef	ef	f				a	abc
I do not do this online at all	1479	679	798	96	141	154	174	320	594	96	98	137	288
	37%	35%	39%	-18%	-22%	-21%	-32%	+47%	+68%	+55%	+49%	38%	-21%
							abc	abcd	abcde	cd	cd	d	
Summary: Do activity at all	2521	1252	1257	431	509	572	371	357	281	78	100	221	1059
	63%	65%	61%	+82%	+78%	+79%	+68%	-53%	-32%	-45%	-51%	62%	+79%
				def	def	def	ef	f				ab	abc
Summary: Mobile phone Only	726	301	424	165	172	195	83	70	40	31	31	68	250
	18%	-16%	+21%	+31%	+27%	+27%	15%	-10%	-5%	18%	15%	19%	19%
			a	def	def	def	ef	f					
Summary: Another device only	1082	546	528	111	159	206	188	211	207	37	42	118	456
	27%	28%	26%	-21%	25%	28%	+35%	+31%	24%	21%	21%	+33%	+34%
						a	abf	abf				ab	ab

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 128 (continuation)
QE9.25. Watching or downloading TV programmes/films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	1439 36%	359 +40% d	508 +40% d	299 35% d	247 -27%	1233 37% b	100 -30%	66 35%	41 38%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1796 45%	541 +60% bcd	650 +50% cd	332 -39% d	250 -28%	1536 +46% d	144 44% d	83 44% d	32 -29%
I do not do this online at all	1479 37%	244 -27%	398 -31%	340 40% ab	476 +53% abc	1224 -36%	130 39%	76 40%	48 +45% a
Summary: Do activity at all	2521 63%	659 +73% cd	889 +69% cd	510 60% d	425 -47%	2148 +64% d	202 61%	112 60%	60 -55%
Summary: Mobile phone Only	726 18%	118 -13%	239 19% a	178 21% a	176 19% a	612 18%	57 17%	29 15%	28 +26% abc
Summary: Another device only	1082 27%	300 +33% cd	381 30% d	211 25%	179 -20%	915 27% d	102 31% d	46 25% d	19 -17%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 128 (continuation)
QE9.25. Watching or downloading TV programmes/films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	1439	304	197	98	93	131	132	120	49	109	1245	194	1029	384
	36%	+58%	36%	-28%	32%	37%	35%	37%	31%	-24%	+38%	-27%	+44%	-24%
		bcdefghi	i			i	i	i			b		b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1796	225	276	191	144	146	199	136	74	146	1448	347	1241	534
	45%	43%	50%	+55%	49%	41%	+53%	42%	46%	-33%	44%	48%	+53%	-34%
		i	i	aegi	i		ei						b	
I do not do this online at all	1479	123	187	108	105	131	127	138	65	239	1186	293	631	818
	37%	-24%	34%	31%	36%	37%	34%	42%	40%	+54%	36%	41%	-27%	+52%
			a		a	a	a	a	a	abcdefg				a
Summary: Do activity at all	2521	397	365	240	187	221	249	190	95	205	2092	429	1724	759
	63%	+76%	66%	69%	64%	63%	66%	58%	60%	-46%	64%	59%	+73%	-48%
		bdefghi	i	i	i	i	i	i					b	
Summary: Mobile phone Only	726	171	89	49	43	75	50	54	22	59	644	82	483	225
	18%	+33%	16%	14%	15%	21%	13%	16%	14%	13%	+20%	-11%	+21%	-14%
		bcdefghi				i					b		b	
Summary: Another device only	1082	93	168	142	94	89	116	70	46	96	847	236	695	375
	27%	-18%	30%	+41%	32%	25%	31%	21%	29%	22%	-26%	+33%	+30%	-24%
			ai	abegi	ai		a					a	b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 129
QE9.26. Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2373	1164	1198	425	511	552	360	327	198	70	89	192	985
	59%	60%	58%	+81%	+79%	+76%	+66%	-48%	-23%	-40%	-45%	54%	+73%
				def	def	def	ef	f				a	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1316	745	562	181	215	248	193	247	231	35	57	99	541
	33%	+39%	-27%	34%	33%	34%	35%	37%	-26%	-20%	29%	28%	+40%
		b		f	f	f	f	f					abc
I do not do this online at all	1106	486	620	66	81	107	109	226	517	82	86	114	191
	28%	-25%	+30%	-13%	-12%	-15%	-20%	+33%	+59%	+47%	+43%	32%	-14%
			a				ab	abcd	abcde	cd	cd	d	
Summary: Do activity at all	2894	1446	1435	460	569	619	436	451	358	92	112	244	1156
	72%	+75%	-70%	+87%	+88%	+85%	+80%	-67%	-41%	-53%	-57%	68%	+86%
		b		def	def	ef	ef	f				ab	abc
Summary: Mobile phone Only	1578	701	874	279	354	371	243	204	127	57	56	145	615
	39%	-36%	+43%	+53%	+55%	+51%	+45%	-30%	-15%	33%	-28%	41%	+46%
			a	def	def	ef	ef	f				b	ab
Summary: Another device only	521	281	237	36	58	67	76	125	160	22	23	52	170
	13%	+15%	-12%	-7%	-9%	-9%	14%	+18%	+18%	13%	12%	14%	13%
		b					abc	abc	abc				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 129 (continuation)
QE9.26. Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2373 59%	594 +66% d	835 +65% d	510 60% d	394 -44%	2024 +60% c	185 56%	98 -52%	66 61% c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1316 33%	392 +43% bcd	460 36% cd	250 29% d	193 -21%	1144 +34% d	99 30% d	58 31% d	14 -13%
I do not do this online at all	1106 28%	177 -20%	279 -22%	234 27% ab	399 +44% abc	896 -27%	102 31%	70 +37% a	37 +35% a
Summary: Do activity at all	2894 72%	726 +80% cd	1007 +78% cd	617 73% d	502 -56%	2476 +73% cd	230 69%	118 -63%	71 -65%
Summary: Mobile phone Only	1578 39%	334 37%	548 +43% ad	367 43% d	309 -34%	1332 39% c	130 39%	60 -32%	56 +52% abc
Summary: Another device only	521 13%	132 15%	172 13%	106 12%	108 12%	451 13% d	45 14% d	20 11% d	5 -5%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 129 (continuation)
QE9.26. Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2373 59%	367 +71% bcegi	337 61%	188 54%	185 63% i	204 58%	242 64% i	176 54%	95 59%	230 -52%	1961 60%	412 57%	1698 +72% b	641 -41%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1316 33%	209 +40% defgi	230 +42% defgi	135 39% def	78 27%	97 27%	104 28%	92 28%	70 44% defgi	129 29%	1081 33%	234 32%	859 +36% b	439 -28%
I do not do this online at all	1106 28%	93 -18%	111 -20%	98 28% a	89 30% ab	98 28% a	97 26%	122 +37% abf	41 26%	147 33% ab	892 27%	214 30%	385 -16%	695 +44% a
Summary: Do activity at all	2894 72%	427 +82% cdegi	441 +80% dgi	250 72%	203 70%	254 72%	279 74% g	206 -63%	119 74%	297 67%	2386 73%	508 70%	1970 +84% b	882 -56%
Summary: Mobile phone Only	1578 39%	217 42%	211 38%	115 33%	125 43%	158 45% c	175 47% cgh	114 35%	49 31%	168 38%	1305 40%	273 38%	1111 +47% b	443 -28%
Summary: Another device only	521 13%	60 11%	104 +19% adfg	63 18% dfg	19 -6%	50 14% d	37 10%	30 9%	23 15%	67 15% d	425 13%	96 13%	272 -12%	242 +15% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 130
QE9.27. Listening to radio - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	1177	612	559	191	226	297	183	165	114	31	61	91	496
	29%	+32%	-27%	+36%	+35%	+41%	34%	-24%	-13%	-18%	31%	25%	+37%
		b		ef	ef	def	ef	f			a		ac
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	862	467	390	95	133	163	119	188	164	22	37	76	410
	22%	+24%	-19%	18%	21%	22%	22%	+28%	19%	-13%	19%	21%	+30%
		b						abf				a	abc
I do not do this online at all	2291	1051	1232	288	357	351	285	383	628	126	115	214	612
	57%	-54%	+60%	55%	55%	-48%	-52%	56%	+72%	+73%	58%	60%	-45%
			a					c	abcde	bcd	d	d	
Summary: Do activity at all	1709	880	823	239	292	376	261	295	247	48	83	144	734
	43%	+46%	-40%	45%	45%	+52%	+48%	44%	-28%	-27%	42%	40%	+55%
		b		f	f	ef	f	f			a	a	abc
Summary: Mobile phone Only	847	413	433	144	159	213	142	107	83	26	46	68	325
	21%	21%	21%	+27%	24%	+29%	+26%	-16%	-9%	15%	23%	19%	+24%
				ef	ef	ef	ef	f					a
Summary: Another device only	533	268	264	47	66	79	77	130	133	17	22	53	238
	13%	14%	13%	-9%	10%	11%	14%	+19%	15%	10%	11%	15%	+18%
							a	abc	ab				a

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 130 (continuation)
QE9.27. Listening to radio - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	1177	350	404	235	176	979	97	67	34
	29%	+39%	31%	28%	-20%	29%	29%	+35%	31%
		bcd	d	d				a	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	862	325	254	151	124	727	62	62	10
	22%	+36%	20%	-18%	-14%	22%	19%	+33%	-9%
		bcd	d			d	d	abd	
I do not do this online at all	2291	374	736	508	628	1939	194	90	68
	57%	-41%	57%	60%	+70%	57%	58%	-48%	63%
			a	a	abc	c	c		c
Summary: Do activity at all	1709	529	551	342	273	1433	138	98	40
	43%	+59%	43%	40%	-30%	43%	42%	+52%	37%
		bcd	d	d				abd	
Summary: Mobile phone Only	847	204	297	191	150	706	76	36	30
	21%	23%	23%	22%	-17%	21%	23%	19%	+28%
		d	d	d					ac
Summary: Another device only	533	179	147	107	98	454	41	32	6
	13%	+20%	11%	13%	-11%	13%	12%	17%	-5%
		bcd				d	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 130 (continuation)
QE9.27. Listening to radio - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	1177 29%	189 +36% ci	158 29%	87 25%	78 27%	128 +36% ci	107 28%	93 28%	43 27%	96 -22%	966 29%	210 29%	843 +36% b	319 -20%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	862 22%	115 22%	100 18%	90 26% i	52 18%	71 20%	102 27% bi	85 26% i	39 25%	73 17%	709 22%	153 21%	574 +24% b	276 -17%
I do not do this online at all	2291 57%	284 55%	325 59%	191 55%	177 61%	183 52%	202 54%	190 58%	91 57%	295 +66% acef	1878 57%	413 57%	1186 -50%	1062 +67% a
Summary: Do activity at all	1709 43%	236 45% i	227 41%	157 45% i	115 39%	169 48% i	174 46% i	138 42%	69 43%	149 -34%	1400 43%	309 43%	1169 +50% b	515 -33%
Summary: Mobile phone Only	847 21%	121 23%	126 23%	68 19%	62 21%	98 +28% gi	72 19%	53 16%	30 19%	75 17%	691 21%	156 22%	595 +25% b	239 -15%
Summary: Another device only	533 13%	47 -9%	69 13%	70 +20% abei	36 12%	41 12%	67 18% a	45 14%	26 17%	52 12%	434 13%	99 14%	326 14%	196 12%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 131
QE9.28. Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	1826	916	901	360	435	445	266	215	105	48	65	133	807
	46%	47%	44%	+68%	+67%	+61%	49%	-32%	-12%	-27%	-33%	-37%	+60%
				def	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	901	528	368	128	159	194	140	159	120	23	42	75	406
	23%	+27%	-18%	24%	24%	+27%	26%	23%	-14%	-13%	21%	21%	+30%
		b		f	f	f	f	f					abc
I do not do this online at all	1807	826	978	137	172	211	219	380	687	110	110	182	401
	45%	-43%	+48%	-26%	-27%	-29%	40%	+56%	+79%	+63%	+56%	51%	-30%
			a				abc	abcd	abcde	cd	d	d	
Summary: Do activity at all	2193	1105	1078	390	477	516	326	297	187	64	88	176	946
	55%	+57%	-52%	+74%	+73%	+71%	60%	-44%	-21%	-37%	-44%	49%	+70%
		b		def	def	def	ef	f				a	abc
Summary: Mobile phone Only	1293	578	710	262	319	322	186	138	67	41	46	101	540
	32%	-30%	+35%	+50%	+49%	+44%	34%	-20%	-8%	-24%	-23%	28%	+40%
			a	def	def	def	ef	f					abc
Summary: Another device only	367	190	177	30	42	71	60	82	82	17	23	43	138
	9%	10%	9%	-6%	6%	10%	11%	+12%	9%	10%	12%	12%	10%
							ab	ab					

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 131 (continuation)
QE9.28. Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	1826 46%	494 +55% cd	679 +53% cd	363 43% d	264 -29%	1563 +46% b	130 -39%	79 42%	54 50% b
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	901 23%	308 +34% bcd	317 25% cd	154 -18% d	111 -12%	763 23% d	72 22% d	55 +29% abd	10 -9%
I do not do this online at all	1807 45%	300 -33%	488 -38%	414 49% ab	574 +64% abc	1498 -44%	168 51% a	90 48%	50 46%
Summary: Do activity at all	2193 55%	603 +67% cd	799 +62% cd	436 51% d	328 -36%	1874 +56% b	164 49%	98 52%	58 54%
Summary: Mobile phone Only	1293 32%	295 33% d	481 +37% d	282 33% d	217 -24%	1111 +33% c	91 28%	43 -23%	48 +44% abc
Summary: Another device only	367 9%	109 +12% d	120 9%	73 9%	64 -7%	311 9% d	33 10% d	19 10% d	4 -4%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 131 (continuation)
QE9.28. Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	1826	263	265	159	146	185	193	142	79	132	1491	335	1363	438
	46%	51%	48%	46%	50%	53%	51%	43%	49%	-30%	45%	46%	+58%	-28%
		i	i	i	i	i	i	i	i				b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	901	137	105	104	63	60	85	79	44	86	734	166	623	265
	23%	26%	19%	+30%	22%	17%	23%	24%	27%	19%	22%	23%	+26%	-17%
		e		bei									b	
I do not do this online at all	1807	202	247	131	127	145	157	158	65	266	1487	320	769	1002
	45%	-39%	45%	38%	43%	41%	42%	48%	40%	+60%	45%	44%	-33%	+64%
										abcdefgh				a
Summary: Do activity at all	2193	318	305	217	165	207	219	170	95	178	1791	402	1586	575
	55%	+61%	55%	62%	57%	59%	58%	52%	60%	-40%	55%	56%	+67%	-36%
		i	i	i	i	i	i	i	i				b	
Summary: Mobile phone Only	1293	181	199	112	102	147	134	91	51	92	1057	236	963	309
	32%	35%	36%	32%	35%	+42%	36%	28%	32%	-21%	32%	33%	+41%	-20%
		i	i	i	i	gi	i						b	
Summary: Another device only	367	55	40	57	19	22	27	29	17	46	301	67	223	136
	9%	10%	7%	+16%	7%	6%	7%	9%	10%	10%	9%	9%	9%	9%
				bdefg										

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 132
QE9.29. Listen to an audiobook or read an e-book - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	986	488	493	183	227	272	142	108	55	28	45	74	417
	25%	25%	24%	+35%	+35%	+37%	26%	-16%	-6%	-16%	22%	21%	+31%
				def	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	623	305	313	90	101	120	100	125	86	10	30	56	300
	16%	16%	15%	17%	16%	17%	18%	18%	-10%	-6%	15%	16%	+22%
				f	f	f	f	f			a	a	ac
I do not do this online at all	2627	1274	1347	304	366	386	342	481	748	140	135	243	744
	66%	66%	66%	-58%	-56%	-53%	63%	+71%	+86%	+80%	68%	68%	-55%
							c	abcd	abcde	bcd	d	d	
Summary: Do activity at all	1373	657	708	222	284	341	203	196	126	34	63	115	603
	34%	34%	34%	+42%	+44%	+47%	37%	-29%	-14%	-20%	32%	32%	+45%
				ef	ef	def	ef	f			a	a	abc
Summary: Mobile phone Only	750	353	395	133	182	220	103	71	40	25	33	59	304
	19%	18%	19%	+25%	+28%	+30%	19%	-11%	-5%	14%	17%	17%	+23%
				ef	def	def	ef	f					a
Summary: Another device only	386	170	215	40	56	69	62	89	71	6	19	41	186
	10%	9%	10%	8%	9%	9%	11%	+13%	8%	-4%	9%	11%	+14%
								af				a	a

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 132 (continuation)
QE9.29. Listen to an audiobook or read an e-book - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	986	313	332	196	130	836	72	54	25
	25%	+35%	26%	23%	-14%	25%	22%	28%	23%
		bcd	d	d					
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	623	227	215	101	67	525	45	41	11
	16%	+25%	17%	-12%	-7%	16%	14%	+22%	-10%
		bcd	cd	d		d		abd	
I do not do this online at all	2627	456	826	585	718	2206	230	116	75
	66%	-50%	64%	69%	+80%	65%	69%	62%	69%
			a	a	abc				
Summary: Do activity at all	1373	447	461	265	183	1166	102	72	33
	34%	+50%	36%	31%	-20%	35%	31%	38%	31%
		bcd	d	d					
Summary: Mobile phone Only	750	220	246	163	116	641	57	30	22
	19%	+24%	19%	19%	-13%	19%	17%	16%	21%
		bd	d	d					
Summary: Another device only	386	134	129	69	52	330	30	18	8
	10%	+15%	10%	8%	-6%	10%	9%	10%	8%
		bcd	d						

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 132 (continuation)
QE9.29. Listen to an audiobook or read an e-book - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	986 25%	158 +30% bi	124 22% i	80 23% i	76 26% i	114 +32% bi	95 25% i	83 25% i	41 26% i	65 -15%	802 24%	185 26%	737 +31% b	233 -15%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	623 16%	125 +24% bdefi	52 -9%	76 +22% befi	43 15%	42 12%	38 -10%	56 17% b	38 24% befi	54 12%	532 16%	91 13%	428 +18% b	186 -12%
I do not do this online at all	2627 66%	295 -57%	398 +72% aceh	205 59%	189 65%	214 61%	260 69% a	220 67% a	90 56%	335 +75% acdeh	2142 65%	486 67%	1368 -58%	1215 +77% a
Summary: Do activity at all	1373 34%	225 +43% bfgi	154 -28%	143 41% bi	103 35% i	138 39% bi	116 31%	108 33%	70 44% bi	109 -25%	1136 35%	236 33%	987 +42% b	362 -23%
Summary: Mobile phone Only	750 19%	99 19%	102 19%	67 19%	59 20%	96 +27% bgi	79 21% i	52 16%	31 20%	55 -12%	605 18%	145 20%	559 +24% b	177 -11%
Summary: Another device only	386 10%	67 13% bf	30 -6%	64 +18% bdefgi	27 9%	24 7%	21 6%	25 7%	28 +18% befg	45 10%	335 10%	51 7%	249 11%	129 -8%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 133
QE9.30. Playing or downloading games - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	1294	616	673	294	279	311	186	144	80	51	45	115	547
	32%	32%	33%	+56%	+43%	+43%	34%	-21%	-9%	29%	-23%	32%	+41%
				bcdef	def	def	ef	f					abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	847	505	336	192	172	155	116	107	105	18	29	76	353
	21%	+26%	-16%	+36%	+27%	21%	21%	-16%	-12%	-10%	-14%	21%	+26%
		b		bcdef	ef	ef	f					a	ab
I do not do this online at all	2283	1073	1205	156	294	340	299	477	717	115	135	196	636
	57%	56%	59%	-30%	-45%	-47%	55%	+70%	+82%	+66%	+68%	55%	-47%
					a	a	abc	abcd	abcde	cd	cd	d	
Summary: Do activity at all	1717	858	851	370	356	387	246	200	158	59	63	161	711
	43%	44%	41%	+70%	+55%	+53%	45%	-30%	-18%	-34%	-32%	45%	+53%
				bcdef	def	def	ef	f				ab	abc
Summary: Mobile phone Only	870	353	514	179	183	231	130	93	52	41	34	85	358
	22%	-18%	+25%	+34%	+28%	+32%	24%	-14%	-6%	24%	17%	24%	+27%
			a	def	ef	def	ef	f					b
Summary: Another device only	423	243	177	76	77	76	60	56	78	7	17	47	164
	11%	+13%	-9%	+14%	12%	10%	11%	8%	9%	-4%	9%	13%	12%
		b		ef								a	a

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 133 (continuation)
QE9.30. Playing or downloading games - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	1294 32%	338 +37% cd	460 +36% d	258 30% d	215 -24%	1088 32%	109 33%	65 34%	32 29%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	847 21%	242 +27% cd	337 +26% cd	139 -16%	115 -13%	723 21% d	64 19% d	49 +26% d	11 -10%
I do not do this online at all	2283 57%	462 -51%	659 -51%	518 61% ab	615 +68% abc	1923 57%	189 57%	104 55%	68 63%
Summary: Do activity at all	1717 43%	441 +49% cd	628 +49% cd	333 39% d	287 -32%	1449 43%	143 43%	84 45%	40 37%
Summary: Mobile phone Only	870 22%	199 22%	290 23%	194 23%	171 19%	727 22%	79 24%	35 19%	29 +27% ac
Summary: Another device only	423 11%	104 11% d	168 +13% cd	74 9%	71 -8%	361 11%	33 10%	19 10%	9 8%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 133 (continuation)
QE9.30. Playing or downloading games - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	1294 32%	185 36% i	175 32% i	103 30% i	106 36% i	135 38% i	144 38% i	99 30% i	60 37% i	82 -19%	1080 33%	214 30%	900 +38% b	370 -23%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	847 21%	106 20%	94 17%	100 +29% begi	74 25%	64 18%	98 26% b	61 19%	46 29% b	79 18%	704 21%	143 20%	541 +23% b	294 -19%
I do not do this online at all	2283 57%	293 56%	340 62% cf	168 -48%	152 52%	188 53%	185 -49%	207 63% cf	82 51%	307 +69% acdefh	1843 56%	441 61%	1206 -51%	1040 +66% a
Summary: Do activity at all	1717 43%	227 44% i	212 38%	180 +52% bgi	140 48% i	164 47% i	191 +51% bgi	121 37%	78 49% i	137 -31%	1435 44%	281 39%	1149 +49% b	537 -34%
Summary: Mobile phone Only	870 22%	120 23% i	118 21% i	80 23% i	66 23% i	100 +28% gi	93 25% i	60 18%	32 20%	58 -13%	731 22%	139 19%	608 +26% b	243 -15%
Summary: Another device only	423 11%	42 8%	37 -7%	77 +22% abdefgi	34 12%	29 8%	48 13% b	22 7%	18 12%	54 12% b	355 11%	67 9%	249 11%	167 11%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 134
QE9.31. Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2773	1263	1498	463	560	609	439	427	276	96	90	233	1055
	69%	-65%	+73%	+88%	+86%	+84%	+81%	-63%	-32%	-55%	-45%	65%	+78%
			a	def	def	ef	ef	f				b	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	892	467	422	123	158	159	126	157	168	19	34	88	416
	22%	+24%	-21%	23%	24%	22%	23%	23%	19%	-11%	17%	25%	+31%
		b										a	ab
I do not do this online at all	1016	559	455	49	66	97	82	207	514	70	92	98	214
	25%	+29%	-22%	-9%	-10%	-13%	-15%	+31%	+59%	+40%	+46%	27%	-16%
		b					a	abcd	abcde	cd	cd	d	
Summary: Do activity at all	2984	1372	1600	477	584	629	463	470	360	104	107	260	1133
	75%	-71%	+78%	+91%	+90%	+87%	+85%	-69%	-41%	-60%	-54%	73%	+84%
			a	def	ef	ef	ef	f				ab	abc
Summary: Mobile phone Only	2092	906	1178	355	426	471	337	313	192	86	73	172	717
	52%	-47%	+57%	+67%	+66%	+65%	+62%	-46%	-22%	49%	-37%	48%	53%
			a	ef	ef	ef	ef	f		b		b	b
Summary: Another device only	211	110	102	15	24	21	24	44	84	9	17	27	78
	5%	6%	5%	-3%	4%	-3%	4%	6%	+10%	5%	9%	7%	6%
								ac	abcd				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 134 (continuation)
QE9.31. Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2773 69%	674 +75% d	986 +77% cd	587 69% d	488 -54%	2370 +70% cd	218 66%	117 -62%	68 -63%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	892 22%	270 +30% cd	329 +26% cd	158 -19% d	121 -13%	754 22% d	84 25% d	38 20%	16 -14%
I do not do this online at all	1016 25%	184 -20%	229 -18%	220 26% ab	364 +40% abc	825 -24%	91 28%	61 +32% a	38 +35% ab
Summary: Do activity at all	2984 75%	719 +80% cd	1058 +82% cd	630 74% d	537 -60%	2547 +76% cd	241 72% d	127 -68%	70 -65%
Summary: Mobile phone Only	2092 52%	449 50%	729 +57% ad	472 56% d	416 -46%	1792 +53%	157 47%	89 47%	54 50%
Summary: Another device only	211 5%	45 5%	72 6%	43 5%	49 5%	176 5% d	23 7% d	10 5% d	2 -2%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 134 (continuation)
QE9.31. Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat) - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2773 69%	402 +77% cdei	403 73%	229 66%	194 66%	233 66%	277 74%	223 68%	109 68%	300 68%	2308 +70% b	465 -64%	1932 +82% b	796 -50%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	892 22%	174 +33% bdefgi	94 -17%	131 +38% bdefgi	53 18%	54 -15%	62 16%	66 20%	47 29% befi	76 17%	746 23%	146 20%	579 +25% b	301 -19%
I do not do this online at all	1016 25%	95 -18%	136 25%	76 22%	85 29% a	101 29% a	86 23%	91 28% a	41 26%	115 26%	792 -24%	224 +31% a	335 -14%	659 +42% a
Summary: Do activity at all	2984 75%	425 +82% deg	416 75%	272 78%	207 71%	251 71%	290 77%	237 72%	119 74%	329 74%	2486 +76% b	498 -69%	2020 +86% b	918 -58%
Summary: Mobile phone Only	2092 52%	251 48%	323 +58% ac	141 -41%	155 53% c	197 56% c	229 +61% ach	171 52%	72 45%	254 57% c	1740 53%	353 49%	1442 +61% b	617 -39%
Summary: Another device only	211 5%	23 4%	13 -2%	43 +12% abdefg	13 5%	18 5%	13 3%	14 4%	10 6%	29 7% b	178 5%	33 5%	88 -4%	122 +8% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 135
QE9.32. Other - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	70	34	36	6	21	12	8	18	5	4	5	12	32
	2%	2%	2%	1%	+3% f	2%	2%	3% f	-1%	2%	2%	3%	2%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	29	27	2	5	2	2	1	11	10	0	3	4	14
	1%	+1% b	-*%	1%	*%	*%	*%	+2% cd	1%	0%	1%	1%	1%
I do not do this online at all	1336	641	694	150	186	190	161	244	406	74	78	95	296
	33%	33%	34%	28%	-29%	-26%	30%	36% abc	+46% abcde	+43% cd	40% cd	-27%	-22%
Summary: Do activity at all	86	48	37	10	21	13	8	20	14	4	5	15	40
	2%	3%	2%	2%	3%	2%	2%	3%	2%	2%	2%	+4%	3%
Summary: Mobile phone Only	57	21	35	5	19	11	7	10	4	4	2	10	26
	1%	1%	2%	1%	+3% f	2%	1%	1%	-*%	2%	1%	+3%	2%
Summary: Another device only	16	15	1	4	0	1	0	2	9	0	0	3	8
	*%	+1% b	-*%	1%	0%	*%	0%	*%	+1%	0%	0%	1%	1%
Not applicable	2577	1242	1324	367	443	524	376	413	454	96	115	248	1010
	64%	64%	64%	+70% ef	68% ef	+72% ef	69% ef	61% f	-52%	-55%	58%	69% ab	+75% ab

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 135 (continuation)
QE9.32. Other - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	70	20	18	14	18	59	6	4	1
	2%	2%	1%	2%	2%	2%	2%	2%	1%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	29	11	8	5	6	24	4	1	*
	1%	1%	1%	1%	1%	1%	1%	*%	*%
I do not do this online at all	1336	223	371	330	388	1131	108	39	58
	33%	-25%	-29%	+39%	+43%	34%	32%	-21%	+54%
				ab	ab	c	c		abc
Summary: Do activity at all	86	29	20	17	19	72	8	4	2
	2%	3%	2%	2%	2%	2%	2%	2%	2%
Summary: Mobile phone Only	57	18	12	12	13	48	3	4	1
	1%	2%	1%	1%	1%	1%	1%	2%	1%
Summary: Another device only	16	8	3	3	2	13	2	*	*
	*%	+1%	*%	*%	*%	*%	1%	*%	*%
Not applicable	2577	651	895	503	494	2169	217	144	48
	64%	+72%	+70%	-59%	-55%	64%	65%	+77%	-44%
		cd	cd			d	d	abd	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 135 (continuation)
QE9.32. Other - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	70	6	11	4	11	13	4	4	3	3	52	18	47	22
	2%	1%	2%	1%	4%	4%	1%	1%	2%	1%	2%	3%	2%	1%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	29	2	3	1	4	3	1	3	3	4	23	6	15	15
	1%	*%	*%	*%	1%	1%	*%	1%	2%	1%	1%	1%	1%	1%
I do not do this online at all	1336	220	250	98	73	117	53	71	87	161	1076	260	668	646
	33%	+42%	+45%	28%	-25%	33%	-14%	-22%	+54%	36%	33%	36%	-28%	+41%
		cdfg	cdefg	f	f	fg			cdefgi	dfg				a
Summary: Do activity at all	86	8	11	6	12	15	4	7	3	6	64	22	54	31
	2%	2%	2%	2%	4%	+4%	1%	2%	2%	1%	2%	3%	2%	2%
Summary: Mobile phone Only	57	6	9	4	7	12	3	4	0	3	41	16	40	17
	1%	1%	2%	1%	3%	+3%	1%	1%	0%	1%	1%	2%	2%	1%
Summary: Another device only	16	2	1	1	1	3	0	3	0	3	13	3	7	9
	*%	*%	*%	*%	*%	1%	0%	1%	0%	1%	*%	*%	*%	1%
Not applicable	2577	292	290	244	208	219	319	250	70	276	2138	440	1633	900
	64%	-56%	-53%	70%	71%	62%	+85%	+76%	-44%	62%	65%	61%	+69%	-57%
				abh	abh	h	abcdehi	abehi		bh			b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 136
QE9.33. Summary: Purchasing - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	3107	1493	1603	470	607	675	489	493	374	98	110	269	1207
	78%	77%	78%	+89%	+93%	+93%	+90%	-73%	-43%	-56%	-55%	75%	+90%
				ef	ef	ef	ef	f				ab	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2319	1202	1108	248	354	442	356	434	486	56	82	181	936
	58%	+62%	-54%	-47%	54%	61%	+65%	+64%	56%	-32%	-41%	-51%	+69%
		b				a	abf	abf	a			a	abc
I do not do this online at all	469	209	258	45	22	25	24	82	271	49	56	41	33
	12%	11%	13%	8%	-3%	-3%	-4%	12%	+31%	+28%	+28%	12%	-2%
				bcd				bcd	abcde	cd	cd	d	
Summary: Do activity at all	3531	1722	1797	482	628	701	522	595	604	126	143	316	1314
	88%	89%	87%	92%	+97%	+97%	+96%	88%	-69%	-72%	-72%	88%	+98%
				f	aef	aef	aef	f				ab	abc
Summary: Mobile phone Only	1212	521	689	234	274	260	166	161	117	69	61	136	378
	30%	-27%	+34%	+44%	+42%	+36%	30%	-24%	-13%	+40%	31%	+38%	28%
			a	cdef	def	ef	ef	f		d		d	
Summary: Another device only	424	229	194	12	21	27	32	102	230	27	33	47	107
	11%	12%	9%	-2%	-3%	-4%	-6%	+15%	+26%	16%	+17%	13%	-8%
							a	abcd	abcde	d	d	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 136 (continuation)
QE9.33. Summary: Purchasing - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	3107	773	1075	663	552	2637	258	129	83
	78%	+86%	+84%	78%	-61%	78%	78%	-69%	77%
		cd	cd	d		c	c		c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2319	655	829	452	352	2005	195	80	39
	58%	+73%	+64%	-53%	-39%	+59%	59%	-43%	-36%
		bcd	cd	d		cd	cd		
I do not do this online at all	469	36	72	105	247	376	36	36	21
	12%	-4%	-6%	12%	+27%	-11%	11%	+19%	+19%
				ab	abc			ab	ab
Summary: Do activity at all	3531	867	1215	745	654	2996	296	152	87
	88%	+96%	+94%	88%	-73%	+89%	89%	-81%	-81%
		cd	cd	d		cd	cd		
Summary: Mobile phone Only	1212	212	385	293	302	991	101	72	48
	30%	-23%	30%	+34%	+34%	-29%	30%	+38%	+45%
			a	a	a			ab	ab
Summary: Another device only	424	94	140	82	102	359	38	23	4
	11%	10%	11%	10%	11%	11%	11%	12%	-4%
						d	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 136 (continuation)
QE9.33. Summary: Purchasing - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	3107 78%	433 +83% egi	432 78%	269 77%	239 82% g	261 74%	305 81% g	233 -71%	133 83%	332 75%	2561 78%	546 76%	2125 +90% b	936 -59%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2319 58%	335 +65% degi	398 +72% defghi	244 +70% defgi	154 53%	158 -45%	220 59% e	168 51%	92 57%	235 53%	1878 57%	441 61%	1496 +64% b	798 -51%
I do not do this online at all	469 12%	59 11%	41 -7%	27 8%	31 11%	49 14% b	37 10%	57 +17% bc	12 7%	63 14% b	386 12%	83 12%	80 -3%	374 +24% a
Summary: Do activity at all	3531 88%	461 89%	511 +93% egi	321 92% g	261 89%	303 86%	339 90%	271 -83%	148 93%	381 86%	2892 88%	639 88%	2275 +97% b	1203 -76%
Summary: Mobile phone Only	1212 30%	125 -24%	113 -20%	76 -22%	107 37% abc	145 +41% abc	118 31% b	104 32% b	57 35% bc	146 33% abc	1014 31%	198 27%	779 +33% b	406 -26%
Summary: Another device only	424 11%	28 -5%	79 +14% a	51 15% a	22 7%	42 12% a	34 9%	39 12% a	15 10%	49 11% a	332 10%	92 13%	150 -6%	267 +17% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 137
QE9.34. Summary: Communication - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	3658 91%	1773 92%	1872 91%	503 +95% f	621 +96% ef	706 +97% ef	533 +98% ef	623 92% f	672 -77%	130 -75%	159 -80%	319 89% ab	1311 +97% abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2406 60%	1223 +63% b	1171 -57%	301 57%	395 61%	439 60%	357 +66% af	428 63% f	486 -56%	48 -28%	78 -39%	188 -52% ab	1017 +76% abc
I do not do this online at all	253 6%	110 6%	143 7%	12 -2%	13 -2%	13 -2%	7 -1%	37 5% abcd	172 +20% abcde	39 +23% cd	38 +19% cd	26 7% d	13 -1%
Summary: Do activity at all	3747 94%	1822 94%	1912 93%	514 +98% ef	637 +98% ef	714 +98% ef	538 +99% ef	641 95% f	703 -80%	135 -77%	160 -81%	331 93% ab	1333 +99% abc
Summary: Mobile phone Only	1341 34%	598 -31%	741 +36% a	213 +40% ef	242 37% f	275 +38% f	181 33% f	213 31% f	217 -25%	86 +50% d	83 +42% d	144 +40% d	316 -23%
Summary: Another device only	89 2%	49 3%	40 2%	12 2%	16 2%	8 1%	6 1%	17 3%	30 +3% cd	5 3%	2 1%	12 3%	22 2%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 137 (continuation)
QE9.34. Summary: Communication - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	3658	872	1214	778	742	3104	298	163	93
	91%	+97%	+94%	92%	-82%	+92%	90%	-86%	-86%
		cd	d	d		cd			
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2406	717	866	453	338	2076	190	101	39
	60%	+79%	+67%	-53%	-37%	+62%	57%	-54%	-36%
		bcd	cd	d		cd	d	d	
I do not do this online at all	253	15	38	57	138	189	30	20	14
	6%	-2%	-3%	7%	+15%	-6%	+9%	+11%	+13%
				ab	abc		a	a	a
Summary: Do activity at all	3747	888	1249	794	763	3183	302	168	94
	94%	+98%	+97%	93%	-85%	+94%	-91%	-89%	-87%
		cd	cd	d		bcd			
Summary: Mobile phone Only	1341	171	384	340	425	1107	112	67	55
	34%	-19%	-30%	+40%	+47%	-33%	34%	36%	+51%
			a	ab	abc				abc
Summary: Another device only	89	17	35	15	21	79	4	6	1
	2%	2%	3%	2%	2%	2%	1%	3%	1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 137 (continuation)
QE9.34. Summary: Communication - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	3658 91%	481 93%	522 95% eg	319 92%	268 92%	312 89%	352 94%	289 88%	154 96%	407 92%	3004 92%	654 91%	2297 +98% b	1307 -83%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2406 60%	315 61% e	381 +69% degi	251 +72% adegi	157 54%	172 -49%	261 +69% degi	173 53%	112 70% deg	254 57%	1976 60%	430 60%	1557 +66% b	818 -52%
I do not do this online at all	253 6%	27 5%	23 4%	14 4%	13 5%	27 8%	20 5%	32 10% b	5 3%	27 6%	200 6%	53 7%	25 -1%	220 +14% a
Summary: Do activity at all	3747 94%	493 95%	529 96% g	334 96%	279 95%	325 92%	356 95%	296 90%	155 97%	417 94%	3079 94%	668 93%	2330 +99% b	1357 -86%
Summary: Mobile phone Only	1341 34%	178 34% c	148 -27%	83 -24%	122 +42% bcfh	153 +43% bcfh	95 -25%	123 37% bcf	43 27%	163 37% bcf	1103 34%	238 33%	773 33%	539 34%
Summary: Another device only	89 2%	11 2%	7 1%	15 4%	10 4%	13 4%	4 1%	7 2%	1 1%	10 2%	75 2%	14 2%	33 -1%	50 +3% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 138
QE9.35. Summary: Information - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	3350	1633	1706	486	596	681	508	572	507	108	129	288	1273
	84%	85%	83%	+92%	+92%	+94%	+93%	84%	-58%	-62%	-65%	81%	+95%
				ef	ef	ef	ef	f				ab	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2450	1251	1188	320	403	467	358	428	474	59	66	195	1015
	61%	+65%	-58%	61%	62%	64%	66%	63%	-54%	-34%	-33%	-55%	+75%
		b			f	f	f	f				ab	abc
I do not do this online at all	424	181	241	23	33	34	25	66	242	49	57	43	19
	11%	9%	12%	-4%	-5%	-5%	-5%	10%	+28%	+28%	+29%	12%	-1%
								abcd	abcde	cd	cd	d	
Summary: Do activity at all	3576	1750	1814	504	617	692	520	611	632	125	141	315	1328
	89%	91%	88%	+96%	+95%	+95%	+95%	90%	-72%	-72%	-71%	88%	+99%
				ef	ef	ef	ef	f				ab	abc
Summary: Mobile phone Only	1126	500	626	183	214	226	162	184	158	66	75	120	313
	28%	-26%	+30%	+35%	+33%	31%	30%	27%	-18%	+38%	+38%	33%	-23%
			a	ef	f	f	f	f		d	d	d	
Summary: Another device only	226	118	108	18	21	12	11	39	125	18	12	26	55
	6%	6%	5%	3%	-3%	-2%	-2%	6%	+14%	+10%	6%	7%	-4%
								cd	abcde	d		d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 138 (continuation)
QE9.35. Summary: Information - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	3350	829	1153	726	595	2844	275	142	89
	84%	+92%	+90%	85%	-66%	+84%	83%	-75%	82%
		cd	cd	d		c	c		
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2450	698	939	462	323	2112	195	93	49
	61%	+77%	+73%	-54%	-36%	+63%	59%	-49%	-46%
		cd	cd	d		cd	cd		
I do not do this online at all	424	30	61	82	240	331	40	34	18
	11%	-3%	-5%	10%	+27%	-10%	12%	+18%	+17%
				ab	abc			ab	a
Summary: Do activity at all	3576	873	1226	768	661	3041	292	154	90
	89%	+97%	+95%	90%	-73%	+90%	88%	-82%	-83%
		cd	cd	d		cd	c		
Summary: Mobile phone Only	1126	175	287	306	338	929	96	61	40
	28%	-19%	-22%	+36%	+38%	-28%	29%	32%	+37%
				ab	ab				ab
Summary: Another device only	226	44	73	42	66	197	16	12	1
	6%	5%	6%	5%	+7%	6%	5%	6%	-1%
						d	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 138 (continuation)
QE9.35. Summary: Information - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	3350 84%	436 84%	486 88% eg	294 85%	250 86%	282 80%	331 88% g	257 78%	132 83%	376 85%	2760 84%	591 82%	2213 +94% b	1089 -69%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2450 61%	323 62% e	406 +74% adeghi	264 +76% adeghi	170 58%	168 -48%	254 68% egi	178 54%	96 60%	253 57%	1999 61%	451 62%	1603 +68% b	822 -52%
I do not do this online at all	424 11%	65 13% b	35 -6%	23 7%	27 9%	44 12% b	27 7%	47 14% bcf	15 9%	48 11%	344 10%	80 11%	70 -3%	338 +21% a
Summary: Do activity at all	3576 89%	455 87%	517 +94% aeg	325 93% g	265 91%	308 88%	349 93% g	281 86%	145 91%	396 89%	2935 90%	642 89%	2285 +97% b	1239 -79%
Summary: Mobile phone Only	1126 28%	131 25%	111 -20%	61 -18%	96 33% bc	140 +40% abcf	95 25%	103 31% bc	49 31% c	143 32% bc	936 29%	191 26%	683 29%	417 26%
Summary: Another device only	226 6%	18 4%	32 6%	31 9% a	15 5%	26 7%	18 5%	24 7%	13 8%	19 4%	175 5%	51 7%	73 -3%	150 +9% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 139
QE9.36. Summary: Health - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2592	1236	1344	380	509	571	387	410	335	77	88	223	1085
	65%	64%	65%	+72%	+78%	+78%	+71%	61%	-38%	-44%	-45%	62%	+81%
				ef	def	def	ef	f				ab	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1420	781	631	130	229	297	207	250	307	34	51	107	584
	35%	+40%	-31%	-25%	35%	+41%	38%	37%	35%	-20%	-26%	30%	+43%
		b			a	a	a	a	a			a	abc
I do not do this online at all	1040	501	538	130	102	109	111	203	385	84	90	103	159
	26%	26%	26%	25%	-16%	-15%	-20%	+30%	+44%	+48%	+45%	29%	-12%
				bc				bcd	abcde	cd	cd	d	
Summary: Do activity at all	2960	1430	1517	396	547	618	434	474	490	90	108	255	1188
	74%	74%	74%	75%	+84%	+85%	+80%	-70%	-56%	-52%	-55%	71%	+88%
				f	aef	aef	ef	f				ab	abc
Summary: Mobile phone Only	1540	650	887	266	318	321	228	224	183	56	57	148	603
	38%	-34%	+43%	+51%	+49%	+44%	42%	-33%	-21%	32%	-29%	41%	+45%
			a	def	ef	ef	ef	f				b	ab
Summary: Another device only	368	194	173	16	38	47	47	64	155	13	20	32	103
	9%	10%	8%	-3%	-6%	-6%	9%	9%	+18%	8%	10%	9%	8%
						a	a	a	abcde				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 139 (continuation)
QE9.36. Summary: Health - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2592	726	904	519	406	2247	194	82	68
	65%	+80%	+70%	61%	-45%	+67%	-58%	-44%	63%
		bcd	cd	d		bc	c		c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1420	460	522	234	182	1256	99	46	19
	35%	+51%	+41%	-28%	-20%	+37%	-30%	-24%	-18%
		bcd	cd	d		bcd	d		
I do not do this online at all	1040	102	241	271	408	806	110	89	36
	26%	-11%	-19%	+32%	+45%	-24%	+33%	+47%	+33%
			a	ab	abc		a	abd	a
Summary: Do activity at all	2960	801	1045	579	494	2566	222	99	72
	74%	+89%	+81%	-68%	-55%	+76%	-67%	-53%	-67%
		bcd	cd	d		bcd	c		c
Summary: Mobile phone Only	1540	341	524	345	312	1311	123	54	53
	38%	38%	41%	41%	-35%	39%	37%	-29%	+49%
			d			c	c		abc
Summary: Another device only	368	75	141	61	87	319	28	17	4
	9%	8%	11%	7%	10%	9%	8%	9%	-3%
			c			d	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 139 (continuation)
QE9.36. Summary: Health - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2592	366	383	242	199	242	269	186	123	237	2130	462	1780	770
	65%	70%	69%	70%	68%	69%	72%	-57%	+77%	-53%	65%	64%	+76%	-49%
		gi	gi	gi	i	gi	gi		gi				b	
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	1420	206	275	168	74	93	144	115	73	108	1139	281	939	461
	35%	40%	+50%	+48%	-25%	-26%	38%	35%	46%	-24%	35%	39%	+40%	-29%
		dei	adefgi	degi			dei	i	dei				b	
I do not do this online at all	1040	119	86	58	71	96	73	111	24	168	867	173	390	627
	26%	23%	-16%	-17%	24%	27%	-19%	+34%	-15%	+38%	26%	24%	-17%	+40%
		b			b	bc		abcfh		abcdefh				a
Summary: Do activity at all	2960	401	466	290	221	256	303	217	136	276	2411	549	1965	950
	74%	77%	+84%	+83%	76%	73%	+81%	-66%	+85%	-62%	74%	76%	+83%	-60%
		gi	adegi	egi	i	i	gi		gi				b	
Summary: Mobile phone Only	1540	195	191	122	147	163	160	102	63	168	1272	267	1026	488
	38%	37%	35%	35%	+50%	+46%	42%	31%	39%	38%	39%	37%	+44%	-31%
					abcgi	bcg	g						b	
Summary: Another device only	368	35	83	48	22	14	34	31	12	39	281	86	185	180
	9%	7%	+15%	+14%	7%	-4%	9%	9%	8%	9%	-9%	+12%	-8%	+11%
			ade	ae								a		a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 140
QE9.37. Summary: Entertainment - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2789	1378	1400	458	578	630	417	416	291	90	113	239	1119
	70%	71%	68%	+87%	+89%	+87%	+77%	-61%	-33%	-52%	-57%	67%	+83%
				def	def	def	ef	f				a	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2290	1196	1081	321	401	459	335	383	390	56	90	191	986
	57%	+62%	-53%	61%	62%	+63%	62%	57%	-45%	-32%	-45%	53%	+73%
		b		f	f	f	f	f			a	a	abc
I do not do this online at all	734	316	418	40	45	55	72	151	371	64	61	70	86
	18%	-16%	+20%	-8%	-7%	-8%	-13%	+22%	+42%	+37%	+31%	20%	-6%
			a				abc	abcd	abcde	cd	cd	d	
Summary: Do activity at all	3266	1615	1638	487	605	671	473	526	503	110	138	287	1261
	82%	+84%	-80%	+92%	+93%	+92%	+87%	-78%	-58%	-63%	-69%	80%	+94%
		b		def	def	def	ef	f				ab	abc
Summary: Mobile phone Only	976	419	556	166	204	213	138	143	113	54	48	96	275
	24%	-22%	+27%	+31%	+31%	+29%	25%	21%	-13%	31%	24%	27%	-20%
			a	ef	ef	ef	f	f		d		d	
Summary: Another device only	477	237	238	29	27	42	56	111	213	20	24	48	142
	12%	12%	12%	-6%	-4%	-6%	10%	+16%	+24%	11%	12%	14%	11%
							abc	abcd	abcde				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 140 (continuation)
QE9.37. Summary: Entertainment - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2789	701	974	587	484	2377	226	111	75
	70%	+78%	+76%	69%	-54%	+70%	68%	-59%	69%
		cd	cd	d		c	c		c
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2290	658	808	446	349	1970	180	99	40
	57%	+73%	+63%	-52%	-39%	+58%	54%	53%	-37%
		bcd	cd	d		d	d	d	
I do not do this online at all	734	98	160	158	304	592	63	49	29
	18%	-11%	-12%	19%	+34%	-18%	19%	+26%	+26%
				ab	abc			ab	ab
Summary: Do activity at all	3266	805	1126	692	597	2780	269	139	79
	82%	+89%	+88%	81%	-66%	+82%	81%	-74%	-74%
		cd	cd	d		cd	cd		
Summary: Mobile phone Only	976	147	318	246	248	809	89	39	39
	24%	-16%	25%	+29%	+28%	24%	27%	21%	+36%
			a	a	a				abc
Summary: Another device only	477	104	152	105	113	403	42	27	5
	12%	12%	12%	12%	13%	12%	13%	15%	-4%
						d	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 140 (continuation)
QE9.37. Summary: Entertainment - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2789 70%	402 +77% gi	397 72% gi	241 69%	217 74% gi	248 71% i	290 +77% gi	200 -61%	113 71%	268 -60%	2299 70%	490 68%	1953 +83% b	799 -51%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	2290 57%	303 58% i	363 +66% egi	236 +68% egi	174 60% i	183 52%	251 +67% egi	160 -49%	106 66% gi	193 -43%	1860 57%	430 60%	1512 +64% b	748 -47%
I do not do this online at all	734 18%	75 14%	69 -12%	54 15%	57 19% f	63 18% f	36 -10%	94 +29% abcefh	24 15%	121 +27% abcefh	599 18%	134 19%	205 -9%	507 +32% a
Summary: Do activity at all	3266 82%	445 86% gi	483 +88% gi	294 85% gi	235 81%	289 82% gi	340 +90% degi	234 -71%	136 85% gi	323 -73%	2679 82%	587 81%	2150 +91% b	1069 -68%
Summary: Mobile phone Only	976 24%	142 27% c	120 22%	58 -17%	61 21%	106 30% c	89 24%	74 23%	30 19%	130 29% c	819 25%	158 22%	637 +27% b	321 -20%
Summary: Another device only	477 12%	42 8%	87 +16% ad	53 15% ad	19 -6%	41 12%	50 13%	34 10%	22 14%	55 12%	380 12%	97 13%	197 -8%	270 +17% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 141
QE9.38. Summary: Social - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
I do this on a mobile phone	2779	1267	1500	465	560	609	439	428	279	96	90	235	1058
	69%	-66%	+73%	+88%	+86%	+84%	+81%	-63%	-32%	-55%	-45%	66%	+79%
			a	def	def	ef	ef	f				b	abc
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	903	477	423	123	158	159	126	163	174	19	36	90	420
	23%	+25%	-21%	23%	24%	22%	23%	24%	20%	-11%	18%	25%	+31%
		b										a	ab
I do not do this online at all	1009	553	454	47	66	97	82	206	511	70	91	96	212
	25%	+29%	-22%	-9%	-10%	-13%	-15%	+30%	+58%	+40%	+46%	27%	-16%
		b					a	abcd	abcde	cd	cd	d	
Summary: Do activity at all	2991	1378	1601	480	584	629	463	472	364	104	107	262	1135
	75%	-71%	+78%	+91%	+90%	+87%	+85%	-70%	-42%	-60%	-54%	73%	+84%
			a	def	ef	ef	ef	f				ab	abc
Summary: Mobile phone Only	2088	902	1178	357	426	471	337	309	190	86	71	172	715
	52%	-47%	+57%	+68%	+66%	+65%	+62%	-46%	-22%	49%	-36%	48%	53%
			a	ef	ef	ef	ef	f		b		b	b
Summary: Another device only	212	111	101	15	24	21	24	44	84	9	17	27	76
	5%	6%	5%	-3%	4%	-3%	4%	6%	+10%	5%	9%	7%	6%
								ac	abcd				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 141 (continuation)
QE9.38. Summary: Social - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
I do this on a mobile phone	2779	678	986	587	490	2377	218	117	68
	69%	+75%	+77%	69%	-54%	+70%	66%	-62%	-63%
		cd	cd	d		cd			
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	903	275	329	161	124	765	84	38	16
	23%	+30%	+26%	19%	-14%	23%	25%	20%	-15%
		cd	cd	d		d	d		
I do not do this online at all	1009	178	229	220	363	818	91	61	38
	25%	-20%	-18%	26%	+40%	-24%	28%	+32%	+35%
				ab	abc			a	ab
Summary: Do activity at all	2991	725	1058	630	538	2554	241	127	70
	75%	+80%	+82%	74%	-60%	+76%	72%	-68%	-65%
		cd	cd	d		cd	d		
Summary: Mobile phone Only	2088	450	729	469	414	1789	157	89	54
	52%	50%	+57%	55%	-46%	+53%	47%	47%	50%
			ad	d					
Summary: Another device only	212	46	72	43	48	177	23	10	2
	5%	5%	6%	5%	5%	5%	7%	5%	-2%
						d	d		

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 141 (continuation)
QE9.38. Summary: Social - For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
I do this on a mobile phone	2779 69%	403 +77% cdegi	404 73%	229 66%	196 67%	234 67%	277 74%	223 68%	109 68%	301 68%	2311 +71% b	468 -65%	1937 +82% b	798 -51%
I do this on another device (e.g. a PC, laptop computer, tablet computer, smart watch)	903 23%	174 +33% bdefgi	94 -17%	132 +38% bdefgi	56 19%	56 -16%	62 -16%	66 20%	47 29% befi	79 18%	755 23%	148 21%	584 +25% b	307 -19%
I do not do this online at all	1009 25%	95 -18%	135 25%	76 22%	82 28% a	100 28% a	86 23%	91 28% a	41 26%	112 25%	789 -24%	220 +30% a	332 -14%	656 +42% a
Summary: Do activity at all	2991 75%	425 +82% deg	417 75%	272 78%	210 72%	252 72%	290 77%	237 72%	119 74%	332 75%	2489 +76% b	502 -70%	2024 +86% b	921 -58%
Summary: Mobile phone Only	2088 52%	251 48%	323 +59% ach	140 -40%	154 53% c	196 56% c	229 +61% ach	171 52% c	72 45%	253 57% c	1735 53%	354 49%	1440 +61% b	615 -39%
Summary: Another device only	212 5%	22 4%	13 -2%	43 +12% abdefg	13 5%	18 5%	13 3%	14 4%	10 6%	31 7% b	178 5%	33 5%	87 -4%	123 +8% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 142
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
1. Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food)	2411 63%	1112 -60%	1291 +67% a	395 +77% ef	530 +83% cdef	543 +76% ef	382 +71% ef	338 -52% f	223 -30%	76 55%	84 -50%	196 58%	987 +74% abc
2. Online shopping for services (e.g. holiday booking, travel booking, insurance, events)	2111 56%	981 -53%	1123 +58% a	316 +61% ef	471 +74% adef	512 +71% adef	331 +61% ef	295 -46% f	187 -25%	57 -41%	66 -40%	171 51%	906 +68% abc
3. Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits)	2482 65%	1183 64%	1292 67%	379 +74% ef	537 +84% adef	572 +80% def	381 +71% ef	361 -56% f	252 -34%	66 -48%	83 -50%	225 67% ab	1028 +77% abc
4. Finding information or applying for benefits/ tax credits/ other government or charitable support	1625 43%	746 -40%	873 +45% a	258 +50% ef	360 +56% ef	375 +52% ef	263 +49% ef	219 -34% f	151 -20%	52 38%	78 47%	154 46%	650 +49%
5. Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet)	2452 65%	1197 65%	1249 64%	416 +81% def	517 +81% def	579 +81% def	377 +70% ef	353 -55% f	209 -28%	76 55%	81 -48%	194 -58%	1000 +75% abc
6. Selling or trading items online (e.g. eBay, Facebook, Vinted)	1483 39%	660 -36%	816 +42% a	260 +50% ef	338 +53% def	396 +55% def	232 43% ef	183 -28% f	75 -10%	49 35%	52 31%	123 36%	650 +49% abc
7. Send/ receive e-mails	3093 81%	1490 81%	1592 82%	452 +88% ef	591 +92% def	663 +92% adef	469 +87% ef	500 -77% f	418 -56%	90 -65%	134 81% a	268 79% a	1167 +87% ac

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
8. Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp)	3175	1512	1649	473	589	667	488	513	444	98	126	271	1205
	84%	-82%	+85%	+92%	+92%	+93%	+91%	-80%	-60%	-72%	-76%	80%	+90%
			a	ef	ef	ef	ef	f					abc
9. Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom)	2864	1359	1494	439	553	602	429	448	392	89	118	231	1071
	75%	74%	77%	+85%	+86%	+84%	80%	-69%	-53%	-65%	71%	-68%	+80%
				ef	def	ef	ef	f					abc
10. Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom)	2838	1334	1495	453	542	613	412	442	376	90	115	231	1059
	75%	-72%	+77%	+88%	+85%	+85%	76%	-68%	-51%	-66%	69%	-68%	+79%
			a	def	def	def	ef	f					abc
11. Send / receive SMS text messages	3527	1709	1805	492	603	696	513	595	628	126	149	307	1278
	93%	93%	93%	96%	94%	+97%	95%	92%	-85%	92%	90%	91%	+95%
				f	f	ef	f	f					bc
12. Making calls using your mobile network	3543	1711	1819	484	602	688	517	602	650	126	154	306	1284
	93%	93%	94%	94%	94%	+96%	+96%	93%	-88%	92%	92%	91%	+96%
				f	f	f	f	f					c
13. Creating content through blogging or vlogging	684	310	372	167	164	177	77	67	32	30	30	64	263
	18%	17%	19%	+32%	+26%	+25%	14%	-10%	-4%	22%	18%	19%	20%
				cdef	def	def	f	f					
14. Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet)	2108	1031	1069	386	479	488	316	283	156	57	66	166	941
	56%	56%	55%	+75%	+75%	+68%	59%	-44%	-21%	-42%	-39%	49%	+70%
				cdef	cdef	def	ef	f					abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
15. Finding/downloading information for work/school/university	1606	805	798	308	363	394	255	200	86	44	56	124	679
	42%	44%	41%	+60% def	+57% def	+55% def	+47% ef	-31% f	-12%	-32%	34%	37%	+51% abc
16. Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications)	1826	860	960	274	388	430	268	281	186	58	78	163	770
	48%	47%	50%	53% ef	+61% def	+60% def	50% f	-44% f	-25%	42%	47%	48%	+57% abc
17. Accessing news/weather/sports	2887	1432	1447	432	545	616	442	469	383	85	108	249	1139
	76%	78%	75%	+84% ef	+85% ef	+86% ef	+82% ef	73% f	-52%	-62%	-65%	74% a	+85% abc
18. Scanning QR codes	2757	1341	1405	447	553	616	426	412	303	81	88	216	1160
	73%	73%	73%	+87% def	+86% def	+86% def	+79% ef	-64% f	-41%	-59%	-53%	-64%	+87% abc
19. Maps/ Directions/navigation/travel planning	2994	1456	1527	437	580	643	469	490	375	93	116	241	1177
	79%	79%	79%	+85% ef	+91% aef	+90% ef	+87% ef	76% f	-51%	-68%	-70%	-72%	+88% abc
20. Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI	1025	480	542	239	232	237	160	107	48	34	39	76	432
	27%	26%	28%	+46% bcdef	+36% ef	+33% ef	30% ef	-17% f	-7%	25%	23%	22%	+32% c
21. Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive	1431	714	711	272	324	356	203	183	93	48	48	102	654
	38%	39%	37%	+53% def	+51% def	+50% def	38% ef	-28% f	-13%	35%	-29%	-30%	+49% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
22. Personal/household organisation tools such as calendar management/task planning etc	1925	933	984	307	410	462	273	284	188	57	60	160	872
	51%	51%	51%	+60%	+64%	+64%	51%	-44%	-25%	41%	-36%	47%	+65%
				def	def	def	f	f				b	abc
23. Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP)	2165	1003	1154	289	436	493	329	338	280	58	74	175	928
	57%	-54%	+60%	56%	+68%	+69%	61%	-52%	-38%	-42%	-44%	52%	+69%
			a	f	aef	adef	ef	f					abc
24. Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc)	1843	853	983	300	388	453	281	268	153	44	53	147	860
	49%	-46%	+51%	+58%	+61%	+63%	52%	-42%	-21%	-32%	-32%	44%	+64%
			a	ef	def	def	ef	f				b	abc
25. Watching or downloading TV programmes/films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go)	1439	706	729	319	349	367	183	146	74	41	58	103	603
	38%	38%	38%	+62%	+55%	+51%	34%	-23%	-10%	30%	35%	-31%	+45%
				cdef	def	def	ef	f					abc
26. Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	2373	1164	1198	425	511	552	360	327	198	70	89	192	985
	62%	63%	62%	+82%	+80%	+77%	67%	-51%	-27%	-51%	-54%	57%	+74%
				def	def	def	ef	f					abc
27. Listening to radio	1177	612	559	191	226	297	183	165	114	31	61	91	496
	31%	+33%	-29%	+37%	35%	+41%	34%	-26%	-15%	22%	37%	27%	+37%
		b		ef	ef	def	ef	f			a		ac

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
28. Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts)	1826	916	901	360	435	445	266	215	105	48	65	133	807
	48%	50%	46%	+70%	+68%	+62%	49%	-33%	-14%	-35%	-39%	-39%	+60%
				cdef	def	def	ef	f					abc
29. Listen to an audiobook or read an e-book	986	488	493	183	227	272	142	108	55	28	45	74	417
	26%	26%	25%	+35%	+36%	+38%	26%	-17%	-7%	20%	27%	22%	+31%
				def	def	def	ef	f					ac
30. Playing or downloading games	1294	616	673	294	279	311	186	144	80	51	45	115	547
	34%	33%	35%	+57%	+44%	+43%	35%	-22%	-11%	37%	27%	34%	+41%
				bcdef	def	def	ef	f					b
31. Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat)	2773	1263	1498	463	560	609	439	427	276	96	90	233	1055
	73%	-68%	+77%	+90%	+87%	+85%	+81%	-66%	-37%	69%	-54%	69%	+79%
			a	def	def	ef	ef	f		b		b	abc
32. Other	70	34	36	6	21	12	8	18	5	4	5	12	32
	2%	2%	2%	1%	+3%	2%	2%	3%	-1%	3%	3%	4%	2%
					f			f					
I don't do this on a mobile phone	113	56	56	13	18	10	2	16	55	7	7	17	19
	3%	3%	3%	2%	3%	-1%	-*%	2%	+7%	5%	4%	5%	-1%
				d	d			d	abcde	d	d	d	
Summary: Purchasing	3107	1493	1603	470	607	675	489	493	374	98	110	269	1207
	82%	81%	83%	+91%	+95%	+94%	+91%	-76%	-50%	-71%	-66%	80%	+90%
				ef	def	ef	ef	f				b	abc
Summary: Communication	3658	1773	1872	503	621	706	533	623	672	130	159	319	1311
	96%	96%	97%	98%	97%	+98%	+99%	97%	-91%	95%	95%	95%	+98%
				f	f	f	ef	f					c
Summary: Information	3350	1633	1706	486	596	681	508	572	507	108	129	288	1273
	88%	88%	88%	+94%	+93%	+95%	+94%	89%	-69%	-78%	-77%	85%	+95%
				ef	ef	ef	ef	f					abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
Summary: Health	2592	1236	1344	380	509	571	387	410	335	77	88	223	1085
	68%	67%	69%	+74%	+80%	+79%	72%	-64%	-45%	-56%	-53%	66%	+81%
				ef	def	def	ef	f				b	abc
Summary: Entertainment	2789	1378	1400	458	578	630	417	416	291	90	113	239	1119
	73%	75%	72%	+89%	+90%	+88%	77%	-64%	-39%	66%	68%	71%	+84%
				def	def	def	ef	f					abc
Summary: Social	2779	1267	1500	465	560	609	439	428	279	96	90	235	1058
	73%	-69%	+77%	+90%	+87%	+85%	+81%	-66%	-38%	69%	-54%	70%	+79%
			a	cdef	def	ef	ef	f		b		b	abc
Base for stats	4000	1931	2055	526	650	727	545	677	875	174	198	358	1347
Mean Number of Activities	**16.70**	**16.57**	**16.81**	**+20.74**	**+21.09**	**+20.83**	**+18.45**	**-14.44**	**-8.23**	**-11.80**	**-12.67**	**-15.42**	**+20.13**
				def	def	def	ef	f				ab	abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
1. Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food)	2411 63%	638 +71% cd	855 +68% cd	485 60% d	406 -52%	2044 64%	190 62%	110 63%	67 69%
2. Online shopping for services (e.g. holiday booking, travel booking, insurance, events)	2111 56%	548 +61% d	752 +60% d	463 57% d	325 -41%	1788 56%	173 56%	94 54%	57 58%
3. Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits)	2482 65%	633 +71% d	877 +70% d	533 66% d	404 -51%	2104 65%	205 67%	107 61%	66 68%
4. Finding information or applying for benefits/ tax credits/ other government or charitable support	1625 43%	414 46% d	548 44% d	351 43%	299 -38%	1358 42%	135 44%	76 44%	56 +58% abc
5. Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet)	2452 65%	627 +70% cd	885 +71% cd	512 63% d	403 -51%	2088 65% c	203 66% c	97 -56%	64 66% c
6. Selling or trading items online (e.g. eBay, Facebook, Vinted)	1483 39%	402 +45% cd	537 +43% d	307 38% d	220 -28%	1270 39% c	121 39%	55 -31%	37 38%
7. Send/ receive e-mails	3093 81%	757 +85% d	1063 +85% d	656 81% d	572 -73%	2612 81%	266 +87% ac	135 78%	80 82%

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Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
8. Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp)	3175	784	1103	667	577	2698	265	132	80
	84%	+88%	+88%	82%	-73%	84%	86%	-76%	82%
		cd	cd	d		c	c		
9. Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom)	2864	686	979	604	553	2417	244	132	70
	75%	77%	78%	75%	-70%	75%	80%	76%	72%
		d	d				d		
10. Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom)	2838	700	961	599	534	2417	225	126	70
	75%	+78%	77%	74%	-68%	75%	73%	72%	72%
		d	d						
11. Send / receive SMS text messages	3527	847	1183	753	697	2994	284	158	91
	93%	+95%	94%	93%	-89%	93%	93%	91%	93%
		d	d	d					
12. Making calls using your mobile network	3543	848	1179	752	714	3005	291	156	91
	93%	95%	94%	93%	-91%	93%	95%	-89%	93%
		d	d			c	c		
13. Creating content through blogging or vlogging	684	165	235	170	108	566	68	35	14
	18%	18%	19%	21%	-14%	18%	22%	20%	14%
		d	d	d			d		
14. Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet)	2108	601	764	424	295	1783	164	97	63
	56%	+67%	+61%	52%	-38%	55%	53%	56%	+65%
		bcd	cd	d					abc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
15. Finding/downloading information for work/ school/university	1606 42%	473 +53% bcd	556 44% d	341 42% d	215 -27%	1358 42%	122 40%	77 44%	50 +51% ab
16. Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications)	1826 48%	470 +53% d	599 48% d	406 50% d	328 -42%	1534 48%	145 47%	101 +58% abd	46 47%
17. Accessing news/weather/sports	2887 76%	743 +83% cd	997 +79% d	614 76% d	495 -63%	2456 76% d	241 78% d	126 72%	64 -66%
18. Scanning QR codes	2757 73%	739 +83% cd	1019 +81% cd	552 -68% d	413 -53%	2336 73% c	234 76% c	113 -65%	74 76% c
19. Maps/ Directions/navigation/travel planning	2994 79%	761 +85% d	1029 +82% d	652 80% d	506 -64%	2542 79% c	247 80% c	124 -71%	80 82% c
20. Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI	1025 27%	273 +31% d	370 29% d	226 28% d	145 -19%	869 27%	86 28%	44 26%	25 26%
21. Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive	1431 38%	412 +46% bcd	500 40% d	283 35% d	216 -28%	1210 38%	113 37%	77 +44% ad	31 32%
22. Personal/household organisation tools such as calendar management/task planning etc	1925 51%	558 +62% bcd	700 +56% cd	364 -45% d	275 -35%	1653 +51% c	144 47%	67 -39%	60 +62% abc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
23. Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP)	2165	632	750	424	327	1926	141	62	36
	57%	+71%	60%	-52%	-42%	+60%	-46%	-36%	-37%
		bcd	cd	d		bcd	cd		
24. Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc)	1843	572	645	368	241	1600	139	56	47
	49%	+64%	51%	45%	-31%	+50%	45%	-32%	49%
		bcd	d	d		c	c		c
25. Watching or downloading TV programmes/ films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go)	1439	359	508	299	247	1233	100	66	41
	38%	40%	41%	37%	-31%	38%	32%	38%	42%
		d	d						b
26. Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	2373	594	835	510	394	2024	185	98	66
	62%	+66%	+67%	63%	-50%	63%	60%	-56%	68%
		d	d	d		c			c
27. Listening to radio	1177	350	404	235	176	979	97	67	34
	31%	+39%	32%	29%	-22%	30%	32%	+38%	35%
		bcd	d	d				a	
28. Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts)	1826	494	679	363	264	1563	130	79	54
	48%	+55%	+54%	45%	-34%	49%	42%	45%	+55%
		cd	cd	d					bc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
29. Listen to an audiobook or read an e-book	986 26%	313 +35% bcd	332 26% d	196 24% d	130 -17%	836 26%	72 23%	54 31%	25 26%
30. Playing or downloading games	1294 34%	338 +38% d	460 37% d	258 32%	215 -27%	1088 34%	109 36%	65 37%	32 32%
31. Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat)	2773 73%	674 76% d	986 +79% cd	587 72% d	488 -62%	2370 +74% c	218 71%	117 -67%	68 69%
32. Other	70 2%	20 2%	18 1%	14 2%	18 2%	59 2%	6 2%	4 2%	1 1%
I don't do this on a mobile phone	113 3%	16 2%	31 2%	23 3%	40 +5% ab	93 3%	5 2%	11 +6% ab	4 4%
Summary: Purchasing	3107 82%	773 +87% d	1075 +86% d	663 82% d	552 -70%	2637 82% c	258 84% c	129 -74%	83 85% c
Summary: Communication	3658 96%	872 98% d	1214 97%	778 96%	742 -94%	3104 96% c	298 97%	163 -93%	93 96%
Summary: Information	3350 88%	829 +93% d	1153 +92% d	726 90% d	595 -76%	2844 88% c	275 90% c	142 -81%	89 91% c
Summary: Health	2592 68%	726 +81% bcd	904 +72% cd	519 -64% d	406 -52%	2247 +70% bc	194 63% c	82 -47%	68 70% c
Summary: Entertainment	2789 73%	701 +79% cd	974 +78% d	587 72% d	484 -62%	2377 74% c	226 74% c	111 -64%	75 77% c

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
Summary: Social	2779	678	986	587	490	2377	218	117	68
	73%	76%	+79%	72%	-62%	+74%	71%	-67%	69%
		d	cd	d		c			
Base for stats	4000	903	1287	850	901	3372	332	188	108
Mean Number of Activities	**16.70**	**+19.29**	**+18.11**	**16.43**	**-12.43**	**16.84**	**16.16**	**-15.46**	**16.09**
		bcd	cd	d		c			

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
1. Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food)	2411 63%	395 +80% bcdefgi	309 58%	181 -53%	171 61%	201 61%	244 69% bc	179 59%	108 69% c	256 60%	2025 +65% b	386 -56%	1718 +73% b	658 -47%
2. Online shopping for services (e.g. holiday booking, travel booking, insurance, events)	2111 56%	317 +64% bcdei	272 51%	176 52%	145 52%	170 52%	230 +65% bcdei	170 56%	96 62%	211 50%	1769 +57% b	342 -50%	1557 +67% b	519 -37%
3. Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits)	2482 65%	383 +77% bcdegi	320 60%	209 62%	185 66%	209 64%	259 +73% bgi	184 61%	112 71% i	243 -57%	2063 66%	419 61%	1782 +76% b	664 -48%
4. Finding information or applying for benefits/ tax credits/ other government or charitable support	1625 43%	236 48% bi	189 -35%	129 38%	126 45%	159 48% bi	133 37%	147 48% b	81 51% b	160 37%	1333 43%	292 43%	1152 +49% b	445 -32%
5. Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet)	2452 65%	370 +75% bcdegi	341 64%	205 61%	173 61%	186 -57%	239 67%	191 63%	105 67%	279 66%	2027 65%	425 62%	1774 +76% b	646 -46%
6. Selling or trading items online (e.g. eBay, Facebook, Vinted)	1483 39%	219 44% bi	173 -32%	135 40%	118 42%	137 42%	144 40%	128 42%	82 +52% bi	135 -32%	1221 39%	262 38%	1098 +47% b	358 -26%
7. Send/ receive e-mails	3093 81%	442 +89% bceghi	439 82% h	269 80% h	234 83% h	253 77% h	300 84% h	245 81% h	91 -58%	340 80% h	2553 82%	540 79%	2078 +89% b	968 -69%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
8. Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp)	3175	443	471	263	226	265	313	239	137	340	2611	563	2133	996
	84%	+89% cdegi	+88% cegi	78%	81%	81%	88% cgi	79%	88%	80%	84%	82%	+91% b	-71%
9. Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom)	2864	425	385	227	208	235	294	218	115	310	2372	491	1921	901
	75%	+86% bcdeghi	72%	-67%	74%	72%	+82% bcegi	72%	74%	73%	76%	72%	+82% b	-64%
10. Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom)	2838	421	378	240	207	236	275	229	107	323	2355	483	1899	897
	75%	+85% bcdeghi	71%	71%	74%	72%	77%	75%	68%	76%	+76% b	-71%	+81% b	-64%
11. Send / receive SMS text messages	3527	473	515	296	252	299	335	276	151	395	2898	629	2246	1230
	93%	96% cd	+97% cdeg	-88%	90%	91%	94%	91%	97% c	93%	93%	92%	+96% b	-88%
12. Making calls using your mobile network	3543	473	510	293	259	300	344	280	150	396	2906	637	2240	1251
	93%	95% c	96% c	-87%	92%	92%	96% c	92%	96%	93%	93%	93%	+96% b	-89%
13. Creating content through blogging or vlogging	684	140	66	49	31	64	37	62	47	70	592	92	473	195
	18%	+28% bcdfi	-12%	14%	-11%	19% f	-10%	20% bdf	+30% bcdfi	16%	+19% b	-13%	+20% b	-14%
14. Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet)	2108	320	294	170	147	161	201	176	95	218	1724	384	1539	540
	56%	+65% bcdei	55%	50%	52%	49%	56%	58%	61%	51%	55%	56%	+66% b	-39%

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Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
15. Finding/downloading information for work/school/university	1606	253	169	123	128	145	151	142	78	170	1328	278	1218	359
	42%	+51% bci	-32%	36%	45% b	44% b	42% b	47% b	50% b	40%	43%	41%	+52% b	-26%
16. Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications)	1826	237	218	156	151	181	169	165	95	161	1504	323	1309	486
	48%	48% i	-41%	46%	54% bi	55% bi	47%	54% bi	+61% bi	-38%	48%	47%	+56% b	-35%
17. Accessing news/weather/sports	2887	399	403	226	218	249	276	227	129	327	2387	500	1979	871
	76%	81% c	75%	-67%	78%	76%	77% c	75%	82% c	77%	77%	73%	+85% b	-62%
18. Scanning QR codes	2757	367	395	234	207	222	274	217	110	309	2271	485	1944	777
	73%	74%	74%	69%	74%	68%	77%	71%	70%	73%	73%	71%	+83% b	-56%
19. Maps/ Directions/navigation/travel planning	2994	400	438	226	226	259	295	241	109	348	2470	524	2069	879
	79%	81% c	82% ch	-67%	80% c	79% c	83% ch	79% c	70%	82% ch	79%	77%	+88% b	-63%
20. Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI	1025	185	101	71	63	117	90	88	60	95	857	168	746	257
	27%	+37% bcdfi	-19%	21%	22%	+36% bcdi	25%	29% b	+38% bcdi	22%	28%	24%	+32% b	-18%
21. Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive	1431	227	152	114	103	147	156	97	94	120	1203	227	1055	348
	38%	+46% bcgi	-28%	34%	37%	45% bgi	44% bgi	32%	+60% abcdefgi	-28%	+39% b	-33%	+45% b	-25%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
22. Personal/household organisation tools such as calendar management/ task planning etc	1925 51%	260 52% i	265 50% i	176 52% i	150 53% i	193 +59% gi	208 +58% gi	140 46%	100 +64% bgi	162 -38%	1580 51%	344 50%	1369 +59% b	520 -37%
23. Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP)	2165 57%	306 62% i	340 +64% gi	201 60%	172 61%	210 64% gi	212 59%	159 52%	113 +72% gi	213 -50%	1777 57%	388 57%	1518 +65% b	609 -44%
24. Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc)	1843 49%	283 +57% cgi	258 48%	145 43%	143 51%	180 55% cgi	188 53% i	129 42%	109 +69% bcdfgi	168 -39%	1499 48%	344 50%	1354 +58% b	460 -33%
25. Watching or downloading TV programmes/films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go)	1439 38%	304 +61% bcdefghi	197 37% i	98 -29%	93 33%	131 40% ci	132 37% i	120 39% i	49 31%	109 -25%	1245 +40% b	194 -28%	1029 +44% b	384 -27%
26. Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	2373 62%	367 +74% bceghi	337 63%	188 56%	185 66% i	204 62%	242 68% ci	176 58%	95 61%	230 -54%	1961 63%	412 60%	1698 +73% b	641 -46%
27. Listening to radio	1177 31%	189 +38% ci	158 30%	87 26%	78 28%	128 +39% ci	107 30%	93 31%	43 27%	96 -23%	966 31%	210 31%	843 +36% b	319 -23%

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Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
28. Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts)	1826 48%	263 53% i	265 50% i	159 47% i	146 52% i	185 +57% i	193 54% i	142 47% i	79 50% i	132 -31%	1491 48%	335 49%	1363 +58% b	438 -31%
29. Listen to an audiobook or read an e-book	986 26%	158 +32% bi	124 23% i	80 24%	76 27% i	114 +35% bci	95 27% i	83 27% i	41 26% i	65 -15%	802 26%	185 27%	737 +32% b	233 -17%
30. Playing or downloading games	1294 34%	185 37% i	175 33% i	103 31% i	106 38% i	135 41% i	144 40% i	99 33% i	60 38% i	82 -19%	1080 35%	214 31%	900 +39% b	370 -26%
31. Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat)	2773 73%	402 +81% cdei	403 76%	229 68%	194 69%	233 71%	277 78%	223 73%	109 70%	300 70%	2308 +74% b	465 -68%	1932 +83% b	796 -57%
32. Other	70 2%	6 1%	11 2%	4 1%	11 4%	13 4%	4 1%	4 1%	3 2%	3 1%	52 2%	18 3%	47 2%	22 2%
I don't do this on a mobile phone	113 3%	13 3%	12 2%	15 4%	8 3%	12 4%	5 1%	12 4%	2 1%	14 3%	93 3%	19 3%	31 -1%	74 +5% a
Summary: Purchasing	3107 82%	433 +87% egi	432 81%	269 80%	239 85%	261 80%	305 85%	233 77%	133 85%	332 78%	2561 82%	546 80%	2125 +91% b	936 -67%
Summary: Communication	3658 96%	481 97%	522 98%	319 94%	268 95%	312 95%	352 99% c	289 95%	154 98%	407 96%	3004 96%	654 95%	2297 +98% b	1307 -93%
Summary: Information	3350 88%	436 88%	486 91%	294 87%	250 89%	282 86%	331 93% g	257 85%	132 85%	376 88%	2760 89%	591 86%	2213 +95% b	1089 -78%

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Technology Tracker 2024
Table 142 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
Summary: Health	2592	366	383	242	199	242	269	186	123	237	2130	462	1780	770
	68%	74%	72%	72%	71%	74%	+75%	61%	79%	-56%	68%	68%	+76%	-55%
		gi	gi	i	i	gi	gi		gi				b	
Summary: Entertainment	2789	402	397	241	217	248	290	200	113	268	2299	490	1953	799
	73%	+81%	74%	71%	77%	76%	+81%	-66%	72%	-63%	74%	72%	+84%	-57%
		cgi	i		i	i	cgi						b	
Summary: Social	2779	403	404	229	196	234	277	223	109	301	2311	468	1937	798
	73%	+81%	76%	68%	70%	71%	78%	73%	70%	71%	+74%	-68%	+83%	-57%
		cdehi									b		b	
Base for stats	4000	520	552	348	292	352	376	328	160	444	3278	722	2355	1577
Mean Number of Activities	**16.70**	**+18.94**	**16.43**	**15.69**	**16.89**	**16.82**	**17.45**	**16.06**	**18.46**	**-15.24**	**16.85**	**16.02**	**+19.84**	**-12.07**
		bcdegi					i		ci				b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 143
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
1. Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food)	1579	835	737	156	238	298	247	302	339	39	54	100	643
	42%	+45%	-38%	-30%	37%	41%	46%	+47%	46%	-28%	-32%	-30%	+48%
		b				a	ab	ab	ab				abc
2. Online shopping for services (e.g. holiday booking, travel booking, insurance, events)	1780	952	821	179	281	347	289	326	359	40	58	131	780
	47%	+52%	-42%	-35%	44%	48%	+54%	50%	48%	-29%	-35%	-39%	+58%
		b			a	a	ab	a	a				abc
3. Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits)	1569	867	694	139	235	303	252	301	339	36	51	102	632
	41%	+47%	-36%	-27%	37%	42%	+47%	+47%	+46%	-26%	-31%	-30%	+47%
		b			a	a	ab	ab	ab				abc
4. Finding information or applying for benefits/ tax credits/ other government or charitable support	1463	795	659	140	220	298	238	277	291	42	51	111	587
	39%	+43%	-34%	-27%	34%	41%	+44%	43%	39%	31%	30%	33%	+44%
		b				ab	ab	ab	a				abc
5. Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet)	503	295	207	56	73	87	95	90	101	9	25	39	229
	13%	+16%	-11%	11%	11%	12%	+18%	14%	14%	-6%	15%	12%	+17%
		b					abc				a		a
6. Selling or trading items online (e.g. eBay, Facebook, Vinted)	735	461	268	79	113	141	134	142	126	15	29	61	327
	19%	+25%	-14%	15%	18%	20%	+25%	22%	17%	-11%	18%	18%	+24%
		b					abf	a					a
7. Send/ receive e-mails	2071	1075	988	249	326	358	309	381	449	42	63	157	861
	55%	+58%	-51%	-48%	51%	-50%	57%	59%	+61%	-30%	-38%	-46%	+64%
		b					ac	abc	abc			a	abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
8. Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp)	1103	590	510	152	208	198	181	198	166	22	28	82	480
	29%	+32%	-26%	30%	32%	28%	34%	31%	-22%	-16%	-17%	24%	+36%
		b		f	f		f	f					abc
9. Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom)	1263	646	609	170	247	277	191	219	159	22	37	81	627
	33%	35%	31%	33%	+39%	+39%	35%	34%	-21%	-16%	-22%	-24%	+47%
				f	f	f	f	f					abc
10. Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom)	1306	687	608	168	253	263	215	214	194	22	44	78	635
	34%	+37%	-31%	33%	+39%	37%	+40%	33%	-26%	-16%	26%	-23%	+47%
		b			f	f	f	f					abc
11. Send / receive SMS text messages	370	218	151	62	57	66	53	59	73	5	12	26	145
	10%	+12%	-8%	12%	9%	9%	10%	9%	10%	-3%	7%	8%	11%
		b											a
12. Making calls using your mobile network	290	169	121	46	61	53	44	49	38	9	8	22	121
	8%	+9%	-6%	9%	9%	7%	8%	8%	-5%	6%	5%	7%	9%
		b		f	f								
13. Creating content through blogging or vlogging	278	153	121	50	65	58	45	37	23	5	4	32	111
	7%	8%	-6%	10%	+10%	8%	8%	6%	-3%	4%	-2%	10%	8%
				f	ef	f	f					b	b
14. Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet)	370	222	146	59	80	74	48	53	55	6	9	33	174
	10%	+12%	-8%	11%	13%	10%	9%	8%	7%	5%	6%	10%	+13%
		b			f								ab

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
15. Finding/downloading information for work/school/university	1570	787	775	241	307	387	254	239	142	25	35	100	712
	41%	43%	40%	+47%	+48%	+54%	+47%	37%	-19%	-18%	-21%	-30%	+53%
				ef	ef	ef	ef	f				a	abc
16. Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications)	1828	962	856	192	277	345	282	355	377	44	51	147	775
	48%	+52%	-44%	-37%	-43%	48%	52%	+55%	51%	-32%	-30%	44%	+58%
		b				a	ab	abc	ab			b	abc
17. Accessing news/weather/sports	1194	675	516	88	160	207	186	240	313	28	35	96	506
	31%	+37%	-27%	-17%	-25%	29%	34%	+37%	+42%	-20%	-21%	29%	+38%
		b			a	a	ab	abc	abcd				abc
18. Scanning QR codes	273	148	125	34	44	38	38	64	55	5	15	29	101
	7%	8%	6%	7%	7%	5%	7%	+10%	7%	3%	9%	9%	8%
								c					
19. Maps/ Directions/navigation/travel planning	840	501	334	65	120	122	121	176	237	20	28	78	372
	22%	+27%	-17%	-13%	19%	-17%	22%	+27%	+32%	15%	17%	23%	+28%
		b			a		a	abc	abcd				ab
20. Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI	547	340	205	91	132	127	79	63	56	8	10	42	279
	14%	+18%	-11%	18%	+21%	+18%	15%	-10%	-8%	-6%	-6%	12%	+21%
		b		ef	def	ef	f						abc
21. Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive	1280	725	546	187	253	264	204	234	137	25	29	93	627
	34%	+39%	-28%	36%	+40%	37%	38%	36%	-19%	-18%	-17%	-27%	+47%
		b		f	f	f	f	f				b	abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
22. Personal/household organisation tools such as calendar management/task planning etc	894 24%	511 +28% b	376 -19%	85 -17%	147 23% a	190 26% a	146 27% a	162 25% a	164 22%	18 -13%	28 17%	73 21%	391 +29% abc
23. Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP)	1055 28%	583 +32% b	466 -24%	89 -17%	161 25% a	222 31% a	147 27% a	188 29% a	248 +34% ab	27 20%	41 25%	71 -21%	400 30% ac
24. Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc)	558 15%	326 +18% b	231 -12%	58 11%	106 17%	114 16%	92 17% a	82 13%	106 14%	21 15%	18 11%	40 12%	231 +17%
25. Watching or downloading TV programmes/films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go)	1796 47%	951 +52% b	833 -43%	265 52% f	336 +53% ef	378 +53% ef	288 +53% ef	287 44% f	241 -33%	47 -34%	70 42%	153 45%	809 +60% abc
26. Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	1316 35%	745 +40% b	562 -29%	181 35%	215 34%	248 35%	193 36%	247 38% f	231 31%	35 26%	57 34%	99 29%	541 +40% ac
27. Listening to radio	862 23%	467 +25% b	390 -20%	95 18%	133 21%	163 23%	119 22%	188 +29% abcdf	164 22%	22 16%	37 22%	76 23%	410 +31% ac

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
28. Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts)	901 24%	528 +29% b	368 -19%	128 25% f	159 25% f	194 27% f	140 26% f	159 25% f	120 -16%	23 17%	42 25%	75 22%	406 +30% ac
29. Listen to an audiobook or read an e-book	623 16%	305 17%	313 16%	90 17% f	101 16%	120 17% f	100 19% f	125 19% f	86 -12%	10 -7%	30 18% a	56 17% a	300 +22% a
30. Playing or downloading games	847 22%	505 +27% b	336 -17%	192 +37% bcdef	172 +27% ef	155 22% f	116 21% f	107 -17%	105 -14%	18 -13%	29 17%	76 23%	353 +26% ab
31. Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat)	892 23%	467 25%	422 22%	123 24%	158 25%	159 22%	126 23%	157 24%	168 23%	19 -14%	34 20%	88 26% a	416 +31% ab
32. Other	29 1%	27 +1% b	2 -*%	5 1%	2 *%	2 *%	1 *%	11 +2% cd	10 1%	0 0%	3 2%	4 1%	14 1%
I don't do this on another device	670 18%	304 16%	366 19%	107 21%	132 21%	115 16%	91 17%	98 15%	126 17%	55 +40% cd	52 +31% d	74 22% d	118 -9%
Summary: Purchasing	2319 61%	1202 +65% b	1108 -57%	248 -48%	354 -55%	442 61% a	356 66% ab	434 +67% ab	486 +66% ab	56 -41%	82 -49%	181 -53% a	936 +70% abc
Summary: Communication	2406 63%	1223 +66% b	1171 -60%	301 58%	395 62%	439 61%	357 66% a	428 66% a	486 66%	48 -35%	78 -47%	188 -56% a	1017 +76% abc
Summary: Information	2450 65%	1251 +68% b	1188 -61%	320 62%	403 63%	467 65%	358 66%	428 66%	474 64%	59 -43%	66 -40%	195 -58% ab	1015 +76% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
Summary: Health	1420	781	631	130	229	297	207	250	307	34	51	107	584
	37%	+42%	-33%	-25%	36%	41%	38%	39%	41%	-25%	31%	32%	+44%
		b			a	a	a	a	a				abc
Summary: Entertainment	2290	1196	1081	321	401	459	335	383	390	56	90	191	986
	60%	+65%	-56%	62%	63%	64%	62%	59%	-53%	-40%	54%	57%	+74%
		b		f	f	f	f					a	abc
Summary: Social	903	477	423	123	158	159	126	163	174	19	36	90	420
	24%	+26%	-22%	24%	25%	22%	23%	25%	23%	-14%	22%	27%	+31%
		b										a	ab
Base for stats	4000	1931	2055	526	650	727	545	677	875	174	198	358	1347
Mean Number of Activities	**8.00**	**+9.07**	**-6.96**	**7.44**	**8.37**	**8.60**	**+9.12**	**8.46**	**-6.49**	**-4.06**	**-5.37**	**-6.86**	**+10.39**
		b			f	af	af	f				a	abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
1. Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food)	1579	468	545	314	227	1373	126	60	20
	42%	+52% bcd	43% d	39% d	-29%	+43% cd	41% d	-34% d	-21%
2. Online shopping for services (e.g. holiday booking, travel booking, insurance, events)	1780	556	647	332	219	1533	160	62	26
	47%	+62% bcd	+52% cd	-41% d	-28%	+48% cd	52% cd	-36% d	-27%
3. Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits)	1569	467	593	289	199	1362	127	55	24
	41%	+52% cd	+47% cd	-36% d	-25%	+42% cd	41% cd	-32%	-25%
4. Finding information or applying for benefits/ tax credits/ other government or charitable support	1463	428	538	269	210	1253	134	51	26
	39%	+48% cd	+43% cd	-33% d	-27%	39% cd	43% cd	-29%	-27%
5. Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet)	503	194	184	73	51	446	30	23	4
	13%	+22% bcd	15% cd	-9%	-6%	+14% d	10% d	13% d	-4%
6. Selling or trading items online (e.g. eBay, Facebook, Vinted)	735	235	272	130	89	644	53	30	9
	19%	+26% cd	22% cd	16% d	-11%	+20% d	17% d	17% d	-9%
7. Send/ receive e-mails	2071	632	759	367	287	1802	149	90	30
	55%	+71% bcd	+60% cd	-45% d	-37%	+56% bd	-49% d	51% d	-31%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
8. Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp)	1103	399	405	159	123	947	90	54	13
	29%	+45% bcd	+32% cd	-20%	-16%	29% d	29% d	31% d	-13%
9. Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom)	1263	481	503	156	106	1097	100	49	18
	33%	+54% bcd	+40% cd	-19% d	-13%	+34% cd	32% d	28% d	-19%
10. Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom)	1306	468	524	167	132	1125	110	53	18
	34%	+52% bcd	+42% cd	-21%	-17%	35% d	36% d	30% d	-18%
11. Send / receive SMS text messages	370	137	123	54	52	314	29	24	3
	10%	+15% bcd	10% d	-7%	-7%	10% d	9% d	+14% ad	-3%
12. Making calls using your mobile network	290	118	102	32	36	253	15	22	*
	8%	+13% bcd	8% cd	-4%	-5%	8% d	5% d	+13% abd	-*%
13. Creating content through blogging or vlogging	278	94	89	44	43	233	25	17	3
	7%	+10% bcd	7%	5%	5%	7% d	8% d	10% d	-3%
14. Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet)	370	131	130	62	44	317	21	30	2
	10%	+15% bcd	10% d	8%	-6%	10% d	7% d	+17% abd	-2%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
15. Finding/downloading information for work/ school/university	1570 41%	518 +58% cd	670 +53% cd	241 -30% d	124 -16%	1351 42% c	122 40%	61 -35%	36 37%
16. Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications)	1828 48%	566 +63% bcd	705 +56% cd	322 -40% d	215 -27%	1569 49% cd	154 50% cd	67 -39%	38 -39%
17. Accessing news/weather/sports	1194 31%	357 +40% cd	445 +35% cd	206 -25%	170 -22%	1018 32% d	108 35% cd	47 27%	20 -20%
18. Scanning QR codes	273 7%	93 +10% cd	110 9% cd	32 -4%	32 -4%	235 7% bd	12 -4%	25 +14% abd	2 -2%
19. Maps/ Directions/navigation/travel planning	840 22%	296 +33% bcd	291 23% cd	130 -16%	110 -14%	704 22% d	87 +28% ad	42 24% d	7 -8%
20. Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI	547 14%	214 +24% bcd	216 +17% cd	66 -8%	44 -6%	477 15% d	35 11%	29 17% d	7 -7%
21. Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive	1280 34%	483 +54% bcd	505 +40% cd	171 -21% d	106 -13%	1118 +35% d	88 29% d	54 31% d	21 -21%
22. Personal/household organisation tools such as calendar management/task planning etc	894 24%	324 +36% bcd	326 26% cd	131 -16%	100 -13%	788 +24% cd	65 21% d	30 -17% d	11 -11%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
23. Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP)	1055	320	393	184	138	958	56	30	10
	28%	+36%	+31%	-23%	-18%	+30%	-18%	-17%	-11%
		cd	cd			bcd	d	d	
24. Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc)	558	197	191	86	78	485	42	24	6
	15%	+22%	15%	-11%	-10%	15%	14%	14%	-7%
		bcd	cd			d	d	d	
25. Watching or downloading TV programmes/ films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go)	1796	541	650	332	250	1536	144	83	32
	47%	+61%	+52%	-41%	-32%	48%	47%	48%	-33%
		bcd	cd	d		d	d	d	
26. Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	1316	392	460	250	193	1144	99	58	14
	35%	+44%	37%	31%	-25%	+36%	32%	34%	-15%
		bcd	d	d		d	d	d	
27. Listening to radio	862	325	254	151	124	727	62	62	10
	23%	+36%	20%	-19%	-16%	23%	20%	+36%	-10%
		bcd	d			d	d	abd	
28. Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts)	901	308	317	154	111	763	72	55	10
	24%	+34%	25%	-19%	-14%	24%	23%	+32%	-11%
		bcd	cd	d		d	d	abd	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	AB	C1	C2	DE	England	Scotland	Wales	NI
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
29. Listen to an audiobook or read an e-book	623	227	215	101	67	525	45	41	11
	16%	+25%	17%	-13%	-9%	16%	15%	+24%	-11%
		bcd	d	d		d		abd	
30. Playing or downloading games	847	242	337	139	115	723	64	49	11
	22%	+27%	+27%	-17%	-15%	22%	21%	+28%	-12%
		cd	cd			d	d	abd	
31. Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat)	892	270	329	158	121	754	84	38	16
	23%	+30%	+26%	-19%	-15%	23%	27%	22%	-16%
		cd	cd			d	d		
32. Other	29	11	8	5	6	24	4	1	*
	1%	1%	1%	1%	1%	1%	1%	*%	*%
I don't do this on another device	670	62	148	195	255	539	55	42	33
	18%	-7%	-12%	+24%	+32%	-17%	18%	+24%	+34%
			a	ab	abc			a	abc
Summary: Purchasing	2319	655	829	452	352	2005	195	80	39
	61%	+73%	+66%	-56%	-45%	+62%	63%	-46%	-40%
		bcd	cd	d		cd	cd		
Summary: Communication	2406	717	866	453	338	2076	190	101	39
	63%	+80%	+69%	-56%	-43%	+64%	62%	58%	-40%
		bcd	cd	d		d	d	d	
Summary: Information	2450	698	939	462	323	2112	195	93	49
	65%	+78%	+75%	-57%	-41%	+66%	64%	-53%	-51%
		cd	cd	d		cd	cd		
Summary: Health	1420	460	522	234	182	1256	99	46	19
	37%	+51%	+42%	-29%	-23%	+39%	32%	-26%	-20%
		bcd	cd	d		bcd	d		
Summary: Entertainment	2290	658	808	446	349	1970	180	99	40
	60%	+74%	+64%	-55%	-44%	+61%	58%	57%	-42%
		bcd	cd	d		d	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
Summary: Social	903	275	329	161	124	765	84	38	16
	24%	+31%	26%	-20%	-16%	24%	27%	22%	-16%
		cd	cd			d	d		
Base for stats	4000	903	1287	850	901	3372	332	188	108
Mean Number of Activities	**8.00**	**+11.62**	**+9.20**	**-6.24**	**-4.35**	**8.18**	**7.57**	**7.53**	**-4.23**
		bcd	cd	d		d	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
1. Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food)	1579 42%	257 +52% degi	293 +55% degi	156 46% dei	83 -30%	104 -32%	166 47% dei	110 36%	71 45% di	133 -31%	1265 41%	314 46%	1016 +43% b	546 39%
2. Online shopping for services (e.g. holiday booking, travel booking, insurance, events)	1780 47%	257 52% de	322 +60% cdeghi	166 49% de	97 -35%	123 -37%	187 52% de	127 42%	73 47%	181 42%	1423 -46%	358 +52% a	1201 +51% b	559 -40%
3. Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits)	1569 41%	230 46% deg	297 +56% cdefghi	139 41%	96 34%	104 -32%	155 43% e	104 34%	63 40%	173 41%	1270 41%	299 44%	1051 +45% b	500 -36%
4. Finding information or applying for benefits/ tax credits/ other government or charitable support	1463 39%	204 41% ef	270 +51% adefghi	159 +47% defh	89 32%	86 -26%	107 -30%	117 39% e	48 31%	171 40% e	1178 38%	285 42%	964 +41% b	488 -35%
5. Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet)	503 13%	87 +18% h	62 12% h	51 15% h	29 10%	47 14% h	59 17% h	37 12% h	4 -3%	70 16% h	410 13%	93 14%	331 14%	166 12%
6. Selling or trading items online (e.g. eBay, Facebook, Vinted)	735 19%	96 19%	113 21%	116 +34% abdefgi	35 13%	50 15%	69 19%	51 17%	36 23%	77 18%	604 19%	131 19%	511 +22% b	213 -15%
7. Send/ receive e-mails	2071 55%	280 56% e	335 +63% degi	196 58% e	131 47%	149 -46%	238 +67% adegi	148 49%	107 +68% degi	218 51%	1705 55%	366 53%	1329 +57% b	716 -51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
8. Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp)	1103	205	121	92	68	85	104	93	37	142	914	190	764	322
	29%	+41% bcdefgh	-23%	27%	24%	26%	29%	31%	24%	33% b	29%	28%	+33% b	-23%
9. Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom)	1263	205	155	136	85	100	115	107	51	143	1050	213	929	317
	33%	+41% bde	29%	40% b	30%	30%	32%	35%	32%	33%	34%	31%	+40% b	-23%
10. Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom)	1306	195	180	131	89	97	118	109	61	145	1082	223	948	345
	34%	39%	34%	39%	32%	30%	33%	36%	39%	34%	35%	33%	+41% b	-25%
11. Send / receive SMS text messages	370	58	41	42	20	32	29	47	7	39	309	61	233	128
	10%	12%	8%	12%	7%	10%	8%	+15% bdh	4%	9%	10%	9%	10%	9%
12. Making calls using your mobile network	290	58	17	36	17	23	22	39	14	28	242	48	211	74
	8%	+12% b	-3%	11% b	6%	7%	6%	+13% b	9% b	7%	8%	7%	+9% b	-5%
13. Creating content through blogging or vlogging	278	46	25	52	5	16	26	30	11	22	235	43	208	66
	7%	9% d	5%	+15% bdefi	-2%	5%	7% d	10% d	7%	5%	8%	6%	+9% b	-5%
14. Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet)	370	65	48	56	14	16	19	40	28	30	304	65	258	107
	10%	13% def	9%	+17% bdefi	5%	-5%	5%	13% def	+18% bdefi	7%	10%	10%	+11% b	-8%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
15. Finding/downloading information for work/school/university	1570	220	235	160	112	96	167	129	69	164	1302	269	1221	336
	41%	44% e	44% e	47% e	40%	-29%	47% e	43% e	44% e	38%	42%	39%	+52% b	-24%
16. Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications)	1828	176	324	200	122	133	192	141	85	196	1449	379	1212	599
	48%	-36%	+61% adegi	+59% adegi	43%	41%	54% ae	47% a	54% a	46% a	-47%	+55% a	+52% b	-43%
17. Accessing news/weather/sports	1194	122	231	135	70	80	121	102	47	110	947	247	739	439
	31%	-25%	+43% adei	+40% adei	25%	24%	34%	34%	30%	26%	-30%	+36% a	32%	31%
18. Scanning QR codes	273	47	17	44	20	16	10	39	8	34	224	49	171	99
	7%	9% bf	-3%	+13% bef	7%	5%	-3%	+13% bef	5%	8% bf	7%	7%	7%	7%
19. Maps/ Directions/navigation/travel planning	840	95	118	95	73	69	68	75	34	75	652	188	507	318
	22%	19%	22%	28% i	26%	21%	19%	25%	22%	18%	-21%	+27% a	22%	23%
20. Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI	547	94	64	71	35	37	57	48	17	55	445	102	401	139
	14%	+19% be	12%	+21% bei	12%	11%	16%	16%	11%	13%	14%	15%	+17% b	-10%
21. Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive	1280	234	160	127	93	80	158	92	64	109	1030	250	940	324
	34%	+47% bdegi	30%	38% ei	33%	-25%	+44% begi	30%	41% ei	-26%	33%	36%	+40% b	-23%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
22. Personal/household organisation tools such as calendar management/ task planning etc	894	135	148	113	52	69	85	73	39	73	719	175	633	251
	24%	27%	28%	+34%	19%	21%	24%	24%	25%	-17%	23%	26%	+27%	-18%
		i	i	dei									b	
23. Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP)	1055	140	233	109	54	70	118	85	66	83	845	210	673	365
	28%	28%	+44%	32%	-19%	21%	33%	28%	+42%	-20%	27%	31%	29%	26%
		i	acdefgi	dei			dei		adei					
24. Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc)	558	63	77	61	32	33	70	47	54	48	451	107	388	164
	15%	13%	15%	18%	11%	10%	19%	15%	+34%	11%	14%	16%	+17%	-12%
							ei		abcdefgi				b	
25. Watching or downloading TV programmes/films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go)	1796	225	276	191	144	146	199	136	74	146	1448	347	1241	534
	47%	46%	52%	+56%	51%	44%	+56%	45%	47%	-34%	47%	51%	+53%	-38%
		i	i	aei	i		i						b	
26. Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	1316	209	230	135	78	97	104	92	70	129	1081	234	859	439
	35%	+42%	+43%	40%	28%	30%	29%	30%	45%	30%	35%	34%	+37%	-31%
		defgi	defgi	df					defi				b	
27. Listening to radio	862	115	100	90	52	71	102	85	39	73	709	153	574	276
	23%	23%	19%	27%	19%	22%	29%	28%	25%	17%	23%	22%	+25%	-20%
				i			bi	bi					b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
28. Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts)	901 24%	137 28% e	105 20%	104 +31% bei	63 22%	60 18%	85 24%	79 26%	44 28%	86 20%	734 24%	166 24%	623 +27% b	265 -19%
29. Listen to an audiobook or read an e-book	623 16%	125 +25% bdefi	52 -10%	76 +23% befi	43 15%	42 13%	38 -11%	56 19% b	38 25% befi	54 13%	532 17%	91 13%	428 +18% b	186 -13%
30. Playing or downloading games	847 22%	106 21%	94 18%	100 +30% bei	74 26%	64 20%	98 28% b	61 20%	46 29% b	79 19%	704 23%	143 21%	541 23%	294 21%
31. Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat)	892 23%	174 +35% bdefgi	94 -18%	131 +39% bdefgi	53 19%	54 -16%	62 17%	66 22%	47 30% befi	76 -18%	746 24%	146 21%	579 25%	301 21%
32. Other	29 1%	2 *%	3 1%	1 *%	4 1%	3 1%	1 *%	3 1%	3 2%	4 1%	23 1%	6 1%	15 1%	15 1%
I don't do this on another device	670 18%	76 15%	52 -10%	35 -10%	54 19% bcf	92 +28% abcf	35 -10%	75 +25% abcf	29 19% b	91 21% bcf	568 18%	102 15%	346 -15%	302 +22% a
Summary: Purchasing	2319 61%	335 +68% degi	398 +75% defghi	244 +72% degi	154 55%	158 -48%	220 62% e	168 55%	92 58%	235 55%	1878 60%	441 64%	1496 +64% b	798 -57%
Summary: Communication	2406 63%	315 64% e	381 +71% degi	251 +74% adegi	157 56%	172 -52%	261 +73% degi	173 57%	112 72% deg	254 60%	1976 63%	430 63%	1557 +67% b	818 -59%
Summary: Information	2450 65%	323 65% e	406 +76% adeghi	264 +78% adeghi	170 60%	168 -51%	254 71% egi	178 59%	96 61%	253 59%	1999 64%	451 66%	1603 +69% b	822 -59%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 143 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Another device
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
Summary: Health	1420	206	275	168	74	93	144	115	73	108	1139	281	939	461
	37%	42%	+52%	+50%	-26%	-28%	40%	38%	47%	-25%	37%	41%	+40%	-33%
		dei	adefgi	dei			dei	i	dei				b	
Summary: Entertainment	2290	303	363	236	174	183	251	160	106	193	1860	430	1512	748
	60%	61%	+68%	+70%	62%	56%	+70%	53%	68%	-45%	60%	63%	+65%	-54%
		i	egi	egi	i		egi		i				b	
Summary: Social	903	174	94	132	56	56	62	66	47	79	755	148	584	307
	24%	+35%	-18%	+39%	20%	-17%	-17%	22%	30%	19%	24%	22%	25%	22%
		bdefgi		bdefgi					bef					
Base for stats	4000	520	552	348	292	352	376	328	160	444	3278	722	2355	1577
Mean Number of Activities	**8.00**	**+8.97**	**8.77**	**+9.98**	**6.97**	**-6.39**	**8.37**	**7.83**	**9.10**	**7.13**	**7.94**	**8.24**	**+9.21**	**-6.27**
		dei	dei	degi			e		e				b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 144
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
1. Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food)	3020 80%	1451 79%	1557 80%	427 83% f	574 +90% adef	620 +86% ef	455 +84% ef	494 77% f	450 -61%	103 75%	112 -67%	251 74%	1192 +89% abc
2. Online shopping for services (e.g. holiday booking, travel booking, insurance, events)	3020 80%	1482 80%	1528 79%	393 76% f	581 +91% adef	638 +89% aef	462 +86% aef	488 -76% f	458 -62%	84 -61%	104 -63%	256 76% ab	1248 +93% abc
3. Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits)	3184 84%	1564 85%	1609 83%	425 82% f	596 +93% aef	672 +94% adef	478 +89% aef	519 -80% f	494 -67%	90 -65%	117 -70%	286 85% ab	1254 +94% abc
4. Finding information or applying for benefits/ tax credits/ other government or charitable support	2526 67%	1230 67%	1284 66%	323 63% f	469 +73% aef	546 +76% aef	389 +72% aef	409 63% f	390 -53%	84 61%	111 66%	235 70%	967 +72% a
5. Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet)	2651 70%	1308 71%	1337 69%	433 +84% def	541 +84% def	600 +84% def	407 +76% ef	388 -60% f	283 -38%	82 -60%	92 -55%	219 65%	1067 +80% abc
6. Selling or trading items online (e.g. eBay, Facebook, Vinted)	1818 48%	873 47%	935 48%	284 +55% ef	390 +61% def	434 +60% def	285 53% ef	251 -39% f	175 -24%	58 42%	71 43%	163 48%	773 +58% abc
7. Send/ receive e-mails	3615 95%	1762 95%	1840 95%	497 97% f	629 +98% ef	701 +98% ef	527 +98% ef	611 95% f	651 -88%	122 -88%	152 -91%	317 94%	1324 +99% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
8. Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp)	3404	1625	1766	498	622	689	509	566	521	110	135	301	1274
	90%	-88%	+91%	+97%	+97%	+96%	+94%	88%	-70%	-80%	-81%	89%	+95%
			a	ef	ef	ef	ef	f				ab	abc
9. Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom)	3232	1541	1678	480	609	672	482	518	471	102	124	263	1249
	85%	-83%	+87%	+93%	+95%	+94%	+89%	-80%	-64%	-74%	-75%	-78%	+93%
			a	ef	def	def	ef	f					abc
10. Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom)	3242	1544	1685	488	607	677	469	522	479	101	126	265	1240
	85%	-84%	+87%	+95%	+95%	+94%	87%	-81%	-65%	-73%	-75%	-78%	+93%
			a	def	def	def	ef	f					abc
11. Send / receive SMS text messages	3631	1766	1852	508	621	704	527	611	660	127	153	315	1310
	96%	96%	96%	+99%	97%	+98%	+98%	95%	-89%	92%	92%	93%	+98%
				ef	f	ef	ef	f					abc
12. Making calls using your mobile network	3625	1759	1854	493	624	703	527	613	665	128	155	316	1308
	95%	95%	96%	96%	+98%	+98%	+98%	95%	-90%	93%	93%	93%	+98%
				f	f	ef	ef	f					abc
13. Creating content through blogging or vlogging	823	386	433	186	200	200	103	85	49	33	32	85	313
	22%	21%	22%	+36%	+31%	+28%	19%	-13%	-7%	24%	20%	25%	23%
				cdef	def	def	ef	f					
14. Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet)	2237	1104	1124	402	508	511	325	299	191	60	69	185	987
	59%	60%	58%	+78%	+79%	+71%	60%	-46%	-26%	-44%	-41%	55%	+74%
				cdef	cdef	def	ef	f				b	abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
15. Finding/downloading information for work/school/university	2412	1173	1229	411	507	591	379	346	179	62	74	175	1013
	64%	64%	63%	+80% def	+79% def	+82% def	+70% ef	-54% f	-24%	-45%	-45%	-52%	+76% abc
16. Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications)	2969	1435	1523	375	535	619	439	512	490	93	113	268	1194
	78%	78%	79%	-73%	+84% af	+86% aef	81% af	79% af	-66%	-68%	-68%	79% ab	+89% abc
17. Accessing news/weather/sports	3290	1634	1647	447	585	651	494	552	561	105	129	290	1273
	87%	+89% b	-85%	87% f	+91% ef	+91% ef	+92% aef	86% f	-76%	-76%	-77%	86% a	+95% abc
18. Scanning QR codes	2874	1394	1469	463	575	630	439	435	332	83	97	230	1195
	76%	76%	76%	+90% def	+90% def	+88% def	+82% ef	-67% f	-45%	-61%	-58%	-68%	+89% abc
19. Maps/ Directions/navigation/travel planning	3262	1610	1641	453	605	663	489	549	503	107	125	270	1267
	86%	87%	85%	88% f	+94% aef	+92% aef	+91% ef	85% f	-68%	-78%	-75%	-80%	+95% abc
20. Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI	1305	654	648	279	306	296	198	140	87	40	43	105	572
	34%	35%	33%	+54% cdef	+48% def	+41% ef	37% ef	-22% f	-12%	29%	-26%	31%	+43% abc
21. Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive	2109	1072	1027	356	447	485	311	325	187	67	71	158	957
	56%	+58% b	-53%	+69% def	+70% def	+68% def	58% f	-50% f	-25%	48%	-42%	-47%	+72% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
22. Personal/household organisation tools such as calendar management/task planning etc	2303	1138	1154	333	467	523	342	353	285	67	76	192	1012
	61%	62%	60%	65%	+73%	+73%	63%	-55%	-39%	-49%	-45%	57%	+76%
				ef	adef	adef	ef	f				b	abc
23. Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP)	2613	1252	1349	318	490	563	379	430	432	77	99	213	1053
	69%	68%	70%	-62%	+77%	+78%	70%	67%	-58%	-56%	-59%	63%	+79%
					aef	adef	af	f					abc
24. Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc)	2071	986	1078	319	428	481	317	302	225	57	63	166	931
	55%	53%	56%	+62%	+67%	+67%	59%	-47%	-30%	-42%	-38%	49%	+70%
				ef	def	def	ef	f					abc
25. Watching or downloading TV programmes/films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go)	2521	1252	1257	431	509	572	371	357	281	78	100	221	1059
	66%	68%	65%	+84%	+79%	+80%	69%	-55%	-38%	57%	60%	65%	+79%
				def	def	def	ef	f					abc
26. Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	2894	1446	1435	460	569	619	436	451	358	92	112	244	1156
	76%	+78%	-74%	+89%	+89%	+86%	+81%	-70%	-48%	-67%	-67%	72%	+86%
		b		def	def	def	ef	f					abc
27. Listening to radio	1709	880	823	239	292	376	261	295	247	48	83	144	734
	45%	+48%	-42%	46%	46%	+52%	48%	46%	-33%	-35%	50%	43%	+55%
		b		f	f	f	f	f			a		ac

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
28. Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts)	2193 58%	1105 60% b	1078 -56%	390 +76% def	477 +75% def	516 +72% def	326 60% ef	297 -46% f	187 -25%	64 -47%	88 53%	176 52%	946 +71% abc
29. Listen to an audiobook or read an e-book	1373 36%	657 36%	708 37%	222 +43% ef	284 +44% ef	341 +47% def	203 38% ef	196 -30% f	126 -17%	34 -25%	63 38% a	115 34%	603 +45% ac
30. Playing or downloading games	1717 45%	858 46%	851 44%	370 +72% bcdef	356 +56% def	387 +54% def	246 46% ef	200 -31% f	158 -21%	59 43%	63 38%	161 48%	711 +53% b
31. Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat)	2984 79%	1372 -74%	1600 +83% a	477 +93% cdef	584 +91% def	629 +88% ef	463 +86% ef	470 -73% f	360 -49%	104 76%	107 -64%	260 77% b	1133 +85% abc
32. Other	86 2%	48 3%	37 2%	10 2%	21 3%	13 2%	8 2%	20 3%	14 2%	4 3%	5 3%	15 +4%	40 3%
I don't do this online	24 1%	12 1%	13 1%	1 *%	3 *%	1 *%	* *%	2 *%	17 +2% abcde	2 2% d	2 1% d	4 1% d	* -*%
Summary: Purchasing	3531 93%	1722 93%	1797 93%	482 94% f	628 +98% aef	701 +98% aef	522 +97% ef	595 92% f	604 -82%	126 91%	143 -86%	316 94% b	1314 +98% abc
Summary: Communication	3747 99%	1822 99%	1912 99%	514 100% f	637 100% f	714 99% f	538 +100% f	641 99% f	703 -95%	135 98%	160 -96%	331 98%	1333 +100% bc
Summary: Information	3576 94%	1750 95%	1814 94%	504 +98% ef	617 96% f	692 +96% f	520 96% f	611 95% f	632 -85%	125 91%	141 -85%	315 93% b	1328 +99% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
Summary: Health	2960	1430	1517	396	547	618	434	474	490	90	108	255	1188
	78%	77%	78%	77%	+86%	+86%	81%	-73%	-66%	-66%	-65%	76%	+89%
				f	aef	adef	ef	f				b	abc
Summary: Entertainment	3266	1615	1638	487	605	671	473	526	503	110	138	287	1261
	86%	87%	-85%	+94%	+95%	+94%	88%	-82%	-68%	80%	83%	85%	+94%
		b		def	def	def	ef	f					abc
Summary: Social	2991	1378	1601	480	584	629	463	472	364	104	107	262	1135
	79%	-75%	+83%	+93%	+91%	+88%	+86%	-73%	-49%	76%	-64%	78%	+85%
			a	cdef	def	ef	ef	f				b	abc
Base for stats	4000	1931	2055	526	650	727	545	677	875	174	198	358	1347
Mean Number of Activities	**20.18**	**20.38**	**19.97**	**+23.15**	**+24.02**	**+23.83**	**+22.10**	**-18.61**	**-12.52**	**-14.51**	**-15.44**	**19.18**	**+24.03**
				ef	def	def	ef	f				ab	abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
1. Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food)	3020 80%	790 +88% bcd	1058 +84% cd	622 77% d	514 -65%	2563 80%	245 80%	138 79%	74 76%
2. Online shopping for services (e.g. holiday booking, travel booking, insurance, events)	3020 80%	816 +91% bcd	1068 +85% cd	634 78% d	460 -59%	2561 80% c	261 +85% acd	127 -73%	73 75%
3. Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits)	3184 84%	815 +91% cd	1125 +90% cd	672 83% d	531 -68%	2704 84% c	266 86% c	136 -78%	78 80%
4. Finding information or applying for benefits/ tax credits/ other government or charitable support	2526 67%	637 +71% cd	878 +70% d	525 65% d	456 -58%	2127 66%	217 71% c	107 61%	74 +76% ac
5. Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet)	2651 70%	700 +78% cd	948 +76% cd	539 66% d	437 -56%	2268 +70% c	210 68%	107 -61%	67 68%
6. Selling or trading items online (e.g. eBay, Facebook, Vinted)	1818 48%	484 +54% cd	655 +52% d	382 47% d	277 -35%	1558 48% c	150 49% c	69 -40%	41 42%
7. Send/ receive e-mails	3615 95%	878 +98% cd	1235 +98% cd	766 95% d	685 -87%	3075 +96% cd	296 96% cd	157 -90%	87 -89%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
8. Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp)	3404	849	1179	706	623	2902	274	146	83
	90%	+95%	+94%	87%	-79%	+90%	89%	-84%	-85%
		cd	cd	d		cd			
9. Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom)	3232	819	1126	657	586	2742	266	144	80
	85%	+92%	+90%	-81%	-75%	85%	86%	83%	82%
		cd	cd	d					
10. Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom)	3242	823	1120	665	586	2762	258	143	79
	85%	+92%	+89%	-82%	-75%	86%	84%	82%	81%
		cd	cd	d					
11. Send / receive SMS text messages	3631	872	1217	768	725	3087	291	163	91
	96%	+98%	+97%	95%	-92%	96%	94%	94%	94%
		cd	d						
12. Making calls using your mobile network	3625	869	1213	764	729	3081	293	160	91
	95%	+97%	97%	94%	-93%	96%	95%	-92%	93%
		cd	d			c			
13. Creating content through blogging or vlogging	823	210	276	192	136	685	81	41	17
	22%	23%	22%	24%	-17%	21%	26%	23%	17%
		d	d	d			d		
14. Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet)	2237	637	809	441	324	1894	172	107	64
	59%	+71%	+64%	-54%	-41%	59%	56%	61%	+66%
		bcd	cd	d					ab

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
15. Finding/downloading information for work/ school/university	2412 64%	704 +79% bcd	919 +73% cd	470 -58% d	291 -37%	2057 64%	179 58%	104 60%	72 +74% abc
16. Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications)	2969 78%	785 +88% bcd	1040 +83% d	632 78% d	475 -60%	2518 78%	240 78%	136 78%	74 76%
17. Accessing news/weather/sports	3290 87%	832 +93% bcd	1129 +90% d	696 86% d	590 -75%	2806 +87% d	266 87% d	145 83% d	73 -75%
18. Scanning QR codes	2874 76%	769 +86% cd	1066 +85% cd	572 -71% d	434 -55%	2439 76% c	240 78% c	121 -70%	74 77%
19. Maps/ Directions/navigation/travel planning	3262 86%	832 +93% bcd	1124 +90% cd	689 85% d	569 -72%	2777 86% c	263 86%	139 -80%	83 85%
20. Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI	1305 34%	384 +43% cd	474 +38% d	261 32% d	173 -22%	1118 35%	99 32%	58 34%	30 31%
21. Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive	2109 56%	653 +73% bcd	764 +61% cd	386 -48% d	280 -36%	1807 56% d	158 51%	97 56%	47 -48%
22. Personal/household organisation tools such as calendar management/task planning etc	2303 61%	670 +75% bcd	846 +67% cd	420 -52% d	335 -43%	1987 +62% c	172 56% c	80 -46%	64 66% bc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
23. Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP)	2613	735	920	502	419	2321	171	78	42
	69%	+82% bcd	+73% cd	-62% d	-53%	+72% bcd	-56% cd	-45%	-43%
24. Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc)	2071	629	719	408	296	1794	157	69	51
	55%	+70% bcd	57% cd	50% d	-38%	+56% c	51% c	-40%	52% c
25. Watching or downloading TV programmes/ films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go)	2521	659	889	510	425	2148	202	112	60
	66%	+74% cd	+71% cd	63% d	-54%	67%	66%	64%	61%
26. Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	2894	726	1007	617	502	2476	230	118	71
	76%	+81% d	+80% d	76% d	-64%	+77% c	75%	-68%	73%
27. Listening to radio	1709	529	551	342	273	1433	138	98	40
	45%	+59% bcd	44% d	42% d	-35%	45%	45%	+56% abd	41%
28. Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts)	2193	603	799	436	328	1874	164	98	58
	58%	+68% cd	+64% cd	54% d	-42%	58%	53%	56%	59%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
29. Listen to an audiobook or read an e-book	1373 36%	447 +50% bcd	461 37% d	265 33% d	183 -23%	1166 36%	102 33%	72 41%	33 34%
30. Playing or downloading games	1717 45%	441 +49% cd	628 +50% cd	333 41%	287 -36%	1449 45%	143 46%	84 48%	40 41%
31. Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat)	2984 79%	719 81% d	1058 +84% cd	630 78% d	537 -68%	2547 79% cd	241 78%	127 -73%	70 -72%
32. Other	86 2%	29 3%	20 2%	17 2%	19 2%	72 2%	8 2%	4 3%	2 2%
I don't do this online	24 1%	* -*%	2 *%	9 1% a	12 +1% ab	16 -*%	1 *%	4 +2% a	3 +3% ab
Summary: Purchasing	3531 93%	867 +97% cd	1215 +97% cd	745 92% d	654 -83%	2996 93% c	296 +96% cd	152 -88%	87 90%
Summary: Communication	3747 99%	888 99% cd	1249 +100% cd	794 98%	763 -97%	3183 +99% cd	302 98%	168 -97%	94 -97%
Summary: Information	3576 94%	873 +98% cd	1226 +98% cd	768 95% d	661 -84%	3041 94% c	292 95% c	154 -88%	90 92%
Summary: Health	2960 78%	801 +90% bcd	1045 +83% cd	579 -71% d	494 -63%	2566 +80% bcd	222 -72% c	99 -57%	72 74% c
Summary: Entertainment	3266 86%	805 +90% cd	1126 +90% cd	692 85% d	597 -76%	2780 86% cd	269 87% c	139 -80%	79 82%
Summary: Social	2991 79%	725 81% d	1058 +84% cd	630 78% d	538 -69%	2554 +79% cd	241 78%	127 -73%	70 -72%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
Base for stats	4000	903	1287	850	901	3372	332	188	108
Mean Number of Activities	**20.18**	**+23.64**	**+22.01**	**19.43**	**-14.97**	**20.40**	**19.43**	**-18.54**	**-18.34**
		bcd	cd	d		cd			

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
1. Online shopping of items or food deliveries (e.g. groceries, homeware, clothes, food)	3020 80%	438 +88% cdegi	442 83% gi	269 80%	210 75%	249 76%	299 84% gi	219 -72%	137 87% dgi	300 -70%	2472 79%	547 80%	2019 +86% b	959 -69%
2. Online shopping for services (e.g. holiday booking, travel booking, insurance, events)	3020 80%	411 83% dgi	453 +85% degi	276 82%	207 74%	245 75%	307 +86% degi	224 74%	127 81%	311 -73%	2464 79%	557 81%	2076 +89% b	896 -64%
3. Managing personal or household finances, (e.g. online banking/ paying bills/ setting up direct debits)	3184 84%	440 +89% egi	472 +88% egi	290 86% g	231 82%	265 81%	316 88% gi	226 -74%	130 83%	336 -79%	2619 84%	565 83%	2155 +92% b	982 -70%
4. Finding information or applying for benefits/ tax credits/ other government or charitable support	2526 67%	333 67% f	385 +72% f	234 69% f	182 65%	216 66% f	191 -54%	205 68% f	105 67%	275 65% f	2050 66%	475 69%	1679 +72% b	811 -58%
5. Contactless payments via a mobile or at point of sale (e.g. credit or debit cards, Apple Pay, Google Wallet)	2651 70%	386 +78% bde	370 69%	238 70%	183 65%	205 -63%	263 74% e	209 69%	105 67%	309 72%	2182 70%	469 69%	1862 +80% b	752 -54%
6. Selling or trading items online (e.g. eBay, Facebook, Vinted)	1818 48%	242 49%	242 45%	202 +60% abdfi	127 45%	166 51%	165 46%	146 48%	89 57% i	179 42%	1500 48%	318 46%	1294 +55% b	492 -35%
7. Send/ receive e-mails	3615 95%	480 97% gi	523 +98% cgi	318 94%	267 95%	315 96%	352 +99% cgi	278 -91%	149 95%	394 92%	2967 95%	649 95%	2298 +98% b	1262 -90%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
8. Communicating via instant messaging (e.g. Facebook Messenger, Microsoft Teams chat, WhatsApp)	3404	467	488	305	245	299	327	258	143	369	2794	610	2241	1115
	90%	+94% dgi	92%	90%	87%	91%	92%	85%	91%	87%	90%	89%	+96% b	-80%
9. Make/receive voice calls over the internet (e.g. Microsoft Teams, WhatsApp or Zoom)	3232	456	438	284	237	274	322	248	127	358	2667	565	2156	1029
	85%	+92% bcdeghi	82%	84%	84%	83%	90% bg	82%	81%	84%	86%	82%	+92% b	-74%
10. Make/receive video calls over the internet (e.g. via FaceTime, Microsoft Teams, WhatsApp or Zoom)	3242	454	439	290	239	277	306	263	124	370	2681	561	2153	1042
	85%	+92% beh	82%	86%	85%	84%	86%	87%	79%	87%	+86% b	-82%	+92% b	-75%
11. Send / receive SMS text messages	3631	484	520	319	264	311	340	285	151	411	2994	637	2288	1287
	96%	98%	97%	95%	94%	95%	95%	94%	97%	96%	+96% b	-93%	+98% b	-92%
12. Making calls using your mobile network	3625	483	514	309	267	312	347	286	150	412	2985	641	2285	1285
	95%	97% c	96% c	-92%	95%	95%	97% c	94%	96%	97% c	+96% b	-94%	+98% b	-92%
13. Creating content through blogging or vlogging	823	156	80	95	34	74	49	67	47	83	714	109	569	237
	22%	+31% bdfi	-15%	28% bdf	-12%	23% df	-14%	22% d	30% bdf	19%	+23% b	-16%	+24% b	-17%
14. Using a 'wallet', to store other personal information such as tickets, covid pass or store cards (e.g. Google Wallet, Apple Wallet)	2237	338	308	203	154	167	210	187	96	230	1833	404	1604	601
	59%	+68% bdei	58%	60%	55%	-51%	59%	62%	61%	54%	59%	59%	+69% b	-43%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
15. Finding/downloading information for work/school/university	2412	370	310	214	181	206	229	194	101	252	1995	416	1827	549
	64%	+75%	58%	63%	64%	63%	64%	64%	64%	59%	64%	61%	+78%	-39%
		bcdefgi											b	
16. Using local council/ Government sites, (e.g. to contact, to find information, to complete processes such as passport applications)	2969	345	452	284	217	267	285	230	133	306	2407	562	1986	942
	78%	-70%	+85%	84%	77%	81%	80%	76%	85%	-72%	-77%	+82%	+85%	-67%
			agi	ai		ai	a		ai			a	b	
17. Accessing news/weather/sports	3290	431	485	294	240	281	315	260	135	364	2694	596	2154	1092
	87%	87%	+91%	87%	86%	86%	88%	86%	86%	85%	87%	87%	+92%	-78%
													b	
18. Scanning QR codes	2874	390	401	265	213	233	275	229	112	322	2370	504	2006	829
	76%	79%	75%	78%	76%	71%	77%	76%	72%	76%	76%	74%	+86%	-59%
													b	
19. Maps/ Directions/navigation/travel planning	3262	431	468	273	247	282	314	267	120	374	2684	578	2176	1037
	86%	87%	88%	81%	88%	86%	88%	88%	-77%	88%	86%	84%	+93%	-74%
		h	h		h		h	h		h			b	
20. Using generative AI sites or tools such as Chat GPT, Google Bard, Snapchat My AI	1305	229	140	126	82	136	118	99	64	125	1082	224	942	339
	34%	+46%	-26%	37%	29%	41%	33%	33%	41%	29%	35%	33%	+40%	-24%
		bdfgi		b		bdi			b				b	
21. Storing/sending or receiving files through a cloud service such as Dropbox, Google Drive or Microsoft OneDrive	2109	353	241	194	162	188	236	145	109	180	1737	372	1514	559
	56%	+71%	-45%	57%	58%	57%	+66%	48%	+69%	-42%	56%	54%	+65%	-40%
		bcdegi		bi	bi	bi	bgi		bgi				b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
22. Personal/household organisation tools such as calendar management/ task planning etc	2303 61%	315 64% i	332 62% i	236 +70% gi	174 62% i	220 67% gi	237 66% gi	163 54%	109 70% gi	199 -47%	1878 60%	424 62%	1613 +69% b	652 -47%
23. Using apps or websites to book and/or access healthcare services (e.g. consultation with hospital or GP)	2613 69%	361 73% gi	442 +83% adefgi	258 +76% gi	195 70%	233 71% i	261 73% i	189 62%	130 +83% gi	253 -59%	2124 68%	489 71%	1743 +75% b	826 -59%
24. Using services or sites for personal health or fitness or lifestyle monitoring (e.g. activity tracking, step counts, cycle tracking, habit tracking etc)	2071 55%	307 +62% gi	283 53%	185 55%	156 55%	188 57% i	215 60% i	150 49%	120 +76% abcdefgi	190 -45%	1681 54%	390 57%	1483 +63% b	558 -40%
25. Watching or downloading TV programmes/films/sport content (e.g. Netflix, BBC iPlayer, or Sky Go)	2521 66%	397 +80% bcdefghi	365 68% i	240 71% i	187 67% i	221 67% i	249 70% i	190 63% i	95 61%	205 -48%	2092 67%	429 63%	1724 +74% b	759 -54%
26. Watching or downloading short video clips (e.g. on YouTube, TikTok, Dailymotion, Vimeo, or Facebook)	2894 76%	427 +86% cdefghi	441 +83% cdgi	250 74%	203 72%	254 78%	279 78% g	206 -68%	119 76%	297 -70%	2386 77%	508 74%	1970 +84% b	882 -63%
27. Listening to radio	1709 45%	236 48% i	227 42%	157 47% i	115 41%	169 52% i	174 49% i	138 45%	69 44%	149 -35%	1400 45%	309 45%	1169 +50% b	515 -37%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
28. Listening to or downloading audio on a streaming service (e.g. music streaming, podcasts)	2193 58%	318 +64% i	305 57% i	217 64% i	165 59% i	207 63% i	219 61% i	170 56% i	95 61% i	178 -42%	1791 58%	402 59%	1586 +68% b	575 -41%
29. Listen to an audiobook or read an e-book	1373 36%	225 +45% bfi	154 -29%	143 42% bi	103 36% i	138 42% bi	116 33%	108 35%	70 44% bi	109 -26%	1136 37%	236 34%	987 +42% b	362 -26%
30. Playing or downloading games	1717 45%	227 46% i	212 40%	180 +53% bgi	140 50% i	164 50% i	191 +54% bgi	121 40%	78 50% i	137 -32%	1435 46%	281 41%	1149 +49% b	537 -38%
31. Using social media sites or apps to post, comment or interact with content or other users (e.g. Facebook, X (formerly Twitter), LinkedIn, Instagram, TikTok or Snapchat)	2984 79%	425 +86% bdei	416 78%	272 81%	207 74%	251 77%	290 81%	237 78%	119 76%	329 77%	2486 +80% b	498 -73%	2020 +86% b	918 -66%
32. Other	86 2%	8 2%	11 2%	6 2%	12 4%	15 +5%	4 1%	7 2%	3 2%	6 1%	64 2%	22 3%	54 2%	31 2%
I don't do this online	24 1%	3 1%	0 0%	4 1%	0 0%	3 1%	1 *%	1 *%	1 *%	5 1%	18 1%	6 1%	4 -*%	19 +1% a
Summary: Purchasing	3531 93%	461 93%	511 96% gi	321 95%	261 93%	303 92%	339 95%	271 89%	148 95%	381 -89%	2892 93%	639 93%	2275 +97% b	1203 -86%
Summary: Communication	3747 99%	493 99%	529 99%	334 99%	279 99%	325 99%	356 100%	296 97%	155 99%	417 98%	3079 +99% b	668 -98%	2330 +100% b	1357 -97%
Summary: Information	3576 94%	455 92%	517 +97% a	325 96%	265 94%	308 94%	349 +98% agi	281 93%	145 93%	396 93%	2935 94%	642 94%	2285 +98% b	1239 -89%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 144 (continuation)
QE9. For each activity listed below, please indicate whether you do each activity on a mobile phone and/or another device, or not at all. - Mobile phone or another device
Base: Where use internet at home at or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
Summary: Health	2960	401	466	290	221	256	303	217	136	276	2411	549	1965	950
	78%	81%	+87%	+86%	79%	78%	+85%	71%	87%	-65%	77%	80%	+84%	-68%
		gi	degi	gi	i	i	gi		gi				b	
Summary: Entertainment	3266	445	483	294	235	289	340	234	136	323	2679	587	2150	1069
	86%	90%	+91%	87%	84%	88%	+95%	-77%	87%	-76%	86%	86%	+92%	-76%
		gi	gi	gi		gi	cdeghi						b	
Summary: Social	2991	425	417	272	210	252	290	237	119	332	2489	502	2024	921
	79%	+86%	78%	81%	75%	77%	81%	78%	76%	78%	+80%	-73%	+87%	-66%
		bdei									b		b	
Base for stats	4000	520	552	348	292	352	376	328	160	444	3278	722	2355	1577
Mean Number of Activities	**20.18**	**+21.85**	**20.58**	**21.34**	**20.01**	**19.97**	**20.75**	**18.91**	**21.63**	**-18.72**	**20.24**	**19.88**	**+23.26**	**-15.67**
		egi	i	gi			i		i				b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 145
QM15. Do you use any of the following types of apps on your smartphone?
Base: Where personally use a smartphone

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3660	1776	1868	480	589	729	548	643	671	143	205	344	1298
Effective Weighted Sample	2322	1138	1174	307	374	461	352	404	426	86	115	212	802
Weighted Bases	**3671**	**1773**	**1887**	**502**	**620**	**707**	**534**	**625**	**684**	**129**	**162**	**316**	**1316**
Banking	2807 76%	1365 77%	1433 76%	426 +85% ef	549 +89% ef	612 +86% ef	445 +83% ef	423 -68% f	352 -51%	88 68%	102 -63%	240 76% b	1147 +87% abc
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	1744 48%	842 47%	899 48%	323 +64% def	435 +70% cdef	435 +62% def	239 45% ef	195 -31% f	117 -17%	53 41%	56 -34%	133 42%	748 +57% abc
Games	1312 36%	663 37%	643 34%	291 +58% bcdef	270 +44% ef	280 40% ef	198 37% ef	164 -26% f	109 -16%	43 33%	43 -27%	123 39% b	571 +43% b
Music/Audio streaming (e.g. Spotify, Apple Music, BBC Sounds)	1893 52%	941 53%	946 50%	360 +72% cdef	439 +71% cdef	437 +62% def	271 51% ef	243 -39% f	143 -21%	55 43%	60 -37%	114 -36%	847 +64% abc
Navigation/Maps	2667 73%	1350 +76% b	1308 -69%	373 74% f	525 +85% adef	571 +81% aef	419 +78% ef	433 69% f	346 -51%	71 -55%	100 -62%	200 -63%	1110 +84% abc
News/ Newspapers	1727 47%	939 +53% b	784 -42%	248 49% f	305 49% f	373 +53% ef	285 +53% ef	264 -42%	252 -37%	57 44%	71 44%	154 49%	681 +52%
Payment services (e.g. Apple Pay, PayPal)	2041 56%	990 56%	1042 55%	361 +72% def	437 +71% def	479 +68% ef	331 +62% ef	261 -42% f	173 -25%	49 -38%	58 -36%	135 -43%	903 +69% abc
Shopping (e.g. Amazon, Ocado, eBay)	2296 63%	1109 63%	1178 62%	367 +73% ef	464 +75% ef	529 +75% ef	367 +69% ef	329 -53% f	240 -35%	66 -52%	73 -45%	195 62% b	980 +75% abc
Social media (Facebook, X (formerly Twitter), Instagram, Snapchat, TikTok)	2528 69%	1160 -65%	1358 +72% a	413 +82% def	537 +87% cdef	561 +79% def	384 72% ef	380 -61% f	253 -37%	71 -55%	100 62%	225 71% a	1018 +77% ab
Taxi booking or travel (e.g. Uber, Trainline)	1603 44%	751 42%	846 45%	277 +55% def	369 +60% def	384 +54% def	229 43% ef	209 -34% f	134 -20%	36 -28%	55 -34%	108 -34%	688 +52% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 145 (continuation)
QM15. Do you use any of the following types of apps on your smartphone?
Base: Where personally use a smartphone

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3660	1776	1868	480	589	729	548	643	671	143	205	344	1298
Effective Weighted Sample	2322	1138	1174	307	374	461	352	404	426	86	115	212	802
Weighted Bases	**3671**	**1773**	**1887**	**502**	**620**	**707**	**534**	**625**	**684**	**129**	**162**	**316**	**1316**
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	1629	835	789	290	364	384	223	229	138	36	65	122	728
	44%	+47%	-42%	+58%	+59%	+54%	42%	-37%	-20%	-28%	40%	38%	+55%
		b		def	def	def	f	f					abc
Messaging apps (e.g. WhatsApp, Facebook Messenger)	2811	1351	1450	427	514	571	417	463	419	80	115	230	1098
	77%	76%	77%	+85%	+83%	+81%	78%	74%	-61%	-62%	71%	73%	+83%
				def	ef	ef	f	f					abc
Fitness or health apps (e.g. Strava, Apple Health app)	1307	640	663	248	306	316	190	162	85	35	25	92	647
	36%	36%	35%	+49%	+49%	+45%	36%	-26%	-12%	27%	-15%	-29%	+49%
				def	def	def	ef	f		b		b	abc
Review apps (e.g. Goodreads, Tripadvisor)	632	323	308	84	124	146	106	114	59	12	16	48	331
	17%	18%	16%	17%	20%	+21%	20%	18%	-9%	-9%	-10%	15%	+25%
				f	f	f	f	f					abc
Smart home technology apps (e.g. Ring)	695	372	321	77	172	183	110	92	60	10	10	47	412
	19%	+21%	-17%	15%	+28%	+26%	21%	-15%	-9%	-8%	-6%	15%	+31%
		b		f	adef	aef	ef	f				b	abc
None of these	169	69	100	9	5	8	6	35	106	18	10	24	21
	5%	4%	5%	-2%	-1%	-1%	-1%	6%	+16%	+14%	6%	+7%	-2%
								abcd	abcde	d	d	d	
Don’ t know	14	8	6	1	1	4	1	1	6	0	1	2	1
	*%	*%	*%	*%	*%	1%	*%	*%	+1%	0%	1%	1%	*%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 145 (continuation)
QM15. Do you use any of the following types of apps on your smartphone?
Base: Where personally use a smartphone

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3660	989	1010	602	1009	2293	457	436	474
Effective Weighted Sample	2322	631	694	423	601	1774	317	399	437
Weighted Bases	**3671**	**862**	**1218**	**787**	**751**	**3102**	**303**	**164**	**102**
Banking	2807	719	979	580	493	2373	233	127	74
	76%	+83%	+80%	74%	-66%	77%	77%	78%	72%
		cd	cd	d					
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	1744	457	648	358	267	1503	138	63	40
	48%	+53%	+53%	45%	-36%	+48%	46%	-38%	-39%
		cd	cd	d		cd			
Games	1312	358	472	240	219	1118	108	59	28
	36%	+41%	39%	-30%	-29%	36%	36%	36%	-27%
		cd	cd			d	d	d	
Music/Audio streaming (e.g. Spotify, Apple Music, BBC Sounds)	1893	551	704	345	268	1634	140	77	41
	52%	+64%	+58%	-44%	-36%	+53%	46%	47%	-40%
		bcd	cd	d		d			
Navigation/Maps	2667	725	923	549	435	2309	189	114	54
	73%	+84%	+76%	70%	-58%	+74%	-62%	70%	-53%
		bcd	cd	d		bd	d	d	
News/ Newspapers	1727	508	588	344	269	1493	130	77	26
	47%	+59%	48%	44%	-36%	+48%	43%	47%	-26%
		bcd	d	d		d	d	d	
Payment services (e.g. Apple Pay, PayPal)	2041	580	732	402	305	1775	142	86	39
	56%	+67%	+60%	-51%	-41%	+57%	-47%	52%	-38%
		bcd	cd	d		bd	d	d	
Shopping (e.g. Amazon, Ocado, eBay)	2296	627	807	464	369	1975	168	102	51
	63%	+73%	+66%	59%	-49%	+64%	-56%	62%	-50%
		bcd	cd	d		bd		d	
Social media (Facebook, X (formerly Twitter), Instagram, Snapchat, TikTok)	2528	643	908	503	443	2177	195	105	51
	69%	+75%	+75%	-64%	-59%	+70%	65%	64%	-49%
		cd	cd			cd	d	d	
Taxi booking or travel (e.g. Uber, Trainline)	1603	464	608	288	218	1433	94	55	21
	44%	+54%	+50%	-37%	-29%	+46%	-31%	-34%	-21%
		cd	cd	d		bcd	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 145 (continuation)
QM15. Do you use any of the following types of apps on your smartphone?
Base: Where personally use a smartphone

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3660	989	1010	602	1009	2293	457	436	474
Effective Weighted Sample	2322	631	694	423	601	1774	317	399	437
Weighted Bases	**3671**	**862**	**1218**	**787**	**751**	**3102**	**303**	**164**	**102**
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	1629 44%	460 +53% cd	584 +48% cd	313 -40%	254 -34%	1375 44%	129 43%	73 44%	51 50%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	2811 77%	702 +81% cd	966 +79% cd	576 73%	530 -71%	2412 +78% bd	216 -71% d	120 73% d	63 -62%
Fitness or health apps (e.g. Strava, Apple Health app)	1307 36%	449 +52% bcd	493 +40% cd	220 -28% d	131 -17%	1120 36% c	110 36% c	42 -25%	35 34% c
Review apps (e.g. Goodreads, Tripadvisor)	632 17%	238 +28% bcd	221 18% cd	104 -13% d	61 -8%	533 17%	58 19%	25 15%	17 17%
Smart home technology apps (e.g. Ring)	695 19%	257 +30% bcd	251 21% cd	119 -15% d	61 -8%	618 +20% bcd	43 -14%	22 -13%	12 -12%
None of these	169 5%	14 -2%	37 -3%	47 6% ab	64 +9% ab	118 -4%	29 +10% a	10 6%	12 +12% ac
Don’ t know	14 *%	0 0%	9 1% a	2 *%	3 *%	12 *%	* *%	0 0%	1 1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 145 (continuation)
QM15. Do you use any of the following types of apps on your smartphone?
Base: Where personally use a smartphone

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3660	354	397	233	200	239	259	209	102	300	3020	640	2151	1454
Effective Weighted Sample	2322	285	303	175	154	182	200	164	80	234	1950	379	1400	890
Weighted Bases	**3671**	**477**	**518**	**319**	**274**	**310**	**357**	**289**	**150**	**409**	**2998**	**673**	**2291**	**1325**
Banking	2807 76%	361 76%	371 72%	251 78%	221 81% e	216 -70%	280 78%	224 78%	129 86% be	321 78%	2307 77%	500 74%	1939 +85% b	835 -63%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	1744 48%	305 +64% bcdeghi	250 48% i	135 42%	116 42%	146 47%	193 54% ci	137 48%	73 49%	149 -36%	1461 +49% b	284 -42%	1295 +57% b	424 -32%
Games	1312 36%	195 41% i	199 38% i	117 37% i	101 37% i	118 38% i	139 39% i	89 31%	58 38% i	101 -25%	1101 +37% b	211 -31%	891 +39% b	392 -30%
Music/Audio streaming (e.g. Spotify, Apple Music, BBC Sounds)	1893 52%	250 52% i	314 +61% ci	160 50% i	151 55% i	164 53% i	214 +60% i	144 50% i	82 55% i	155 -38%	1537 51%	356 53%	1395 +61% b	474 -36%
Navigation/Maps	2667 73%	376 +79% c	406 +78% c	193 -60%	197 72%	225 73% c	278 78% c	218 76% c	100 66%	317 77% c	2201 73%	466 69%	1862 +81% b	766 -58%
News/ Newspapers	1727 47%	249 52% ce	248 48% c	104 -32%	124 45% c	123 40%	204 +57% ce	143 49% c	95 +63% bcde	203 50% c	1424 47%	303 45%	1196 +52% b	513 -39%
Payment services (e.g. Apple Pay, PayPal)	2041 56%	306 +64% eh	289 56%	175 55%	154 56%	157 51%	216 61%	168 58%	73 49%	236 58%	1684 56%	357 53%	1485 +65% b	530 -40%
Shopping (e.g. Amazon, Ocado, eBay)	2296 63%	308 64%	313 60%	197 62%	169 62%	195 63%	276 +77% abcdeghi	178 62%	91 61%	249 61%	1884 63%	412 61%	1619 +71% b	644 -49%
Social media (Facebook, X (formerly Twitter), Instagram, Snapchat, TikTok)	2528 69%	366 +77% b	336 65%	225 71%	190 69%	209 67%	277 +78% bi	199 69%	98 65%	277 68%	2095 +70% b	433 -64%	1765 +77% b	726 -55%
Taxi booking or travel (e.g. Uber, Trainline)	1603 44%	286 +60% cdefgi	281 +54% cdi	78 -24%	113 41% c	138 45% c	164 46% c	133 46% c	71 48% c	168 41% c	1348 +45% b	254 -38%	1200 +52% b	377 -28%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 145 (continuation)
QM15. Do you use any of the following types of apps on your smartphone?
Base: Where personally use a smartphone

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3660	354	397	233	200	239	259	209	102	300	3020	640	2151	1454
Effective Weighted Sample	2322	285	303	175	154	182	200	164	80	234	1950	379	1400	890
Weighted Bases	**3671**	**477**	**518**	**319**	**274**	**310**	**357**	**289**	**150**	**409**	**2998**	**673**	**2291**	**1325**
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	1629	238	223	128	142	139	204	118	48	135	1327	302	1160	448
	44%	50%	43%	40%	52%	45%	+57%	41%	32%	-33%	44%	45%	+51%	-34%
		hi	i		hi	i	bceghi						b	
Messaging apps (e.g. WhatsApp, Facebook Messenger)	2811	359	400	233	220	240	310	219	104	326	2312	499	1879	892
	77%	75%	77%	73%	80%	77%	+87%	76%	70%	80%	77%	74%	+82%	-67%
							abcegh						b	
Fitness or health apps (e.g. Strava, Apple Health app)	1307	187	185	84	106	108	149	89	66	144	1066	241	1005	285
	36%	39%	36%	-26%	39%	35%	42%	31%	44%	35%	36%	36%	+44%	-22%
		c			c		c		c				b	
Review apps (e.g. Goodreads, Tripadvisor)	632	65	79	38	61	58	90	44	24	74	478	154	486	132
	17%	14%	15%	12%	22%	19%	+25%	15%	16%	18%	-16%	+23%	+21%	-10%
					c		abc					a	b	
Smart home technology apps (e.g. Ring)	695	62	107	71	72	56	120	42	28	61	544	151	550	130
	19%	-13%	21%	22%	+26%	18%	+34%	15%	19%	15%	18%	22%	+24%	-10%
			a	a	agi		abceghi						b	
None of these	169	10	25	18	7	11	12	15	10	11	122	47	30	135
	5%	2%	5%	6%	2%	3%	3%	5%	6%	3%	-4%	+7%	-1%	+10%
												a		a
Don’ t know	14	3	1	4	1	0	3	0	0	1	10	4	6	6
	*%	1%	*%	+1%	*%	0%	1%	0%	0%	*%	*%	1%	*%	*%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 146
QM15. Do you use any of the following types of apps on your smartphone? - Re-based
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Banking	2807 70%	1365 71%	1433 70%	426 +81% ef	549 +85% ef	612 +84% ef	445 +82% ef	423 -62% f	352 -40%	88 -50%	102 -51%	240 67% ab	1147 +85% abc
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	1744 44%	842 44%	899 44%	323 +61% def	435 +67% cdef	435 +60% def	239 44% ef	195 -29% f	117 -13%	53 -30%	56 -28%	133 -37%	748 +56% abc
Games	1312 33%	663 34%	643 31%	291 +55% bcdef	270 +42% ef	280 +39% ef	198 36% ef	164 -24% f	109 -12%	43 25%	43 -22%	123 34% b	571 +42% abc
Music/Audio streaming (e.g. Spotify, Apple Music, BBC Sounds)	1893 47%	941 49%	946 46%	360 +68% cdef	439 +68% cdef	437 +60% def	271 50% ef	243 -36% f	143 -16%	55 -32%	60 -30%	114 -32%	847 +63% abc
Navigation/Maps	2667 67%	1350 +70% b	1308 -64%	373 71% f	525 +81% aef	571 +79% aef	419 +77% ef	433 64% f	346 -40%	71 -41%	100 -51%	200 -56% a	1110 +82% abc
News/ Newspapers	1727 43%	939 +49% b	784 -38%	248 47% ef	305 47% ef	373 +51% ef	285 +52% ef	264 39% f	252 -29%	57 -33%	71 36%	154 43%	681 +51% abc
Payment services (e.g. Apple Pay, PayPal)	2041 51%	990 51%	1042 51%	361 +69% def	437 +67% ef	479 +66% ef	331 +61% ef	261 -39% f	173 -20%	49 -28%	58 -29%	135 -38%	903 +67% abc
Shopping (e.g. Amazon, Ocado, eBay)	2296 57%	1109 57%	1178 57%	367 +70% ef	464 +71% ef	529 +73% ef	367 +67% ef	329 -49% f	240 -27%	66 -38%	73 -37%	195 55% ab	980 +73% abc
Social media (Facebook, X (formerly Twitter), Instagram, Snapchat, TikTok)	2528 63%	1160 -60%	1358 +66% a	413 +78% def	537 +83% def	561 +77% def	384 +70% ef	380 -56% f	253 -29%	71 -41%	100 -50%	225 63% ab	1018 +76% abc
Taxi booking or travel (e.g. Uber, Trainline)	1603 40%	751 39%	846 41%	277 +53% def	369 +57% def	384 +53% def	229 42% ef	209 -31% f	134 -15%	36 -21%	55 -28%	108 -30%	688 +51% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 146 (continuation)
QM15. Do you use any of the following types of apps on your smartphone? - Re-based
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	1629 41%	835 +43% b	789 -38%	290 +55% def	364 +56% def	384 +53% def	223 41% ef	229 -34% f	138 -16%	36 -21%	65 33% a	122 -34% a	728 +54% abc
Messaging apps (e.g. WhatsApp, Facebook Messenger)	2811 70%	1351 70%	1450 71%	427 +81% ef	514 +79% ef	571 +79% ef	417 +77% ef	463 68% f	419 -48%	80 -46%	115 -58%	230 -64% a	1098 +82% abc
Fitness or health apps (e.g. Strava, Apple Health app)	1307 33%	640 33%	663 32%	248 +47% def	306 +47% def	316 +43% def	190 35% ef	162 -24% f	85 -10%	35 -20%	25 -12%	92 -26% b	647 +48% abc
Review apps (e.g. Goodreads, Tripadvisor)	632 16%	323 17%	308 15%	84 16% f	124 19% f	146 +20% f	106 19% f	114 17% f	59 -7%	12 -7%	16 -8%	48 13%	331 +25% abc
Smart home technology apps (e.g. Ring)	695 17%	372 +19% b	321 -16%	77 15% f	172 +26% aef	183 +25% aef	110 20% ef	92 -14% f	60 -7%	10 -6%	10 -5%	47 13% ab	412 +31% abc
None of these	169 4%	69 4%	100 5%	9 -2%	5 -1%	8 -1%	6 -1%	35 5% abcd	106 +12% abcde	18 +11% d	10 5% d	24 7% d	21 -2%
Yes, but I don’ t personally use one	56 1%	34 2%	20 1%	6 1%	5 1%	1 -*%	3 *%	3 *%	40 +5% abcde	2 1%	4 2%	9 3% d	11 1%
No smartphone in household	246 6%	110 6%	136 7%	8 -2%	16 -2%	18 -2%	8 -1%	50 7% abcd	146 +17% abcde	43 +25% cd	32 +16% cd	30 8% d	16 -1%
Don’ t know	41 1%	23 1%	18 1%	12 +2% de	10 2% e	5 1%	2 *%	1 *%	12 1%	0 0%	1 1%	5 1%	5 -*%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 146 (continuation)
QM15. Do you use any of the following types of apps on your smartphone? - Re-based
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Banking	2807 70%	719 +80% cd	979 +76% cd	580 68% d	493 -55%	2373 70%	233 70%	127 68%	74 68%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	1744 44%	457 +51% cd	648 +50% cd	358 42% d	267 -30%	1503 +45% cd	138 42% c	63 -33%	40 -37%
Games	1312 33%	358 +40% cd	472 +37% cd	240 -28%	219 -24%	1118 33% d	108 32%	59 31%	28 -26%
Music/Audio streaming (e.g. Spotify, Apple Music, BBC Sounds)	1893 47%	551 +61% bcd	704 +55% cd	345 -41% d	268 -30%	1634 +48% cd	140 42%	77 -41%	41 -38%
Navigation/Maps	2667 67%	725 +80% bcd	923 +72% cd	549 65% d	435 -48%	2309 +68% bcd	189 -57%	114 -61% d	54 -50%
News/ Newspapers	1727 43%	508 +56% bcd	588 46% d	344 40% d	269 -30%	1493 +44% d	130 39% d	77 41% d	26 -24%
Payment services (e.g. Apple Pay, PayPal)	2041 51%	580 +64% bcd	732 +57% cd	402 47% d	305 -34%	1775 +53% bcd	142 -43%	86 46% d	39 -36%
Shopping (e.g. Amazon, Ocado, eBay)	2296 57%	627 +69% bcd	807 +63% cd	464 55% d	369 -41%	1975 +59% bd	168 -51%	102 54%	51 -47%
Social media (Facebook, X (formerly Twitter), Instagram, Snapchat, TikTok)	2528 63%	643 +71% cd	908 +71% cd	503 59% d	443 -49%	2177 +65% cd	195 59% d	105 -56% d	51 -47%
Taxi booking or travel (e.g. Uber, Trainline)	1603 40%	464 +51% cd	608 +47% cd	288 -34% d	218 -24%	1433 +42% bcd	94 -28% d	55 -29% d	21 -19%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 146 (continuation)
QM15. Do you use any of the following types of apps on your smartphone? - Re-based
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	1629 41%	460 +51% cd	584 +45% cd	313 37% d	254 -28%	1375 41%	129 39%	73 39%	51 +47% abc
Messaging apps (e.g. WhatsApp, Facebook Messenger)	2811 70%	702 +78% cd	966 +75% cd	576 68% d	530 -59%	2412 +72% bcd	216 65%	120 -64%	63 -59%
Fitness or health apps (e.g. Strava, Apple Health app)	1307 33%	449 +50% bcd	493 +38% cd	220 -26% d	131 -15%	1120 33% c	110 33% c	42 -22%	35 33% c
Review apps (e.g. Goodreads, Tripadvisor)	632 16%	238 +26% bcd	221 17% cd	104 -12% d	61 -7%	533 16%	58 17%	25 13%	17 16%
Smart home technology apps (e.g. Ring)	695 17%	257 +29% bcd	251 20% cd	119 -14% d	61 -7%	618 +18% bcd	43 -13%	22 -12%	12 -11%
None of these	169 4%	14 -2%	37 -3%	47 5% ab	64 +7% ab	118 -3%	29 +9% a	10 5%	12 +12% ac
Yes, but I don’ t personally use one	56 1%	8 1%	17 1%	12 1%	17 2%	50 1%	3 1%	2 1%	1 1%
No smartphone in household	246 6%	32 -4%	36 -3%	48 6% b	128 +14% abc	195 -6%	25 7%	21 +11% ad	5 5%
Don’ t know	41 1%	1 -*%	25 +2% a	5 1%	8 1% a	37 1%	3 1%	* *%	1 1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 146 (continuation)
QM15. Do you use any of the following types of apps on your smartphone? - Re-based
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Banking	2807 70%	361 69%	371 67%	251 72% e	221 76% e	216 -61%	280 75% e	224 68%	129 80% be	321 72% e	2307 70%	500 69%	1939 +82% b	835 -53%
Food delivery (e.g. Deliveroo, Uber Eats, Just Eat)	1744 44%	305 +59% bcdegi	250 45% i	135 39%	116 40%	146 42%	193 +51% cdi	137 42%	73 46%	149 -34%	1461 45%	284 39%	1295 +55% b	424 -27%
Games	1312 33%	195 38% gi	199 36% i	117 34% i	101 35% i	118 34% i	139 37% i	89 27%	58 36% i	101 -23%	1101 34%	211 29%	891 +38% b	392 -25%
Music/Audio streaming (e.g. Spotify, Apple Music, BBC Sounds)	1893 47%	250 48% i	314 +57% cegi	160 46% i	151 52% i	164 46% i	214 +57% gi	144 44%	82 51% i	155 -35%	1537 47%	356 49%	1395 +59% b	474 -30%
Navigation/Maps	2667 67%	376 72% c	406 +73% ce	193 -55%	197 67% c	225 64%	278 +74% c	218 67%	100 62%	317 71% c	2201 67%	466 65%	1862 +79% b	766 -49%
News/ Newspapers	1727 43%	249 48% ce	248 45% c	104 -30%	124 42% c	123 -35%	204 +54% cde	143 44% c	95 +59% bcdeg	203 46% ce	1424 43%	303 42%	1196 +51% b	513 -33%
Payment services (e.g. Apple Pay, PayPal)	2041 51%	306 +59% e	289 52%	175 50%	154 53%	157 45%	216 58% e	168 51%	73 46%	236 53%	1684 51%	357 49%	1485 +63% b	530 -34%
Shopping (e.g. Amazon, Ocado, eBay)	2296 57%	308 59%	313 57%	197 57%	169 58%	195 55%	276 +73% abcdeghi	178 54%	91 57%	249 56%	1884 57%	412 57%	1619 +69% b	644 -41%
Social media (Facebook, X (formerly Twitter), Instagram, Snapchat, TikTok)	2528 63%	366 +70% be	336 61%	225 65%	190 65%	209 59%	277 +74% begi	199 61%	98 61%	277 62%	2095 64%	433 60%	1765 +75% b	726 -46%
Taxi booking or travel (e.g. Uber, Trainline)	1603 40%	286 +55% cdefgi	281 +51% cdei	78 -22%	113 39% c	138 39% c	164 44% c	133 41% c	71 45% c	168 38% c	1348 +41% b	254 -35%	1200 +51% b	377 -24%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 146 (continuation)
QM15. Do you use any of the following types of apps on your smartphone? - Re-based
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
TV & video (e.g. Netflix, BBC iPlayer, Amazon Prime, YouTube)	1629 41%	238 46% hi	223 40% i	128 37%	142 49% ghi	139 39%	204 +54% bceghi	118 36%	48 30%	135 -31%	1327 40%	302 42%	1160 +49% b	448 -28%
Messaging apps (e.g. WhatsApp, Facebook Messenger)	2811 70%	359 69%	400 72%	233 67%	220 75%	240 68%	310 +82% abceghi	219 67%	104 65%	326 74%	2312 71%	499 69%	1879 +80% b	892 -57%
Fitness or health apps (e.g. Strava, Apple Health app)	1307 33%	187 36% c	185 34% c	84 -24%	106 36% c	108 31%	149 +40% cg	89 27%	66 41% cg	144 32%	1066 33%	241 33%	1005 +43% b	285 -18%
Review apps (e.g. Goodreads, Tripadvisor)	632 16%	65 13%	79 14%	38 11%	61 21% ac	58 16%	90 +24% abcg	44 14%	24 15%	74 17%	478 -15%	154 +21% a	486 +21% b	132 -8%
Smart home technology apps (e.g. Ring)	695 17%	62 -12%	107 19% a	71 20% a	72 +25% agi	56 16%	120 +32% abceghi	42 13%	28 17%	61 14%	544 -17%	151 +21% a	550 +23% b	130 -8%
None of these	169 4%	10 2%	25 4%	18 5%	7 2%	11 3%	12 3%	15 5%	10 6%	11 2%	122 -4%	47 +7% a	30 -1%	135 +9% a
Yes, but I don’ t personally use one	56 1%	3 1%	6 1%	13 +4% a	3 1%	4 1%	3 1%	6 2%	0 0%	12 3%	45 1%	10 1%	9 -*%	46 +3% a
No smartphone in household	246 6%	31 6%	26 5%	15 4%	13 4%	33 9%	15 4%	31 10%	9 5%	21 5%	211 6%	35 5%	43 -2%	196 +12% a
Don’ t know	41 1%	11 2%	4 1%	5 1%	3 1%	5 1%	3 1%	2 1%	1 1%	2 *%	34 1%	7 1%	18 1%	15 1%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 147
QE10. in the last 3 months, have you or has anyone else in your household used any of these gaming subscription services?
Base: Where use internet for paid for or free online gaming

		Gender		Age Group						Household Income	
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b
Unweighted Bases	1913	960	941	371	392	431	286	245	188	193	774
Effective Weighted Sample	1221	620	594	239	250	275	183	151	122	125	491
Weighted Bases	**1933**	**967**	**956**	**393**	**396**	**430**	**271**	**245**	**197**	**186**	**807**
PlayStation plus (may also be called ' Essential' , ' Extra' or ' Premium')	321	198	122	83	77	89	55	8	9	19	102
	17%	+20%	-13%	21%	20%	21%	20%	-3%	-5%	10%	-13%
		b		ef	ef	ef	ef				
Nintendo switch online	168	85	80	32	62	42	22	7	3	14	96
	9%	9%	8%	8%	+16%	10%	8%	-3%	-2%	7%	+12%
				ef	adef	ef	f				
Xbox live gold/ Xbox Game Pass Core/ Xbox Ultimate/ console	266	170	95	79	64	60	42	18	2	21	132
	14%	+18%	-10%	+20%	16%	14%	15%	-8%	-1%	11%	+16%
		b		ef	ef	f	ef	f			
EA Play on Xbox or PlayStation	108	62	46	31	27	26	13	7	4	7	47
	6%	6%	5%	8%	7%	6%	5%	3%	2%	4%	6%
				f							
Prime gaming	65	36	28	20	20	16	6	1	1	9	33
	3%	4%	3%	5%	5%	4%	2%	-1%	*%	5%	4%
				ef	ef						
Apple arcade	78	46	32	16	17	27	17	*	1	9	36
	4%	5%	3%	4%	4%	+6%	6%	-*%	-*%	5%	4%
				e	e	ef	ef				
Google play pass	53	27	26	12	16	17	3	2	2	3	21
	3%	3%	3%	3%	4%	4%	1%	1%	1%	2%	3%
Netflix games	94	56	37	33	35	13	11	1	*	10	31
	5%	6%	4%	+8%	+9%	3%	4%	-*%	-*%	6%	4%
				cef	cef		ef				
Ubisoft	44	32	11	21	16	3	1	3	*	5	13
	2%	+3%	-1%	+5%	4%	1%	*%	1%	*%	3%	2%
		b		cdef	cdf						
A game streaming service e.g. Google Stadia, GeForce now	22	15	7	6	10	3	0	2	1	1	11
	1%	2%	1%	2%	+2%	1%	0%	1%	*%	*%	1%
					d						
Other	9	7	2	3	2	2	*	0	1	*	2
	*%	1%	*%	1%	*%	1%	*%	0%	1%	*%	*%

Columns Tested: a,b - a,b,c,d,e,f - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 147 (continuation)
QE10. in the last 3 months, have you or has anyone else in your household used any of these gaming subscription services?
Base: Where use internet for paid for or free online gaming

		Gender		Age Group						Household Income	
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b
Unweighted Bases	1913	960	941	371	392	431	286	245	188	193	774
Effective Weighted Sample	1221	620	594	239	250	275	183	151	122	125	491
Weighted Bases	**1933**	**967**	**956**	**393**	**396**	**430**	**271**	**245**	**197**	**186**	**807**
Summary: Any online console multiplayer gaming subscription	614	366	245	160	155	155	101	29	14	45	268
	32%	+38%	-26%	+41%	+39%	36%	37%	-12%	-7%	24%	33%
		b		ef	ef	ef	ef				
Summary: Content gaming subscription	283	162	118	80	78	68	39	12	6	27	119
	15%	+17%	-12%	+20%	+20%	16%	14%	-5%	-3%	15%	15%
		b		ef	ef	ef	ef				
Don’ t know	138	58	81	37	25	22	23	20	12	7	46
	7%	6%	8%	9%	6%	5%	9%	8%	6%	4%	6%
None of these	1100	508	585	180	197	229	136	189	169	125	461
	57%	-53%	+61%	-46%	-50%	53%	50%	+77%	+85%	+67%	57%
			a					abcd	abcd	b	

Columns Tested: a,b - a,b,c,d,e,f - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 147 (continuation)
QE10. in the last 3 months, have you or has anyone else in your household used any of these gaming subscription services?
Base: Where use internet for paid for or free online gaming

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	1913	552	564	297	466	1194	265	247	207
Effective Weighted Sample	1221	357	389	206	279	926	192	226	191
Weighted Bases	**1933**	**497**	**697**	**370**	**335**	**1630**	**164**	**94**	**44**
PlayStation plus (may also be called ' Essential' , ' Extra' or ' Premium')	321 17%	77 16%	120 17%	60 16%	55 16%	274 17%	24 15%	16 18%	6 14%
Nintendo switch online	168 9%	60 +12% cd	68 10% d	22 6%	17 -5%	146 9%	12 7%	7 8%	3 8%
Xbox live gold/ Xbox Game Pass Core/ Xbox Ultimate/ console	266 14%	84 17% d	83 12%	60 16%	37 11%	224 14%	25 15%	11 12%	6 14%
EA Play on Xbox or PlayStation	108 6%	37 7%	35 5%	14 4%	20 6%	92 6%	9 6%	5 5%	2 5%
Prime gaming	65 3%	29 +6% cd	26 4% d	6 2%	3 -1%	58 4%	3 2%	3 3%	1 1%
Apple arcade	78 4%	19 4% d	39 6% d	17 5% d	3 -1%	68 4%	7 4%	2 2%	1 1%
Google play pass	53 3%	13 3%	21 3%	6 2%	13 4%	44 3%	6 4%	2 3%	1 2%
Netflix games	94 5%	24 5%	38 5%	19 5%	10 3%	85 5%	5 3%	3 3%	1 1%
Ubisoft	44 2%	17 3%	20 3%	2 1%	4 1%	40 2%	1 1%	2 2%	* *%
A game streaming service e.g. Google Stadia, GeForce now	22 1%	9 2%	6 1%	4 1%	3 1%	19 1%	1 1%	1 1%	* 1%
Other	9 *%	2 *%	4 1%	2 *%	1 *%	6 *%	1 *%	1 1%	1 +3% a
Summary: Any online console multiplayer gaming subscription	614 32%	173 35% d	216 31%	123 33%	91 27%	527 32%	48 29%	27 29%	12 28%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 147 (continuation)
QE10. in the last 3 months, have you or has anyone else in your household used any of these gaming subscription services?
Base: Where use internet for paid for or free online gaming

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	1913	552	564	297	466	1194	265	247	207
Effective Weighted Sample	1221	357	389	206	279	926	192	226	191
Weighted Bases	**1933**	**497**	**697**	**370**	**335**	**1630**	**164**	**94**	**44**
Summary: Content gaming subscription	283	85	113	45	36	244	23	13	3
	15%	17%	16%	12%	11%	15%	14%	14%	-7%
		d				d			
Don’ t know	138	31	40	35	27	124	8	4	4
	7%	6%	6%	9%	8%	8%	5%	4%	8%
None of these	1100	273	401	203	207	911	101	61	26
	57%	55%	58%	55%	62%	-56%	62%	65%	59%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 147 (continuation)
QE10. in the last 3 months, have you or has anyone else in your household used any of these gaming subscription services?
Base: Where use internet for paid for or free online gaming

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	1913	198	192	142	112	128	147	109	108	1606	307	1226	657
Effective Weighted Sample	1221	161	147	108	86	98	115	83	85	1039	184	788	415
Weighted Bases	**1933**	**270**	**254**	**199**	**156**	**170**	**210**	**136**	**153**	**1616**	**316**	**1286**	**611**
PlayStation plus (may also be called ' Essential' , ' Extra' or ' Premium')	321	30	50	41	26	36	36	28	20	281	40	227	88
	17%	11%	20%	21%	16%	21%	17%	20%	13%	17%	13%	18%	14%
Nintendo switch online	168	26	30	25	22	12	15	5	9	142	26	133	33
	9%	10%	12%	13%	14% g	7%	7%	4%	6%	9%	8%	+10% b	-5%
Xbox live gold/ Xbox Game Pass Core/ Xbox Ultimate/ console	266	14	46	34	20	36	20	14	20	221	45	197	69
	14%	-5%	18% a	17% a	13%	+21% af	9%	11%	13%	14%	14%	+15%	11%
EA Play on Xbox or PlayStation	108	13	17	15	6	10	9	8	12	96	13	64	41
	6%	5%	7%	7%	4%	6%	5%	6%	8%	6%	4%	5%	7%
Prime gaming	65	10	13	8	10	1	1	4	6	54	11	47	17
	3%	4%	5%	4%	6% f	1%	*%	3%	4%	3%	3%	4%	3%
Apple arcade	78	11	7	10	4	11	1	8	5	66	12	60	19
	4%	4%	3%	5%	2%	6% f	*%	6% f	3%	4%	4%	5%	3%
Google play pass	53	4	11	8	11	3	1	1	5	44	9	33	18
	3%	2%	4%	4%	+7% f	2%	*%	1%	3%	3%	3%	3%	3%
Netflix games	94	21	7	14	8	10	2	5	12	81	13	59	35
	5%	8% f	3%	7% f	5%	6%	1%	3%	8% f	5%	4%	5%	6%
Ubisoft	44	8	10	5	9	3	0	4	1	32	12	27	15
	2%	3%	4%	2%	+6% f	2%	0%	3%	1%	2%	4%	2%	2%
A game streaming service e.g. Google Stadia, GeForce now	22	4	7	1	2	2	1	1	2	20	1	15	6
	1%	1%	3%	*%	1%	1%	1%	*%	1%	1%	*%	1%	1%
Other	9	2	1	0	3	1	0	0	0	8	1	3	5
	*%	1%	*%	0%	+2%	*%	0%	0%	0%	*%	*%	*%	1%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 147 (continuation)
QE10. in the last 3 months, have you or has anyone else in your household used any of these gaming subscription services?
Base: Where use internet for paid for or free online gaming

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	1913	198	192	142	112	128	147	109	108	1606	307	1226	657
Effective Weighted Sample	1221	161	147	108	86	98	115	83	85	1039	184	788	415
Weighted Bases	**1933**	**270**	**254**	**199**	**156**	**170**	**210**	**136**	**153**	**1616**	**316**	**1286**	**611**
Summary: Any online console multiplayer gaming subscription	614	51	103	80	60	71	58	40	36	522	93	449	157
	32%	-19%	+41%	40%	39%	+42%	28%	29%	23%	32%	29%	+35%	-26%
			ah	ah	a	ah						b	
Summary: Content gaming subscription	283	40	37	34	34	24	11	18	27	234	49	192	86
	15%	15%	15%	17%	22%	14%	-5%	13%	18%	14%	15%	15%	14%
		f	f	f	f				f				
Don’ t know	138	36	25	14	8	10	17	6	8	119	19	96	36
	7%	+13%	10%	7%	5%	6%	8%	4%	5%	7%	6%	7%	6%
None of these	1100	167	119	100	81	84	129	84	101	905	195	683	397
	57%	62%	-47%	50%	52%	49%	61%	62%	66%	56%	62%	-53%	+65%
		b					b		b				a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 148
QE11. Do you ever connect to the internet using a VPN (Virtual Private Network)?
Base: Where use internet at home or elsewhere

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3763	1829	1917	488	600	737	554	660	724	154	206	355	1312
Effective Weighted Sample	2398	1178	1210	314	383	466	358	419	461	95	116	220	812
Weighted Bases	**3798**	**1846**	**1938**	**515**	**640**	**718**	**539**	**646**	**740**	**138**	**166**	**338**	**1339**
Yes, for work/business purposes	680	386	288	38	158	205	139	116	24	8	7	39	390
	18%	+21%	-15%	-7%	+25%	+29%	+26%	18%	-3%	-6%	-4%	-11%	+29%
		b		f	aef	aef	aef	af				b	abc
Yes, for education purposes	121	64	54	48	25	21	14	10	4	7	6	16	49
	3%	3%	3%	+9%	4%	3%	3%	-2%	-1%	5%	4%	5%	4%
				bcdef	f	f	f						
Yes, for other reasons	351	223	121	57	63	72	59	50	50	10	17	37	187
	9%	+12%	-6%	11%	10%	10%	11%	8%	-7%	8%	10%	11%	+14%
		b		f			f						
Summary: Yes	963	553	399	116	205	246	172	154	68	22	21	72	514
	25%	+30%	-21%	23%	+32%	+34%	+32%	24%	-9%	-16%	-13%	21%	+38%
		b		f	aef	aef	aef	f					abc
No	2652	1243	1406	372	399	451	338	467	624	112	142	249	776
	70%	-67%	+73%	72%	-62%	-63%	-63%	72%	+84%	+81%	+85%	74%	-58%
			a	bcd				bcd	abcde	d	cd	d	
Don’ t know	183	50	132	27	36	21	28	24	48	4	3	16	48
	5%	-3%	+7%	5%	6%	-3%	5%	4%	6%	3%	2%	5%	-4%
			a						c				

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 148 (continuation)
QE11. Do you ever connect to the internet using a VPN (Virtual Private Network)?
Base: Where use internet at home or elsewhere

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3763	1015	1034	610	1049	2380	470	462	451
Effective Weighted Sample	2398	650	712	432	635	1839	329	424	415
Weighted Bases	**3798**	**893**	**1255**	**810**	**785**	**3219**	**308**	**174**	**97**
Yes, for work/business purposes	680	287	271	94	25	588	49	28	14
	18%	+32%	+22%	-12%	-3%	18%	16%	16%	15%
		bcd	cd	d					
Yes, for education purposes	121	30	39	42	9	98	16	4	3
	3%	3%	3%	+5%	-1%	3%	5%	2%	3%
		d	d	d					
Yes, for other reasons	351	113	113	70	49	305	30	14	3
	9%	+13%	9%	9%	-6%	9%	10%	8%	-3%
		bd				d	d	d	
Summary: Yes	963	359	368	155	72	824	79	42	18
	25%	+40%	+29%	-19%	-9%	26%	26%	24%	-18%
		bcd	cd	d		d	d		
No	2652	497	811	626	679	2230	221	125	76
	70%	-56%	-65%	+77%	+86%	69%	72%	72%	+78%
			a	ab	abc				a
Don’ t know	183	37	76	29	34	165	8	7	4
	5%	4%	6%	4%	4%	+5%	2%	4%	4%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 148 (continuation)
QE11. Do you ever connect to the internet using a VPN (Virtual Private Network)?
Base: Where use internet at home or elsewhere

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3763	369	408	245	202	251	263	221	110	311	3115	648	2188	1511
Effective Weighted Sample	2398	296	313	183	156	190	202	174	86	241	2019	386	1425	936
Weighted Bases	**3798**	**496**	**534**	**338**	**281**	**328**	**357**	**304**	**157**	**426**	**3113**	**685**	**2338**	**1398**
Yes, for work/business purposes	680 18%	119 +24% f	102 19%	62 18%	50 18%	53 16%	48 14%	53 17%	31 20%	71 17%	561 18%	119 17%	636 +27% b	38 -3%
Yes, for education purposes	121 3%	46 +9% bcefgi	10 2%	4 1%	13 5% i	4 1%	7 2%	4 1%	7 4%	4 1%	111 +4% b	11 -2%	72 3%	47 3%
Yes, for other reasons	351 9%	89 +18% bdefgi	37 7%	41 12%	24 9%	21 6%	25 7%	18 6%	13 9%	36 9%	311 +10% b	40 -6%	223 10%	123 9%
Summary: Yes	963 25%	172 +35% befgi	129 24%	93 28%	76 27%	66 20%	74 21%	69 23%	45 28%	101 24%	807 26%	156 23%	774 +33% b	180 -13%
No	2652 70%	297 -60%	380 71% a	225 67%	186 66%	237 72% a	273 76% a	213 70%	107 68%	311 73% a	2151 69%	501 73%	1478 -63%	1134 +81% a
Don’ t know	183 5%	27 5%	24 5%	19 6%	19 7%	25 8%	10 3%	21 7%	5 3%	14 3%	156 5%	28 4%	87 -4%	84 +6% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 149
QE12. Which of these fixed broadband services does your household have?
Base: Where have fixed broadband at home

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3482	1686	1781	407	543	688	506	633	705	124	183	324	1261
Effective Weighted Sample	2204	1077	1119	255	346	436	325	401	445	74	101	198	777
Weighted Bases	**3495**	**1682**	**1801**	**425**	**580**	**671**	**486**	**618**	**715**	**110**	**146**	**308**	**1284**
Standard broadband – Broadband through a phone line or cable service -which is not superfast, so the download speed is less than 30Mbps	1170	554	615	140	161	187	157	226	299	44	60	121	345
	33%	33%	34%	33%	-28%	-28%	32%	37% bc	+42% abcd	40% d	41% d	39% d	-27%
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	1706	875	822	201	304	364	243	306	288	38	67	154	725
	49%	+52% b	-46%	47%	52% f	+54% f	50% f	50% f	-40%	-35%	46%	50% a	+56% ab
Ultrafast broadband – the download speed is 300Mbps or higher	308	164	144	27	65	85	55	41	36	13	9	15	154
	9%	10%	8%	6%	11% aef	+13% aef	11% aef	7%	-5%	11%	6%	5%	+12% c
Don't know	312	88	221	57	50	35	31	45	93	15	10	19	61
	9%	-5%	+12% a	+14% cde	9%	-5%	6%	7%	+13% cde	14% cd	7%	6%	-5%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 149 (continuation)
QE12. Which of these fixed broadband services does your household have?
Base: Where have fixed broadband at home

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3482	961	964	553	958	2187	432	441	422
Effective Weighted Sample	2204	614	660	388	578	1687	306	406	389
Weighted Bases	**3495**	**847**	**1170**	**729**	**705**	**2964**	**274**	**166**	**90**
Standard broadband – Broadband through a phone line or cable service -which is not superfast, so the download speed is less than 30Mbps	1170	213	391	271	279	999	81	56	34
	33%	-25%	33%	37%	+40%	34%	30%	34%	38%
			a	a	ab				b
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	1706	485	560	360	284	1424	149	83	50
	49%	+57%	48%	49%	-40%	-48%	54%	50%	+55%
		bcd	d	d					a
Ultrafast broadband – the download speed is 300Mbps or higher	308	98	119	43	45	270	24	12	2
	9%	+12%	10%	-6%	-6%	9%	9%	7%	-2%
		cd	cd			d	d	d	
Don't know	312	50	99	55	97	271	21	15	4
	9%	-6%	8%	8%	+14%	9%	8%	9%	-4%
					abc	d		d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 149 (continuation)
QE12. Which of these fixed broadband services does your household have?
Base: Where have fixed broadband at home

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	3482	331	385	229	184	223	253	198	291	2879	603	2038	1392
Effective Weighted Sample	2204	265	296	171	142	168	195	156	225	1853	358	1321	854
Weighted Bases	**3495**	**445**	**507**	**316**	**255**	**293**	**346**	**275**	**397**	**2864**	**632**	**2170**	**1277**
Standard broadband – Broadband through a phone line or cable service -which is not superfast, so the download speed is less than 30Mbps	1170	116	156	102	94	111	103	114	169	911	259	677	481
	33%	-26%	31%	32%	37%	38%	30%	41%	+42%	-32%	+41%	-31%	+38%
						a		a	abf		a		a
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	1706	253	282	156	116	116	186	112	146	1433	272	1121	561
	49%	+57%	+56%	49%	45%	-40%	54%	41%	-37%	+50%	-43%	+52%	-44%
		egh	egh	h			egh			b		b	
Ultrafast broadband – the download speed is 300Mbps or higher	308	26	29	30	21	38	31	31	37	262	46	228	78
	9%	6%	6%	10%	8%	13%	9%	11%	9%	9%	7%	+11%	-6%
						ab						b	
Don't know	312	49	40	28	23	28	25	19	46	257	54	144	158
	9%	11%	8%	9%	9%	9%	7%	7%	11%	9%	9%	-7%	+12%
													a

Columns Tested: a,b,c,d,e,f,g,h - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 150
QE13. Do you or anyone in your household use a fixed wireless internet connection at home - also known as Wi-Fi)?
Base: Where have fixed broadband at home

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3482	1686	1781	407	543	688	506	633	705	124	183	324	1261
Effective Weighted Sample	2204	1077	1119	255	346	436	325	401	445	74	101	198	777
Weighted Bases	**3495**	**1682**	**1801**	**425**	**580**	**671**	**486**	**618**	**715**	**110**	**146**	**308**	**1284**
Yes	3236	1582	1645	388	524	623	453	577	672	101	131	282	1207
	93%	+94% b	-91%	91%	90%	93%	93%	93%	94%	91%	89%	92%	94%
No	192	83	107	26	42	30	28	34	32	9	12	22	65
	5%	5%	6%	6%	7%	4%	6%	5%	4%	8%	8%	7%	5%
Don't know	67	17	50	10	15	19	5	7	11	1	3	4	13
	2%	-1%	+3% a	2%	3%	3%	1%	1%	2%	1%	2%	1%	-1%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 150 (continuation)
QE13. Do you or anyone in your household use a fixed wireless internet connection at home - also known as Wi-Fi)?
Base: Where have fixed broadband at home

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3482	961	964	553	958	2187	432	441	422
Effective Weighted Sample	2204	614	660	388	578	1687	306	406	389
Weighted Bases	**3495**	**847**	**1170**	**729**	**705**	**2964**	**274**	**166**	**90**
Yes	3236	797	1091	671	635	2750	250	156	81
	93%	94%	93%	92%	-90%	93%	91%	94%	89%
		d	d						
No	192	36	50	51	54	158	16	9	9
	5%	4%	4%	7%	+8%	5%	6%	5%	+10%
					ab				a
Don't know	67	13	28	7	17	56	9	2	1
	2%	2%	2%	1%	2%	2%	3%	1%	1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 150 (continuation)
QE13. Do you or anyone in your household use a fixed wireless internet connection at home - also known as Wi-Fi)?
Base: Where have fixed broadband at home

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	3482	331	385	229	184	223	253	198	291	2879	603	2038	1392
Effective Weighted Sample	2204	265	296	171	142	168	195	156	225	1853	358	1321	854
Weighted Bases	**3495**	**445**	**507**	**316**	**255**	**293**	**346**	**275**	**397**	**2864**	**632**	**2170**	**1277**
Yes	3236	426	480	285	233	261	324	256	363	2648	589	2012	1184
	93%	96% ce	95% e	90%	92%	89%	94%	93%	91%	92%	93%	93%	93%
No	192	12	17	24	16	25	16	14	30	159	32	120	71
	5%	3%	3%	8% a	6%	8% ab	5%	5%	8% a	6%	5%	6%	6%
Don't know	67	8	10	8	5	8	5	5	4	57	11	38	22
	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	2%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 151
QE14.How often, if ever do you unplug or switch the power off on your WiFi router?
Base: Where have WIFI

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3206	1571	1623	371	492	643	471	580	649	114	167	293	1182
Effective Weighted Sample	2030	1002	1020	231	313	406	303	368	413	67	92	178	729
Weighted Bases	**3236**	**1582**	**1645**	**388**	**524**	**623**	**453**	**577**	**672**	**101**	**131**	**282**	**1207**
Switch it off whenever I/we are not using it	57	19	37	5	10	8	11	13	10	2	1	7	21
	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%
Switch it off at night	50	30	21	3	6	3	13	8	18	6	3	5	11
	2%	2%	1%	1%	1%	*%	+3% c	1%	3% c	+6% d	3%	2%	1%
Switch it off when I/we go out	32	11	21	1	3	9	6	6	7	*	3	2	10
	1%	1%	1%	*%	*%	1%	1%	1%	1%	*%	2%	1%	1%
Switch if off when I /we are away from home overnight	194	100	93	15	14	50	23	50	41	2	10	14	66
	6%	6%	6%	4%	-3%	8% ab	5%	+9% ab	6% b	2%	7%	5%	5%
Never or very rarely switch it off	2876	1415	1452	358	486	549	397	494	592	91	113	256	1087
	89%	89%	88%	92% e	+93% de	88%	88%	-86%	88%	90%	87%	91%	90%
Don't know	36	11	25	8	8	3	4	8	6	0	2	0	11
	1%	1%	2%	2%	1%	*%	1%	1%	1%	0%	2%	0%	1%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 151 (continuation)
QE14.How often, if ever do you unplug or switch the power off on your WiFi router?
Base: Where have WIFI

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3206	902	895	503	864	2021	393	413	379
Effective Weighted Sample	2030	577	611	354	523	1559	277	381	349
Weighted Bases	**3236**	**797**	**1091**	**671**	**635**	**2750**	**250**	**156**	**81**
Switch it off whenever I/we are not using it	57	4	18	19	15	51	2	3	1
	2%	-1%	2%	3%	2%	2%	1%	2%	1%
				a	a				
Switch it off at night	50	12	12	13	12	40	6	3	1
	2%	2%	1%	2%	2%	1%	3%	2%	1%
Switch it off when I/we go out	32	5	12	4	11	26	2	2	2
	1%	1%	1%	1%	2%	1%	1%	1%	2%
Switch if off when I /we are away from home overnight	194	54	68	39	29	164	13	8	9
	6%	7%	6%	6%	4%	6%	5%	5%	+11%
									abc
Never or very rarely switch it off	2876	710	977	591	563	2446	223	138	69
	89%	89%	90%	88%	89%	89%	89%	89%	86%
Don't know	36	13	10	4	7	29	5	2	1
	1%	2%	1%	1%	1%	1%	2%	1%	1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 151 (continuation)
QE14.How often, if ever do you unplug or switch the power off on your WiFi router?
Base: Where have WIFI

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	3206	316	362	206	167	197	238	183	265	2660	546	1888	1274
Effective Weighted Sample	2030	253	279	153	130	147	183	145	203	1710	327	1222	782
Weighted Bases	**3236**	**426**	**480**	**285**	**233**	**261**	**324**	**256**	**363**	**2648**	**589**	**2012**	**1184**
Switch it off whenever I/we are not using it	57	3	0	9	11	14	0	3	6	45	11	37	18
	2%	1%	-0%	3%	+5%	+6%	0%	1%	2%	2%	2%	2%	2%
				bf	abf	abf							
Switch it off at night	50	4	2	6	5	2	7	7	7	44	7	22	27
	2%	1%	*%	2%	2%	1%	2%	3%	2%	2%	1%	-1%	2%
													a
Switch it off when I/we go out	32	5	3	6	1	0	7	2	4	30	2	17	14
	1%	1%	1%	2%	*%	0%	2%	1%	1%	1%	*%	1%	1%
Switch if off when I /we are away from home overnight	194	14	66	6	7	14	39	5	8	160	34	116	77
	6%	3%	+14%	2%	3%	5%	+12%	2%	-2%	6%	6%	6%	6%
			acdegh				acdgh						
Never or very rarely switch it off	2876	400	401	254	204	229	268	236	338	2348	528	1806	1036
	89%	+94%	-84%	89%	87%	88%	-83%	92%	93%	89%	90%	90%	87%
		bf						bf	bf				
Don't know	36	2	10	4	6	1	3	2	1	29	8	16	18
	1%	1%	2%	1%	3%	*%	1%	1%	*%	1%	1%	1%	2%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 152
QE15. How likely are you to get internet access at home in the next 12 months?
Base: Where without internet access at home

		Gender		Age Group	Social Group 1	Nation	Urbanity	Working Status
	Total	**Man**	**Woman**	**65+**	**DE**	**England**	**Urban**	**Not working**
Column		a	b				a	
Unweighted Bases	245	111	134	133	159	121	194	207
Effective Weighted Sample	138	63	76	75	89	90	113	114
Weighted Bases	**203**	**86**	**117**	**115**	**113**	**153**	**162**	**165**
Certain to	3	2	1	0	1	3	3	2
	2%	3%	1%	0%	1%	2%	2%	1%
Likely to	17	10	6	5	10	12	16	11
	8%	12%	5%	4%	8%	8%	10%	6%
Unlikely to	46	16	30	27	27	32	35	39
	23%	19%	26%	23%	24%	21%	22%	23%
Certain not to	120	50	70	83	66	94	94	103
	59%	58%	60%	+72%	58%	61%	58%	62%
Don’ t know	17	7	10	*	9	13	13	11
	8%	8%	9%	-*%	8%	8%	8%	6%
Summary: Likely	20	13	7	5	11	15	19	13
	10%	15%	6%	-4%	10%	10%	12%	8%
Summary: Unlikely	166	66	100	110	93	126	129	141
	82%	77%	85%	+95%	83%	82%	80%	+86%

Columns Tested: a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 153
QE16. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months?
Base: Where unlikely to get internet in next 12 months

		Gender	Age Group	Social Group 1	Nation	Urbanity	Working Status
	Total	Woman	65+	DE	England	Urban	Not working
Column						a	
Unweighted Bases	191	103	125	128	101	149	168
Effective Weighted Sample	112	63	72	74	74	90	96
Weighted Bases	**166**	**100**	**110**	**93**	**126**	**129**	**141**
No need to go online/ not interested	114	75	88	59	83	85	104
	69%	75%	+80%	63%	66%	65%	74%
Broadband set up costs are too high	30	14	9	20	24	27	24
	18%	14%	-8%	22%	19%	21%	17%
Cost of a desktop, tablet or laptop computer to use the internet is too high	10	3	6	6	8	7	9
	6%	3%	5%	7%	6%	6%	7%
Cost of a mobile phone handset to use the internet is too high	9	2	6	5	8	8	7
	5%	-2%	5%	6%	6%	6%	5%
Monthly cost of a fixed broadband service is too high	18	5	7	13	15	15	13
	11%	-5%	-7%	14%	12%	12%	9%
Monthly cost of a mobile phone service is too high	5	1	3	3	5	5	3
	3%	1%	3%	3%	4%	4%	2%
Getting online/ getting connected to the internet is too complicated	15	11	12	2	11	11	15
	9%	11%	11%	-3%	9%	9%	10%
Using the internet is too complicated	22	19	18	7	18	18	21
	13%	+19%	16%	8%	14%	14%	15%
Happy to use the internet at work/ elsewhere	3	2	1	0	1	1	1
	2%	2%	1%	0%	1%	1%	*%
Someone else can go online for me if necessary	29	19	21	18	24	23	27
	17%	19%	19%	20%	19%	18%	19%

Columns Tested: ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 153 (continuation)
QE16. Which of these are reasons why you are unlikely to get internet access at home in the next 12 months?
Base: Where unlikely to get internet in next 12 months

		Gender	Age Group	Social Group 1	Nation	Urbanity	Working Status
	Total	**Woman**	**65+**	**DE**	**England**	**Urban**	**Not working**
Column						a	
Unweighted Bases	191	103	125	128	101	149	168
Effective Weighted Sample	112	63	72	74	74	90	96
Weighted Bases	**166**	**100**	**110**	**93**	**126**	**129**	**141**
Don’ t have broadband where I live	*	*	0	0	0	*	*
	*%	*%	0%	0%	0%	*%	*%
Broadband is too slow where I live	3	3	1	0	2	2	1
	2%	3%	1%	0%	2%	2%	1%
Concerned about security/ fraud/ privacy	6	4	5	4	4	5	6
	4%	4%	5%	4%	4%	4%	4%
Poor eyesight	3	2	2	2	3	3	3
	2%	2%	2%	2%	2%	3%	2%
Other	9	6	5	8	8	8	5
	5%	6%	4%	9%	6%	6%	4%
Summary: All Costs	44	18	16	26	35	37	35
	27%	-18%	-15%	28%	28%	29%	25%
Summary: Broadband Costs	37	17	11	25	28	31	29
	22%	17%	-10%	27%	23%	24%	20%
Don't know	4	*	0	*	4	4	*
	2%	*%	-0%	*%	3%	3%	*%

Columns Tested: ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 154
QE17.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: Where have not said they use voice or video calls online

		Gender		Age Group		Social Group 1			Nation		Urbanity		Working Status	
	Total	Man	Woman	55-64	65+	C1	C2	DE	England	NI	Urban	Rural	Working	Not working
Column		a	b	a	b	a	b	c	a	b	a	b	a	b
Unweighted Bases	691	352	338	157	374	126	121	372	392	118	561	130	138	535
Effective Weighted Sample	415	214	201	95	221	84	83	215	298	108	350	71	91	312
Weighted Bases	**631**	**325**	**305**	**134**	**349**	**131**	**162**	**268**	**511**	**27**	**499**	**132**	**147**	**467**
Yes	139	81	58	32	57	43	26	58	118	2	119	20	42	94
	22%	25%	19%	24%	-16%	+32% b	16%	21%	23% b	-6%	24%	15%	29%	20%
No never used	455	224	231	98	283	75	133	198	358	25	350	105	89	360
	72%	69%	76%	73%	+81%	-57%	+82% a	74% a	-70%	+92% a	70%	79%	-60%	+77% a
Don’ t know	37	20	16	4	9	13	3	13	35	1	29	7	16	13
	6%	6%	5%	3%	-3%	10% b	2%	5%	+7%	2%	6%	6%	+11% b	-3%

Columns Tested: a,b - a,b - a,b,c - a,b - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 155
QE18. Which supplier or service does your household use to make voice or video calls using the internet?
Base: Where use online voice or video calls

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3451	1657	1777	482	590	713	528	574	564	134	181	309	1276
Effective Weighted Sample	2214	1076	1128	311	377	454	341	369	364	83	102	194	795
Weighted Bases	**3508**	**1687**	**1808**	**508**	**627**	**702**	**514**	**576**	**583**	**120**	**143**	**300**	**1311**
Facebook Messenger	1097 31%	455 -27%	636 +35% a	184 36% f	254 +40% cdef	222 32% f	147 29% f	177 31% f	112 -19%	41 34%	49 34%	102 34%	471 +36%
FaceTime	1392 40%	602 -36%	787 +44% a	270 +53% bcdef	278 44% ef	271 39% f	191 37%	205 36%	177 -30%	47 39%	53 37%	96 -32%	572 +44% c
Google Chat	117 3%	68 4%	49 3%	25 5% e	25 4%	22 3%	19 4%	11 2%	14 2%	3 2%	8 5%	9 3%	44 3%
Google Meet	236 7%	127 8%	105 6%	46 9% ef	54 9% ef	60 9% ef	44 9% ef	22 -4%	10 -2%	2 2%	7 5%	11 4%	119 +9% ac
Instagram	431 12%	199 12%	230 13%	151 +30% bcdef	107 +17% cdef	74 11% ef	48 9% f	31 -5%	21 -4%	11 9%	11 8%	31 10%	155 12%
Microsoft Teams	1035 29%	544 +32% b	488 -27%	128 25% f	232 +37% aef	254 +36% aef	196 +38% aef	168 29% f	58 -10%	19 -16%	17 -12%	46 -15%	524 +40% abc
Skype	310 9%	169 10%	140 8%	42 8%	56 9%	72 10% f	40 8%	65 11% f	35 6%	3 -2%	11 7%	21 7%	163 +12% ac
Snapchat	422 12%	192 11%	229 13%	192 +38% bcdef	98 +16% def	76 11% def	32 -6% ef	17 -3%	7 -1%	14 11%	18 12%	37 12%	147 11%
WhatsApp	2863 82%	1336 -79%	1516 +84% a	415 82%	519 83%	609 +87% def	408 79%	459 80%	452 -78%	94 78%	119 83%	231 77%	1103 +84% c
Zoom	1055 30%	514 30%	534 30%	134 26%	193 31% f	238 34% af	157 31%	195 34% af	138 -24%	27 22%	44 31%	70 -23%	524 +40% ac
Telegram	96 3%	56 3%	40 2%	25 +5% ef	27 +4% ef	20 3% f	13 3%	6 -1%	4 -1%	5 4%	4 3%	9 3%	34 3%
Signal	53 1%	29 2%	21 1%	13 2%	10 2%	10 1%	11 2%	5 1%	4 1%	* *%	0 0%	4 1%	26 2%
Discord	163 5%	124 +7% b	34 -2%	62 +12% cdef	49 +8% cdef	24 3% f	19 4% f	8 -1%	2 -*%	8 6%	4 3%	16 5%	73 6%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 155 (continuation)
QE18. Which supplier or service does your household use to make voice or video calls using the internet?
Base: Where use online voice or video calls

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3451	1657	1777	482	590	713	528	574	564	134	181	309	1276
Effective Weighted Sample	2214	1076	1128	311	377	454	341	369	364	83	102	194	795
Weighted Bases	**3508**	**1687**	**1808**	**508**	**627**	**702**	**514**	**576**	**583**	**120**	**143**	**300**	**1311**
Other	16	12	4	1	5	1	2	5	1	0	*	2	5
	*%	1%	*%	*%	1%	*%	*%	1%	*%	0%	*%	1%	*%
Don’ t know	77	42	35	12	14	10	10	10	22	4	4	7	9
	2%	2%	2%	2%	2%	1%	2%	2%	+4%	4%	3%	2%	-1%
										d	d		
Not answered	1	0	1	0	1	0	0	0	0	0	0	0	0
	*%	0%	*%	0%	*%	0%	0%	0%	0%	0%	0%	0%	0%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 155 (continuation)
QE18. Which supplier or service does your household use to make voice or video calls using the internet?
Base: Where use online voice or video calls

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3451	977	973	539	915	2200	445	418	388
Effective Weighted Sample	2214	626	676	385	556	1704	313	384	358
Weighted Bases	**3508**	**859**	**1198**	**714**	**690**	**2979**	**290**	**157**	**83**
Facebook Messenger	1097 31%	259 30%	340 28%	269 +38% abd	214 31%	864 -29%	140 +48% acd	62 +39% a	31 37% a
FaceTime	1392 40%	352 41% d	497 42% d	285 40%	241 -35%	1189 40% d	130 45% cd	53 34% d	21 -25%
Google Chat	117 3%	37 4% d	46 4%	16 2%	15 2%	104 3%	5 2%	6 4%	2 3%
Google Meet	236 7%	108 +13% bcd	78 7% d	30 -4% d	13 -2%	212 +7%	11 4%	10 6%	3 4%
Instagram	431 12%	98 11%	155 13%	94 13%	77 11%	351 -12%	36 12%	19 12%	25 +30% abc
Microsoft Teams	1035 29%	417 +49% bcd	416 +35% cd	146 -20% d	49 -7%	891 30% b	64 -22%	57 +36% abd	23 28%
Skype	310 9%	115 +13% bcd	112 9% d	47 7%	30 -4%	250 -8%	38 +13% ad	18 11% d	5 6%
Snapchat	422 12%	78 -9%	165 14% a	93 13%	81 12%	326 -11%	60 +21% ac	20 13%	17 +21% ac
WhatsApp	2863 82%	700 82%	951 79%	593 83%	579 84%	2449 +82% b	212 -73%	131 84% b	71 86% b
Zoom	1055 30%	371 +43% bcd	395 33% cd	164 -23% d	109 -16%	890 30%	90 31%	51 33%	24 30%
Telegram	96 3%	23 3%	38 3%	20 3%	13 2%	80 3%	11 4%	3 2%	1 2%
Signal	53 1%	23 +3% cd	20 2% c	1 -*%	4 1%	49 2%	2 1%	1 1%	* *%
Discord	163 5%	55 +6% cd	61 5%	18 -2%	23 3%	147 +5%	7 2%	6 4%	3 4%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 155 (continuation)
QE18. Which supplier or service does your household use to make voice or video calls using the internet?
Base: Where use online voice or video calls

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3451	977	973	539	915	2200	445	418	388
Effective Weighted Sample	2214	626	676	385	556	1704	313	384	358
Weighted Bases	**3508**	**859**	**1198**	**714**	**690**	**2979**	**290**	**157**	**83**
Other	16	2	10	1	3	14	1	*	*
	*%	*%	1%	*%	*%	*%	*%	*%	1%
Don’ t know	77	13	25	16	23	65	8	3	2
	2%	1%	2%	2%	3% a	2%	3%	2%	2%
Not answered	1	0	1	0	0	1	0	0	0
	*%	0%	*%	0%	0%	*%	0%	0%	0%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 155 (continuation)
QE18. Which supplier or service does your household use to make voice or video calls using the internet?
Base: Where use online voice or video calls

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	3451	354	362	233	186	232	245	205	289	2867	584	2106	1292
Effective Weighted Sample	2214	284	277	175	143	176	190	161	224	1867	351	1374	809
Weighted Bases	**3508**	**477**	**469**	**320**	**263**	**300**	**335**	**284**	**396**	**2899**	**610**	**2250**	**1205**
Facebook Messenger	1097 31%	121 -25%	119 -25%	92 29%	99 38% abh	106 35% h	106 32%	94 33%	91 -23%	892 31%	205 34%	763 +34% b	317 -26%
FaceTime	1392 40%	171 36%	192 41%	126 39%	105 40%	117 39%	120 36%	102 36%	203 +51% abcefg	1176 41%	216 35%	924 41%	454 38%
Google Chat	117 3%	33 +7% dh	25 5% dh	11 3%	1 *%	7 2%	8 2%	16 6% dh	4 1%	106 4%	11 2%	82 4%	35 3%
Google Meet	236 7%	68 +14% cdefh	42 9% f	15 5%	13 5%	13 4%	11 3%	25 9%	18 4%	217 +7% b	19 -3%	191 +9% b	41 -3%
Instagram	431 12%	83 +17% bcf	47 10%	24 7%	35 13%	37 12%	29 9%	33 12%	60 15% c	384 +13% b	47 -8%	296 13%	134 11%
Microsoft Teams	1035 29%	178 +37% ceg	141 30%	83 26%	73 28%	78 26%	100 30%	74 26%	127 32%	860 30%	175 29%	873 +39% b	153 -13%
Skype	310 9%	44 9% f	41 9%	47 +15% df	15 6%	22 7%	12 -4%	26 9%	38 10% f	260 9%	50 8%	229 +10% b	79 -7%
Snapchat	422 12%	51 11%	35 -8%	26 8%	34 13%	50 17% bc	37 11%	40 14%	48 12%	370 +13% b	52 -9%	269 12%	150 12%
WhatsApp	2863 82%	430 +90% cdeh	398 85% c	225 -70%	209 80%	241 80%	294 +88% ch	235 83% c	306 77%	2375 82%	488 80%	1866 +83%	963 80%
Zoom	1055 30%	227 +48% bcdefgh	162 35% defh	96 30% d	42 -16%	68 -23%	71 -21%	80 28% d	91 -23%	881 30%	174 29%	767 +34% b	276 -23%
Telegram	96 3%	19 4%	11 2%	11 3%	8 3%	5 2%	5 2%	8 3%	12 3%	87 3%	9 1%	70 3%	26 2%
Signal	53 1%	20 +4% bg	2 1%	7 2%	5 2%	2 1%	4 1%	1 *%	5 1%	49 2%	3 1%	38 2%	11 1%
Discord	163 5%	22 5%	20 4%	17 5%	21 8%	15 5%	9 3%	19 7%	22 5%	125 4%	37 6%	96 4%	67 6%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 155 (continuation)
QE18. Which supplier or service does your household use to make voice or video calls using the internet?
Base: Where use online voice or video calls

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	3451	354	362	233	186	232	245	205	289	2867	584	2106	1292
Effective Weighted Sample	2214	284	277	175	143	176	190	161	224	1867	351	1374	809
Weighted Bases	**3508**	**477**	**469**	**320**	**263**	**300**	**335**	**284**	**396**	**2899**	**610**	**2250**	**1205**
Other	16	1	1	4	3	0	1	1	1	12	4	12	4
	*%	*%	*%	1%	1%	0%	*%	*%	*%	*%	1%	1%	*%
Don’ t know	77	11	7	14	6	9	3	6	8	53	25	28	40
	2%	2%	1%	4%	2%	3%	1%	2%	2%	-2%	+4%	-1%	+3%
											a		a
Not answered	1	0	0	0	0	0	0	0	1	1	0	1	0
	*%	0%	0%	0%	0%	0%	0%	0%	+*%	*%	0%	*%	0%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 156
QE19. How often do you use these services to make or receive voice or video calls?
Base: Where use online voice or video calls

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3451	1657	1777	482	590	713	528	574	564	134	181	309	1276
Effective Weighted Sample	2214	1076	1128	311	377	454	341	369	364	83	102	194	795
Weighted Bases	**3508**	**1687**	**1808**	**508**	**627**	**702**	**514**	**576**	**583**	**120**	**143**	**300**	**1311**
Every day	1137	530	602	201	258	280	169	145	84	29	40	66	488
	32%	31%	33%	+40%	+41%	+40%	33%	-25%	-14%	25%	28%	-22%	+37%
				ef	def	ef	ef	f					ac
At least once a week	1442	684	754	217	251	296	225	224	229	52	50	114	545
	41%	41%	42%	43%	40%	42%	44%	39%	39%	43%	35%	38%	42%
At least once a month	495	247	246	53	63	77	76	110	116	13	19	69	151
	14%	15%	14%	10%	-10%	-11%	15%	+19%	+20%	11%	13%	+23%	-12%
								abc	abc			abd	
A few times a year	270	151	118	13	27	27	25	66	113	13	27	37	94
	8%	+9%	-7%	-3%	-4%	-4%	-5%	+12%	+19%	11%	+19%	+12%	7%
		b						abcd	abcde		d	d	
Less than once a year	78	37	41	7	4	13	13	15	26	9	6	9	23
	2%	2%	2%	1%	-1%	2%	3%	3%	+5%	+7%	4%	3%	2%
							b	b	abc	d			
Don’ t know	87	39	47	17	24	9	7	15	15	4	1	6	11
	2%	2%	3%	3%	4%	1%	1%	3%	3%	3%	1%	2%	-1%
					cd					d			

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 156 (continuation)
QE19. How often do you use these services to make or receive voice or video calls?
Base: Where use online voice or video calls

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3451	977	973	539	915	2200	445	418	388
Effective Weighted Sample	2214	626	676	385	556	1704	313	384	358
Weighted Bases	**3508**	**859**	**1198**	**714**	**690**	**2979**	**290**	**157**	**83**
Every day	1137	340	420	188	177	998	55	48	36
	32%	+40%	35%	-26%	-26%	+33%	-19%	30%	+44%
		cd	cd			b		b	abc
At least once a week	1442	310	501	321	291	1222	133	61	26
	41%	-36%	42%	45%	42%	41%	46%	39%	-31%
				a	a	d	d		
At least once a month	495	105	150	119	114	403	55	24	13
	14%	12%	12%	17%	17%	-14%	+19%	15%	15%
					a		a		
A few times a year	270	72	79	57	59	219	30	16	5
	8%	8%	7%	8%	9%	7%	10%	10%	6%
Less than once a year	78	16	22	15	24	58	10	8	2
	2%	2%	2%	2%	3%	-2%	3%	+5%	2%
								a	
Don’ t know	87	16	28	15	25	77	8	*	2
	2%	2%	2%	2%	4%	3%	3%	-*%	2%
						c	c		

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 156 (continuation)
QE19. How often do you use these services to make or receive voice or video calls?
Base: Where use online voice or video calls

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	3451	354	362	233	186	232	245	205	289	2867	584	2106	1292
Effective Weighted Sample	2214	284	277	175	143	176	190	161	224	1867	351	1374	809
Weighted Bases	**3508**	**477**	**469**	**320**	**263**	**300**	**335**	**284**	**396**	**2899**	**610**	**2250**	**1205**
Every day	1137	255	119	87	79	104	114	98	94	947	190	816	309
	32%	+54%	-25%	27%	30%	35%	34%	35%	-24%	33%	31%	+36%	-26%
		bcdefgh				h		h				b	
At least once a week	1442	148	235	126	95	131	145	81	206	1199	243	954	475
	41%	-31%	+50%	39%	36%	44%	43%	-28%	+52%	41%	40%	42%	39%
			adg			ag	ag		acdg				
At least once a month	495	34	79	53	42	21	43	63	55	406	89	293	191
	14%	-7%	17%	17%	16%	-7%	13%	+22%	14%	14%	15%	13%	16%
			ae	ae	ae			aef	a				
A few times a year	270	24	20	33	34	29	22	20	24	214	57	120	142
	8%	5%	-4%	10%	+13%	10%	7%	7%	6%	7%	9%	-5%	+12%
				b	abh	b							a
Less than once a year	78	7	7	11	3	4	4	13	5	64	14	35	41
	2%	1%	2%	3%	1%	1%	1%	5%	1%	2%	2%	-2%	+3%
													a
Don’ t know	87	9	10	11	9	12	7	9	12	69	18	32	45
	2%	2%	2%	3%	3%	4%	2%	3%	3%	2%	3%	-1%	+4%
													a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 157
QE20. Which – if any – of these are the voice or video calls used for?
Base: Where use online voice or video calls

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3451	1657	1777	482	590	713	528	574	564	134	181	309	1276
Effective Weighted Sample	2214	1076	1128	311	377	454	341	369	364	83	102	194	795
Weighted Bases	**3508**	**1687**	**1808**	**508**	**627**	**702**	**514**	**576**	**583**	**120**	**143**	**300**	**1311**
Working from home	1216 35%	655 +39% b	559 -31%	121 -24% f	315 +50% adef	338 +48% aef	217 +42% aef	169 -29% f	57 -10%	19 -15%	16 -11%	45 -15%	658 +50% abc
Distance/virtual learning (e.g. video lessons with a teacher)	355 10%	171 10%	181 10%	106 +21% bcdef	67 11% f	78 11% f	50 10% f	42 7% f	12 -2%	12 10%	15 11%	29 10%	147 11%
Catching up with friends/ family	3092 88%	1467 87%	1612 89%	459 90% d	553 88%	621 89%	436 85%	500 87%	522 90%	102 85%	132 92%	269 90%	1185 +90%
Medical calls with doctor or other healthcare professional	287 8%	120 7%	164 9%	56 11% d	50 8%	56 8% d	22 -4%	53 9% d	50 9% d	15 13%	8 6%	30 10%	121 9%
Other	42 1%	25 1%	17 1%	2 *%	3 *%	3 *%	6 1%	11 2%	17 +3% abc	4 3%	* *%	4 1%	14 1%
None of these	112 3%	54 3%	57 3%	19 4%	18 3%	15 2%	9 2%	22 4%	29 5% cd	4 4%	3 2%	11 4% d	14 -1%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 157 (continuation)
QE20. Which – if any – of these are the voice or video calls used for?
Base: Where use online voice or video calls

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3451	977	973	539	915	2200	445	418	388
Effective Weighted Sample	2214	626	676	385	556	1704	313	384	358
Weighted Bases	**3508**	**859**	**1198**	**714**	**690**	**2979**	**290**	**157**	**83**
Working from home	1216 35%	529 +62% bcd	484 +40% cd	148 -21% d	49 -7%	1057 +35% b	83 -28%	53 34%	24 29%
Distance/virtual learning (e.g. video lessons with a teacher)	355 10%	93 11% d	160 +13% cd	63 9% d	30 -4%	306 10%	24 8%	14 9%	11 13%
Catching up with friends/ family	3092 88%	727 -85%	1057 88%	649 91% a	616 89% a	2631 88%	250 86%	138 88%	73 88%
Medical calls with doctor or other healthcare professional	287 8%	82 10% c	107 9%	41 6%	51 7%	257 +9%	16 6%	9 6%	5 6%
Other	42 1%	20 +2% d	14 1%	4 1%	2 *%	39 1%	0 0%	1 1%	2 2% b
None of these	112 3%	14 -2%	30 3%	24 3%	42 +6% ab	91 3%	16 +5% d	4 2%	1 2%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 157 (continuation)
QE20. Which – if any – of these are the voice or video calls used for?
Base: Where use online voice or video calls

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	3451	354	362	233	186	232	245	205	289	2867	584	2106	1292
Effective Weighted Sample	2214	284	277	175	143	176	190	161	224	1867	351	1374	809
Weighted Bases	**3508**	**477**	**469**	**320**	**263**	**300**	**335**	**284**	**396**	**2899**	**610**	**2250**	**1205**
Working from home	1216 35%	209 +44% cdeh	178 38%	103 32%	77 29%	91 30%	132 39%	97 34%	124 31%	994 34%	223 36%	1110 +49% b	94 -8%
Distance/virtual learning (e.g. video lessons with a teacher)	355 10%	75 +16% be	39 8%	33 10%	30 11%	22 7%	38 11%	23 8%	37 9%	315 +11% b	39 -6%	224 10%	128 11%
Catching up with friends/ family	3092 88%	436 91% eh	436 +93% egh	278 87%	232 88%	249 -83%	308 92% eh	241 85%	329 -83%	2561 88%	531 87%	1964 87%	1084 90%
Medical calls with doctor or other healthcare professional	287 8%	17 -4%	31 7%	37 12% a	31 12% a	28 9% a	26 8%	27 9% a	36 9% a	232 8%	54 9%	173 8%	107 9%
Other	42 1%	6 1%	2 *%	5 1%	5 2%	4 1%	4 1%	0 0%	9 2%	35 1%	7 1%	20 1%	22 2%
None of these	112 3%	8 2%	10 2%	17 5%	5 2%	17 6% a	6 2%	9 3%	16 4%	87 3%	25 4%	40 -2%	67 +6% a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 158
QR1. How many radios do you have in your home that you, or someone in your household, listen to?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
None	2302 58%	1077 56%	1220 59%	367 +70% def	495 +76% def	519 +71% def	330 61% ef	327 -48% f	265 -30%	93 53%	104 52%	185 52%	788 58%
1	1070 27%	510 26%	556 27%	83 -16%	97 -15%	147 -20%	146 27% abc	217 +32% abc	379 +43% abcde	55 31%	57 29%	120 +33%	366 27%
2-3	406 10%	226 +12% b	176 -9%	14 -3%	20 -3%	38 -5%	43 8% ab	103 +15% abcd	187 +21% abcde	14 8%	33 +16% ad	36 10%	137 10%
4-5	73 2%	44 2%	29 1%	9 2%	2 -*%	2 -*%	7 1%	19 3% bc	34 +4% bcd	5 3%	1 1%	5 1%	29 2%
6-10	15 *%	13 +1% b	2 -*%	4 1%	0 0%	0 0%	3 *%	3 *%	5 1%	0 0%	2 1%	3 1%	5 *%
11 or more	1 *%	1 *%	0 0%	0 0%	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%
Summary: Any	1564 39%	794 41% b	762 -37%	110 -21%	121 -19%	187 -26% b	198 36% abc	343 +51% abcd	605 +69% abcde	74 43%	93 47%	163 +46%	539 40%
Don’ t know	134 3%	60 3%	73 4%	49 +9% bcdef	34 +5% ef	21 3% f	17 3% f	8 -1%	4 -*%	7 4% d	1 1%	10 3%	20 -2%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 158 (continuation)
QR1. How many radios do you have in your home that you, or someone in your household, listen to?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
None	2302	464	761	525	521	1935	188	110	69
	58%	-51%	59%	62%	58%	57%	57%	59%	+64%
			a	a	a				a
1	1070	263	328	222	242	894	99	49	27
	27%	29%	25%	26%	27%	27%	30%	26%	25%
2-3	406	109	125	79	84	352	23	21	9
	10%	12%	10%	9%	9%	10%	7%	11%	9%
4-5	73	30	20	9	14	64	4	4	1
	2%	+3%	2%	1%	2%	2%	1%	2%	1%
		bcd							
6-10	15	9	1	1	3	13	*	1	*
	*%	+1%	*%	*%	*%	*%	*%	1%	*%
		b							
11 or more	1	1	0	0	0	1	0	0	0
	*%	*%	0%	0%	0%	*%	0%	0%	0%
Summary: Any	1564	411	474	311	343	1324	127	75	37
	39%	+46%	37%	37%	38%	39%	38%	40%	34%
		bcd							
Don’ t know	134	27	52	15	37	112	17	2	2
	3%	3%	4%	2%	4%	3%	5%	1%	2%
			c		c		cd		

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 158 (continuation)
QR1. How many radios do you have in your home that you, or someone in your household, listen to?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
None	2302 58%	343 +66% bce	282 -51%	145 -42%	165 57% c	185 52%	252 +67% bce	201 61% c	100 63% c	262 59% c	1931 +59% b	371 -51%	1527 +65% b	739 -47%
1	1070 27%	116 22%	170 31% af	134 +39% adefghi	75 26%	96 27%	82 22%	84 26%	33 21%	103 23%	847 -26%	222 +31% a	551 -23%	509 +32% a
2-3	406 10%	36 7%	70 13% ag	51 15% afg	24 8%	42 12%	27 7%	20 6%	23 14%	59 13% ag	323 10%	82 11%	179 -8%	221 +14% a
4-5	73 2%	6 1%	10 2%	9 2%	1 *%	5 2%	11 3%	8 2%	4 2%	11 2%	57 2%	16 2%	25 -1%	48 +3% a
6-10	15 *%	2 *%	3 *%	2 1%	4 +1%	3 1%	0 0%	0 0%	0 0%	0 0%	7 -*%	7 +1% a	6 *%	9 1%
11 or more	1 *%	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	1 *%	0 0%
Summary: Any	1564 39%	161 -31%	253 +46% afg	195 +56% adefghi	104 36%	146 42% a	120 32%	112 34%	59 37%	173 39%	1236 -38%	328 +45% a	761 -32%	787 +50% a
Don’ t know	134 3%	16 3%	17 3%	8 2%	22 +8% bcfhi	21 6% f	4 1%	15 5%	1 *%	9 2%	111 3%	23 3%	67 3%	51 3%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 159
QR2. How many of these [NUMBER] radios are DAB radio sets?
Base: Where have at least one radio in household

		Gender		Age Group					Household Income		Social Group 1			
	Total	**Man**	**Woman**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**15.6k-25.99K**	**26K+**	**AB**	**C1**	**C2**	**DE**
Column		a	b	a	b	c	d	e	a	b	a	b	c	d
Unweighted Bases	1535	790	737	111	191	206	350	587	170	521	435	385	231	463
Effective Weighted Sample	987	513	469	76	120	135	224	373	104	328	288	266	166	280
Weighted Bases	**1564**	**794**	**762**	**121**	**187**	**198**	**343**	**605**	**163**	**539**	**411**	**474**	**311**	**343**
None	400	188	209	16	48	35	95	189	56	91	66	102	94	133
	26%	24%	27%	-13%	26%	-18%	28%	+31%	+34%	-17%	-16%	22%	30%	+39%
					a		ac	ac	b				a	ab
1	830	419	406	88	113	123	173	277	82	334	235	265	173	143
	53%	53%	53%	+73%	60%	+62%	51%	-46%	51%	+62%	57%	56%	56%	-42%
				de	e	de				a	d	d	d	
2-3	226	147	78	11	21	26	63	91	14	88	78	79	27	37
	14%	+19%	-10%	9%	12%	13%	18%	15%	9%	16%	+19%	17%	-9%	11%
		b									cd	c		
4-5	24	12	12	*	2	3	2	12	1	11	12	6	3	3
	2%	1%	2%	*%	1%	2%	1%	2%	*%	2%	+3%	1%	1%	1%
6-10	4	3	1	0	0	0	2	0	2	1	4	0	0	0
	*%	*%	*%	0%	0%	0%	1%	0%	+1%	*%	+1%	0%	0%	0%
11 or more	1	1	0	1	0	0	0	0	0	1	1	0	0	0
	*%	*%	0%	+1%	0%	0%	0%	0%	0%	*%	*%	0%	0%	0%
Don’ t know	79	24	54	5	2	11	7	36	8	12	15	20	13	27
	5%	-3%	+7%	4%	1%	6%	-2%	6%	5%	-2%	4%	4%	4%	+8%
			a					bd						a
Summary: Any	1085	581	498	100	136	152	241	380	99	435	330	351	203	183
	69%	+73%	-65%	+83%	73%	77%	70%	-63%	-61%	+81%	+80%	74%	65%	-53%
		b		e		e				a	cd	d	d	

Columns Tested: a,b - a,b,c,d,e - a,b - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 159 (continuation)
QR2. How many of these [NUMBER] radios are DAB radio sets?
Base: Where have at least one radio in household

		Nation				England Regions					Urbanity		Working Status	
	Total	England	Scotland	Wales	NI	London	South East	South West	West Midlands	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	a	b	c	d	e	a	b	a	b
Unweighted Bases	1535	990	181	194	170	131	182	140	112	129	1229	306	700	818
Effective Weighted Sample	987	759	127	177	157	107	141	104	85	98	807	183	466	510
Weighted Bases	**1564**	**1324**	**127**	**75**	**37**	**161**	**253**	**195**	**146**	**173**	**1236**	**328**	**761**	**787**
None	400 26%	314 -24%	43 33% a	24 32%	20 +53% abc	31 19%	57 23%	49 25%	35 24%	50 29%	319 26%	82 25%	146 -19%	248 +31% a
1	830 53%	717 54% d	65 51% d	37 50% d	11 -29%	91 57%	153 61% e	110 57%	74 51%	75 43%	650 53%	180 55%	471 +62% b	356 -45%
2-3	226 14%	203 +15%	11 8%	9 12%	4 10%	22 13%	32 13%	30 15%	28 19%	34 20%	174 14%	52 16%	108 14%	118 15%
4-5	24 2%	20 1%	2 2%	2 3%	* 1%	1 1%	3 1%	2 1%	1 1%	9 +5%	21 2%	3 1%	10 1%	14 2%
6-10	4 *%	4 *%	0 0%	* 1%	0 0%	1 1%	1 *%	0 0%	0 0%	0 0%	2 *%	2 1%	3 *%	1 *%
11 or more	1 *%	1 *%	0 0%	0 0%	0 0%	1 +1%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	1 *%	0 0%
Don’ t know	79 5%	66 5%	7 5%	3 4%	3 8%	15 9% c	7 3%	3 1%	7 5%	6 3%	70 6%	9 3%	21 -3%	51 +6% a
Summary: Any	1085 69%	944 +71% bd	78 61% d	49 64% d	14 -39%	115 71%	189 75%	143 73%	104 71%	117 68%	847 69%	237 72%	593 +78% b	488 -62%

Columns Tested: a,b,c,d - a,b,c,d,e - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 160
DAB Radio Ownership
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
DAB radio in car	1840	953	882	172	312	358	276	331	392	31	55	124	812
	46%	+49%	-43%	-33%	48%	49%	51%	49%	45%	-18%	-28%	-35%	+60%
		b			a	a	a	a	a			a	abc
DAB radio in home	1085	581	498	75	100	136	152	241	380	38	48	99	435
	27%	+30%	-24%	-14%	-15%	-19%	28%	+36%	+43%	22%	24%	28%	+32%
		b					abc	abcd	abcde				a
DAB radio in both car and home	625	354	272	36	58	86	87	141	218	13	18	47	306
	16%	+18%	-13%	-7%	-9%	-12%	16%	+21%	+25%	-8%	-9%	13%	+23%
		b				a	ab	abc	abcd				abc
Any DAB radio	2299	1181	1108	211	354	408	341	431	554	56	85	176	942
	57%	+61%	-54%	-40%	54%	56%	+63%	+64%	+63%	-32%	-43%	-49%	+70%
		b			a	a	ab	abc	abc			a	abc
None	1701	750	947	315	296	319	204	247	321	118	113	181	405
	43%	-39%	+46%	+60%	46%	44%	-37%	-36%	-37%	+68%	+57%	+51%	-30%
			a	bcdef	def	ef				cd	d	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 160 (continuation)
DAB Radio Ownership
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
DAB radio in car	1840	581	619	379	243	1540	153	94	52
	46%	+64%	48%	45%	-27%	46%	46%	50%	48%
		bcd	d	d					
DAB radio in home	1085	330	351	203	183	944	78	49	14
	27%	+37%	27%	24%	-20%	+28%	23%	26%	-13%
		bcd	d			d	d	d	
DAB radio in both car and home	625	238	200	107	69	533	53	31	9
	16%	+26%	16%	13%	-8%	16%	16%	17%	-8%
		bcd	d	d		d	d	d	
Any DAB radio	2299	674	770	475	357	1951	178	112	57
	57%	+75%	60%	56%	-40%	58%	54%	59%	53%
		bcd	d	d					
None	1701	229	517	376	544	1421	154	76	51
	43%	-25%	40%	44%	+60%	42%	46%	41%	47%
			a	a	abc				

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 160 (continuation)
DAB Radio Ownership
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
DAB radio in car	1840	120	211	197	156	177	200	133	84	262	1427	413	1223	597
	46%	-23%	-38%	+56%	54%	50%	53%	41%	52%	+59%	-44%	+57%	+52%	-38%
			a	abg	abg	ab	abg	a	ab	abg		a	b	
DAB radio in home	1085	115	189	143	69	104	82	77	48	117	847	237	593	488
	27%	22%	+34%	+41%	24%	30%	22%	23%	30%	26%	-26%	+33%	-25%	+31%
			adfg	adefgi								a		a
DAB radio in both car and home	625	43	77	94	44	85	53	31	27	80	475	150	355	268
	16%	-8%	14%	+27%	15%	+24%	14%	-9%	17%	18%	-14%	+21%	15%	17%
				abdfgi	a	abfg			a	ag		a		
Any DAB radio	2299	192	324	245	181	196	230	179	106	299	1799	500	1460	817
	57%	-37%	59%	+70%	62%	56%	61%	55%	66%	+67%	-55%	+69%	+62%	-52%
			a	abeg	a	a	a	a	a	aeg		a	b	
None	1701	328	228	103	111	156	146	149	54	145	1479	222	895	760
	43%	+63%	41%	-30%	38%	44%	39%	45%	34%	-33%	+45%	-31%	-38%	+48%
		bcdefghi	c			ci		ci			b			a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 161
Summary: QR3. How often, if at all, do you do each of these types of activities...?
Base: All Respondents

	Total	At least daily	At least weekly	At least monthly	Less than once a month	Never	Don' t know	Summary: Ever	Summary: At least once a week	Summary: At least once a month
Listen to live radio	4000	1223	922	216	295	1248	96	2656	2146	2361
		31%	23%	5%	7%	31%	2%	66%	54%	59%
Listen to catch-up radio	4000	127	321	170	277	2911	195	894	447	618
		3%	8%	4%	7%	73%	5%	22%	11%	15%
Listen to podcasts	4000	247	505	360	358	2359	171	1470	752	1112
		6%	13%	9%	9%	59%	4%	37%	19%	28%
Listen to a paid-for or subscription music streaming service	4000	813	445	110	122	2348	163	1489	1257	1367
		20%	11%	3%	3%	59%	4%	37%	31%	34%
Listen to a free music streaming service	4000	541	573	215	156	2344	170	1486	1114	1330
		14%	14%	5%	4%	59%	4%	37%	28%	33%
Listen to an audiobook	4000	143	234	202	254	2954	214	832	377	578
		4%	6%	5%	6%	74%	5%	21%	9%	14%
Listen to music videos online or through music TV channels	4000	329	555	315	303	2345	154	1501	884	1199
		8%	14%	8%	8%	59%	4%	38%	22%	30%
Play an interactive audio game using only your voice	4000	49	68	48	137	3457	240	303	118	166
		1%	2%	1%	3%	86%	6%	8%	3%	4%
Social audio services	4000	51	35	52	88	3509	265	226	86	138
		1%	1%	1%	2%	88%	7%	6%	2%	3%



Technology Tracker 2024
Table 162
QR3. How often, if at all, do you do each of these types of activities...Listen to live radio?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
At least daily	1223 31%	607 31%	613 30%	69 -13%	116 -18%	213 29% ab	185 34% ab	273 +40% abc	366 +42% abcd	49 28%	72 36%	102 28%	462 +34%
At least weekly	922 23%	478 25%	443 22%	102 19%	135 21%	169 23%	155 +28% abf	167 25%	195 22%	37 21%	35 18%	86 24%	379 +28% b
At least monthly	216 5%	121 6%	92 -4%	30 6%	44 7%	31 4%	31 6%	35 5%	44 5%	15 8%	8 4%	18 5%	74 6%
Less than once a month	295 7%	149 8%	142 7%	48 9%	44 7%	60 8%	38 7%	41 6%	63 7%	9 5%	18 9%	39 +11%	115 9%
Never	1248 31%	533 -28%	713 +35% a	255 +48% cdef	292 +45% cdef	235 32% def	128 -23%	144 -21%	195 -22%	64 36% d	62 31% d	106 30% d	299 -22%
Don’ t know	96 2%	43 2%	53 3%	23 +4% df	18 3%	19 3%	8 1%	17 3%	11 1%	1 *%	3 1%	7 2%	17 -1%
Summary: Ever	2656 66%	1355 +70% b	1289 -63%	249 -47%	340 -52%	474 65% ab	410 +75% abc	517 +76% abc	668 +76% abc	110 63%	134 68%	245 68%	1031 +77% abc
Summary: At least once a week	2146 54%	1085 +56% b	1055 -51%	171 -32%	251 -39%	382 53% ab	340 +62% abc	440 +65% abc	561 +64% abc	86 49%	108 54%	187 52%	842 +62% ac
Summary: At least once a month	2361 59%	1206 +62% b	1147 -56%	200 -38%	296 -45%	413 57% ab	372 +68% abc	476 +70% abc	605 +69% abc	101 58%	116 58%	206 58%	916 +68% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 162 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Listen to live radio?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
At least daily	1223 31%	337 +37% bcd	386 30%	249 29%	240 -27%	1016 30%	103 31%	57 30%	47 +44% abc
At least weekly	922 23%	239 +26% d	287 22%	226 27% d	168 -19%	748 -22%	111 +33% acd	45 24% d	19 -17%
At least monthly	216 5%	58 6%	64 5%	43 5%	49 5%	175 5%	17 5%	19 +10% abd	4 4%
Less than once a month	295 7%	80 9%	90 7%	60 7%	56 6%	242 7%	36 +11% acd	10 5%	6 6%
Never	1248 31%	176 -19%	422 33% a	255 30% a	368 +41% abc	1103 +33% b	58 -18%	55 29% b	32 29% b
Don’ t know	96 2%	13 1%	37 3%	17 2%	20 2%	87 +3% d	7 2% d	2 1%	* -*%
Summary: Ever	2656 66%	714 +79% bcd	827 64% d	578 68% d	513 -57%	2181 -65%	267 +80% acd	131 70%	76 71%
Summary: At least once a week	2146 54%	576 +64% bcd	673 52% d	475 56% d	408 -45%	1764 -52%	214 +64% ac	102 54%	66 +61% a
Summary: At least once a month	2361 59%	634 +70% bcd	737 57% d	517 61% d	457 -51%	1939 -58%	231 +70% a	121 64% a	70 65% a

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 162 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Listen to live radio?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
At least daily	1223 31%	96 -18%	194 35% a	140 +40% adegi	81 28% a	101 29% a	123 33% a	92 28% a	70 +44% adegi	119 27% a	926 -28%	297 +41% a	711 30%	499 32%
At least weekly	922 23%	99 19%	126 23% e	74 21%	69 24% e	50 -14%	111 +29% ae	77 23% e	39 24%	103 23% e	757 23%	166 23%	629 +27% b	282 -18%
At least monthly	216 5%	27 5%	14 -3%	21 6%	19 6%	23 7%	22 6%	23 7% b	3 2%	22 5%	187 6%	29 4%	125 5%	88 6%
Less than once a month	295 7%	63 +12% bfgi	34 6%	31 9%	25 8%	37 11% fgi	14 4%	13 4%	6 4%	20 4%	253 8%	42 6%	160 7%	131 8%
Never	1248 31%	229 +44% bcdfh	174 32% c	72 -21%	84 29%	120 34% c	102 27%	112 34% c	42 26%	168 +38% cf	1076 +33% b	172 -24%	680 -29%	544 +35% a
Don’ t know	96 2%	6 1%	9 2%	11 3%	14 5% a	20 +6% abf	4 1%	10 3%	1 *%	13 3%	79 2%	17 2%	49 2%	33 2%
Summary: Ever	2656 66%	285 -55%	369 67% a	265 +76% abegi	194 66% a	212 60%	270 72% aei	206 63%	117 73% ai	263 -59%	2123 -65%	533 +74% a	1626 +69% b	1000 -63%
Summary: At least once a week	2146 54%	195 -38%	320 58% ae	213 +61% aei	150 51% a	151 -43%	234 +62% aei	169 52% a	109 +68% adegi	221 50% a	1683 -51%	463 +64% a	1341 +57% b	781 -50%
Summary: At least once a month	2361 59%	222 -43%	335 61% ae	235 +67% aei	169 58% a	175 -50%	256 +68% aei	193 59% a	111 69% aei	243 55% a	1870 -57%	491 +68% a	1466 +62% b	869 -55%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 163
QR3. How often, if at all, do you do each of these types of activities...Listen to catch-up radio?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
At least daily	127 3%	66 3%	61 3%	16 3%	24 4%	26 4%	17 3%	24 4%	19 2%	8 4%	4 2%	5 1%	51 4%
At least weekly	321 8%	165 9%	155 8%	35 7%	38 6%	72 10% b	49 9%	71 +11% bf	56 6%	16 9%	10 5%	22 6%	159 +12% bc
At least monthly	170 4%	104 +5% b	67 -3%	26 5%	18 3%	45 +6% be	30 5%	21 3%	31 4%	3 2%	4 2%	15 4%	77 +6%
Less than once a month	277 7%	143 7%	133 6%	31 6%	57 9% ef	62 9% f	47 9% f	35 5%	44 5%	8 4%	10 5%	32 9%	137 +10% a
Never	2911 73%	1358 -70%	1539 +75% a	396 75% c	487 75% c	484 -67%	373 68%	495 73% c	675 +77% cd	132 76% d	163 +82% d	274 77% d	882 -65%
Don’ t know	195 5%	95 5%	100 5%	22 4%	25 4%	38 5%	29 5%	32 5%	49 6%	7 4%	7 3%	10 3%	41 -3%
Summary: Ever	894 22%	478 +25% b	416 -20%	108 21%	137 21%	204 +28% abf	143 26% f	151 22%	150 -17%	34 20%	28 -14%	74 21%	424 +32% abc
Summary: At least once a week	447 11%	231 12%	216 11%	52 10%	61 9%	98 13% f	66 12%	95 +14% f	75 -9%	24 14%	14 7%	27 8%	210 +16% bc
Summary: At least once a month	618 15%	334 +17% b	283 -14%	78 15%	79 12%	142 +20% bf	96 18% bf	116 17% f	106 -12%	27 15%	18 -9%	42 12%	287 +21% bc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 163 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Listen to catch-up radio?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
At least daily	127 3%	30 3%	50 4%	21 2%	24 3%	106 3%	13 4%	5 3%	2 2%
At least weekly	321 8%	110 +12% bcd	110 9% d	54 6%	47 -5%	272 8%	32 10%	11 6%	6 6%
At least monthly	170 4%	50 6% cd	69 5% c	20 -2%	29 3%	148 4%	11 3%	7 4%	5 4%
Less than once a month	277 7%	84 +9% d	104 8% d	52 6% d	32 -4%	224 7%	34 +10% ad	12 6%	6 6%
Never	2911 73%	594 -66%	890 -69%	667 +78% ab	718 +80% ab	2452 73%	225 68%	145 77% b	88 +82% ab
Don’ t know	195 5%	35 4%	64 5%	37 4%	51 6%	170 5% d	17 5% d	8 4% d	1 -*%
Summary: Ever	894 22%	274 +30% cd	333 +26% cd	147 -17%	132 -15%	750 22%	90 +27% cd	35 18%	19 18%
Summary: At least once a week	447 11%	140 +16% cd	161 12% d	75 9%	71 -8%	378 11%	45 14% cd	16 8%	8 8%
Summary: At least once a month	618 15%	190 +21% cd	229 +18% cd	94 -11%	100 -11%	526 16%	56 17%	23 12%	13 12%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 163 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Listen to catch-up radio?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
At least daily	127 3%	17 3%	37 +7% cdi	7 2%	3 1%	10 3%	9 3%	9 3%	2 1%	10 2%	97 3%	29 4%	80 3%	44 3%
At least weekly	321 8%	50 10% h	38 7%	38 11% h	21 7%	23 7%	41 11% h	23 7%	3 2%	35 8%	256 8%	65 9%	228 +10% b	91 -6%
At least monthly	170 4%	19 4%	28 5%	25 7%	8 3%	19 5%	9 3%	12 4%	2 1%	25 6%	142 4%	28 4%	118 +5% b	49 -3%
Less than once a month	277 7%	48 9% efi	49 9% efi	36 10% efi	14 5%	12 4%	14 4%	20 6%	14 9%	15 -3%	230 7%	47 6%	199 +8% b	73 -5%
Never	2911 73%	381 73%	381 69%	226 -65%	216 74%	266 75% c	270 72%	247 75%	138 +87% abcfi	326 73%	2389 73%	522 72%	1625 -69%	1247 +79% a
Don’ t know	195 5%	5 -1%	18 3%	15 4% a	29 +10% abh	22 6% a	32 +8% abh	17 5% a	1 *%	32 7% ah	164 5%	31 4%	106 4%	74 5%
Summary: Ever	894 22%	134 26% dh	153 +28% dehi	107 +31% defghi	47 16%	65 18%	74 20%	63 19%	21 13%	86 19%	725 22%	169 23%	625 +27% b	256 -16%
Summary: At least once a week	447 11%	67 13% h	76 14% h	45 13% h	25 8%	34 10%	50 13% h	32 10%	4 -3%	46 10%	353 11%	94 13%	308 +13% b	134 -9%
Summary: At least once a month	618 15%	86 16% h	104 19% h	70 20% dh	33 11%	53 15% h	60 16% h	44 13% h	6 -4%	71 16% h	495 15%	122 17%	426 +18% b	183 -12%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 164
QR3. How often, if at all, do you do each of these types of activities...Listen to podcasts?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
At least daily	247 6%	142 +7% b	104 -5%	38 7% f	53 8% f	68 +9% f	35 6% f	43 6% f	10 -1%	8 4%	6 3%	12 3%	128 +9% bc
At least weekly	505 13%	247 13%	255 12%	90 +17% f	96 15% f	134 +18% def	66 12% f	82 12% f	37 -4%	24 14% c	20 10%	25 -7%	229 +17% bc
At least monthly	360 9%	187 10%	172 8%	71 +14% ef	80 +12% ef	71 10% ef	66 +12% ef	37 -5%	36 -4%	6 -3%	6 -3%	35 10% ab	149 +11% ab
Less than once a month	358 9%	155 8%	200 10%	43 8%	61 9%	74 10%	75 +14% aef	45 7%	60 7%	9 5%	15 8%	44 12% a	190 +14% ab
Never	2359 59%	1118 58%	1235 60%	261 -50%	343 -53%	349 -48%	275 -50%	447 +66% abcd	683 +78% abcde	120 +69% d	145 +73% d	235 +66% d	620 -46%
Don’ t know	171 4%	81 4%	90 4%	24 5%	16 2%	31 4%	28 5%	24 4%	48 6% b	7 4%	7 3%	6 -2%	31 -2%
Summary: Ever	1470 37%	732 38%	730 36%	241 +46% ef	290 +45% ef	347 +48% ef	242 +44% ef	207 -30% f	143 -16%	47 -27%	47 -24%	117 33%	696 +52% abc
Summary: At least once a week	752 19%	389 20%	358 17%	127 +24% f	149 +23% f	202 +28% def	101 19% f	125 19% f	47 -5%	32 18% c	26 13%	38 -11%	357 +27% bc
Summary: At least once a month	1112 28%	577 +30% b	530 -26%	199 +38% ef	229 +35% ef	273 +38% def	167 31% ef	162 24% f	83 -9%	38 22%	32 -16%	73 -20%	506 +38% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 164 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Listen to podcasts?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
At least daily	247	86	92	42	25	214	17	8	8
	6%	+10%	7%	5%	-3%	6%	5%	4%	8%
		cd	d						
At least weekly	505	156	203	74	71	437	33	15	20
	13%	+17%	+16%	-9%	-8%	13%	10%	-8%	+19%
		cd	cd			c			abc
At least monthly	360	102	140	70	49	306	27	16	11
	9%	+11%	+11%	8%	-5%	9%	8%	8%	10%
		d	d						
Less than once a month	358	107	118	66	54	286	48	12	11
	9%	+12%	9%	8%	-6%	-8%	+15%	6%	11%
		cd	d				ac		
Never	2359	424	683	566	649	1975	196	130	57
	59%	-47%	-53%	+67%	+72%	59%	59%	+69%	-53%
			a	ab	ab			abd	
Don’ t know	171	28	51	33	54	154	10	6	*
	4%	3%	4%	4%	+6%	+5%	3%	3%	-*%
					a	d	d	d	
Summary: Ever	1470	451	553	252	198	1243	125	51	50
	37%	+50%	+43%	-30%	-22%	37%	38%	-27%	+47%
		bcd	cd	d		c	c		abc
Summary: At least once a week	752	242	295	116	96	650	50	24	28
	19%	+27%	+23%	-14%	-11%	19%	15%	-13%	+26%
		cd	cd			c			abc
Summary: At least once a month	1112	343	435	186	145	956	77	40	39
	28%	+38%	+34%	-22%	-16%	28%	23%	-21%	+36%
		cd	cd	d		c			abc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 164 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Listen to podcasts?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
At least daily	247 6%	47 9% de	38 7% d	21 6%	6 -2%	13 4%	22 6%	30 9% d	10 6%	28 6%	201 6%	46 6%	202 +9% b	43 -3%
At least weekly	505 13%	80 15% i	71 13%	42 12%	32 11%	45 13%	63 17% i	36 11%	30 19% i	37 8%	406 12%	99 14%	355 +15% b	141 -9%
At least monthly	360 9%	37 7%	54 10% i	58 +17% abfgi	29 10%	36 10% i	30 8%	28 8%	15 9%	20 -4%	284 9%	76 11%	267 +11% b	91 -6%
Less than once a month	358 9%	60 12% gi	44 8%	39 11% i	33 11% i	23 6%	30 8%	16 5%	19 12%	23 -5%	284 9%	74 10%	256 +11% b	95 -6%
Never	2359 59%	289 56%	332 60%	180 52%	162 55%	213 60%	211 56%	200 61%	85 53%	303 +68% acdfh	1960 60%	399 55%	1189 -50%	1138 +72% a
Don’ t know	171 4%	7 -1%	14 3%	8 2%	31 +10% abch	23 7% a	21 5% a	17 5% a	1 *%	33 +7% abch	144 4%	27 4%	85 4%	69 4%
Summary: Ever	1470 37%	224 +43% ei	206 37% i	160 +46% degi	100 34%	116 33%	144 38% i	110 34%	74 46% i	108 -24%	1175 36%	295 41%	1081 +46% b	370 -23%
Summary: At least once a week	752 19%	126 +24% di	109 20%	63 18%	38 13%	58 16%	85 22% d	66 20%	40 25% d	66 15%	607 19%	145 20%	558 +24% b	184 -12%
Summary: At least once a month	1112 28%	164 31% i	162 29% i	121 +35% di	67 23%	94 27%	114 30% i	94 29% i	55 34% i	86 -19%	891 27%	221 31%	825 +35% b	275 -17%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 165
QR3. How often, if at all, do you do each of these types of activities...Listen to a paid-for or subscription music streaming service?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
At least daily	813 20%	413 21%	396 19%	204 +39% cdef	205 +32% def	199 +27% def	109 20% ef	69 -10% f	27 -3%	20 -12%	12 -6%	43 -12%	379 +28% abc
At least weekly	445 11%	237 12%	207 10%	63 12% f	108 +17% def	100 14% f	57 11% f	73 11% f	44 -5%	12 7%	15 8%	21 -6%	207 +15% abc
At least monthly	110 3%	54 3%	56 3%	12 2%	32 +5% cef	17 2%	18 3%	13 2%	18 2%	9 5% b	2 1%	13 4%	51 +4%
Less than once a month	122 3%	54 3%	68 3%	21 4%	12 2%	33 +5% bf	17 3%	22 3%	17 2%	4 2%	7 3%	20 +6%	54 4%
Never	2348 59%	1095 57%	1242 60%	212 -40%	275 -42%	353 -49% a	313 57% abc	477 +70% abcd	718 +82% abcde	123 +71% d	156 +78% d	254 +71% d	629 -47%
Don’ t know	163 4%	77 4%	86 4%	15 3%	17 3%	25 3%	31 6% b	26 4%	50 +6% b	6 3%	7 4%	6 2%	26 -2%
Summary: Ever	1489 37%	759 +39% b	726 35%	300 +57% cdef	358 +55% cdef	348 +48% def	201 37% ef	175 -26% f	107 -12%	45 -26%	35 -18%	97 -27% b	691 +51% abc
Summary: At least once a week	1257 31%	650 +34% b	603 -29%	267 +51% cdef	313 +48% cdef	298 +41% def	166 31% ef	141 -21% f	71 -8%	32 -18%	27 -14%	64 -18%	586 +44% abc
Summary: At least once a month	1367 34%	705 +36% b	659 -32%	279 +53% cdef	346 +53% cdef	315 +43% def	184 34% ef	154 -23% f	89 -10%	41 -24%	29 -15%	77 -22%	637 +47% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 165 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Listen to a paid-for or subscription music streaming service?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
At least daily	813 20%	254 +28% cd	330 +26% cd	125 -15% d	94 -10%	710 +21% b	45 -13%	39 21% b	19 18%
At least weekly	445 11%	143 +16% bd	153 12% d	98 12% d	48 -5%	372 11%	42 13%	16 8%	15 14% c
At least monthly	110 3%	39 +4% d	30 2%	20 2%	21 2%	92 3%	7 2%	3 2%	7 +7% abc
Less than once a month	122 3%	29 3%	51 4% d	21 2%	16 -2%	95 3%	13 4%	5 3%	9 +8% abc
Never	2348 59%	410 -45%	671 -52% a	557 +66% ab	674 +75% abc	1957 -58%	216 +65% ad	118 63% d	58 53%
Don’ t know	163 4%	28 3%	51 4%	29 3%	48 5%	146 +4% d	10 3% d	7 4% d	* -*%
Summary: Ever	1489 37%	465 +51% bcd	564 +44% cd	263 -31% d	180 -20%	1269 38%	106 32%	63 34%	50 +46% abc
Summary: At least once a week	1257 31%	396 +44% bcd	483 +38% cd	223 -26% d	143 -16%	1082 +32% b	86 -26%	55 29%	34 32%
Summary: At least once a month	1367 34%	435 +48% bcd	513 +40% cd	243 -29% d	163 -18%	1174 +35% b	94 -28%	58 31%	42 38% b

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 165 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Listen to a paid-for or subscription music streaming service?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
At least daily	813	119	127	61	64	61	105	86	31	56	665	148	628	174
	20%	23%	23%	17%	22%	17%	+28%	26%	19%	-13%	20%	20%	+27%	-11%
		i	i		i		cei	i					b	
At least weekly	445	39	58	45	43	40	76	18	4	49	370	75	336	101
	11%	7%	10%	13%	15%	12%	+20%	-5%	-3%	11%	11%	10%	+14%	-6%
			h	gh	agh	h	abeghi			h			b	
At least monthly	110	18	12	15	12	12	2	13	7	2	84	26	72	38
	3%	3%	2%	4%	4%	3%	1%	4%	5%	-*%	3%	4%	3%	2%
		i		fi	fi	i		i	fi					
Less than once a month	122	27	12	16	7	6	5	5	10	9	111	11	80	36
	3%	+5%	2%	4%	2%	2%	1%	1%	6%	2%	3%	2%	3%	2%
		f							f					
Never	2348	313	327	205	138	217	161	191	107	296	1911	437	1159	1161
	59%	60%	59%	59%	-47%	62%	-43%	58%	67%	+67%	58%	60%	-49%	+74%
		df	df	f		df		f	df	df				a
Don’ t know	163	4	17	6	29	16	27	15	1	32	138	26	80	66
	4%	-1%	3%	2%	+10%	5%	+7%	5%	*%	+7%	4%	4%	-3%	4%
					abch	a	ach	a		ach				
Summary: Ever	1489	203	208	137	125	119	188	121	52	116	1230	260	1116	349
	37%	39%	38%	39%	43%	34%	+50%	37%	33%	-26%	38%	36%	+47%	-22%
		i	i	i	i		abeghi	i					b	
Summary: At least once a week	1257	158	185	106	107	101	181	104	35	106	1035	222	964	275
	31%	30%	33%	31%	37%	29%	+48%	32%	22%	-24%	32%	31%	+41%	-17%
			i		hi		abceghi						b	
Summary: At least once a month	1367	176	196	121	118	113	183	117	42	107	1119	248	1037	313
	34%	34%	36%	35%	41%	32%	+49%	36%	26%	-24%	34%	34%	+44%	-20%
		i	i	i	i		abceghi	i					b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 166
QR3. How often, if at all, do you do each of these types of activities...Listen to a free music streaming service?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
At least daily	541 14%	249 13%	289 14%	132 +25% bcdef	107 16% ef	128 +18% ef	75 14% f	72 11% f	27 -3%	17 10%	19 9%	35 10%	193 14%
At least weekly	573 14%	262 14%	311 15%	89 17% ef	108 17% ef	125 17% ef	94 17% ef	76 -11%	81 -9%	26 15% c	21 11%	26 -7%	206 15% c
At least monthly	215 5%	124 +6% b	92 -4%	44 +8% bf	28 4%	38 5%	36 7% f	39 6%	31 -4%	6 3%	10 5%	17 5%	99 +7%
Less than once a month	156 4%	69 4%	86 4%	15 3%	19 3%	25 3%	40 +7% abcf	31 5%	26 3%	3 2%	8 4%	30 +8% a	72 +5%
Never	2344 59%	1141 59%	1194 58%	222 -42%	365 56% a	390 -54% a	274 -50% a	436 +64% abcd	658 +75% abcde	116 66% d	129 65% d	242 +68% d	740 -55%
Don’ t know	170 4%	87 5%	83 4%	24 4%	24 4%	21 3%	27 5%	23 3%	52 +6% c	7 4%	11 5%	8 2%	36 -3%
Summary: Ever	1486 37%	704 36%	778 38%	280 +53% bcdef	261 40% ef	317 +44% ef	245 +45% ef	218 -32% f	165 -19%	52 30%	58 29%	108 -30%	570 +42% abc
Summary: At least once a week	1114 28%	511 26%	600 29%	222 +42% bdef	215 +33% ef	254 +35% ef	169 31% ef	148 -22% f	108 -12%	43 25%	40 -20%	61 -17%	400 30% bc
Summary: At least once a month	1330 33%	635 33%	692 34%	265 +50% bcdef	242 37% ef	292 +40% ef	205 38% ef	187 -28% f	139 -16%	49 28%	50 -25%	78 -22%	499 +37% bc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 166 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Listen to a free music streaming service?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
At least daily	541	133	206	119	76	475	25	16	25
	14%	15%	+16%	14%	-8%	+14%	-8%	-9%	+23%
		d	d	d		bc			abc
At least weekly	573	134	209	114	112	473	65	17	19
	14%	15%	16%	13%	12%	14%	+19%	-9%	17%
			d			c	ac		c
At least monthly	215	47	88	40	39	181	16	12	7
	5%	5%	+7%	5%	4%	5%	5%	6%	6%
			d						
Less than once a month	156	45	55	29	21	123	19	7	6
	4%	5%	4%	3%	-2%	4%	6%	4%	6%
		d	d						
Never	2344	515	672	513	611	1969	195	129	50
	59%	57%	-52%	60%	+68%	58%	59%	+69%	-46%
				b	abc	d	d	abd	
Don’ t know	170	29	57	36	42	151	11	7	1
	4%	3%	4%	4%	5%	4%	3%	4%	-1%
						d	d	d	
Summary: Ever	1486	359	558	301	247	1252	126	52	57
	37%	40%	+43%	35%	-27%	37%	38%	-28%	+53%
		d	cd	d		c	c		abc
Summary: At least once a week	1114	267	415	232	188	947	90	33	44
	28%	30%	+32%	27%	-21%	28%	27%	-18%	+41%
		d	d	d		c	c		abc
Summary: At least once a month	1330	314	503	272	227	1128	106	45	51
	33%	35%	+39%	32%	-25%	33%	32%	-24%	+47%
		d	cd	d		c	c		abc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 166 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Listen to a free music streaming service?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
At least daily	541 14%	66 13%	88 16%	44 13%	41 14%	47 13%	92 +25% abcdegi	32 10%	23 14%	43 10%	434 13%	108 15%	385 +16% b	149 -9%
At least weekly	573 14%	42 -8%	101 +18% aeg	52 15% a	33 11%	38 11%	51 14%	26 -8%	40 +25% adefg	90 +20% adeg	488 15%	85 12%	388 +16% b	179 -11%
At least monthly	215 5%	19 4%	20 4%	20 6%	17 6%	21 6%	27 7%	25 7%	7 5%	26 6%	178 5%	37 5%	150 +6% b	63 -4%
Less than once a month	156 4%	29 6% f	23 4%	18 5% f	7 2%	17 5%	4 1%	9 3%	6 4%	11 2%	125 4%	31 4%	104 4%	45 -3%
Never	2344 59%	354 +68% bdfhi	305 55%	204 59%	167 57%	207 59%	180 -48%	222 +68% bfhi	82 52%	247 56%	1913 58%	431 60%	1248 -53%	1068 +68% a
Don’ t know	170 4%	11 2%	15 3%	10 3%	28 +10% abch	22 6% a	22 6%	14 4%	1 1%	27 6% a	140 4%	30 4%	81 -3%	73 5%
Summary: Ever	1486 37%	155 -30%	232 42% ag	133 38%	97 33%	123 35%	174 +46% adeg	91 -28%	76 48% ag	169 38%	1224 37%	261 36%	1026 +44% b	436 -28%
Summary: At least once a week	1114 28%	108 -21%	189 +34% aeg	96 28% g	73 25%	85 24%	143 +38% adeg	58 -18%	63 +39% adeg	133 30% ag	922 28%	193 27%	772 +33% b	328 -21%
Summary: At least once a month	1330 33%	126 -24%	209 38% ag	115 33%	90 31%	106 30%	170 +45% acdeg	83 -25%	70 44% aeg	158 36% ag	1099 34%	230 32%	922 +39% b	391 -25%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 167
QR3. How often, if at all, do you do each of these types of activities...Listen to an audiobook?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
At least daily	143	60	82	25	27	32	24	25	9	3	*	7	51
	4%	3%	4%	5%	4%	4%	4%	4%	-1%	2%	-*%	2%	4%
				f	f	f	f	f					b
At least weekly	234	114	119	30	49	70	43	29	12	4	8	16	115
	6%	6%	6%	6%	8%	+10%	8%	4%	-1%	2%	4%	5%	+9%
				f	f	ef	ef	f					ac
At least monthly	202	101	100	28	44	47	41	28	14	5	10	13	94
	5%	5%	5%	5%	7%	6%	+7%	4%	-2%	3%	5%	4%	+7%
				f	f	f	f	f					
Less than once a month	254	122	130	30	55	67	39	30	32	9	10	31	130
	6%	6%	6%	6%	8%	+9%	7%	4%	-4%	5%	5%	9%	+10%
					ef	ef	f						
Never	2954	1430	1513	379	449	471	371	531	753	146	157	280	910
	74%	74%	74%	72%	-69%	-65%	-68%	+78%	+86%	+84%	79%	78%	-68%
				c				bcd	abcde	d	d	d	
Don’ t know	214	103	111	34	25	39	27	34	54	6	13	11	45
	5%	5%	5%	6%	4%	5%	5%	5%	6%	4%	6%	3%	-3%
Summary: Ever	832	398	431	114	175	217	147	112	67	22	28	67	391
	21%	21%	21%	22%	+27%	+30%	+27%	-17%	-8%	-12%	-14%	19%	+29%
				f	ef	aef	ef	f					abc
Summary: At least once a week	377	175	201	55	76	103	68	54	21	7	8	23	167
	9%	9%	10%	11%	12%	+14%	+12%	8%	-2%	-4%	-4%	6%	+12%
				f	f	ef	ef	f					abc
Summary: At least once a month	578	276	301	83	120	149	108	82	35	12	19	36	261
	14%	14%	15%	16%	+18%	+21%	+20%	12%	-4%	-7%	9%	10%	+19%
				f	ef	ef	ef	f					abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 167 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Listen to an audiobook?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
At least daily	143 4%	46 +5% d	54 4%	24 3%	16 -2%	128 4%	6 2%	6 3%	3 3%
At least weekly	234 6%	80 +9% cd	88 7% d	38 4%	24 -3%	189 6%	25 8%	8 5%	11 +10% ac
At least monthly	202 5%	68 +8% cd	73 6% d	34 4%	26 -3%	167 5%	15 4%	8 4%	12 +11% abc
Less than once a month	254 6%	74 +8% d	87 7%	49 6%	41 -5%	201 -6%	33 +10% ac	10 5%	9 9%
Never	2954 74%	597 -66%	911 -71%	665 +78% ab	738 +82% ab	2496 74% d	238 72%	148 79% d	72 -67%
Don’ t know	214 5%	37 4%	74 6%	41 5%	56 6%	191 +6% d	14 4% d	8 4% d	1 -1%
Summary: Ever	832 21%	269 +30% bcd	302 +23% cd	145 -17% d	107 -12%	685 20%	79 24% c	32 17%	35 +33% abc
Summary: At least once a week	377 9%	127 +14% cd	142 11% cd	62 7%	40 -4%	317 9%	31 9%	14 8%	14 13% c
Summary: At least once a month	578 14%	195 +22% bcd	216 +17% cd	95 -11% d	66 -7%	484 14%	46 14%	22 12%	26 +24% abc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 167 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Listen to an audiobook?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
At least daily	143 4%	14 3%	27 5% c	1 -*%	10 3%	15 4% c	20 5% c	21 6% c	7 5% c	12 3%	116 4%	27 4%	108 +5% b	34 -2%
At least weekly	234 6%	43 8% bi	20 4%	24 7% i	10 3%	15 4%	49 +13% bdeghi	16 5%	3 2%	10 -2%	189 6%	44 6%	182 +8% b	49 -3%
At least monthly	202 5%	29 6%	20 4%	36 +10% befgi	25 8% fgi	11 3%	8 2%	9 3%	16 10% befgi	13 3%	164 5%	37 5%	144 +6% b	56 -4%
Less than once a month	254 6%	43 8%	33 6%	19 5%	20 7%	22 6%	18 5%	20 6%	10 6%	17 4%	198 6%	56 8%	191 +8% b	56 -4%
Never	2954 74%	386 74%	434 79% df	251 72%	194 66%	261 74%	253 -67%	246 75%	122 77%	348 78% df	2426 74%	528 73%	1606 -68%	1309 +83% a
Don’ t know	214 5%	4 -1%	18 3% a	17 5% a	34 +12% abch	28 8% abh	28 7% ah	17 5% a	1 1%	44 +10% abh	185 6%	29 4%	125 5%	73 5%
Summary: Ever	832 21%	130 25% i	100 18%	80 23% i	64 22% i	63 18%	94 25% i	65 20% i	36 23% i	52 -12%	667 20%	164 23%	624 +27% b	195 -12%
Summary: At least once a week	377 9%	57 11% i	47 8%	26 7%	20 7%	30 9%	69 +18% abcdehi	36 11% i	10 6%	22 -5%	305 9%	72 10%	290 +12% b	82 -5%
Summary: At least once a month	578 14%	86 17% i	67 12%	61 18% i	45 15% i	41 12%	77 +20% bei	45 14%	26 16%	35 -8%	469 14%	109 15%	434 +18% b	139 -9%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 168
QR3. How often, if at all, do you do each of these types of activities...Listen to music videos online or through music TV channels?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
At least daily	329	183	143	95	41	80	48	40	26	22	12	21	107
	8%	+9%	-7%	+18%	6%	+11%	9%	6%	-3%	13%	6%	6%	8%
		b		bcdef	f	bef	f	f		c			
At least weekly	555	296	258	110	105	105	91	80	64	32	26	39	225
	14%	15%	13%	+21%	16%	14%	17%	12%	-7%	19%	13%	11%	+17%
				cef	f	f	f	f					c
At least monthly	315	142	169	36	77	67	43	53	38	4	15	29	131
	8%	7%	8%	7%	+12%	9%	8%	8%	-4%	-2%	8%	8%	+10%
					af	f	f	f				a	a
Less than once a month	303	121	179	38	51	60	61	49	44	8	11	41	157
	8%	-6%	+9%	7%	8%	8%	+11%	7%	-5%	4%	6%	+11%	+12%
			a			f	f					a	ab
Never	2345	1107	1235	225	357	388	284	434	657	100	128	218	703
	59%	57%	60%	-43%	55%	-53%	-52%	+64%	+75%	57%	65%	61%	-52%
					a	a	a	abcd	abcde		d	d	
Don’ t know	154	82	72	22	19	25	18	22	47	7	6	9	24
	4%	4%	4%	4%	3%	3%	3%	3%	+5%	4%	3%	3%	-2%
Summary: Ever	1501	742	748	279	274	313	243	221	171	67	64	130	619
	38%	38%	36%	+53%	+42%	+43%	+45%	-33%	-20%	38%	32%	36%	+46%
				bcdef	ef	ef	ef	f					bc
Summary: At least once a week	884	479	400	205	146	185	139	120	89	55	38	61	332
	22%	+25%	-19%	+39%	22%	26%	26%	-18%	-10%	+32%	19%	17%	+25%
		b		bcdef	f	ef	ef	f		bc			c
Summary: At least once a month	1199	621	570	241	223	253	182	173	128	59	53	89	462
	30%	+32%	-28%	+46%	+34%	+35%	33%	-25%	-15%	34%	27%	25%	+34%
		b		bcdef	ef	ef	ef	f					c

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 168 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Listen to music videos online or through music TV channels?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
At least daily	329 8%	81 9% d	114 9% d	76 9% d	52 -6%	291 +9% d	21 6%	13 7%	5 -5%
At least weekly	555 14%	142 16%	204 16%	97 11%	111 12%	460 14%	66 +20% acd	18 -10%	11 10%
At least monthly	315 8%	67 7%	127 +10% d	59 7%	57 6%	263 8%	25 8%	13 7%	13 +12% ac
Less than once a month	303 8%	94 +10% bd	90 7%	61 7%	49 -5%	252 7%	29 9%	10 5%	12 +11% ac
Never	2345 59%	495 -55%	703 -55%	527 62% ab	588 +65% ab	1969 58%	182 55%	128 +68% ab	66 61%
Don’ t know	154 4%	22 2%	49 4%	31 4%	45 5% a	137 4% d	10 3% d	6 3% d	* -*%
Summary: Ever	1501 38%	385 +43% cd	534 +42% cd	293 34%	268 -30%	1266 38% c	140 42% c	54 -29%	41 38% c
Summary: At least once a week	884 22%	224 25% d	318 25% d	173 20%	162 -18%	751 22% cd	87 26% cd	31 -16%	16 -15%
Summary: At least once a month	1199 30%	291 32% d	445 +35% cd	232 27%	219 -24%	1014 30% c	112 34% c	44 -23%	29 27%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 168 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Listen to music videos online or through music TV channels?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
At least daily	329 8%	60 11% ci	37 7%	14 4%	25 8%	28 8%	55 +15% bci	40 12% ci	13 8%	18 -4%	272 8%	58 8%	212 9%	109 7%
At least weekly	555 14%	66 13%	57 10%	46 13%	35 12%	41 12%	71 +19% bg	34 10%	46 +29% abcdegi	64 14%	466 14%	89 12%	371 +16% b	176 -11%
At least monthly	315 8%	40 8%	49 9%	37 11%	23 8%	17 5%	26 7%	32 10%	8 5%	31 7%	274 8%	40 6%	205 9%	103 7%
Less than once a month	303 8%	41 8%	36 7%	42 +12% g	30 10%	20 6%	27 7%	16 5%	11 7%	28 6%	248 8%	55 8%	213 +9% b	81 -5%
Never	2345 59%	306 59% f	362 +66% dfh	200 57%	153 52%	224 64% f	182 -48%	191 58%	81 51%	270 61% f	1888 -58%	457 +63% a	1284 -54%	1039 +66% a
Don’ t know	154 4%	7 -1%	11 2%	9 3%	25 +9% abch	21 6% ab	15 4%	14 4%	1 *%	33 +8% abch	131 4%	23 3%	71 -3%	68 4%
Summary: Ever	1501 38%	207 40%	179 32%	139 40%	114 39%	107 -30%	179 +48% bei	123 37%	78 49% bei	141 32%	1260 38%	242 33%	1001 +42% b	469 -30%
Summary: At least once a week	884 22%	126 24%	94 -17%	60 17%	60 21%	69 20%	126 +34% abcdegi	75 23%	59 +37% abcdegi	82 19%	737 22%	147 20%	583 +25% b	285 -18%
Summary: At least once a month	1199 30%	166 32%	143 26%	97 28%	84 29%	86 25%	152 +40% bcdei	107 33%	67 +42% bcei	113 25%	1012 +31% b	187 -26%	788 +33% b	388 -25%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 169
QR3. How often, if at all, do you do each of these types of activities...Play an interactive audio game using only your voice?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
At least daily	49 1%	26 1%	24 1%	17 +3% ef	11 2% ef	12 2% ef	5 1%	1 -*%	2 -*%	3 2%	* *%	1 *%	11 1%
At least weekly	68 2%	43 2%	25 1%	21 +4% cef	19 3% ef	11 2% f	10 2% f	5 1%	2 -*%	10 +6% bd	2 1%	12 3% d	15 1%
At least monthly	48 1%	24 1%	25 1%	9 2%	12 2% f	11 1%	9 2% f	4 1%	3 *%	1 1%	5 2%	8 2%	14 1%
Less than once a month	137 3%	68 4%	70 3%	23 4% ef	27 4% ef	43 +6% ef	24 4% ef	10 -2%	10 -1%	3 2%	3 1%	12 3%	80 +6% b
Never	3457 86%	1648 85%	1796 87%	423 -80%	552 85%	604 -83%	456 84%	620 +92% abcd	802 +92% abcd	150 86%	178 90%	312 87%	1169 87%
Don’ t know	240 6%	123 6%	116 6%	34 6%	29 4%	46 6%	40 7%	36 5%	55 6%	7 4%	10 5%	14 4%	59 -4%
Summary: Ever	303 8%	160 8%	143 7%	70 +13% ef	69 +11% ef	77 +11% ef	49 9% ef	21 -3%	18 -2%	17 10%	10 5%	32 9%	119 9%
Summary: At least once a week	118 3%	69 4%	49 2%	38 +7% cdef	30 +5% ef	23 3% ef	15 3% f	6 -1%	4 -*%	13 +7% bd	2 1%	13 4%	26 -2%
Summary: At least once a month	166 4%	93 5%	73 4%	47 +9% cdef	42 +6% ef	34 5% ef	25 5% ef	11 -2%	7 -1%	14 +8% d	7 4%	20 6%	40 -3%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 169 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Play an interactive audio game using only your voice?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
At least daily	49 1%	13 1%	23 2% d	8 1%	4 -*%	42 1%	5 2%	1 1%	1 1%
At least weekly	68 2%	16 2%	30 2% d	13 2%	8 1%	61 2%	4 1%	3 1%	1 1%
At least monthly	48 1%	13 1%	13 1%	12 1%	11 1%	40 1%	2 1%	4 2%	2 2%
Less than once a month	137 3%	46 +5% bd	34 3%	32 4%	25 3%	110 3%	19 +6% ac	4 2%	3 3%
Never	3457 86%	777 86%	1095 85%	734 86%	801 +89% b	2908 86%	283 85%	168 89%	99 +91% ab
Don’ t know	240 6%	38 -4%	91 7% a	51 6%	52 6%	211 6% d	19 6% d	8 4%	2 -2%
Summary: Ever	303 8%	88 +10% d	100 8%	65 8%	48 -5%	254 8%	30 9%	12 6%	8 7%
Summary: At least once a week	118 3%	30 3% d	53 +4% d	21 3%	13 -1%	103 3%	9 3%	4 2%	2 2%
Summary: At least once a month	166 4%	42 5% d	66 5% d	33 4%	23 -3%	143 4%	11 3%	8 4%	4 4%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 169 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Play an interactive audio game using only your voice?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
At least daily	49 1%	4 1%	12 2%	1 *%	3 1%	2 1%	5 1%	2 1%	8 +5% acegi	4 1%	36 1%	13 2%	34 1%	14 1%
At least weekly	68 2%	8 1%	1 -*%	11 3% b	5 2%	12 4% b	3 1%	4 1%	13 +8% abdfgi	4 1%	58 2%	10 1%	45 2%	21 1%
At least monthly	48 1%	7 1%	0 0%	14 +4% bi	2 1%	4 1%	3 1%	3 1%	4 2% b	4 1%	46 1%	2 *%	34 1%	14 1%
Less than once a month	137 3%	37 +7% bdefg	14 2%	20 6% defg	3 1%	5 1%	3 1%	4 1%	7 4%	18 4%	127 +4% b	11 -2%	100 +4% b	35 -2%
Never	3457 86%	454 87%	499 90% chi	286 82%	249 85%	306 87%	330 88%	293 89% h	127 79%	363 -82%	2808 -86%	649 +90% a	1999 -85%	1412 +90% a
Don’ t know	240 6%	10 -2%	27 5%	17 5%	30 +10% ah	22 6% a	32 8% ah	22 7% a	1 1%	51 +11% abch	203 6%	37 5%	143 6%	81 5%
Summary: Ever	303 8%	56 +11% bdfg	27 5%	45 +13% bdfgi	13 5%	23 7%	14 4%	12 4%	32 +20% bdefgi	30 7%	267 +8% b	36 -5%	213 +9% b	83 -5%
Summary: At least once a week	118 3%	12 2%	13 2%	12 3%	8 3%	14 4%	8 2%	6 2%	21 +13% abcdefgi	8 2%	95 3%	23 3%	79 3%	35 2%
Summary: At least once a month	166 4%	19 4%	13 2%	26 +7% bi	10 3%	19 5%	11 3%	9 3%	25 +16% abdefgi	11 3%	141 4%	25 4%	114 +5% b	49 -3%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 170
QR3. How often, if at all, do you do each of these types of activities...Social audio services?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
At least daily	51 1%	25 1%	26 1%	14 +3% ef	16 +3% ef	12 2% e	5 1%	0 -0%	5 1%	3 2%	* *%	1 *%	18 1%
At least weekly	35 1%	20 1%	15 1%	11 +2% ef	7 1% f	9 1% f	5 1% f	3 *%	0 -0%	3 2%	2 1%	3 1%	9 1%
At least monthly	52 1%	35 +2% b	18 -1%	16 +3% cdef	18 +3% def	7 1%	3 1%	4 1%	3 -*%	2 1%	4 2%	8 2%	14 1%
Less than once a month	88 2%	34 2%	53 3%	15 3% ef	14 2%	27 +4% ef	20 +4% ef	5 -1%	6 -1%	5 3%	4 2%	19 +5% d	31 2%
Never	3509 88%	1696 88%	1801 88%	430 -82%	559 86%	620 85%	471 86%	618 +91% abcd	810 +93% abcd	152 87%	175 88%	317 89%	1203 89%
Don’ t know	265 7%	122 6%	143 7%	40 8%	35 5%	51 7%	41 8%	47 7%	50 6%	9 5%	13 7% c	9 -2%	72 5%
Summary: Ever	226 6%	114 6%	112 5%	56 +11% def	55 +8% ef	55 8% ef	33 6% ef	12 -2%	14 -2%	13 7%	10 5%	32 +9% d	71 5%
Summary: At least once a week	86 2%	45 2%	41 2%	25 +5% def	23 +4% ef	21 3% ef	9 2%	3 -*%	5 -1%	6 3%	2 1%	5 1%	27 2%
Summary: At least once a month	138 3%	79 4%	58 3%	41 +8% cdef	41 +6% def	28 4% ef	13 2%	7 -1%	8 -1%	8 5%	7 3%	13 4%	40 3%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 170 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Social audio services?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
At least daily	51 1%	7 1%	29 +2% ad	10 1%	4 -*%	43 1%	5 2%	2 1%	1 1%
At least weekly	35 1%	10 1%	10 1%	11 1%	3 *%	27 1%	5 1%	2 1%	1 1%
At least monthly	52 1%	13 1%	22 2%	8 1%	10 1%	48 1%	2 1%	1 1%	1 1%
Less than once a month	88 2%	18 2%	25 2%	24 3%	20 2%	71 2%	10 3%	3 2%	4 3%
Never	3509 88%	799 88%	1108 86%	746 88%	807 90%	2951 88%	289 87%	169 90%	99 +92% a
Don’ t know	265 7%	56 6%	92 7%	51 6%	57 6%	232 7% d	21 6% d	10 5% d	2 -2%
Summary: Ever	226 6%	48 5%	86 7% d	53 6%	37 4%	188 6%	22 7%	9 5%	7 6%
Summary: At least once a week	86 2%	17 2%	40 +3% d	22 3% d	7 -1%	70 2%	10 3%	4 2%	2 2%
Summary: At least once a month	138 3%	31 3%	61 +5% d	29 3%	17 -2%	117 3%	12 4%	6 3%	3 3%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 170 (continuation)
QR3. How often, if at all, do you do each of these types of activities...Social audio services?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
At least daily	51 1%	4 1%	9 2%	0 0%	4 1%	7 2%	9 2%	3 1%	5 3% c	3 1%	39 1%	12 2%	37 2%	12 1%
At least weekly	35 1%	7 1%	1 *%	0 0%	1 *%	7 2% b	5 1%	2 1%	3 2%	1 *%	32 1%	3 *%	19 1%	13 1%
At least monthly	52 1%	8 1%	0 0%	22 +6% abdefgi	3 1%	6 2% b	0 0%	3 1%	4 2% b	2 *%	49 1%	4 *%	29 1%	23 1%
Less than once a month	88 2%	23 +4% bdefg	7 1%	17 +5% bdefg	0 0%	3 1%	1 *%	2 1%	9 +6% bdefg	8 2%	80 2%	8 1%	62 3%	23 -1%
Never	3509 88%	468 90%	508 +92% cei	290 83%	251 86%	300 85%	331 88%	291 89%	138 86%	374 84%	2853 -87%	656 +91% a	2047 87%	1418 +90% a
Don’ t know	265 7%	11 -2%	27 5%	18 5%	33 +11% abh	30 8% ah	30 8% ah	26 8% ah	1 -*%	57 +13% abch	226 7%	39 5%	160 7%	87 6%
Summary: Ever	226 6%	42 8% bi	17 3%	40 +11% bdfgi	8 3%	22 6%	14 4%	11 3%	21 +13% bdfgi	13 3%	200 6%	26 4%	148 6%	72 5%
Summary: At least once a week	86 2%	11 2%	10 2%	0 0%	5 2%	14 4% ci	13 4% c	5 2%	8 5% ci	3 1%	71 2%	15 2%	57 2%	25 2%
Summary: At least once a month	138 3%	18 4%	10 2%	22 +6% bi	8 3%	19 6% bi	13 4%	9 3%	12 7% bi	5 1%	120 4%	18 3%	86 4%	49 3%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 171
QR3. Summary: EVER - How often, if at all, do you do each of these types of activities?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Listen to live radio	2656 66%	1355 +70% b	1289 -63%	249 -47%	340 -52%	474 65% ab	410 +75% abc	517 +76% abc	668 +76% abc	110 63%	134 68%	245 68%	1031 +77% abc
Listen to catch-up radio	894 22%	478 +25% b	416 -20%	108 21%	137 21%	204 +28% abf	143 26% f	151 22%	150 -17%	34 20%	28 -14%	74 21%	424 +32% abc
Listen to podcasts	1470 37%	732 38%	730 36%	241 +46% ef	290 +45% ef	347 +48% ef	242 +44% ef	207 -30% f	143 -16%	47 -27%	47 -24%	117 33%	696 +52% abc
Listen to a paid-for or subscription music streaming service	1489 37%	759 +39% b	726 35%	300 +57% cdef	358 +55% cdef	348 +48% def	201 37% ef	175 -26% f	107 -12%	45 -26%	35 -18%	97 -27% b	691 +51% abc
Listen to a free music streaming service	1486 37%	704 36%	778 38%	280 +53% bcdef	261 40% ef	317 +44% ef	245 +45% ef	218 -32% f	165 -19%	52 30%	58 29%	108 -30%	570 +42% abc
Listen to an audiobook	832 21%	398 21%	431 21%	114 22% f	175 +27% ef	217 +30% aef	147 +27% ef	112 -17% f	67 -8%	22 -12%	28 -14%	67 19%	391 +29% abc
Listen to music videos online or through music TV channels	1501 38%	742 38%	748 36%	279 +53% bcdef	274 +42% ef	313 +43% ef	243 +45% ef	221 -33% f	171 -20%	67 38%	64 32%	130 36%	619 +46% bc
Play an interactive audio game using only your voice	303 8%	160 8%	143 7%	70 +13% ef	69 +11% ef	77 +11% ef	49 9% ef	21 -3%	18 -2%	17 10%	10 5%	32 9%	119 9%
Social audio services	226 6%	114 6%	112 5%	56 +11% def	55 +8% ef	55 8% ef	33 6% ef	12 -2%	14 -2%	13 7%	10 5%	32 +9% d	71 5%
None of the above	587 15%	259 13%	327 16%	63 12%	104 16%	106 15%	67 12%	95 14%	152 +17% ad	29 17% d	30 15% d	63 18% d	83 -6%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 171 (continuation)
QR3. Summary: EVER - How often, if at all, do you do each of these types of activities?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Listen to live radio	2656 66%	714 +79% bcd	827 64% d	578 68% d	513 -57%	2181 -65%	267 +80% acd	131 70%	76 71%
Listen to catch-up radio	894 22%	274 +30% cd	333 +26% cd	147 -17%	132 -15%	750 22%	90 +27% cd	35 18%	19 18%
Listen to podcasts	1470 37%	451 +50% bcd	553 +43% cd	252 -30% d	198 -22%	1243 37% c	125 38% c	51 -27%	50 +47% abc
Listen to a paid-for or subscription music streaming service	1489 37%	465 +51% bcd	564 +44% cd	263 -31% d	180 -20%	1269 38%	106 32%	63 34%	50 +46% abc
Listen to a free music streaming service	1486 37%	359 40% d	558 +43% cd	301 35% d	247 -27%	1252 37% c	126 38% c	52 -28%	57 +53% abc
Listen to an audiobook	832 21%	269 +30% bcd	302 +23% cd	145 -17% d	107 -12%	685 20%	79 24% c	32 17%	35 +33% abc
Listen to music videos online or through music TV channels	1501 38%	385 +43% cd	534 +42% cd	293 34%	268 -30%	1266 38% c	140 42% c	54 -29%	41 38% c
Play an interactive audio game using only your voice	303 8%	88 +10% d	100 8%	65 8%	48 -5%	254 8%	30 9%	12 6%	8 7%
Social audio services	226 6%	48 5%	86 7% d	53 6%	37 4%	188 6%	22 7%	9 5%	7 6%
None of the above	587 15%	63 -7%	140 -11% a	145 17% ab	226 +25% abc	522 +15% bd	30 -9%	25 13%	11 -10%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 171 (continuation)
QR3. Summary: EVER - How often, if at all, do you do each of these types of activities?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Listen to live radio	2656	285	369	265	194	212	270	206	117	263	2123	533	1626	1000
	66%	-55%	67%	+76%	66%	60%	72%	63%	73%	-59%	-65%	+74%	+69%	-63%
			a	abegi	a		aei		ai			a	b	
Listen to catch-up radio	894	134	153	107	47	65	74	63	21	86	725	169	625	256
	22%	26%	+28%	+31%	16%	18%	20%	19%	13%	19%	22%	23%	+27%	-16%
		dh	dehi	defghi									b	
Listen to podcasts	1470	224	206	160	100	116	144	110	74	108	1175	295	1081	370
	37%	+43%	37%	+46%	34%	33%	38%	34%	46%	-24%	36%	41%	+46%	-23%
		ei	i	degi			i		i				b	
Listen to a paid-for or subscription music streaming service	1489	203	208	137	125	119	188	121	52	116	1230	260	1116	349
	37%	39%	38%	39%	43%	34%	+50%	37%	33%	-26%	38%	36%	+47%	-22%
		i	i	i	i		abeghi	i					b	
Listen to a free music streaming service	1486	155	232	133	97	123	174	91	76	169	1224	261	1026	436
	37%	-30%	42%	38%	33%	35%	+46%	-28%	48%	38%	37%	36%	+44%	-28%
			ag				adeg		ag				b	
Listen to an audiobook	832	130	100	80	64	63	94	65	36	52	667	164	624	195
	21%	25%	18%	23%	22%	18%	25%	20%	23%	-12%	20%	23%	+27%	-12%
		i		i	i		i	i	i				b	
Listen to music videos online or through music TV channels	1501	207	179	139	114	107	179	123	78	141	1260	242	1001	469
	38%	40%	32%	40%	39%	-30%	+48%	37%	49%	32%	38%	33%	+42%	-30%
							bei		bei				b	
Play an interactive audio game using only your voice	303	56	27	45	13	23	14	12	32	30	267	36	213	83
	8%	+11%	5%	+13%	5%	7%	4%	4%	+20%	7%	+8%	-5%	+9%	-5%
		bdfg		bdfgi					bdefgi		b		b	
Social audio services	226	42	17	40	8	22	14	11	21	13	200	26	148	72
	6%	8%	3%	+11%	3%	6%	4%	3%	+13%	3%	6%	4%	6%	5%
		bi		bdfgi					bdfgi					
None of the above	587	111	80	25	28	80	35	59	6	99	510	77	262	301
	15%	+21%	15%	-7%	10%	+23%	-9%	18%	-4%	+22%	+16%	-11%	-11%	+19%
		cdfh	ch			bcdfh		cfh		bcdfh	b			a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 172
QR4. Which, if any of these ways do you listen to audio content in a car?
Base: Where use car as driver or passenger

		Gender		Age Group						Household Income		
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c
Unweighted Bases	3040	1525	1502	325	455	594	460	571	635	119	261	1192
Effective Weighted Sample	1913	974	933	206	289	373	287	361	399	64	155	730
Weighted Bases	**3073**	**1523**	**1541**	**338**	**489**	**581**	**445**	**563**	**658**	**100**	**248**	**1194**
Listen to live radio on an in-car FM or AM radio	1435	692	735	135	193	272	214	294	327	58	123	530
	47%	45%	48%	40%	-39%	47%	48%	+52%	50%	58%	50%	44%
							b	ab	ab	c		
Listen to live radio on an in-car DAB/DAB+ radio	1516	799	713	132	230	311	231	296	315	36	103	695
	49%	+52%	-46%	-39%	47%	53%	52%	53%	48%	-35%	-41%	+58%
		b				a	a	a				ab
Listen to radio on a mobile phone	319	184	133	56	57	80	41	55	31	8	23	148
	10%	+12%	-9%	+16%	12%	+14%	9%	10%	-5%	8%	9%	+12%
		b		def	f	f	f	f				
Listen to music on an in-car CD or tape player	536	283	245	44	52	88	106	129	117	36	55	214
	17%	19%	16%	13%	-11%	15%	+24%	+23%	18%	+36%	22%	18%
							abc	abc	b	bc		
Listen to music using a streaming service like Spotify, Apple Music or Deezer via a mobile phone	855	426	426	145	224	216	128	104	38	12	46	446
	28%	28%	28%	+43%	+46%	+37%	29%	-18%	-6%	-12%	-19%	+37%
				def	cdef	def	ef	f				ab
Listen to music using a streaming service like Spotify, Apple Music or Deezer via an in-car infotainment system (not via a mobile phone)	353	185	166	60	82	90	55	44	21	6	8	179
	11%	12%	11%	+18%	+17%	+15%	12%	-8%	-3%	6%	-3%	+15%
				ef	ef	ef	f	f				ab
Listen to music stored on a phone	634	341	288	93	115	125	112	122	68	14	43	320
	21%	22%	-19%	+28%	24%	22%	+25%	22%	-10%	14%	17%	+27%
				f	f	f	f	f				ab
Listen to a podcast via a mobile phone	249	128	117	28	61	71	47	32	9	2	11	153
	8%	8%	8%	8%	+12%	+12%	11%	6%	-1%	2%	4%	+13%
				f	ef	ef	ef	f				ab

Columns Tested: a,b - a,b,c,d,e,f - a,b,c ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 172 (continuation)
QR4. Which, if any of these ways do you listen to audio content in a car?
Base: Where use car as driver or passenger

		Gender		Age Group						Household Income		
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c
Unweighted Bases	3040	1525	1502	325	455	594	460	571	635	119	261	1192
Effective Weighted Sample	1913	974	933	206	289	373	287	361	399	64	155	730
Weighted Bases	**3073**	**1523**	**1541**	**338**	**489**	**581**	**445**	**563**	**658**	**100**	**248**	**1194**
Summary: Any	2806	1420	1377	297	449	538	422	529	570	87	218	1156
	91%	+93%	-89%	88%	92%	93%	+95%	94%	-87%	86%	88%	+97%
		b			f	f	af	af				ab
Summary: Any Radio	2527	1264	1254	242	370	487	380	500	548	83	200	1048
	82%	83%	81%	-72%	-76%	84%	85%	+89%	83%	83%	81%	+88%
						ab	ab	abf	ab			b
Summary: Any Other Audio	1537	808	721	207	307	329	250	255	188	46	110	763
	50%	+53%	-47%	+61%	+63%	+57%	+56%	45%	-29%	46%	44%	+64%
		b		ef	ef	ef	ef	f				ab
None of these	267	103	163	40	39	43	22	34	88	14	29	38
	9%	-7%	+11%	12%	8%	7%	-5%	6%	+13%	14%	12%	-3%
			a	de					bcde	c	c	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 172 (continuation)
QR4. Which, if any of these ways do you listen to audio content in a car?
Base: Where use car as driver or passenger

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3040	929	854	518	700	1882	347	397	414
Effective Weighted Sample	1913	590	585	359	408	1458	243	365	381
Weighted Bases	**3073**	**802**	**1043**	**680**	**508**	**2598**	**233**	**152**	**91**
Listen to live radio on an in-car FM or AM radio	1435 47%	363 45%	456 44%	323 47%	274 +54% ab	1200 46%	114 49%	78 52%	42 46%
Listen to live radio on an in-car DAB/DAB+ radio	1516 49%	478 +60% bcd	501 48% d	325 48% d	195 -38%	1264 49%	135 +58% ad	75 49%	42 46%
Listen to radio on a mobile phone	319 10%	101 13% d	114 11%	64 9%	37 -7%	270 10% c	31 13% c	8 -5%	11 12% c
Listen to music on an in-car CD or tape player	536 17%	158 20%	161 15%	115 17%	91 18%	452 17%	40 17%	33 22% d	11 -12%
Listen to music using a streaming service like Spotify, Apple Music or Deezer via a mobile phone	855 28%	308 +38% bcd	324 +31% cd	146 -21% d	69 -14%	738 28%	53 23%	42 28%	22 25%
Listen to music using a streaming service like Spotify, Apple Music or Deezer via an in-car infotainment system (not via a mobile phone)	353 11%	122 +15% cd	141 14% cd	54 -8%	31 -6%	310 12% c	25 11%	11 -7%	8 9%
Listen to music stored on a phone	634 21%	233 +29% bcd	219 21% cd	98 -14%	68 -13%	527 20%	41 18%	46 +31% abd	20 22%
Listen to a podcast via a mobile phone	249 8%	97 +12% cd	101 10% cd	37 5% d	12 -2%	207 8%	21 9%	7 -5%	14 +15% abc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 172 (continuation)
QR4. Which, if any of these ways do you listen to audio content in a car?
Base: Where use car as driver or passenger

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3040	929	854	518	700	1882	347	397	414
Effective Weighted Sample	1913	590	585	359	408	1458	243	365	381
Weighted Bases	**3073**	**802**	**1043**	**680**	**508**	**2598**	**233**	**152**	**91**
Summary: Any	2806	760	949	612	448	2361	223	140	82
	91%	+95%	91%	90%	-88%	-91%	+96%	92%	90%
		bcd					ad		
Summary: Any Radio	2527	701	831	554	409	2116	209	124	77
	82%	+87%	80%	81%	81%	-81%	+90%	82%	85%
		bcd					ac		
Summary: Any Other Audio	1537	508	535	294	175	1305	108	88	36
	50%	+63%	51%	-43%	-34%	50%	47%	+58%	-39%
		bcd	cd	d		d		abd	
None of these	267	41	94	69	60	237	10	11	9
	9%	-5%	9%	10%	+12%	+9%	-4%	8%	10%
			a	a	a	b			b

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 172 (continuation)
QR4. Which, if any of these ways do you listen to audio content in a car?
Base: Where use car as driver or passenger

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	3040	212	361	208	170	196	223	160	267	2428	612	1855	1138
Effective Weighted Sample	1913	172	277	157	131	150	171	127	208	1560	359	1188	696
Weighted Bases	**3073**	**276**	**475**	**292**	**240**	**270**	**310**	**230**	**376**	**2437**	**636**	**1950**	**1078**
Listen to live radio on an in-car FM or AM radio	1435 47%	120 43%	231 49%	124 43%	137 +57% acg	127 47%	154 50%	94 41%	172 46%	1109 46%	326 51%	900 46%	515 48%
Listen to live radio on an in-car DAB/ DAB+ radio	1516 49%	102 -37%	184 -39%	156 53% ab	110 46%	121 45%	171 55% ab	121 53% ab	222 +59% abde	1177 48%	339 53%	1023 +52% b	471 -44%
Listen to radio on a mobile phone	319 10%	30 11%	38 8%	34 12%	27 11%	23 8%	69 +22% abcdegh	14 6%	31 8%	252 10%	67 11%	233 +12% b	79 -7%
Listen to music on an in-car CD or tape player	536 17%	50 18%	63 13%	48 16%	42 18%	45 17%	98 +32% abcdegh	32 14%	45 12%	419 17%	117 18%	338 17%	189 18%
Listen to music using a streaming service like Spotify, Apple Music or Deezer via a mobile phone	855 28%	82 30%	130 27%	84 29%	71 29%	69 26%	121 +39% begh	55 24%	79 -21%	666 27%	190 30%	709 +36% b	138 -13%
Listen to music using a streaming service like Spotify, Apple Music or Deezer via an in-car infotainment system (not via a mobile phone)	353 11%	21 7%	47 10%	36 12%	28 12%	26 10%	83 +27% abcdegh	17 7%	35 9%	263 11%	90 14%	271 +14% b	72 -7%
Listen to music stored on a phone	634 21%	94 +34% bcdeh	62 -13%	44 15%	41 17%	51 19%	82 27% bc	51 22% b	69 18%	488 20%	146 23%	450 +23% b	171 -16%
Listen to a podcast via a mobile phone	249 8%	25 9% h	33 7%	28 10% h	19 8% h	16 6%	44 +14% beh	20 9% h	10 -3%	181 7%	67 11%	208 +11% b	37 -3%

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 172 (continuation)
QR4. Which, if any of these ways do you listen to audio content in a car?
Base: Where use car as driver or passenger

		England Regions								Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	a	b	a	b
Unweighted Bases	3040	212	361	208	170	196	223	160	267	2428	612	1855	1138
Effective Weighted Sample	1913	172	277	157	131	150	171	127	208	1560	359	1188	696
Weighted Bases	**3073**	**276**	**475**	**292**	**240**	**270**	**310**	**230**	**376**	**2437**	**636**	**1950**	**1078**
Summary: Any	2806 91%	238 -86%	429 90%	273 94%	220 92%	240 89%	289 93%	207 90%	345 92%	2213 91%	593 93%	1835 +94% b	931 -86%
Summary: Any Radio	2527 82%	194 -70%	382 81% a	255 88% ae	200 83% a	207 77%	257 83% a	189 82% a	329 88% ae	1979 -81%	547 +86% a	1631 +84%	863 80%
Summary: Any Other Audio	1537 50%	171 +62% bgh	204 -43%	148 51% h	120 50%	136 50%	193 +62% bgh	99 43%	146 -39%	1219 50%	318 50%	1131 +58% b	384 -36%
None of these	267 9%	39 +14%	45 10%	19 6%	20 8%	30 11%	21 7%	23 10%	31 8%	224 9%	43 7%	114 -6%	148 +14% a

Columns Tested: a,b,c,d,e,f,g,h - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 173
QR5. Before today, which, if any, of these ways of listening to digital radio were you aware of?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
DAB/DAB+ radio	2877	1505	1360	303	433	546	439	547	608	100	121	245	1099
	72%	+78%	-66%	-58%	-67%	75%	+81%	+81%	70%	-57%	-61%	68%	+82%
		b			a	ab	abf	abf	a			a	abc
On TV via Freeview, cable or satellite TV services	2248	1194	1043	274	339	405	336	428	467	95	108	194	910
	56%	+62%	-51%	52%	52%	56%	+62%	+63%	53%	55%	55%	54%	+68%
		b					abf	abcf					abc
Online via an app or web browser on a smartphone, tablet or computer	2097	1107	978	293	357	424	305	367	350	73	92	166	917
	52%	+57%	-48%	56%	55%	+58%	56%	54%	-40%	-42%	47%	46%	+68%
		b		f	f	f	f	f					abc
On a smart speaker such as Amazon Echo, Google Home	1936	1005	921	257	318	373	301	362	325	62	83	169	857
	48%	+52%	-45%	49%	49%	51%	+55%	+53%	-37%	-36%	42%	47%	+64%
		b		f	f	f	f	f				a	abc
Summary: Aware of any	3365	1689	1663	409	540	635	489	607	685	124	153	296	1248
	84%	+87%	-81%	-78%	83%	+87%	+90%	+90%	-78%	-71%	-77%	83%	+93%
		b				af	abf	abf				a	abc
I wasn't aware of digital radio before today	635	242	392	117	109	92	56	70	190	50	46	62	98
	16%	-13%	+19%	+22%	17%	-13%	-10%	-10%	+22%	+29%	+23%	17%	-7%
			a	cde	de				cde	cd	d	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 173 (continuation)
QR5. Before today, which, if any, of these ways of listening to digital radio were you aware of?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
DAB/DAB+ radio	2877	749	978	605	512	2430	244	132	71
	72%	+83% bcd	+76% d	71% d	-57%	72% d	73%	70%	-66%
On TV via Freeview, cable or satellite TV services	2248	623	739	436	420	1856	210	119	62
	56%	+69% bcd	57% d	-51%	-47%	-55%	+63% a	+63% a	58%
Online via an app or web browser on a smartphone, tablet or computer	2097	633	722	389	331	1747	176	116	58
	52%	+70% bcd	+56% cd	-46% d	-37%	52%	53%	+62% ab	54%
On a smart speaker such as Amazon Echo, Google Home	1936	593	663	371	291	1604	171	103	58
	48%	+66% bcd	51% cd	-44% d	-32%	-48%	51%	+55% a	54%
Summary: Aware of any	3365	834	1117	711	659	2826	297	160	83
	84%	+92% bcd	+87% d	84% d	-73%	84% d	+89% ad	85% d	-77%
I wasn't aware of digital radio before today	635	69	170	139	242	546	35	28	25
	16%	-8%	-13% a	16% a	+27% abc	16% b	-11%	15%	+23% abc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 173 (continuation)
QR5. Before today, which, if any, of these ways of listening to digital radio were you aware of?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
DAB/DAB+ radio	2877	288	407	276	221	255	248	253	144	337	2295	583	1832	1007
	72%	-55%	74%	+79%	76%	72%	66%	77%	+90%	76%	-70%	+81%	+78%	-64%
			a	af	a	a	a	af	abdefgi	af		a	b	
On TV via Freeview, cable or satellite TV services	2248	302	197	208	182	165	236	161	143	263	1795	453	1430	788
	56%	58%	-36%	60%	62%	-47%	63%	49%	+89%	59%	-55%	+63%	+61%	-50%
		be		be	beg	b	beg	b	abcdefgi	be		a	b	
Online via an app or web browser on a smartphone, tablet or computer	2097	302	188	206	159	171	211	146	137	228	1675	421	1393	677
	52%	58%	-34%	59%	55%	48%	56%	-44%	+86%	51%	-51%	+58%	+59%	-43%
		bg		bg	b	b	bg	b	abcdefgi	b		a	b	
On a smart speaker such as Amazon Echo, Google Home	1936	259	189	182	133	167	195	146	127	205	1533	403	1297	619
	48%	50%	-34%	52%	45%	47%	52%	45%	+80%	46%	-47%	+56%	+55%	-39%
		b		b	b	b	b	b	abcdefgi	b		a	b	
Summary: Aware of any	3365	409	468	310	255	291	298	278	153	364	2727	639	2101	1219
	84%	-79%	85%	89%	87%	83%	79%	85%	+96%	82%	-83%	+88%	+89%	-77%
				af	a				abefgi			a	b	
I wasn't aware of digital radio before today	635	111	84	38	37	61	78	50	7	80	551	83	254	358
	16%	+21%	15%	11%	13%	17%	21%	15%	-4%	18%	+17%	-12%	-11%	+23%
		cdh	h			h	ch	h		h	b			a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 174
QR6. Before today, which, if any, of these features did you associate with digital radio versus FM and AM (manually tuned) radio?
Base: Where aware of digital radio

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3315	1669	1629	394	507	651	503	604	656	146	179	308	1219
Effective Weighted Sample	2109	1077	1023	250	320	411	321	386	423	90	103	192	758
Weighted Bases	**3365**	**1689**	**1663**	**409**	**540**	**635**	**489**	**607**	**685**	**124**	**153**	**296**	**1248**
A wider choice of radio stations/ digital-only radio stations	1879 56%	1036 +61% b	836 -50%	205 50%	290 54%	392 +62% abf	322 +66% abef	343 57% f	327 -48%	55 -44%	68 -44%	155 53%	809 +65% abc
Clear and high-quality sound	1835 55%	1023 +61% b	808 -49%	187 -46%	266 -49%	357 56% a	314 +64% abcf	365 +60% abf	347 51%	57 45%	69 45%	149 50%	773 +62% abc
Interference free/ no dropped signal	1044 31%	618 +37% b	420 -25%	104 25%	163 30%	226 +36% af	164 33% f	214 35% af	173 -25%	33 26%	41 27%	78 26%	491 +39% abc
Extra features (including ability to pause and rewind live radio, programme guides)	764 23%	458 +27% b	305 -18%	99 24% f	131 24% f	145 23% f	120 25% f	162 27% f	106 -16%	20 16%	24 16%	61 20%	376 +30% abc
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	750 22%	483 +29% b	261 -16%	77 19%	124 23%	150 24% f	121 25% f	160 +26% af	117 -17%	21 17%	18 -12%	52 18%	398 +32% abc
Ease of use (e.g. find your station by name, not frequency)	1137 34%	647 +38% b	483 -29%	138 34% f	186 34% f	218 34% f	192 +39% f	223 37% f	180 -26%	26 -21%	30 -19%	87 29%	550 +44% abc
Future-proof	452 13%	288 +17% b	159 -10%	40 10%	79 15%	90 14%	76 15% f	96 16% af	70 -10%	14 11%	17 11%	38 13%	245 +20% bc
Ready for switchover	349 10%	207 +12% b	139 -8%	35 9%	62 12%	68 11%	54 11%	75 12%	55 8%	14 12%	13 8%	32 11%	183 +15%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 174 (continuation)
QR6. Before today, which, if any, of these features did you associate with digital radio versus FM and AM (manually tuned) radio?
Base: Where aware of digital radio

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3315	1669	1629	394	507	651	503	604	656	146	179	308	1219
Effective Weighted Sample	2109	1077	1023	250	320	411	321	386	423	90	103	192	758
Weighted Bases	**3365**	**1689**	**1663**	**409**	**540**	**635**	**489**	**607**	**685**	**124**	**153**	**296**	**1248**
Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device	459	277	179	44	68	75	78	104	89	17	22	45	248
	14%	+16%	-11%	11%	13%	12%	16%	+17%	13%	14%	14%	15%	+20%
		b						ac					
Summary: Any	2559	1370	1182	281	392	508	404	497	477	82	95	216	1062
	76%	+81%	-71%	-69%	73%	+80%	+83%	+82%	-70%	-66%	-62%	73%	+85%
		b				abf	abf	abf					abc
None of these	388	166	219	60	63	60	43	54	108	31	32	43	94
	12%	-10%	+13%	15%	12%	9%	9%	9%	+16%	+25%	+21%	14%	-8%
			a	cde					cde	cd	d	d	
Don't know	418	153	262	67	86	66	42	57	100	11	26	37	92
	12%	-9%	+16%	+16%	16%	10%	-9%	9%	15%	9%	17%	12%	-7%
			a	cde	cde				de		d	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 174 (continuation)
QR6. Before today, which, if any, of these features did you associate with digital radio versus FM and AM (manually tuned) radio?
Base: Where aware of digital radio

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3315	953	924	531	862	2060	451	417	387
Effective Weighted Sample	2109	609	633	375	519	1595	316	383	357
Weighted Bases	**3365**	**834**	**1117**	**711**	**659**	**2826**	**297**	**160**	**83**
A wider choice of radio stations/ digital-only radio stations	1879 56%	496 59% d	658 59% d	402 56% d	307 -47%	1578 56% d	181 61% cd	82 51%	38 -46%
Clear and high-quality sound	1835 55%	517 +62% bcd	623 56% d	358 50%	319 -48%	1537 54% d	172 58% d	92 58% d	35 -42%
Interference free/ no dropped signal	1044 31%	315 +38% bd	347 31% d	224 32% d	149 -23%	872 31%	86 29%	65 +41% abd	21 25%
Extra features (including ability to pause and rewind live radio, programme guides)	764 23%	207 25% d	281 25% d	158 22% d	108 -16%	641 23%	72 24%	34 21%	17 20%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	750 22%	239 +29% bcd	246 22% d	146 21%	109 -17%	642 23%	66 22%	28 17%	14 17%
Ease of use (e.g. find your station by name, not frequency)	1137 34%	319 +38% cd	401 36% d	222 31%	184 -28%	994 +35% bcd	79 -27%	42 -26%	21 -25%
Future-proof	452 13%	150 +18% cd	152 14% d	85 12%	59 -9%	383 14% c	45 15% c	13 -8%	11 13%
Ready for switchover	349 10%	102 12% d	119 11%	76 11%	51 -8%	289 10%	42 +14% cd	13 8%	6 7%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 174 (continuation)
QR6. Before today, which, if any, of these features did you associate with digital radio versus FM and AM (manually tuned) radio?
Base: Where aware of digital radio

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3315	953	924	531	862	2060	451	417	387
Effective Weighted Sample	2109	609	633	375	519	1595	316	383	357
Weighted Bases	**3365**	**834**	**1117**	**711**	**659**	**2826**	**297**	**160**	**83**
Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device	459 14%	153 +18% bcd	130 12%	93 13%	75 11%	384 14%	51 17% cd	16 10%	8 10%
Summary: Any	2559 76%	679 +81% cd	871 78% d	522 73%	462 -70%	2154 76% d	236 80% d	115 72%	54 -65%
None of these	388 12%	82 10%	95 -8%	98 14% b	105 +16% ab	326 12% d	26 9%	33 +20% abd	4 -5%
Don't know	418 12%	73 -9%	151 13% a	91 13%	92 14% a	346 12% c	35 12%	12 -7%	25 +31% abc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 174 (continuation)
QR6. Before today, which, if any, of these features did you associate with digital radio versus FM and AM (manually tuned) radio?
Base: Where aware of digital radio

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3315	311	362	223	185	209	212	192	107	259	2713	602	1978	1291
Effective Weighted Sample	2109	248	276	167	143	159	165	153	84	202	1753	361	1280	803
Weighted Bases	**3365**	**409**	**468**	**310**	**255**	**291**	**298**	**278**	**153**	**364**	**2727**	**639**	**2101**	**1219**
A wider choice of radio stations/ digital-only radio stations	1879	168	286	184	126	153	196	139	117	208	1529	350	1298	568
	56%	-41%	61%	59%	50%	53%	+66%	50%	+77%	57%	56%	55%	+62%	-47%
			ad	a			adeg		abcdegi	a			b	
Clear and high-quality sound	1835	196	227	154	132	144	200	153	87	245	1481	355	1215	598
	55%	48%	48%	50%	52%	49%	+67%	55%	57%	+67%	54%	56%	+58%	-49%
							abcde			abcdeg			b	
Interference free/ no dropped signal	1044	117	143	99	77	88	123	69	62	96	840	205	725	311
	31%	29%	30%	32%	30%	30%	+41%	25%	40%	26%	31%	32%	+35%	-26%
							abgi		gi				b	
Extra features (including ability to pause and rewind live radio, programme guides)	764	106	89	62	39	61	100	48	73	63	615	148	546	212
	23%	26%	19%	20%	15%	21%	+33%	17%	+48%	17%	23%	23%	+26%	-17%
		d					bcdegi		abcdegi				b	
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	750	87	92	77	36	51	72	51	89	87	598	152	544	196
	22%	21%	20%	25%	-14%	18%	24%	18%	+58%	24%	22%	24%	+26%	-16%
				d					abcdefgi				b	
Ease of use (e.g. find your station by name, not frequency)	1137	131	184	95	92	71	104	89	54	175	921	215	805	318
	34%	32%	39%	31%	36%	-24%	35%	32%	35%	+48%	34%	34%	+38%	-26%
			e							acefg			b	
Future-proof	452	64	46	29	28	24	53	29	62	47	360	92	328	114
	13%	16%	10%	9%	11%	8%	18%	11%	+41%	13%	13%	14%	+16%	-9%
							be		abcdefgi				b	
Ready for switchover	349	37	23	18	21	16	42	23	65	45	288	61	259	87
	10%	9%	-5%	6%	8%	5%	14%	8%	+42%	12%	11%	10%	+12%	-7%
							bce		abcdefgi	b			b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 174 (continuation)
QR6. Before today, which, if any, of these features did you associate with digital radio versus FM and AM (manually tuned) radio?
Base: Where aware of digital radio

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3315	311	362	223	185	209	212	192	107	259	2713	602	1978	1291
Effective Weighted Sample	2109	248	276	167	143	159	165	153	84	202	1753	361	1280	803
Weighted Bases	**3365**	**409**	**468**	**310**	**255**	**291**	**298**	**278**	**153**	**364**	**2727**	**639**	**2101**	**1219**
Being able to get rid of a standalone radio set by replacing it with a smart speaker or another online device	459	35	52	37	39	45	46	44	46	39	352	107	321	133
	14%	-9%	11%	12%	15%	15%	15%	16%	+30% abcdefgi	11%	13%	17%	+15% b	-11%
Summary: Any	2559	246	347	245	191	224	248	210	131	312	2081	479	1693	834
	76%	-60%	74% a	79% a	75% a	77% a	83% a	76% a	85% a	+86% abdg	76%	75%	+81% b	-68%
None of these	388	103	28	30	29	30	24	40	14	28	310	78	185	199
	12%	+25% bcdefghi	-6%	10%	11%	10%	8%	14% b	9%	8%	11%	12%	-9%	+16% a
Don't know	418	59	93	35	35	36	27	28	9	24	336	82	224	186
	12%	15% i	+20% cfghi	11%	14%	13%	9%	10%	6%	-7%	12%	13%	-11%	+15% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 175
QR7. Before today, were you aware of DAB+ radio sets?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Yes I am aware of DAB+ radio sets	1294 32%	723 +37% b	567 -28%	135 -26%	209 32% f	247 34% af	218 +40% abf	268 +40% abf	218 -25%	30 -18%	46 -23%	102 29% a	526 +39% abc
I am aware of DAB radio sets, but not about DAB+	1404 35%	704 36%	692 34%	148 -28%	199 -31%	253 35%	198 36% a	263 39% ab	343 +39% ab	57 33%	72 36%	127 35%	498 37%
No I am not aware of DAB radio sets	1302 33%	504 -26%	796 +39% a	243 +46% bcdef	243 +37% de	227 31% de	129 -24%	147 -22%	314 36% de	86 +50% cd	80 +41% d	129 36% d	323 -24%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 175 (continuation)
QR7. Before today, were you aware of DAB+ radio sets?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Yes I am aware of DAB+ radio sets	1294	371	456	249	202	1104	121	38	32
	32%	+41%	+35%	29%	-22%	33%	36%	-20%	29%
		bcd	cd	d		c	c		c
I am aware of DAB radio sets, but not about DAB+	1404	324	469	314	282	1161	115	86	43
	35%	36%	36%	37%	-31%	-34%	35%	+46%	40%
			d					ab	
No I am not aware of DAB radio sets	1302	208	361	288	417	1108	96	65	34
	33%	-23%	-28%	34%	+46%	33%	29%	34%	31%
			a	a	abc				

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 175 (continuation)
QR7. Before today, were you aware of DAB+ radio sets?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Yes I am aware of DAB+ radio sets	1294	128	153	125	105	124	154	115	52	147	1024	270	859	417
	32%	-25%	28%	36%	36%	35%	+41%	35%	32%	33%	-31%	+37%	+36%	-26%
				a	a	a	ab	a				a	b	
I am aware of DAB radio sets, but not about DAB+	1404	163	238	164	82	72	114	107	84	137	1135	269	878	513
	35%	31%	+43%	+47%	28%	-20%	30%	33%	+53%	31%	35%	37%	+37%	-33%
		e	adefgi	adefgi			e	e	adefgi	e			b	
No I am not aware of DAB radio sets	1302	229	161	59	106	156	107	106	24	160	1119	183	618	646
	33%	+44%	29%	-17%	36%	+44%	29%	32%	-15%	36%	+34%	-25%	-26%	+41%
		bcfgh	ch		ch	bcfgh	ch	ch		ch	b			a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 176
QR8. Are you aware if any of your DAB radio sets are specifically DAB+ enabled radio sets?
Base: Where aware of DAB+ and have DAB radio

		Gender		Age Group						Household Income	
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b
Unweighted Bases	1158	661	493	122	174	244	203	230	185	103	495
Effective Weighted Sample	743	434	307	77	113	152	130	149	122	64	305
Weighted Bases	**1201**	**685**	**513**	**124**	**187**	**231**	**204**	**249**	**206**	**98**	**493**
Yes, I definitely have a DAB+ radio in a car	432 36%	236 34%	197 38%	39 31%	62 33%	90 39%	70 34%	88 35%	84 41%	36 37%	188 38%
Yes, I definitely have a DAB+ at home	245 20%	149 22%	96 19%	26 21%	29 15%	36 16%	32 16%	61 25%	60 +29% bcd	11 11%	88 18%
Summary: Any	582 48%	324 47%	258 50%	56 45%	86 46%	110 48%	92 45%	115 46%	123 +60% de	43 44%	237 48%
None of my DAB radio sets are DAB+ enabled	325 27%	196 29%	128 25%	37 30%	49 26%	64 28%	52 25%	76 30%	47 23%	23 23%	138 28%
Not sure if it is DAB or DAB+	294 25%	165 24%	127 25%	30 24%	52 28%	57 25%	61 30% f	58 23%	37 18%	32 33%	119 24%

Columns Tested: a,b - a,b,c,d,e,f - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 176 (continuation)
QR8. Are you aware if any of your DAB radio sets are specifically DAB+ enabled radio sets?
Base: Where aware of DAB+ and have DAB radio

		Social Group 1				Nation			England Regions		Urbanity		Working Status	
	Total	AB	C1	C2	DE	England	Scotland	NI	South East	East of England	Urban	Rural	Working	Not working
Column		a	b	c	d	a	b	c	a	b	a	b	a	b
Unweighted Bases	1158	398	343	163	240	743	186	139	113	104	936	222	757	386
Effective Weighted Sample	743	258	236	117	142	577	138	129	86	81	609	139	492	240
Weighted Bases	**1201**	**357**	**428**	**219**	**183**	**1030**	**108**	**29**	**137**	**147**	**938**	**263**	**795**	**389**
Yes, I definitely have a DAB+ radio in a car	432 36%	160 +45% bd	145 34%	73 33%	51 -28%	367 36%	43 40%	12 41%	36 26%	75 +51% a	322 34%	110 42%	298 38%	129 33%
Yes, I definitely have a DAB+ at home	245 20%	65 18%	86 20%	49 22%	42 23%	219 21% c	19 18% c	2 -8%	30 22%	52 +35%	181 19%	64 24%	143 -18%	96 25% a
Summary: Any	582 48%	187 52%	200 47%	104 48%	83 45%	499 48%	54 50%	14 48%	57 41%	90 +61% a	444 47%	138 52%	383 48%	189 49%
None of my DAB radio sets are DAB+ enabled	325 27%	70 -20%	139 +32% a	55 25%	56 31% a	266 -26%	35 32%	9 30%	40 29%	23 -15%	261 28%	63 24%	218 27%	106 27%
Not sure if it is DAB or DAB+	294 25%	99 28%	89 21%	60 27%	44 24%	265 +26%	19 18%	6 22%	41 30%	35 24%	232 25%	62 24%	194 24%	95 24%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 177
QT1. Do you have any working TV sets that are used by anyone in your home to watch TV programmes or films?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Yes	3721	1780	1930	460	574	663	524	650	851	153	182	320	1278
	93%	92%	94%	-87%	-88%	91%	+96%	+96%	+97%	-88%	92%	-89%	+95%
							abc	abc	abc				ac
No	279	152	125	67	75	64	22	28	24	21	16	38	68
	7%	8%	6%	+13%	+12%	9%	-4%	-4%	-3%	+12%	8%	+11%	-5%
				def	def	def				d		d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 177 (continuation)
QT1. Do you have any working TV sets that are used by anyone in your home to watch TV programmes or films?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Yes	3721	856	1195	793	824	3121	319	180	100
	93%	95%	93%	93%	91%	-93%	+96%	96%	93%
		d					a	a	
No	279	47	92	57	77	251	13	8	8
	7%	5%	7%	7%	9%	+7%	-4%	4%	7%
					a	bc			

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 177 (continuation)
QT1. Do you have any working TV sets that are used by anyone in your home to watch TV programmes or films?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Yes	3721	462	529	322	262	312	350	305	156	424	3035	686	2192	1472
	93%	-89%	96%	93%	90%	-89%	93%	93%	97%	96%	93%	95%	93%	93%
			ade						ae	ade				
No	279	58	23	26	30	40	26	23	4	20	244	35	163	105
	7%	+11%	4%	7%	10%	+11%	7%	7%	3%	4%	7%	5%	7%	7%
		bhi			bi	bhi								

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 178
QT2. Which of these best describes the main TV set in your household?
Base: Where have a TV

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3726	1794	1918	437	534	690	537	674	854	178	222	343	1257
Effective Weighted Sample	2355	1145	1202	277	343	436	345	425	533	106	123	208	778
Weighted Bases	**3721**	**1780**	**1930**	**460**	**574**	**663**	**524**	**650**	**851**	**153**	**182**	**320**	**1278**
An HDTV set or HD ready TV – which can receive High Definition picture quality	2188	1040	1140	250	297	385	316	422	518	86	107	207	668
	59%	58%	59%	54%	-52%	58%	60% b	+65% abc	61% b	56%	59%	65% d	-52%
An Ultra High Definition (known as UHD) TV set or UHD ready TV – also known as 4K TV	1031	581	446	129	213	223	164	144	158	17	32	75	516
	28%	+33% b	-23%	28% f	+37% aef	+34% ef	31% ef	-22%	-19%	-11%	-18%	23% a	+40% abc
Neither of these	228	93	136	27	30	39	16	40	77	25	23	17	49
	6%	5%	7%	6%	5%	6%	-3%	6%	+9% bd	+16% cd	+13% cd	5%	-4%
Don’ t know	274	65	208	54	34	16	28	44	98	24	20	22	45
	7%	-4%	+11% a	+12% bcde	6% c	-2%	5% c	7% c	+12% bcde	+16% cd	11% d	7% d	-4%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 178 (continuation)
QT2. Which of these best describes the main TV set in your household?
Base: Where have a TV

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3726	965	986	602	1120	2306	483	476	461
Effective Weighted Sample	2355	619	677	424	668	1780	332	437	425
Weighted Bases	**3721**	**856**	**1195**	**793**	**824**	**3121**	**319**	**180**	**100**
An HDTV set or HD ready TV – which can receive High Definition picture quality	2188	451	712	487	510	1881	162	94	51
	59%	-53%	60%	61%	62%	+60%	-51%	-52%	-51%
			a	a	a	bcd			
An Ultra High Definition (known as UHD) TV set or UHD ready TV – also known as 4K TV	1031	317	336	211	151	840	117	48	26
	28%	+37%	28%	27%	-18%	-27%	+37%	27%	26%
		bcd	d	d			acd		
Neither of these	228	38	65	54	70	176	11	22	19
	6%	4%	5%	7%	+9%	-6%	4%	+12%	+19%
					ab			ab	abc
Don’ t know	274	50	82	41	92	224	30	16	4
	7%	6%	7%	5%	+11%	7%	9%	9%	4%
					abc		d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 178 (continuation)
QT2. Which of these best describes the main TV set in your household?
Base: Where have a TV

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3726	344	406	238	189	237	253	220	108	311	3068	658	2054	1615
Effective Weighted Sample	2355	275	312	177	147	179	193	172	84	241	1976	387	1338	985
Weighted Bases	**3721**	**462**	**529**	**322**	**262**	**312**	**350**	**305**	**156**	**424**	**3035**	**686**	**2192**	**1472**
An HDTV set or HD ready TV – which can receive High Definition picture quality	2188 59%	254 55%	354 +67% acdh	163 -51%	143 55%	191 61%	231 66% ach	175 58%	74 48%	295 +70% acdgh	1798 59%	389 57%	1268 58%	891 61%
An Ultra High Definition (known as UHD) TV set or UHD ready TV – also known as 4K TV	1031 28%	144 31% ei	138 26% i	122 +38% befgi	82 31% i	67 21%	83 24%	70 23%	63 +41% befgi	72 -17%	828 27%	203 30%	725 +33% b	295 -20%
Neither of these	228 6%	34 7%	20 4%	14 4%	10 4%	23 7%	18 5%	27 9% b	6 4%	24 6%	184 6%	44 6%	97 -4%	126 +9% a
Don’ t know	274 7%	30 6%	17 -3%	23 7%	26 10% b	31 10% b	19 5%	33 11% b	12 8%	33 8% b	224 7%	50 7%	102 -5%	160 +11% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 179
QT3. Which – if any – of these TV services are used in your household to watch programmes, shows or films?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Sky TV (with a monthly subscription)	1097 27%	527 27%	569 28%	138 26% b	113 -17%	203 28% b	175 +32% b	220 +33% b	247 28% b	29 -17%	40 20%	94 26%	418 +31% ab
Virgin Media (cable TV subscription)	345 9%	168 9%	176 9%	59 11% b	36 -6%	59 8%	50 9%	72 11% b	69 8%	11 6%	14 7%	39 11%	106 8%
Freeview or Freeview Play (a free service often built into TV sets)	1585 40%	790 41%	791 38%	142 -27%	235 36% a	257 -35% a	209 38% a	302 +45% abc	441 +50% abcd	81 47%	92 46%	132 37%	530 39%
BT TV / EE TV	224 6%	108 6%	116 6%	23 4%	21 -3%	39 5%	34 6%	40 6%	67 +8% b	5 3%	11 5%	20 6%	88 7%
TalkTalk TV/ Plusnet TV/ YouView	70 2%	36 2%	33 2%	15 3%	9 1%	7 1%	12 2%	6 1%	21 2%	3 2%	12 +6% cd	6 2%	23 2%
Freesat/ Sky TV (free service, no subscription)	279 7%	137 7%	141 7%	39 7%	28 -4%	40 6%	27 5%	52 8% b	92 +11% bcd	13 7%	24 +12%	28 8%	122 +9%
Summary: Any	3149 79%	1518 79%	1624 79%	360 -68%	416 -64%	541 -74% b	453 +83% abc	601 +89% abcd	778 +89% abcd	124 -71%	158 80%	283 79%	1071 80% a
None of these	741 19%	381 20%	352 17%	118 22% ef	196 +30% adef	177 +24% def	91 17% ef	69 -10%	91 -10%	50 +29% d	39 20%	72 20%	256 19%
Don't know	110 3%	31 -2%	78 +4% a	48 +9% cdef	38 +6% cdef	9 -1%	1 -*%	8 -1%	6 -1%	* *%	2 1%	2 1%	20 -1%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 179 (continuation)
QT3. Which – if any – of these TV services are used in your household to watch programmes, shows or films?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Sky TV (with a monthly subscription)	1097 27%	291 +32% d	361 28% d	224 26%	206 -23%	905 27%	92 28%	66 +35% a	35 32%
Virgin Media (cable TV subscription)	345 9%	73 8%	119 9%	74 9%	74 8%	288 9% c	42 +13% acd	7 -4%	8 7%
Freeview or Freeview Play (a free service often built into TV sets)	1585 40%	359 40%	481 37%	339 40%	386 43% b	1326 39%	128 39%	77 41%	54 +50% abc
BT TV / EE TV	224 6%	65 7% cd	93 +7% cd	34 4%	27 -3%	190 6% d	19 6%	12 6% d	3 -3%
TalkTalk TV/ Plusnet TV/ YouView	70 2%	10 1%	22 2%	17 2%	21 2%	61 2%	5 2%	2 1%	2 1%
Freesat/ Sky TV (free service, no subscription)	279 7%	63 7%	79 6%	59 7%	76 8%	222 -7%	29 9%	16 9%	11 +10% a
Summary: Any	3149 79%	712 79%	1014 79%	677 80%	702 78%	2627 -78%	279 +84% a	152 81%	92 +85% a
None of these	741 19%	163 18%	232 18%	161 19%	172 19%	643 +19% d	48 14%	35 19%	15 14%
Don't know	110 3%	28 3%	40 3%	12 1%	28 3%	103 +3% c	5 2%	1 -1%	1 1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 179 (continuation)
QT3. Which – if any – of these TV services are used in your household to watch programmes, shows or films?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Sky TV (with a monthly subscription)	1097 27%	115 22%	148 27%	117 34% ae	85 29%	72 -20%	97 26%	83 25%	66 +41% abefgi	121 27%	874 27%	223 31%	665 28%	422 27%
Virgin Media (cable TV subscription)	345 9%	53 10% g	39 7%	30 9%	27 9%	24 7%	47 12% g	13 -4%	15 9%	41 9%	325 +10% b	19 -3%	198 8%	139 9%
Freeview or Freeview Play (a free service often built into TV sets)	1585 40%	191 37% c	287 +52% acdefi	90 -26%	98 34%	144 41% c	127 34%	159 +48% acdf	62 39%	169 38% c	1268 -39%	318 +44% a	906 38%	665 +42%
BT TV / EE TV	224 6%	12 -2%	33 6% a	20 6%	30 +10% agh	25 7% a	29 8% a	12 4%	3 2%	26 6%	169 -5%	55 +8% a	134 6%	84 5%
TalkTalk TV/ Plusnet TV/ YouView	70 2%	6 1%	10 2%	12 3%	2 1%	7 2%	6 2%	5 2%	3 2%	10 2%	59 2%	10 1%	34 1%	36 2%
Freesat/ Sky TV (free service, no subscription)	279 7%	12 -2%	23 4%	23 7% a	26 9% a	14 4%	60 +16% abcegi	13 4%	15 9% a	36 8% a	228 7%	51 7%	130 -6%	142 +9% a
Summary: Any	3149 79%	345 -66%	481 +87% acdegi	261 75%	219 75%	256 73%	315 84% ae	256 78% a	144 +90% acdegi	349 79% a	2562 78%	587 81%	1835 78%	1273 81%
None of these	741 19%	147 +28% bfghi	61 -11%	76 22% bh	59 20% b	79 23% bh	57 15%	62 19% b	15 9%	88 20% b	628 19%	113 16%	469 +20% b	257 -16%
Don't know	110 3%	28 +5% bfi	11 2%	11 3%	14 5%	17 5%	4 1%	10 3%	1 1%	7 2%	88 3%	22 3%	51 -2%	47 3%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 180
QT4. Does your household have Sky Q, Sky+, Sky Stream or Sky Glass? Sky+ allows users to record and store TV programmes, and also pause and rewind live TV programmes. Sky Q allows users to watch recorded programmes on a Sky box in other rooms in the house and on the move using a smartphone or tablet. Sky Stream is a plug-in broadcast streaming service that offers content via your internet connection.Sky Glass is a streaming TV that does not require a satellite dish or box for it to work, only a home broadband connection.
Base: Where have Sky TV

		Gender		Age Group						Household Income	Social Group 1			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**26K+**	**AB**	**C1**	**C2**	**DE**
Column		a	b	a	b	c	d	e	f		a	b	c	d
Unweighted Bases	1107	536	568	140	122	198	163	233	251	427	338	293	183	280
Effective Weighted Sample	674	322	350	84	76	121	107	139	147	257	208	193	121	162
Weighted Bases	**1097**	**527**	**569**	**138**	**113**	**203**	**175**	**220**	**247**	**418**	**291**	**361**	**224**	**206**
Yes – Sky+	267 24%	128 24%	139 24%	44 32%	22 19%	40 20%	43 24%	67 30%	53 21%	101 24%	59 20%	97 27%	58 26%	49 24%
Yes – Sky Q	595 54%	303 57%	292 51%	60 -43%	72 63% a	114 56%	101 58%	119 54%	131 53%	244 58%	170 59% d	200 55%	121 54%	96 -47%
Yes – Sky Stream	34 3%	19 4%	15 3%	6 4%	5 5%	7 4%	4 2%	3 2%	9 4%	14 3%	11 4%	8 2%	7 3%	7 3%
Yes – Sky Glass	61 6%	27 5%	33 6%	4 3%	7 6%	23 +11% aef	14 8% f	9 4%	4 -1%	22 5%	14 5%	29 8% d	12 5%	6 3%
Yes – multiple Sky systems	12 1%	5 1%	7 1%	2 2%	0 0%	3 1%	1 1%	6 +3% f	0 0%	6 1%	9 +3%	1 *%	0 0%	1 1%
Yes – not sure which	57 5%	13 -3%	44 +8% a	12 9%	3 3%	8 4%	4 2%	9 4%	21 +8%	12 -3%	13 4%	15 4%	15 7%	15 7%
Summary: Yes	1027 94%	495 94%	530 93%	128 93%	108 96%	195 96% f	167 95%	212 96% f	217 -88%	399 95%	275 95% d	350 +97% d	213 95% d	174 -85%
No	22 2%	15 3%	7 1%	1 1%	0 0%	2 1%	6 4%	3 1%	9 4%	13 3%	7 3%	6 2%	2 1%	6 3%
Don’ t know	48 4%	17 3%	32 6%	9 6%	5 4%	6 3%	2 1%	5 2%	21 +9% de	6 -1%	8 3%	5 -1%	8 4%	26 +12% abc

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 180 (continuation)
QT4. Does your household have Sky Q, Sky+, Sky Stream or Sky Glass? Sky+ allows users to record and store TV programmes, and also pause and rewind live TV programmes. Sky Q allows users to watch recorded programmes on a Sky box in other rooms in the house and on the move using a smartphone or tablet. Sky Stream is a plug-in broadcast streaming service that offers content via your internet connection.Sky Glass is a streaming TV that does not require a satellite dish or box for it to work, only a home broadband connection.
Base: Where have Sky TV

		Nation				England Regions	Urbanity		Working Status	
	Total	**England**	**Scotland**	**Wales**	**NI**	**South East**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d		a	b	a	b
Unweighted Bases	1107	638	137	174	158	111	891	216	642	458
Effective Weighted Sample	674	492	97	161	145	83	556	121	405	264
Weighted Bases	**1097**	**905**	**92**	**66**	**35**	**148**	**874**	**223**	**665**	**422**
Yes – Sky+	267 24%	225 25% b	13 -14%	15 23%	14 +41% abc	51 +35%	213 24%	55 25%	157 24%	106 25%
Yes – Sky Q	595 54%	489 54% d	60 +65% cd	33 50%	13 -38%	83 56%	467 53%	129 58%	388 +58% b	203 -48%
Yes – Sky Stream	34 3%	31 3%	3 3%	1 1%	* 1%	1 *%	28 3%	7 3%	19 3%	16 4%
Yes – Sky Glass	61 6%	49 5%	7 8%	3 4%	2 6%	1 1%	47 5%	13 6%	46 7%	15 4%
Yes – multiple Sky systems	12 1%	11 1%	0 0%	* 1%	0 0%	1 *%	9 1%	2 1%	6 1%	5 1%
Yes – not sure which	57 5%	46 5%	2 2%	7 +11% ab	2 7%	6 4%	48 5%	10 4%	23 -4%	34 +8% a
Summary: Yes	1027 94%	850 94%	85 93%	60 91%	32 93%	143 96%	811 93%	216 97%	639 +96% b	379 -90%
No	22 2%	15 2%	6 +7% acd	1 1%	* 1%	3 2%	16 2%	6 3%	9 1%	12 3%
Don’ t know	48 4%	40 4%	1 1%	5 8% b	2 6% b	2 1%	47 +5% b	2 -1%	17 -3%	31 +7% a

Columns Tested: a,b,c,d - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 181
QT5. Do you have a subscription to any of these paid for services?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Netflix	2446 61%	1137 -59%	1301 +63% a	402 +76% def	483 +74% ef	537 +74% ef	371 +68% ef	376 -56% f	277 -32%	70 -40%	83 -42%	177 -49%	979 +73% abc
Amazon Prime	1935 48%	953 49%	974 47%	279 53% ef	390 +60% ef	424 +58% ef	298 +55% ef	302 45% f	241 -28%	38 -22%	50 -25%	143 -40% ab	846 +63% abc
Disney+	1114 28%	503 26%	608 30%	191 +36% ef	281 +43% def	280 +38% ef	182 +33% ef	121 -18% f	59 -7%	31 -18%	28 -14%	65 -18%	526 +39% abc
NOW Cinema	168 4%	73 4%	93 5%	30 6% f	36 6% f	38 5% f	18 3%	30 4% f	16 -2%	8 4%	5 2%	13 4%	69 5%
NOW Entertainment	185 5%	85 4%	98 5%	26 5% f	38 6% df	58 +8% df	13 -2%	34 5% f	15 -2%	6 4%	4 2%	9 3%	110 +8% bc
NOW Sports	149 4%	89 +5% b	59 -3%	28 5% e	36 5% ef	25 3%	23 4%	14 2%	23 3%	5 3%	2 1%	9 3%	79 +6% b
Paramount+	318 8%	161 8%	155 8%	51 10% f	44 7% f	68 9% f	69 +13% bef	53 8% f	32 -4%	8 5%	4 -2%	25 7%	159 +12% abc
ITVX Premium (formerly ITV Hub+)/STV PlayerVIP	240 6%	101 5%	139 7%	29 6%	35 5%	51 7% f	31 6%	59 +9% f	35 -4%	6 3%	6 3%	17 5%	82 6%
BritBox	71 2%	29 1%	42 2%	4 1%	10 2%	21 3%	9 2%	14 2%	13 2%	0 0%	* *%	6 2%	16 1%
Channel 4+	294 7%	131 7%	162 8%	38 7% f	54 8% f	66 9% f	39 7% f	61 9% f	34 -4%	9 5%	7 3%	17 5%	108 8%
Apple TV+	364 9%	190 10%	174 8%	66 +13% ef	74 11% ef	76 10% f	79 +15% ef	47 7% f	22 -2%	6 -3%	6 -3%	26 7%	156 +12% ab
Discovery+	266 7%	156 +8% b	109 -5%	28 5%	50 8%	49 7%	39 7%	60 9% f	41 -5%	7 4%	7 4%	16 4%	132 +10% abc
Other	30 1%	21 1%	9 *%	2 *%	5 1%	3 *%	5 1%	5 1%	10 1%	2 1%	3 1%	2 *%	17 +1%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 181 (continuation)
QT5. Do you have a subscription to any of these paid for services?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Summary: any	2858	1359	1490	434	522	602	426	469	405	87	96	234	1145
	71%	70%	72%	+83%	+80%	+83%	+78%	69%	-46%	-50%	-48%	-66%	+85%
				ef	ef	ef	ef	f				ab	abc
No, none of these	1142	573	565	92	128	125	119	208	469	87	102	123	202
	29%	30%	28%	-17%	-20%	-17%	-22%	31%	+54%	+50%	+52%	+34%	-15%
								abcd	abcde	cd	cd	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 181 (continuation)
QT5. Do you have a subscription to any of these paid for services?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Netflix	2446 61%	624 +69% cd	858 +67% d	526 62% d	410 -46%	2067 61% d	207 62% d	113 60%	58 -53%
Amazon Prime	1935 48%	571 +63% bcd	662 51% d	411 48% d	270 -30%	1655 +49% d	148 45% d	94 50% d	38 -35%
Disney+	1114 28%	320 +35% cd	414 +32% cd	205 24% d	165 -18%	943 28%	90 27%	55 29%	26 24%
NOW Cinema	168 4%	55 +6% d	53 4%	34 4%	25 -3%	143 4%	17 5%	5 3%	3 2%
NOW Entertainment	185 5%	72 +8% bcd	59 5%	24 3%	28 -3%	159 5% d	18 5% d	6 3%	2 -2%
NOW Sports	149 4%	47 +5% d	49 4% d	36 4% d	15 -2%	126 4%	13 4%	4 2%	6 6% c
Paramount+	318 8%	104 +11% bcd	102 8%	52 6%	52 -6%	261 8%	35 11% d	15 8%	6 6%
ITVX Premium (formerly ITV Hub+)/STV PlayerVIP	240 6%	69 8% cd	84 7%	37 4%	42 5%	216 +6% d	13 4%	8 4%	2 -2%
BritBox	71 2%	24 3%	22 2%	10 1%	12 1%	66 +2%	2 1%	2 1%	1 1%
Channel 4+	294 7%	92 +10% cd	101 8%	45 5%	51 6%	264 +8% d	18 6% d	10 5% d	2 -2%
Apple TV+	364 9%	145 +16% bcd	123 10% cd	48 -6%	42 -5%	316 9% d	30 9% d	17 9% d	2 -2%
Discovery+	266 7%	83 +9% d	94 7% d	50 6%	34 -4%	222 7% d	24 7% d	18 9% d	3 -2%
Other	30 1%	8 1%	9 1%	5 1%	7 1%	25 1%	4 1%	1 *%	1 1%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 181 (continuation)
QT5. Do you have a subscription to any of these paid for services?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Summary: any	2858	739	999	601	485	2423	236	134	66
	71%	+82%	+78%	71%	-54%	72%	71%	71%	-61%
		cd	cd	d		d	d	d	
No, none of these	1142	165	288	249	416	949	96	54	42
	29%	-18%	-22%	29%	+46%	28%	29%	29%	+39%
				ab	abc				abc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 181 (continuation)
QT5. Do you have a subscription to any of these paid for services?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Netflix	2446 61%	303 58%	369 +67% eg	232 67% eg	197 68% eg	192 54%	229 61%	178 54%	108 68%	259 58%	2007 61%	439 61%	1690 +72% b	719 -46%
Amazon Prime	1935 48%	224 43%	322 +58% aefi	197 +56% aefi	163 56% aei	152 43%	170 45%	158 48%	84 53%	185 -42%	1546 -47%	389 +54% a	1351 +57% b	556 -35%
Disney+	1114 28%	128 25%	184 +33% ai	128 +37% aefgi	87 30%	86 24%	98 26%	81 25%	43 27%	107 24%	899 27%	215 30%	824 +35% b	272 -17%
NOW Cinema	168 4%	10 2%	11 2%	30 +9% abei	13 4%	5 1%	23 6% abe	16 5%	22 +14% abdegi	13 3%	144 4%	24 3%	118 +5% b	50 -3%
NOW Entertainment	185 5%	18 4%	19 3%	20 6%	14 5%	14 4%	25 7%	13 4%	14 9%	22 5%	154 5%	30 4%	138 +6% b	44 -3%
NOW Sports	149 4%	11 2%	22 4%	19 5%	14 5%	7 2%	20 5%	12 4%	11 7% a	10 2%	109 -3%	39 +5% a	105 +4% b	43 -3%
Paramount+	318 8%	32 6%	30 5%	45 +13% abe	26 9%	19 6%	34 9%	25 8%	7 4%	42 10%	244 7%	74 10%	215 +9% b	99 -6%
ITVX Premium (formerly ITV Hub+)/ STV PlayerVIP	240 6%	15 -3%	15 -3%	22 6%	22 8% ab	14 4%	78 +21% abcdeghi	29 9% ab	4 2%	17 4%	173 -5%	67 +9% a	156 7%	80 5%
BritBox	71 2%	3 1%	3 1%	1 *%	3 1%	6 2%	27 +7% abcdegi	6 2%	14 +8% abcdegi	4 1%	40 -1%	31 +4% a	48 2%	21 1%
Channel 4+	294 7%	21 -4%	14 -2%	34 10% abh	36 +12% abehi	18 5%	89 +24% abcdeghi	26 8% b	3 2%	23 5%	211 -6%	83 +11% a	199 +8% b	93 -6%
Apple TV+	364 9%	34 7%	43 8%	26 7%	29 10%	19 5%	60 +16% abce	30 9%	17 11%	57 +13% ae	286 9%	78 11%	272 +12% b	91 -6%
Discovery+	266 7%	35 7%	20 -4%	35 10% b	21 7%	15 4%	35 9% b	14 4%	26 +16% abegi	21 5%	195 -6%	70 +10% a	184 +8% b	80 -5%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 181 (continuation)
QT5. Do you have a subscription to any of these paid for services?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Other	30	4	5	5	0	1	4	2	0	4	24	6	18	11
	1%	1%	1%	1%	0%	*%	1%	1%	0%	1%	1%	1%	1%	1%
Summary: any	2858	354	424	274	221	227	276	221	121	305	2334	525	1908	905
	71%	68%	+77%	+79%	76%	-65%	74%	67%	75%	69%	71%	73%	+81%	-57%
			aeg	aegi	e								b	
No, none of these	1142	166	128	74	71	125	100	107	39	139	945	197	448	671
	29%	32%	-23%	-21%	24%	+35%	26%	33%	25%	31%	29%	27%	-19%	+43%
		bc				bcd		bc		c				a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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success decoded

Technology Tracker 2024
Table 182
QT6. Do you or does anyone in your household use the internet to watch content on your TV set using any of these methods?
Base: Where watch TV set and has internet

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3497	1692	1791	420	522	671	523	637	724	132	194	322	1240
Effective Weighted Sample	2225	1086	1131	266	335	424	337	406	460	81	108	198	770
Weighted Bases	**3534**	**1703**	**1820**	**443**	**563**	**649**	**513**	**621**	**744**	**118**	**159**	**305**	**1269**
Using TV streaming services on your smart TV (e.g. Netflix, Amazon Prime, etc. - often found on the menu or home screen)	1483	734	743	210	288	334	229	234	189	37	45	104	701
	42%	43%	41%	47% ef	+51% ef	+51% ef	45% f	38% f	-25%	31%	-28%	-34%	+55% abc
A set-top box connected to your TV (such as Sky+/Q, Virgin Media Tivo/V6, BT TV, YouView) to access streaming services	868	453	412	105	85	137	166	177	198	17	42	77	305
	25%	+27% b	-23%	24% b	-15%	21% b	+32% abc	29% bc	27% b	-15%	26%	25%	24%
A streaming box or stick (such as Amazon Fire TV, NOW, Google Chromecast, Roku, Apple TV) connected to your TV	614	323	288	99	121	127	99	90	78	17	18	56	307
	17%	19%	16%	+22% ef	+22% ef	20% f	19% f	15%	-10%	15%	11%	18%	+24% b
A button on your TV remote (e.g. Netflix, BBC iPlayer, Rakuten)	900	437	461	130	158	168	145	149	149	20	36	83	482
	25%	26%	25%	29% f	28% f	26% f	28% f	24%	-20%	17%	23%	27%	+38% abc
Voice control through your TV remote	350	199	151	64	53	77	55	62	39	3	7	20	198
	10%	+12% b	-8%	+14% f	9% f	12% f	11% f	10% f	-5%	-3%	-4%	7%	+16% abc
A laptop/ computer connected to your TV	290	167	116	48	55	61	40	46	39	7	8	25	170
	8%	+10% b	-6%	11% f	10% f	9% f	8%	7%	-5%	6%	5%	8%	+13% b
A tablet computer (e.g. iPad) connected to your TV	200	122	75	27	37	44	26	38	27	1	14	14	110
	6%	+7% b	-4%	6%	7%	7% f	5%	6%	-4%	1%	9% a	4%	+9% a

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 182 (continuation)
QT6. Do you or does anyone in your household use the internet to watch content on your TV set using any of these methods?
Base: Where watch TV set and has internet

		Gender		Age Group						Household Income			
	Total	Man	Woman	16-24	25-34	35-44	45-54	55-64	65+	Under 10.4K	10.4k-15.59K	15.6k-25.99K	26K+
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	3497	1692	1791	420	522	671	523	637	724	132	194	322	1240
Effective Weighted Sample	2225	1086	1131	266	335	424	337	406	460	81	108	198	770
Weighted Bases	**3534**	**1703**	**1820**	**443**	**563**	**649**	**513**	**621**	**744**	**118**	**159**	**305**	**1269**
A smartphone connected to your TV	351 10%	191 11%	159 9%	78 +18% cdef	83 +15% ef	74 11% ef	56 11% ef	39 -6% f	21 -3%	8 7%	12 7%	24 8%	196 +15% abc
Games console connected to your TV	389 11%	231 +14% b	153 -8%	97 +22% bcdef	81 +14% ef	91 +14% ef	64 12% ef	45 -7% f	10 -1%	8 7%	11 7%	28 9%	216 +17% abc
Connecting TV to on demand or streaming services via another method (please specify)	9 *%	2 *%	7 *%	1 *%	1 *%	0 0%	0 0%	4 1%	3 *%	0 0%	0 0%	2 1%	2 *%
Summary: Core connected TV	2453 69%	1216 71%	1230 68%	345 +78% ef	412 73% f	482 +74% ef	383 +75% ef	420 68% f	411 -55%	71 60%	97 61%	209 68%	1013 +80% abc
Summary: Extended connected TV	2511 71%	1252 +74% b	1251 -69%	357 +80% ef	421 75% f	491 +76% ef	398 +78% ef	429 69% f	416 -56%	73 62%	101 63%	215 71%	1029 +81% abc
Summary: Further extended connected TV	2576 73%	1282 +75% b	1283 -70%	367 +83% ef	431 76% f	504 +78% ef	408 +80% ef	437 70% f	428 -58%	74 -63%	105 66%	225 74%	1055 +83% abc
None of these	774 22%	363 21%	410 23%	52 -12%	105 19% a	133 20% ad	75 -15%	154 25% ad	254 +34% abcde	39 +33% d	50 +31% d	67 22% d	181 -14%
I do not watch any content on a TV set	99 3%	33 -2%	67 +4% a	13 3%	18 3% c	6 -1%	13 3%	17 3%	32 +4% c	4 3%	2 1%	11 4%	19 -2%
Don’ t know	85 2%	24 -1%	61 +3% a	12 3%	9 2%	5 -1%	17 3% c	12 2%	30 +4% c	2 1%	2 1%	3 1%	13 -1%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 182 (continuation)
QT6. Do you or does anyone in your household use the internet to watch content on your TV set using any of these methods?
Base: Where watch TV set and has internet

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3497	950	958	568	971	2192	453	442	410
Effective Weighted Sample	2225	611	657	403	584	1695	315	406	378
Weighted Bases	**3534**	**845**	**1165**	**754**	**721**	**2981**	**296**	**168**	**88**
Using TV streaming services on your smart TV (e.g. Netflix, Amazon Prime, etc. - often found on the menu or home screen)	1483 42%	449 +53% bcd	499 43% d	297 39% d	222 -31%	1268 43% d	119 40% d	85 +51% abd	10 -11%
A set-top box connected to your TV (such as Sky+/Q, Virgin Media Tivo/V6, BT TV, YouView) to access streaming services	868 25%	230 27% c	292 25%	159 21%	173 24%	747 25% d	70 24% d	43 26% d	9 -10%
A streaming box or stick (such as Amazon Fire TV, NOW, Google Chromecast, Roku, Apple TV) connected to your TV	614 17%	190 +23% cd	220 19% d	106 14%	90 -12%	500 -17%	62 21%	34 20%	19 22%
A button on your TV remote (e.g. Netflix, BBC iPlayer, Rakuten)	900 25%	306 +36% bcd	289 25%	150 -20%	145 -20%	769 26% d	67 23% d	55 +33% abd	8 -9%
Voice control through your TV remote	350 10%	127 +15% bcd	113 10%	55 7%	50 -7%	295 10% d	28 9% d	24 +14% ad	4 -4%
A laptop/ computer connected to your TV	290 8%	129 +15% bcd	104 9% cd	20 -3%	26 -4%	242 8%	25 9%	12 7%	10 12%
A tablet computer (e.g. iPad) connected to your TV	200 6%	72 +9% bcd	62 5%	28 4%	31 4%	170 6%	14 5%	9 6%	7 8%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 182 (continuation)
QT6. Do you or does anyone in your household use the internet to watch content on your TV set using any of these methods?
Base: Where watch TV set and has internet

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	3497	950	958	568	971	2192	453	442	410
Effective Weighted Sample	2225	611	657	403	584	1695	315	406	378
Weighted Bases	**3534**	**845**	**1165**	**754**	**721**	**2981**	**296**	**168**	**88**
A smartphone connected to your TV	351 10%	94 11% d	137 12% cd	57 8%	52 -7%	297 10%	19 -6%	20 12% b	15 +17% ab
Games console connected to your TV	389 11%	117 +14% cd	137 12% d	67 9%	59 -8%	322 11%	27 9%	26 +15% ab	13 +15% b
Connecting TV to on demand or streaming services via another method (please specify)	9 *%	1 *%	8 +1%	0 0%	0 0%	8 *%	2 1%	0 0%	0 0%
Summary: Core connected TV	2453 69%	671 +79% bcd	831 71% cd	477 -63%	443 -61%	2085 70% d	207 70% d	133 +80% abd	28 -32%
Summary: Extended connected TV	2511 71%	684 +81% bcd	843 72% cd	493 -65%	457 -63%	2131 71% d	210 71% d	137 +82% abd	32 -37%
Summary: Further extended connected TV	2576 73%	700 +83% bcd	867 74% cd	510 -68%	465 -65%	2181 73% d	217 73% d	140 +84% abd	37 -42%
None of these	774 22%	116 -14%	249 21% a	208 +28% ab	192 +27% ab	644 22% c	59 20% c	22 -13%	49 +55% abc
I do not watch any content on a TV set	99 3%	13 -2%	30 3%	23 3%	30 +4% a	82 3%	13 5% d	3 2%	1 1%
Don’ t know	85 2%	15 2%	19 2%	12 2%	34 +5% abc	74 2%	6 2%	2 1%	2 2%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

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Technology Tracker 2024
Table 182 (continuation)
QT6. Do you or does anyone in your household use the internet to watch content on your TV set using any of these methods?
Base: Where watch TV set and has internet

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3497	328	393	226	182	221	241	199	105	297	2885	612	2024	1421
Effective Weighted Sample	2225	263	302	169	142	167	185	157	82	231	1868	364	1317	879
Weighted Bases	**3534**	**441**	**513**	**310**	**255**	**292**	**331**	**281**	**150**	**409**	**2886**	**648**	**2160**	**1324**
Using TV streaming services on your smart TV (e.g. Netflix, Amazon Prime, etc. - often found on the menu or home screen)	1483	203	173	135	137	150	93	124	80	172	1215	267	1022	439
	42%	46% bf	-34%	44% f	+54% bf	+51% bf	-28%	44% f	53% bf	42% f	42%	41%	+47% b	-33%
A set-top box connected to your TV (such as Sky+/Q, Virgin Media Tivo/ V6, BT TV, YouView) to access streaming services	868	99	82	90	81	67	99	58	33	137	720	148	516	335
	25%	23%	-16%	29% b	32% b	23%	30% b	21%	22%	+33% abeg	25%	23%	24%	25%
A streaming box or stick (such as Amazon Fire TV, NOW, Google Chromecast, Roku, Apple TV) connected to your TV	614	68	68	53	53	62	49	48	24	76	512	102	423	183
	17%	15%	13%	17%	21%	21% b	15%	17%	16%	18%	18%	16%	+20% b	-14%
A button on your TV remote (e.g. Netflix, BBC iPlayer, Rakuten)	900	90	98	95	71	100	114	66	40	96	739	160	609	280
	25%	21%	-19%	31% ab	28%	+34% abi	+34% abi	24%	26%	23%	26%	25%	+28% b	-21%
Voice control through your TV remote	350	48	37	30	31	35	36	24	19	35	279	72	251	96
	10%	11%	7%	10%	12%	12%	11%	9%	13%	8%	10%	11%	+12% b	-7%
A laptop/ computer connected to your TV	290	60	23	17	16	30	27	19	7	41	243	46	200	82
	8%	+14% bc	-5%	5%	6%	10% b	8%	7%	5%	10% b	8%	7%	+9% b	-6%
A tablet computer (e.g. iPad) connected to your TV	200	31	23	17	22	14	12	16	10	24	167	33	144	49
	6%	7%	5%	6%	9%	5%	3%	6%	6%	6%	6%	5%	+7% b	-4%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 182 (continuation)
QT6. Do you or does anyone in your household use the internet to watch content on your TV set using any of these methods?
Base: Where watch TV set and has internet

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	3497	328	393	226	182	221	241	199	105	297	2885	612	2024	1421
Effective Weighted Sample	2225	263	302	169	142	167	185	157	82	231	1868	364	1317	879
Weighted Bases	**3534**	**441**	**513**	**310**	**255**	**292**	**331**	**281**	**150**	**409**	**2886**	**648**	**2160**	**1324**
A smartphone connected to your TV	351 10%	64 +15% bc	24 -5%	23 7%	40 +16% bc	33 11% b	39 12% b	23 8%	9 6%	43 10% b	312 +11% b	40 -6%	261 +12% b	81 -6%
Games console connected to your TV	389 11%	56 13% b	29 -6%	24 8%	33 13% b	44 15% bi	38 12% b	40 14% bi	29 +19% bci	29 7%	311 11%	78 12%	289 +13% b	93 -7%
Connecting TV to on demand or streaming services via another method (please specify)	9 *%	1 *%	1 *%	0 0%	1 *%	0 0%	3 1%	1 *%	0 0%	1 *%	6 *%	3 *%	5 *%	5 *%
Summary: Core connected TV	2453 69%	284 64% b	264 -51%	248 +80% abh	203 +79% ab	220 75% ab	254 +77% ab	205 73% b	99 66% b	309 76% ab	2032 +70% b	422 -65%	1601 +74% b	817 -62%
Summary: Extended connected TV	2511 71%	288 65% b	269 -52%	248 +80% ab	209 +82% ab	226 77% ab	258 78% ab	217 77% ab	108 72% b	310 76% ab	2080 +72% b	431 -66%	1639 +76% b	835 -63%
Summary: Further extended connected TV	2576 73%	302 68% b	271 -53%	253 +82% ab	214 +84% ab	227 78% b	265 +80% ab	219 78% b	108 72% b	322 79% ab	2136 +74% b	440 -68%	1678 +78% b	860 -65%
None of these	774 22%	99 22% cdf	230 +45% acdefghi	41 -13%	30 -12%	56 19%	41 -12%	38 -13%	35 24% df	74 18%	591 -20%	183 +28% a	398 -18%	371 +28% a
I do not watch any content on a TV set	99 3%	24 +6% bi	5 1%	13 4% b	4 1%	4 1%	6 2%	15 5% bi	7 5% b	4 1%	84 3%	15 2%	46 -2%	53 +4% a
Don’ t know	85 2%	16 4%	7 1%	3 1%	8 3%	5 2%	19 +6% bc	9 3%	0 0%	8 2%	75 3%	9 1%	37 -2%	40 3%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 183
QT7. You said you or someone in your household uses a streaming box or stick to watch TV, films or other content on your TV set. Which – if any – of the following do they use to do this?
Base: Where use streaming boxes/sticks

		Gender		Age Group			Household Income	Social Group 1			Nation		Urbanity	
	Total	Man	Woman	25-34	35-44	45-54	26K+	AB	C1	DE	England	Scotland	Urban	Rural
Column		a	b	a	b	c		a	b	c	a	b	a	b
Unweighted Bases	641	329	308	119	151	101	320	210	194	139	358	102	540	101
Effective Weighted Sample	391	205	183	71	93	65	196	134	128	76	279	74	330	61
Weighted Bases	**614**	**323**	**288**	**121**	**127**	**99**	**307**	**190**	**220**	**90**	**500**	**62**	**512**	**102**
Amazon Fire TV (plug in stick, plug in box or cube)	455	230	224	85	92	71	210	130	166	70	366	47	382	72
	74%	71%	78%	70%	73%	72%	-69%	68%	76%	78%	73%	77%	75%	71%
Google Chromecast	86	55	31	21	21	11	57	29	38	7	73	7	74	13
	14%	17%	11%	17%	16%	11%	+18%	15%	17%	8%	15%	11%	14%	13%
Roku	59	31	26	12	12	7	30	14	25	8	48	7	43	16
	10%	10%	9%	10%	10%	7%	10%	7%	12%	9%	10%	11%	8%	15%
Apple TV box	47	33	15	10	8	16	36	26	17	3	45	2	40	7
	8%	10%	5%	9%	6%	+16%	+12%	+14% c	8%	3%	+9%	3%	8%	7%
NOW Smart Stick or Box	27	13	14	6	10	*	14	5	13	3	18	6	24	3
	4%	4%	5%	5%	8% c	*%	5%	3%	6%	4%	4%	+10% a	5%	3%
Virgin Media Stream	15	6	10	2	6	3	6	4	7	3	12	2	15	1
	2%	2%	3%	1%	5%	3%	2%	2%	3%	3%	2%	3%	3%	1%
Sky Stream	26	14	12	2	8	7	13	8	14	1	25	1	21	5
	4%	4%	4%	2%	6%	7%	4%	4%	6%	1%	+5%	2%	4%	5%
Other (please specify)	10	10	0	0	5	0	9	4	3	3	9	0	7	3
	2%	+3% b	-0%	0%	4%	0%	+3%	2%	1%	3%	2%	0%	1%	2%
Don't know	17	9	9	2	4	2	5	6	3	4	12	3	13	4
	3%	3%	3%	2%	3%	2%	2%	3%	1%	4%	2%	4%	3%	4%

Columns Tested: a,b - a,b,c - a,b,c - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 183 (continuation)
QT7. You said you or someone in your household uses a streaming box or stick to watch TV, films or other content on your TV set. Which – if any – of the following do they use to do this?
Base: Where use streaming boxes/sticks

		Working Status	
	Total	**Working**	**Not working**
Column		a	b
Unweighted Bases	641	431	203
Effective Weighted Sample	391	267	119
Weighted Bases	**614**	**423**	**183**
Amazon Fire TV (plug in stick, plug in box or cube)	455	305	146
	74%	72%	80%
Google Chromecast	86	72	12
	14%	+17%	-6%
		b	
Roku	59	34	24
	10%	8%	13%
Apple TV box	47	36	10
	8%	8%	6%
NOW Smart Stick or Box	27	15	11
	4%	4%	6%
Virgin Media Stream	15	10	5
	2%	2%	3%
Sky Stream	26	17	9
	4%	4%	5%
Other (please specify)	10	7	3
	2%	2%	2%
Don't know	17	9	8
	3%	2%	5%

Columns Tested: a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 184
Summary: QT8. How frequently, if at all, do you watch each of these channels?
Base: Where in Northern Ireland and have a TV

	Total	Every day	At least weekly	At least monthly	Less often than monthly	Never	Don' t know	Summary: Ever	Summary: At least once a week	Summary: At least once a month
RTÉ 1	100	6	23	5	8	57	1	42	29	34
		6%	23%	5%	8%	57%	1%	42%	29%	34%
RTÉ 2	100	4	15	10	10	60	2	39	19	29
		4%	15%	10%	10%	59%	2%	39%	19%	29%
Virgin Media One	100	1	4	5	7	83	2	16	4	9
		1%	4%	5%	7%	83%	2%	16%	4%	9%
TG4	100	1	6	6	12	74	2	24	7	13
		1%	6%	6%	12%	74%	2%	24%	7%	13%

Technology Tracker 2024
Table 185
QT8. How frequently, if at all, do you watch each of these channels? - RTÉ 1?
Base: Where in Northern Ireland and have a TV

		Gender		Age Group	Household Income	Social Group 1			Nation	Urbanity		Working Status	
	Total	Man	Woman	65+	26K+	AB	C1	DE	NI	Urban	Rural	Working	Not working
Column		a	b			a	b	c		a	b	a	b
Unweighted Bases	461	224	235	102	185	105	124	142	461	294	167	225	232
Effective Weighted Sample	425	207	216	94	171	101	117	137	425	282	156	206	216
Weighted Bases	**100**	**48**	**51**	**24**	**40**	**19**	**30**	**27**	**100**	**56**	**44**	**49**	**50**
Every day	6	4	3	4	1	1	1	2	6	*	6	2	4
	6%	7%	5%	+16%	3%	5%	2%	8%	6%	-1%	+13% a	4%	9%
At least weekly	23	11	12	6	12	4	7	6	23	13	10	11	12
	23%	22%	24%	26%	+31%	20%	23%	23%	23%	24%	22%	23%	23%
At least monthly	5	3	2	1	2	1	2	1	5	3	2	3	2
	5%	6%	4%	5%	5%	7%	8%	3%	5%	5%	4%	5%	4%
Less often than monthly	8	5	3	2	4	2	3	2	8	4	4	5	3
	8%	11%	5%	7%	11%	9%	11%	7%	8%	8%	9%	10%	6%
Never	57	26	31	10	20	11	16	16	57	35	22	28	29
	57%	53%	60%	-44%	50%	57%	53%	59%	57%	62%	50%	57%	57%
Don’ t know	1	*	1	1	0	*	1	*	1	*	1	*	1
	1%	*%	2%	2%	0%	1%	2%	1%	1%	*%	2%	1%	1%
Summary: Ever	42	22	20	13	20	8	13	11	42	21	21	21	21
	42%	46%	38%	+53%	+50%	42%	45%	40%	42%	38%	48%	43%	42%
Summary: At least once a week	29	14	15	10	14	5	8	8	29	14	15	13	16
	29%	30%	29%	+42%	34%	25%	25%	31%	29%	25%	35%	27%	32%
Summary: At least once a month	34	17	17	11	16	6	10	9	34	17	17	16	18
	34%	36%	33%	+47%	39%	32%	33%	33%	34%	30%	39%	32%	36%

Columns Tested: a,b - a,b,c - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 186
QT8. How frequently, if at all, do you watch each of these channels? - RTÉ 2?
Base: Where in Northern Ireland and have a TV

		Gender		Age Group	Household Income	Social Group 1			Nation	Urbanity		Working Status	
	Total	**Man**	**Woman**	**65+**	**26K+**	**AB**	**C1**	**DE**	**NI**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b			a	b	c		a	b	a	b
Unweighted Bases	461	224	235	102	185	105	124	142	461	294	167	225	232
Effective Weighted Sample	425	207	216	94	171	101	117	137	425	282	156	206	216
Weighted Bases	**100**	**48**	**51**	**24**	**40**	**19**	**30**	**27**	**100**	**56**	**44**	**49**	**50**
Every day	4	2	2	2	2	1	1	2	4	1	4	2	2
	4%	4%	4%	+9%	4%	6%	3%	6%	4%	-2%	+8% a	4%	5%
At least weekly	15	7	8	5	7	2	4	4	15	7	8	6	9
	15%	15%	15%	21%	19%	12%	12%	16%	15%	13%	18%	13%	17%
At least monthly	10	7	3	2	5	1	4	2	10	5	4	5	4
	10%	+14% b	-6%	9%	13%	7%	13%	9%	10%	10%	9%	11%	9%
Less often than monthly	10	5	4	2	5	2	4	2	10	6	4	6	4
	10%	11%	9%	10%	12%	11%	12%	6%	10%	10%	9%	11%	8%
Never	60	27	32	11	21	12	17	16	60	36	23	30	30
	59%	56%	63%	-47%	53%	62%	58%	62%	59%	65%	53%	60%	59%
Don’ t know	2	*	1	1	0	*	1	*	2	1	1	*	1
	2%	*%	3%	3%	0%	2%	3%	1%	2%	1%	3%	1%	2%
Summary: Ever	39	21	18	12	19	7	12	10	39	19	20	19	19
	39%	44%	34%	+50%	+47%	36%	39%	37%	39%	34%	44%	39%	39%
Summary: At least once a week	19	9	10	7	9	4	4	6	19	8	11	8	11
	19%	19%	20%	+31%	23%	18%	15%	22%	19%	-14%	+26% a	17%	22%
Summary: At least once a month	29	16	13	9	14	5	8	8	29	13	16	14	15
	29%	33%	26%	+40%	+36%	25%	27%	31%	29%	-24%	+35% a	28%	31%

Columns Tested: a,b - a,b,c - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 187
QT8. How frequently, if at all, do you watch each of these channels? - Virgin Media One?
Base: Where in Northern Ireland and have a TV

		Gender		Age Group	Household Income	Social Group 1			Nation	Urbanity		Working Status	
	Total	Man	Woman	65+	26K+	AB	C1	DE	NI	Urban	Rural	Working	Not working
Column		a	b			a	b	c		a	b	a	b
Unweighted Bases	461	224	235	102	185	105	124	142	461	294	167	225	232
Effective Weighted Sample	425	207	216	94	171	101	117	137	425	282	156	206	216
Weighted Bases	**100**	**48**	**51**	**24**	**40**	**19**	**30**	**27**	**100**	**56**	**44**	**49**	**50**
Every day	1	1	0	0	*	1	0	0	1	*	*	1	0
	1%	1%	0%	0%	1%	+3%	0%	0%	1%	*%	1%	1%	0%
At least weekly	4	3	1	1	2	1	2	1	4	2	2	2	2
	4%	5%	2%	5%	6%	3%	6%	3%	4%	3%	4%	4%	4%
At least monthly	5	2	3	2	2	1	1	2	5	3	1	1	4
	5%	3%	6%	8%	4%	4%	2%	6%	5%	6%	3%	-2%	+7% a
Less often than monthly	7	4	2	2	4	2	2	1	7	4	3	3	3
	7%	9%	5%	8%	10%	8%	6%	5%	7%	7%	6%	7%	7%
Never	83	39	43	18	31	16	25	23	83	46	37	42	40
	83%	81%	84%	77%	78%	81%	83%	85%	83%	83%	83%	86%	80%
Don’ t know	2	0	2	*	*	0	1	*	2	*	1	*	1
	2%	-0%	+3% a	1%	1%	0%	3%	1%	2%	1%	3%	1%	2%
Summary: Ever	16	9	7	5	8	4	4	4	16	9	6	6	9
	16%	19%	13%	22%	21%	19%	13%	13%	16%	17%	14%	13%	18%
Summary: At least once a week	4	3	1	1	3	1	2	1	4	2	2	2	2
	4%	7%	2%	5%	7%	7%	6%	3%	4%	4%	5%	5%	4%
Summary: At least once a month	9	5	4	3	4	2	2	2	9	5	4	3	6
	9%	10%	8%	14%	11%	11%	8%	8%	9%	9%	9%	7%	12%

Columns Tested: a,b - a,b,c - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 188
QT8. How frequently, if at all, do you watch each of these channels? - TG4?
Base: Where in Northern Ireland and have a TV

		Gender		Age Group	Household Income	Social Group 1			Nation	Urbanity		Working Status	
	Total	Man	Woman	65+	26K+	AB	C1	DE	NI	Urban	Rural	Working	Not working
Column		a	b			a	b	c		a	b	a	b
Unweighted Bases	461	224	235	102	185	105	124	142	461	294	167	225	232
Effective Weighted Sample	425	207	216	94	171	101	117	137	425	282	156	206	216
Weighted Bases	**100**	**48**	**51**	**24**	**40**	**19**	**30**	**27**	**100**	**56**	**44**	**49**	**50**
Every day	1 1%	1 2%	0 0%	* 2%	* *%	* 1%	* 1%	* 2%	1 1%	* 1%	* 1%	* 1%	* 1%
At least weekly	6 6%	4 8%	2 3%	2 9%	3 7%	1 4%	2 6%	1 5%	6 6%	2 -3%	4 +9% a	2 5%	3 7%
At least monthly	6 6%	3 7%	3 5%	2 10%	3 7%	1 4%	2 6%	2 9%	6 6%	5 8%	1 3%	3 6%	3 6%
Less often than monthly	12 12%	6 13%	5 10%	2 10%	7 +17%	3 15%	4 13%	2 8%	12 12%	6 11%	6 13%	6 13%	5 11%
Never	74 74%	33 69%	40 79%	16 68%	27 68%	15 76%	21 71%	20 76%	74 74%	42 76%	32 72%	36 74%	38 75%
Don’ t know	2 2%	* *%	1 3%	* 1%	* 1%	0 0%	1 3%	* 1%	2 2%	1 1%	1 2%	1 2%	* 1%
Summary: Ever	24 24%	15 +30% b	10 -19%	7 31%	13 +31%	5 24%	8 26%	6 24%	24 24%	13 23%	11 26%	12 24%	12 24%
Summary: At least once a week	7 7%	5 +10% b	2 -3%	3 11%	3 7%	1 5%	2 7%	2 7%	7 7%	2 -4%	4 +10% a	3 5%	4 8%
Summary: At least once a month	13 13%	8 +17% b	4 -8%	5 +20%	6 14%	2 9%	4 13%	4 16%	13 13%	7 12%	6 13%	6 11%	7 13%

Columns Tested: a,b - a,b,c - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 189
QZ8.Which one of these groups best describes your ethnic group or background?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
English/ Welsh/ Scottish/ Northern Irish	3051 76%	1476 76%	1566 76%	351 -67% 	419 -64% 	496 -68% 	401 74% b	588 +87% abcd	796 +91% abcde	150 +86% d	160 81%	288 80%	1037 77%
Irish	71 2%	34 2%	36 2%	7 1%	7 1%	12 2%	7 1%	19 3%	19 2%	3 2%	8 4%	6 2%	31 2%
Roma	5 *%	1 *%	4 *%	0 0%	1 *%	3 *%	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Any other White background (WRITE IN)	172 4%	75 4%	95 5%	32 6% ef	46 +7% ef	46 +6% ef	29 5% ef	6 -1%	12 -1%	4 3%	7 4%	10 3%	65 5%
White and Black Caribbean	15 *%	4 *%	11 1%	3 1%	3 *%	6 1% f	3 1%	0 0%	0 0%	3 1% d	0 0%	* *%	3 *%
White and Black African	12 *%	4 *%	8 *%	2 *%	3 *%	4 1%	3 *%	1 *%	0 0%	1 *%	0 0%	0 0%	3 *%
White and Asian	31 1%	12 1%	20 1%	13 +2% cef	11 2% f	3 *%	3 1%	2 *%	0 -0%	0 0%	1 1%	1 *%	19 +1%
Any other Mixed/ multiple ethnic background (TYPE IN)	25 1%	5 -*%	20 +1% a	5 1%	10 +1% cf	1 *%	4 1%	3 *%	2 *%	0 0%	0 0%	6 +2%	6 *%
Caribbean	50 1%	14 -1%	35 +2% a	7 1%	5 1%	13 2%	3 *%	13 2%	9 1%	2 1%	1 *%	4 1%	9 1%
African	138 3%	68 4%	70 3%	23 4% ef	38 +6% ef	22 3%	31 +6% ef	12 -2%	11 -1%	6 3%	6 3%	12 3%	54 4%
Any other Black/ Black British/ African/ Caribbean background (TYPE IN)	* *%	0 0%	* *%	0 0%	* *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	* *%
Indian	134 3%	77 4%	57 3%	14 3% f	39 +6% aef	43 +6% aef	22 4% ef	10 -2%	5 -1%	1 1%	4 2%	8 2%	40 3%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 189 (continuation)
QZ8.Which one of these groups best describes your ethnic group or background?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Pakistani	90 2%	49 3%	41 2%	22 +4% ef	22 3% ef	26 +4% ef	14 3% ef	1 -*%	5 -1%	0 0%	1 1%	6 2%	25 2%
Bangladeshi	35 1%	18 1%	17 1%	8 1% f	10 2% f	9 1% f	3 1%	3 *%	1 -*%	0 0%	2 1%	2 1%	13 1%
Chinese	24 1%	13 1%	10 1%	6 1% e	6 1%	5 1%	4 1%	* *%	3 *%	1 *%	0 0%	2 *%	5 *%
Any other Asian background (TYPE IN)	36 1%	20 1%	16 1%	8 2% ef	7 1%	10 1% ef	8 1% ef	1 *%	2 *%	2 1%	3 2%	3 1%	11 1%
Arab	19 *%	11 1%	8 *%	7 +1% f	3 *%	5 1%	2 *%	3 *%	0 0%	0 0%	0 0%	1 *%	1 *%
Any other background (TYPE IN)	49 1%	26 1%	23 1%	8 2%	10 2%	15 2% f	6 1%	7 1%	4 *%	1 1%	1 1%	7 2%	16 1%
Prefer not to say	37 1%	21 1%	15 1%	7 1%	9 1%	7 1%	1 *%	8 1%	5 1%	0 0%	3 1%	1 *%	5 *%
Not answered	7 *%	4 *%	3 *%	3 1%	2 *%	1 *%	1 *%	0 0%	0 0%	0 0%	0 0%	0 0%	4 *%
Summary: White	3299 82%	1586 82%	1701 83%	391 -74%	473 -73%	557 -77%	438 80% b	613 +90% abcd	827 +95% abcde	158 +91%	175 88%	304 85%	1133 84%
Summary: Mixed/Multiple ethnic groups	83 2%	24 -1%	59 +3% a	22 +4% ef	26 +4% ef	14 2% f	13 2% f	6 1%	2 -*%	3 2%	1 1%	7 2%	31 2%
Summary: Black or Black British	188 5%	83 4%	105 5%	30 6% f	43 7% f	35 5% f	33 6% f	25 4%	21 -2%	8 4%	7 4%	17 5%	62 5%
Summary: Asian or Asian British	319 8%	176 9%	142 -7%	58 +11% ef	84 +13% ef	94 +13% ef	51 9% ef	15 -2%	16 -2%	4 -2%	11 5%	21 6%	94 7%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 189 (continuation)
QZ8.Which one of these groups best describes your ethnic group or background?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Summary: Other ethnic group	68	37	31	15	13	19	8	10	4	1	1	8	17
	2%	2%	1%	3% f	2% f	3% f	1%	1%	-*%	1%	1%	2%	1%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 189 (continuation)
QZ8.Which one of these groups best describes your ethnic group or background?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
English/ Welsh/ Scottish/ Northern Irish	3051 76%	702 78%	947 -74%	667 78%	698 77%	2508 -74% d	305 +92% ad	175 +93% ad	63 -58%
Irish	71 2%	20 2%	15 1%	12 1%	24 3% b	31 -1%	1 *%	1 *%	37 +35% abc
Roma	5 *%	0 0%	4 *%	0 0%	1 *%	4 *%	1 *%	0 0%	0 0%
Any other White background (WRITE IN)	172 4%	28 3%	70 5% a	33 4%	39 4%	156 +5% c	9 3%	3 -2%	4 4%
White and Black Caribbean	15 *%	4 *%	4 *%	1 *%	5 1%	14 *%	* *%	* *%	0 0%
White and Black African	12 *%	* *%	6 *%	1 *%	3 *%	12 *%	0 0%	* *%	0 0%
White and Asian	31 1%	15 +2% cd	10 1%	1 *%	3 *%	29 1%	1 *%	1 *%	* *%
Any other Mixed/ multiple ethnic background (TYPE IN)	25 1%	6 1%	12 1%	4 *%	2 *%	24 +1%	* *%	* *%	0 0%
Caribbean	50 1%	8 1%	13 1%	10 1%	17 2%	49 +1%	* *%	* *%	* *%
African	138 3%	22 2%	48 4%	37 4%	31 3%	133 +4% bcd	2 -1%	2 -1%	1 -1%
Any other Black/ Black British/ African/ Caribbean background (TYPE IN)	* *%	* *%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	* *%
Indian	134 3%	31 3%	44 3%	37 4% d	19 -2%	132 +4% bcd	1 -*%	2 -1%	0 -0%
Pakistani	90 2%	13 1%	34 3%	22 3%	21 2%	88 +3% bcd	2 -1%	* -*%	* -*%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 189 (continuation)
QZ8.Which one of these groups best describes your ethnic group or background?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Bangladeshi	35 1%	4 *%	13 1%	9 1%	9 1%	32 1%	1 *%	* *%	1 1%
Chinese	24 1%	6 1%	12 1%	1 *%	4 *%	23 1%	1 *%	0 0%	* *%
Any other Asian background (TYPE IN)	36 1%	9 1%	7 1%	10 1%	6 1%	33 1%	1 *%	2 1%	* *%
Arab	19 *%	6 1%	7 1%	0 0%	6 1%	15 *%	3 1%	1 *%	0 0%
Any other background (TYPE IN)	49 1%	17 2% c	24 2% c	1 -*%	7 1%	48 +1% b	0 -0%	* *%	* *%
Prefer not to say	37 1%	11 1%	16 1%	3 *%	5 1%	34 1%	2 1%	0 0%	1 *%
Not answered	7 *%	0 0%	2 *%	2 *%	0 0%	7 *%	0 0%	0 0%	0 0%
Summary: White	3299 82%	750 83%	1036 80%	711 84%	762 85%	2700 -80%	316 +95% a	179 +95% a	104 +96% a
Summary: Mixed/Multiple ethnic groups	83 2%	25 3% c	32 2%	8 1%	13 1%	79 +2% d	2 1%	2 1%	* -*%
Summary: Black or Black British	188 5%	30 3%	61 5%	47 6%	49 5%	182 +5% bcd	3 -1%	2 -1%	1 -1%
Summary: Asian or Asian British	319 8%	64 7%	109 9%	79 9%	61 7%	308 +9% bcd	6 -2%	4 -2%	2 -1%
Summary: Other ethnic group	68 2%	23 3% c	31 2% c	1 -*%	13 1%	64 +2%	3 1%	1 1%	* *%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 189 (continuation)
QZ8.Which one of these groups best describes your ethnic group or background?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
English/ Welsh/ Scottish/ Northern Irish	3051	159	430	327	225	277	307	278	144	361	2418	633	1728	1278
	76%	-31%	78%	+94%	77%	79%	82%	+85%	+90%	81%	-74%	+88%	-73%	+81%
			a	abdefgi	a	a	a	a	abde	a		a		a
Irish	71	14	4	1	0	5	1	2	0	4	49	22	36	35
	2%	3%	1%	*%	0%	1%	*%	1%	0%	1%	-1%	+3%	2%	2%
												a		
Roma	5	0	3	0	0	1	0	0	0	0	5	0	3	2
	*%	0%	+1%	0%	0%	*%	0%	0%	0%	0%	*%	0%	*%	*%
Any other White background (WRITE IN)	172	69	28	4	14	6	16	9	2	8	156	16	128	43
	4%	+13%	5%	1%	5%	2%	4%	3%	1%	2%	+5%	-2%	+5%	-3%
		bcdefghi	c								b		b	
White and Black Caribbean	15	5	4	0	1	0	0	2	3	0	12	3	12	2
	*%	1%	1%	0%	*%	0%	0%	1%	2%	0%	*%	*%	1%	*%
White and Black African	12	4	2	1	0	1	0	1	0	3	11	1	9	3
	*%	1%	*%	*%	0%	*%	0%	*%	0%	1%	*%	*%	*%	*%
White and Asian	31	9	9	1	4	0	3	2	0	1	26	5	23	8
	1%	2%	2%	*%	1%	0%	1%	1%	0%	*%	1%	1%	1%	1%
Any other Mixed/ multiple ethnic background (TYPE IN)	25	17	0	1	1	4	0	0	0	1	25	0	18	6
	1%	+3%	0%	*%	*%	1%	0%	0%	0%	*%	1%	0%	1%	*%
		bfgi												
Caribbean	50	33	2	1	1	7	4	0	0	0	46	3	28	18
	1%	+6%	*%	*%	*%	2%	1%	0%	0%	0%	1%	*%	1%	1%
		bcdfghi				i								
African	138	76	11	3	9	8	3	8	3	13	131	8	102	35
	3%	+15%	2%	1%	3%	2%	-1%	3%	2%	3%	+4%	-1%	+4%	-2%
		bcdefghi									b		b	
Any other Black/ Black British/ African/ Caribbean background (TYPE IN)	*	0	0	0	0	0	0	0	0	0	*	0	*	0
	*%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*%	0%	*%	0%
Indian	134	42	20	2	13	19	17	5	5	9	122	12	100	31
	3%	+8%	4%	-*%	5%	5%	4%	1%	3%	2%	+4%	-2%	+4%	-2%
		bcgi			c	c	c				b		b	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 189 (continuation)
QZ8.Which one of these groups best describes your ethnic group or background?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Pakistani	90 2%	11 2%	10 2%	0 0%	5 2%	14 4% c	6 2%	12 4% c	0 0%	29 +7% abcfh	87 +3% b	3 -*%	45 2%	44 3%
Bangladeshi	35 1%	27 +5% bcdefgi	0 0%	0 0%	0 0%	4 1%	0 0%	0 0%	0 0%	1 *%	35 +1% b	0 -0%	20 1%	12 1%
Chinese	24 1%	3 1%	8 1%	1 *%	5 2%	1 *%	3 1%	0 0%	1 1%	1 *%	23 1%	1 *%	13 1%	11 1%
Any other Asian background (TYPE IN)	36 1%	17 +3% degi	6 1%	2 1%	0 0%	1 *%	5 1%	0 0%	2 1%	1 *%	36 +1% b	0 -0%	24 1%	11 1%
Arab	19 *%	11 +2%	3 *%	0 0%	0 0%	0 0%	0 0%	1 *%	0 0%	1 *%	19 1%	0 0%	8 *%	10 1%
Any other background (TYPE IN)	49 1%	14 +3%	9 2%	1 *%	3 1%	2 *%	6 2%	5 1%	0 0%	8 2%	46 1%	3 *%	36 2%	13 1%
Prefer not to say	37 1%	6 1%	3 1%	3 1%	7 2%	3 1%	5 1%	4 1%	0 0%	3 1%	25 1%	12 2%	18 1%	11 1%
Not answered	7 *%	3 1%	1 *%	1 *%	2 1%	0 0%	0 0%	0 0%	0 0%	0 0%	7 *%	0 0%	2 *%	2 *%
Summary: White	3299 82%	242 -47%	466 84% a	332 +95% abdefgi	239 82% a	289 82% a	323 86% a	289 88% a	146 91% a	373 84% a	2628 -80%	670 +93% a	1895 -80%	1358 +86% a
Summary: Mixed/Multiple ethnic groups	83 2%	35 +7% bcefgi	14 3%	3 1%	7 2%	5 1%	3 1%	5 2%	3 2%	5 1%	74 2%	9 1%	62 +3% b	20 -1%
Summary: Black or Black British	188 5%	109 +21% bcdefghi	13 2%	3 -1%	11 4%	16 5%	7 2%	8 3%	3 2%	13 3%	177 +5% b	11 -2%	131 +6% b	53 -3%
Summary: Asian or Asian British	319 8%	100 +19% bcdefghi	43 8% c	5 -1%	23 8% c	38 11% c	31 8% c	17 5%	8 5%	42 9% c	303 +9% b	16 -2%	203 9%	110 7%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 189 (continuation)
QZ8.Which one of these groups best describes your ethnic group or background?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Summary: Other ethnic group	68	25	12	1	3	2	6	6	0	9	65	3	44	24
	2%	+5% ce	2%	*%	1%	*%	2%	2%	0%	2%	+2% b	-*%	2%	1%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 190
QZ9. Which of these – if any – impact or limit your daily activities or the work you can do?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Hearing? Poor hearing, partial hearing, or are deaf	237	126	110	4	13	17	12	49	142	17	31	16	66
	6%	7%	5%	-1%	-2%	-2%	-2%	7%	+16%	10%	+16%	4%	5%
								abcd	abcde	d	cd		
Eyesight? Poor vision, colour blindness, partial sight, or are blind	165	80	82	25	15	14	12	20	79	5	20	14	41
	4%	4%	4%	5%	2%	-2%	2%	3%	+9%	3%	+10%	4%	3%
				c					abcde		acd		
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	321	134	186	6	16	14	32	76	177	46	44	49	46
	8%	7%	9%	-1%	-2%	-2%	6%	+11%	+20%	+26%	+22%	+14%	-3%
							abc	abcd	abcde	cd	cd	d	
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc	55	25	30	1	6	3	5	20	21	8	6	12	10
	1%	1%	1%	*%	1%	-*%	1%	+3%	+2%	+4%	3%	+3%	1%
								abcd	ac	d	d	d	
Breathing? Breathlessness or chest pains	147	56	91	6	7	11	14	44	64	17	9	25	31
	4%	3%	4%	-1%	-1%	-1%	3%	+7%	+7%	+10%	5%	+7%	-2%
								abcd	abcd	d		d	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	111	54	55	22	18	11	13	26	20	12	9	18	22
	3%	3%	3%	4%	3%	2%	2%	4%	2%	+7%	4%	+5%	-2%
				c				c		d	d	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 190 (continuation)
QZ9. Which of these – if any – impact or limit your daily activities or the work you can do?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc	63 2%	20 -1%	41 2%	16 +3% f	18 +3% f	10 1% f	8 1% f	10 1% f	2 -*%	6 4%	4 2%	7 2%	17 1%
Your mental health? Anxiety, depression, or trauma-related conditions, for example	186 5%	80 4%	101 5%	32 6% f	37 6% f	35 5% f	23 4% f	50 +7% f	9 -1%	22 +13% d	17 +8% d	32 +9% d	49 4%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	106 3%	36 -2%	65 3% a	7 1%	7 -1%	14 2%	11 2%	26 4% b	42 +5% abcd	7 4%	10 5%	17 5%	33 2%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2973 74%	1478 +77% b	1491 -73%	425 +81% ef	537 +83% ef	611 +84% ef	438 +80% ef	473 -70% f	490 -56%	71 -41%	99 -50%	225 -63% ab	1119 +83% abc
Prefer not to say	171 4%	69 4%	102 5%	28 5%	38 6%	32 4%	25 5%	21 3%	28 3%	12 7% d	7 4%	13 4%	27 -2%
Summary: Any	856 21%	384 20%	462 22%	74 -14%	75 -12%	84 -12%	83 -15%	184 +27% abcd	356 +41% abcde	90 +52% cd	93 +47% cd	119 +33% d	200 -15%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 190 (continuation)
QZ9. Which of these – if any – impact or limit your daily activities or the work you can do?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Hearing? Poor hearing, partial hearing, or are deaf	237	38	67	43	84	204	20	9	4
	6%	-4%	5%	5%	+9%	6%	6%	5%	4%
					abc				
Eyesight? Poor vision, colour blindness, partial sight, or are blind	165	28	50	24	58	140	15	7	3
	4%	3%	4%	3%	+6%	4%	5%	4%	3%
					abc				
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	321	50	56	59	152	245	40	26	10
	8%	-6%	-4%	7%	+17%	-7%	+12%	+14%	9%
					abc		a	ad	
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc	55	6	14	10	22	34	9	6	6
	1%	1%	1%	1%	+2%	-1%	+3%	+3%	+5%
					a		a	a	a
Breathing? Breathlessness or chest pains	147	23	39	26	56	118	19	7	3
	4%	3%	3%	3%	+6%	3%	6%	4%	2%
					abc		d		
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	111	13	27	16	53	89	15	4	2
	3%	-1%	2%	2%	+6%	3%	+5%	2%	2%
					abc				

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 190 (continuation)
QZ9. Which of these – if any – impact or limit your daily activities or the work you can do?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc	63	5	23	11	23	53	6	2	2
	2%	-*%	2%	1%	+3%	2%	2%	1%	2%
			a		a				
Your mental health? Anxiety, depression, or trauma-related conditions, for example	186	29	65	19	68	147	25	8	5
	5%	3%	5%	-2%	+8%	-4%	+8%	4%	5%
			c		ac		a		
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	106	17	25	19	40	93	5	6	1
	3%	2%	2%	2%	+4%	3%	2%	3%	-1%
					ab	d		d	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2973	720	1006	671	537	2525	229	134	86
	74%	+80%	+78%	+79%	-60%	75%	-69%	71%	+80%
		d	d	d		b			bc
Prefer not to say	171	31	55	31	49	148	15	6	3
	4%	3%	4%	4%	5%	4%	4%	3%	2%
Summary: Any	856	152	226	148	315	699	89	49	19
	21%	-17%	-18%	-17%	+35%	-21%	+27%	26%	18%
					abc		ad	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 190 (continuation)
QZ9. Which of these – if any – impact or limit your daily activities or the work you can do?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Hearing? Poor hearing, partial hearing, or are deaf	237 6%	15 -3%	27 5%	24 7%	22 8% a	34 +10% a	18 5%	23 7%	7 5%	33 7% a	192 6%	45 6%	62 -3%	170 +11% a
Eyesight? Poor vision, colour blindness, partial sight, or are blind	165 4%	21 4%	11 2%	19 5%	16 5%	21 6% b	21 5%	17 5%	3 2%	12 3%	123 4%	42 6%	47 -2%	117 +7% a
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	321 8%	38 7%	25 -4%	40 11% bi	19 6%	29 8%	34 9%	26 8%	16 10%	18 -4%	247 8%	74 10%	41 -2%	275 +17% a
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc	55 1%	4 1%	6 1%	9 3% f	3 1%	1 *%	0 0%	4 1%	2 1%	6 1%	47 1%	8 1%	11 -*%	43 +3% a
Breathing? Breathlessness or chest pains	147 4%	18 4%	14 2%	21 6%	12 4%	16 5%	8 2%	13 4%	6 4%	10 2%	112 3%	35 5%	34 -1%	110 +7% a
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	111 3%	5 1%	14 2%	17 5% a	10 3%	11 3%	5 1%	13 4%	3 2%	13 3%	99 3%	12 2%	33 -1%	75 +5% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

Technology Tracker 2024
Table 190 (continuation)
QZ9. Which of these – if any – impact or limit your daily activities or the work you can do?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, etc	63 2%	4 1%	6 1%	11 3% f	6 2%	7 2%	0 0%	11 3% f	1 *%	8 2%	55 2%	8 1%	22 -1%	37 +2% a
Your mental health? Anxiety, depression, or trauma-related conditions, for example	186 5%	14 3%	13 2%	17 5%	11 4%	18 5%	6 2%	27 +8% abf	10 6%	31 7% abf	155 5%	32 4%	74 -3%	105 +7% a
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	106 3%	10 2%	5 1%	25 +7% abdi	5 2%	11 3%	17 4% b	9 3%	5 3%	8 2%	88 3%	18 2%	45 -2%	59 +4% a
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	2973 74%	406 78% cde	460 +83% cdeg	235 -67%	197 67%	234 -66%	297 79% cdeg	227 69%	125 78%	345 78% cde	2457 75%	517 72%	2020 +86% b	923 -59%
Prefer not to say	171 4%	27 5%	15 3%	11 3%	26 +9% bcfh	22 6%	11 3%	18 6%	1 1%	17 4%	136 4%	35 5%	82 -3%	67 4%
Summary: Any	856 21%	87 17%	77 -14%	102 +29% abfi	69 24% b	97 27% abfi	68 18%	83 25% ab	34 21%	82 18%	686 21%	170 24%	253 -11%	587 +37% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 191
QZ10. What is your working status?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
In full-time employment	1869	1050	814	198	463	513	365	299	29	17	26	124	911
	47%	+54%	-40%	-38%	+71%	+71%	+67%	44%	-3%	-10%	-13%	-35%	+68%
		b		f	aef	aef	aef	f				ab	abc
In part-time employment	486	131	354	50	86	102	87	92	70	27	30	51	174
	12%	-7%	+17%	10%	13%	14%	+16%	14%	-8%	16%	15%	14%	13%
			a		f	f	af	f					
Retired	946	462	480	0	1	*	4	177	764	61	95	128	173
	24%	24%	23%	-0%	-*%	-*%	-1%	26%	+87%	+35%	+48%	+36%	-13%
								abcd	abcde	d	acd	d	
Unemployed	253	124	128	47	47	49	44	63	2	52	31	23	15
	6%	6%	6%	+9%	7%	7%	8%	+9%	-*%	+30%	+16%	6%	-1%
				f	f	f	f	f		bcd	cd	d	
A student	221	118	101	204	12	2	1	2	0	9	5	11	36
	6%	6%	5%	+39%	-2%	-*%	-*%	-*%	-0%	5%	2%	3%	-3%
				bcdef	cdef								
Full-time responsibility for the home/ family	157	21	137	17	30	48	31	28	3	8	10	15	30
	4%	-1%	+7%	3%	5%	+7%	6%	4%	-*%	4%	5%	4%	-2%
			a	f	f	f	f	f			d		
Prefer not to say	68	25	41	9	10	13	13	17	6	1	2	5	8
	2%	1%	2%	2%	2%	2%	2%	3%	-1%	1%	1%	1%	-1%
							f	f					
Summary: Working	2355	1181	1168	248	549	615	452	391	99	44	55	175	1085
	59%	+61%	-57%	-47%	+84%	+85%	+83%	58%	-11%	-25%	-28%	-49%	+81%
		b		f	aef	aef	aef	af				ab	abc
Summary: Not working	1577	725	846	269	91	99	80	269	769	129	141	177	254
	39%	38%	41%	+51%	-14%	-14%	-15%	40%	+88%	+74%	+71%	+50%	-19%
				bcde				bcd	abcde	cd	cd	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 191 (continuation)
QZ10. What is your working status?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
In full-time employment	1869 47%	563 +62% bcd	700 +54% d	464 +55% d	133 -15%	1599 +47%	141 43%	82 43%	46 43%
In part-time employment	486 12%	98 11%	138 11%	140 +16% abd	102 11%	420 12% cd	44 13% d	16 -8%	7 -6%
Retired	946 24%	185 -21%	228 -18%	170 20%	353 +39% abc	772 -23%	95 +29% a	53 28%	26 24%
Unemployed	253 6%	2 -*%	34 -3% a	12 -1% a	199 +22% abc	205 6%	23 7%	16 8%	9 8%
A student	221 6%	29 -3% d	147 +11% acd	29 -3% d	13 -1%	187 6%	14 4%	10 6%	9 +9% ab
Full-time responsibility for the home/ family	157 4%	16 -2%	29 -2%	21 3%	88 +10% abc	129 4%	12 4%	7 4%	9 +9% abc
Prefer not to say	68 2%	10 1%	11 -1%	14 2%	13 1%	60 2%	3 1%	4 2%	1 1%
Summary: Working	2355 59%	661 +73% bd	838 +65% d	604 +71% d	236 -26%	2020 +60% cd	185 56%	97 -52%	53 -49%
Summary: Not working	1577 39%	232 -26%	438 -34% ac	232 -27%	653 +72% abc	1293 -38%	144 43%	86 +46% a	54 +50% a

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 191 (continuation)
QZ10. What is your working status?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
In full-time employment	1869 47%	255 49%	262 47%	152 44%	135 46%	154 44%	192 51%	165 50%	80 50%	204 46%	1539 47%	330 46%	1869 +79% b	0 -0%
In part-time employment	486 12%	72 14% g	83 15% g	55 16% g	32 11%	42 12%	50 13% g	19 -6%	24 15% g	43 10%	402 12%	84 12%	486 +21% b	0 -0%
Retired	946 24%	71 -14%	144 26% a	85 24% a	76 26% a	81 23% a	90 24% a	73 22% a	34 22%	117 26% a	727 -22%	219 +30% a	0 -0%	946 +60% a
Unemployed	253 6%	30 6% b	10 -2%	25 7% b	16 5%	35 +10% bf	12 3%	43 +13% abdfh	5 3%	30 7% b	212 6%	41 6%	0 -0%	253 +16% a
A student	221 6%	60 +12% bcefgi	16 -3%	14 4%	20 7%	14 4%	16 4%	12 4%	13 8%	22 5%	200 +6% b	21 -3%	0 -0%	221 +14% a
Full-time responsibility for the home/ family	157 4%	17 3%	32 6%	13 4%	7 2%	18 5%	10 3%	12 4%	5 3%	16 4%	137 4%	21 3%	0 -0%	157 +10% a
Prefer not to say	68 2%	15 3%	5 1%	3 1%	7 2%	8 2%	5 1%	4 1%	0 0%	12 3%	61 2%	7 1%	0 -0%	0 -0%
Summary: Working	2355 59%	327 63%	345 63%	207 59%	167 57%	196 56%	242 64%	185 56%	104 65%	247 56%	1941 59%	414 57%	2355 +100% b	0 -0%
Summary: Not working	1577 39%	178 34%	202 37%	138 40%	118 41%	148 42%	129 34%	140 43%	56 35%	184 42%	1275 39%	301 42%	0 -0%	1577 +100% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 192
QZ11. And is your home...?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Being bought on mortgage	1133 28%	548 28%	582 28%	143 27% ef	264 +41% aef	356 +49% abdef	218 +40% aef	130 -19% f	23 -3%	10 -6%	13 -7%	39 -11%	596 +44% abc
Owned outright by household	1226 31%	651 +34% b	571 -28%	57 -11%	48 -7%	57 -8%	104 -19% abc	334 +49% abcd	626 +72% abcde	41 23%	66 33%	137 +38% ad	392 29%
Rented from Local Authority/ Housing Association/ Trust	723 18%	283 -15%	438 +21% a	96 18%	121 19%	132 18%	107 20%	117 17%	150 17%	85 +49% bcd	73 +37% d	108 +30% d	132 -10%
Rented from private landlord	596 15%	292 15%	302 15%	129 +24% cdef	167 +26% cdef	133 +18% ef	74 14% ef	53 -8% f	39 -4%	32 18%	42 +21%	61 17%	205 15%
Other (TYPE IN)	30 1%	15 1%	14 1%	12 +2% bcef	2 *%	4 1%	5 1%	1 *%	6 1%	1 *%	1 1%	3 1%	6 *%
Don’ t know	58 1%	37 2% b	19 -1%	47 +9% bcdef	7 1% cf	0 -0%	1 -*%	3 1%	0 -0%	2 1%	0 0%	5 1% d	2 -*%
Prefer not to say	235 6%	105 5%	129 6%	43 8% f	41 6%	45 6% f	37 7% f	39 6%	30 -3%	4 2%	3 -1%	5 -2%	14 -1%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 192 (continuation)
QZ11. And is your home...?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Being bought on mortgage	1133	383	437	225	80	964	88	51	31
	28%	+42%	+34%	26%	-9%	29%	26%	27%	29%
		bcd	cd	d					
Owned outright by household	1226	300	374	254	284	1010	94	70	52
	31%	33%	29%	30%	31%	-30%	28%	+37%	+48%
								ab	abc
Rented from Local Authority/ Housing Association/ Trust	723	52	155	174	331	574	102	33	14
	18%	-6%	-12%	20%	+37%	-17%	+31%	18%	-13%
			a	ab	abc		acd		
Rented from private landlord	596	97	206	142	145	535	28	24	8
	15%	-11%	16%	17%	16%	+16%	-8%	13%	-7%
			a	a	a	bd		d	
Other (TYPE IN)	30	5	11	5	7	27	3	0	*
	1%	1%	1%	1%	1%	1%	1%	0%	*%
Don’ t know	58	9	25	12	9	54	2	1	1
	1%	1%	2%	1%	1%	+2%	1%	1%	1%
Prefer not to say	235	58	79	39	44	209	15	8	2
	6%	6%	6%	5%	5%	+6%	5%	4%	-2%
						d			

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 192 (continuation)
QZ11. And is your home...?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Being bought on mortgage	1133	84	195	116	78	75	135	93	55	132	930	203	986	140
	28%	-16%	+35%	33%	27%	-21%	+36%	29%	34%	30%	28%	28%	+42%	-9%
			ae	ae	a		ae	a	ae	a			b	
Owned outright by household	1226	79	187	107	99	112	114	89	61	164	936	290	463	751
	31%	-15%	34%	31%	34%	32%	30%	27%	38%	+37%	-29%	+40%	-20%	+48%
			a	a	a	a	a	a	a	a		a		a
Rented from Local Authority/ Housing Association/ Trust	723	152	82	70	29	73	41	65	8	54	618	105	331	381
	18%	+29%	15%	20%	-10%	21%	-11%	20%	-5%	-12%	+19%	-14%	-14%	+24%
		bdfghi	h	dfhi		dfhi		dfh			b			a
Rented from private landlord	596	156	68	36	55	56	38	60	19	48	534	62	423	171
	15%	+30%	12%	10%	19%	16%	10%	18%	12%	11%	+16%	-9%	+18%	-11%
		bcdefghi			cf			f			b		b	
Other (TYPE IN)	30	4	1	0	3	5	7	2	0	5	27	3	19	11
	1%	1%	*%	0%	1%	1%	2%	1%	0%	1%	1%	*%	1%	1%
Don’ t know	58	17	5	6	5	9	4	2	6	1	49	9	16	38
	1%	+3%	1%	2%	2%	3%	1%	1%	3%	*%	2%	1%	-1%	+2%
		i							i					a
Prefer not to say	235	28	16	13	23	21	39	17	12	40	185	50	117	86
	6%	5%	-3%	4%	8%	6%	+10%	5%	7%	+9%	6%	7%	-5%	5%
					b		bc			b				

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 193
QZ12. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Per week - Up to £199 - Per Year - Up to £10,399	174 4%	66 -3%	108 +5% a	21 4%	26 4%	19 -3%	20 4%	31 5%	57 +7% c	174 +100% bcd	0 -0%	0 -0%	0 -0%
Per week - From £200 to £299 - Per Year - From £10,400 to £15,599	198 5%	77 -4%	120 +6% a	11 -2%	20 3%	23 3%	25 5%	29 4%	91 +10% abcde	0 -0%	198 +100% acd	0 -0%	0 -0%
Per week - From £300 to £499 - Per Year - From £15,600 to £25,999	358 9%	163 8%	190 9%	41 8%	41 6%	46 -6%	43 8%	71 11% bc	115 +13% abcd	0 -0%	0 -0%	358 +100% abd	0 -0%
Per week - From £500 to £699 - Per Year - From £26,000 to £36,399	377 9%	195 10%	182 9%	38 7%	69 11%	93 +13% adf	41 7%	65 10%	71 8%	0 -0%	0 -0%	0 -0%	377 +28% abc
Per week - From £700 to £999 - Per Year - From £36,400 to £51,999	422 11%	207 11%	213 10%	35 -7%	96 +15% af	99 +14% af	62 11% af	72 11% f	59 -7%	0 -0%	0 -0%	0 -0%	422 +31% abc
Per week - From 1,000 to £1,499 - Per Year - From £52,000 to £77,999	301 8%	177 +9% b	123 -6%	27 5%	67 +10% aef	88 +12% aef	50 9% f	43 6% f	25 -3%	0 -0%	0 -0%	0 -0%	301 +22% abc
Per week - £1,500 and above - Per Year - £78,000 and above	247 6%	141 +7% b	104 -5%	11 -2%	53 8% af	72 +10% af	44 8% af	46 7% af	19 -2%	0 -0%	0 -0%	0 -0%	247 +18% abc
Don’ t know	774 19%	337 -17%	435 +21% a	243 +46% bcdef	132 20% cdef	101 -14%	75 -14%	92 -14%	132 -15%	0 -0%	0 -0%	0 -0%	0 -0%
Prefer not to say	1149 29%	569 29%	580 28%	100 -19%	146 -22%	186 26% a	185 +34% abc	228 +34% abc	305 +35% abc	0 -0%	0 -0%	0 -0%	0 -0%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 193 (continuation)
QZ12. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Per week - Up to £199 - Per Year - Up to £10,399	174 4%	7 -1%	34 -3% a	26 3% a	104 +12% abc	142 4%	16 5%	12 6%	4 4%
Per week - From £200 to £299 - Per Year - From £10,400 to £15,599	198 5%	8 -1%	48 4% a	33 4% a	108 +12% abc	154 -5%	20 6%	17 +9% a	8 7%
Per week - From £300 to £499 - Per Year - From £15,600 to £25,999	358 9%	32 -4%	109 9% a	105 +12% a	110 +12% ab	280 -8%	44 +13% a	22 12% a	11 10%
Per week - From £500 to £699 - Per Year - From £26,000 to £36,399	377 9%	61 -7%	140 11% ad	117 +14% ad	58 -6%	305 9%	39 12%	18 10%	15 +14% a
Per week - From £700 to £999 - Per Year - From £36,400 to £51,999	422 11%	128 +14% d	172 +13% d	87 10% d	34 -4%	355 11%	33 10%	22 12%	13 12%
Per week - From 1,000 to £1,499 - Per Year - From £52,000 to £77,999	301 8%	138 +15% bcd	108 8% d	49 6% d	6 -1%	244 7%	31 9%	14 7%	11 11%
Per week - £1,500 and above - Per Year - £78,000 and above	247 6%	177 +20% bcd	54 -4% cd	9 -1%	5 -1%	218 +6% d	16 5%	9 5%	4 -3%
Don’ t know	774 19%	93 -10%	275 21% a	182 21% a	209 +23% a	677 +20% bc	48 -14%	24 -13%	25 23% bc
Prefer not to say	1149 29%	260 29%	346 27%	242 28%	266 30%	996 +30% d	86 26% d	50 27% d	17 -15%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 193 (continuation)
QZ12. Please could you say which of these bands applies to your total household income from all sources, before tax and other deductions?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Per week - Up to £199 - Per Year - Up to £10,399	174	26	3	4	14	11	6	30	24	24	139	35	44	129
	4%	5%	-*%	-1%	5%	3%	2%	+9%	+15%	6%	4%	5%	-2%	+8%
		bc			b	b		bcef	abcdefi	bc				a
Per week - From £200 to £299 - Per Year - From £10,400 to £15,599	198	24	14	21	11	23	10	19	3	27	170	28	55	141
	5%	5%	3%	6%	4%	7%	3%	6%	2%	6%	5%	4%	-2%	+9%
														a
Per week - From £300 to £499 - Per Year - From £15,600 to £25,999	358	28	39	58	29	40	13	33	9	31	278	79	175	177
	9%	-5%	7%	+17%	10%	11%	-4%	10%	6%	7%	8%	11%	-7%	+11%
				abfhi	f	af		f						a
Per week - From £500 to £699 - Per Year - From £26,000 to £36,399	377	62	44	43	37	22	28	29	5	35	318	60	277	97
	9%	12%	8%	12%	13%	6%	7%	9%	3%	8%	10%	8%	+12%	-6%
		h		h	h								b	
Per week - From £700 to £999 - Per Year - From £36,400 to £51,999	422	48	65	45	39	32	59	19	15	34	341	81	335	85
	11%	9%	12%	13%	13%	9%	+16%	6%	9%	8%	10%	11%	+14%	-5%
				g	g		agi						b	
Per week - From 1,000 to £1,499 - Per Year - From £52,000 to £77,999	301	39	32	36	19	19	27	28	13	32	247	54	255	44
	8%	8%	6%	10%	6%	5%	7%	8%	8%	7%	8%	8%	+11%	-3%
													b	
Per week - £1,500 and above - Per Year - £78,000 and above	247	52	31	20	18	19	23	24	7	24	182	64	218	27
	6%	+10%	6%	6%	6%	6%	6%	7%	5%	5%	-6%	+9%	+9%	-2%
												a	b	
Don’ t know	774	127	198	61	34	65	78	46	20	48	670	104	376	392
	19%	+24%	+36%	17%	-12%	18%	21%	14%	13%	-11%	+20%	-14%	-16%	+25%
		dghi	acdefghi			i	di				b			a
Prefer not to say	1149	115	125	58	94	122	132	100	64	188	933	216	619	483
	29%	-22%	-23%	-17%	32%	35%	35%	30%	+40%	+42%	28%	30%	-26%	31%
					abc	abc	abc	c	abc	abcg				a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 194
QZ13. Does anyone in your household - including yourself - receive any of the following benefits?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Income Support	33 1%	12 1%	21 1%	10 +2% cf	8 1% cf	1 *%	7 1% f	7 1% f	* -*%	10 +6% bcd	3 1% d	5 1% d	2 -*%
Income-based Jobseeker’ s Allowance	20 1%	14 1%	6 *%	5 1%	3 *%	2 *%	4 1%	6 1%	1 *%	5 +3% d	1 1%	2 1%	6 *%
Pensions Credit	141 4%	64 3%	77 4%	2 -*%	1 -*%	3 -*%	* -*%	9 -1% bd	126 +14% abcde	24 +14% cd	19 +9% cd	15 4% d	18 -1%
Employment and Support Allowance (ESA)	69 2%	35 2%	34 2%	6 1%	14 2% f	7 1%	12 2% f	28 +4% acf	3 -*%	8 +4% d	7 4% d	23 +6% d	11 -1%
Universal Credit (and household has other earnings)	168 4%	47 -2%	120 +6% a	22 4% f	33 5% f	60 +8% aef	26 5% f	26 4% f	1 -*%	14 +8% d	20 +10% d	47 +13% d	30 -2%
Universal Credit (and household does not have other earnings)	130 3%	45 -2%	85 +4% a	27 5% f	29 5% f	26 4% f	18 3% f	26 4% f	4 -1%	25 +14% cd	27 +14% cd	20 +6% d	16 -1%
Personal Independence Payment (PIP)	184 5%	92 5%	90 4%	16 3%	20 3%	29 4%	25 5%	49 +7% abc	46 5%	24 +14% d	33 +17% cd	32 +9% d	43 -3%
Carer’ s Allowance	68 2%	28 1%	40 2%	7 1%	4 1%	10 1%	7 1%	16 2%	22 3% b	7 4%	4 2%	16 +5% d	18 1%
Disability Living Allowance	139 3%	61 3%	78 4%	8 2%	10 -2%	26 4%	22 4% b	32 5% ab	40 5% ab	16 +9% d	21 +10% d	22 +6% d	31 -2%
Something else	37 1%	15 1%	21 1%	2 *%	4 1%	3 *%	6 1%	5 1%	17 +2% c	2 1%	2 1%	7 2%	18 1%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 194 (continuation)
QZ13. Does anyone in your household - including yourself - receive any of the following benefits?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
None – do not receive any benefits	2758 69%	1402 +73% b	1347 -66%	305 -58%	468 72% a	535 +74% af	393 72% a	468 69% a	590 67% a	56 -32%	96 -49% a	220 -61% ab	1145 +85% abc
Don’ t know	158 4%	81 4%	78 4%	98 +19% bcdef	19 3%	10 -1%	11 2%	7 -1%	13 -2%	6 3%	1 -*%	4 -1%	27 -2%
Prefer not to say	359 9%	152 8%	206 10%	50 9%	68 11%	60 8%	52 10%	65 10%	63 7%	12 7% cd	9 5% d	7 -2%	23 -2%
Not answered	1 *%	1 *%	0 0%	1 +*%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Summary: Yes - Receive Benefits	723 18%	296 -15%	424 +21% a	71 -14%	95 15%	123 17%	88 16%	138 20% ab	208 +24% abcd	101 +58% cd	92 +46% cd	127 +35% d	152 -11%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 194 (continuation)
QZ13. Does anyone in your household - including yourself - receive any of the following benefits?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Income Support	33 1%	1 -*%	11 1%	3 *%	17 +2% ac	23 -1%	5 1%	3 2%	2 +2% a
Income-based Jobseeker' s Allowance	20 1%	3 *%	7 1%	0 0%	10 +1% c	14 *%	3 1%	1 *%	3 +3% ac
Pensions Credit	141 4%	9 -1%	14 -1%	12 -1%	106 +12% abc	113 3%	12 4%	8 4%	7 +6% a
Employment and Support Allowance (ESA)	69 2%	3 -*%	20 2% a	5 1%	37 +4% abc	57 2%	5 2%	6 3% d	1 1%
Universal Credit (and household has other earnings)	168 4%	7 -1%	46 4% a	31 4% a	81 +9% abc	140 4%	14 4%	7 4%	6 6%
Universal Credit (and household does not have other earnings)	130 3%	1 -*%	22 -2% a	15 2% a	92 +10% abc	103 3%	11 3%	11 +6% a	5 4%
Personal Independence Payment (PIP)	184 5%	22 -2%	39 -3%	27 3%	91 +10% abc	137 -4%	24 +7% a	18 +10% ad	5 5%
Carer' s Allowance	68 2%	7 1%	11 -1%	13 2%	36 +4% abc	55 2%	5 2%	6 3%	2 1%
Disability Living Allowance	139 3%	9 -1%	26 -2%	26 3% a	76 +8% abc	111 3%	12 4%	9 5%	7 +6% a
Something else	37 1%	13 1%	11 1%	7 1%	5 1%	28 1%	6 2%	3 1%	* *%
None – do not receive any benefits	2758 69%	761 +84% bcd	957 +74% d	643 +76% d	375 -42%	2343 69%	220 66%	125 67%	70 65%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 194 (continuation)
QZ13. Does anyone in your household - including yourself - receive any of the following benefits?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Don’ t know	158	26	66	23	40	136	8	9	6
	4%	3%	5%	3%	4%	4%	2%	5%	6%
			a						b
Prefer not to say	359	50	109	75	97	314	28	11	6
	9%	-6%	8%	9%	11%	9%	8%	6%	-6%
			a		a	d			
Not answered	1	0	1	0	0	1	0	0	0
	*%	0%	*%	0%	0%	*%	0%	0%	0%
Summary: Yes - Receive Benefits	723	66	153	109	390	577	77	43	26
	18%	-7%	-12%	-13%	+43%	-17%	+23%	+23%	+24%
			a	a	abc		a	a	a

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 194 (continuation)
QZ13. Does anyone in your household - including yourself - receive any of the following benefits?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Income Support	33 1%	2 *%	1 *%	3 1%	1 *%	5 1%	3 1%	2 1%	1 1%	5 1%	28 1%	6 1%	8 -*%	25 +2% a
Income-based Jobseeker' s Allowance	20 1%	4 1%	0 0%	0 0%	0 0%	1 *%	4 1%	0 0%	0 0%	5 1%	19 1%	1 *%	3 -*%	17 +1% a
Pensions Credit	141 4%	6 -1%	6 -1%	15 4% b	15 5% ab	12 3%	11 3%	20 6% ab	6 4%	24 5% ab	109 3%	32 4%	7 -*%	134 +9% a
Employment and Support Allowance (ESA)	69 2%	7 1%	2 *%	20 +6% abfhi	6 2%	8 2%	2 1%	9 3% b	0 0%	3 1%	56 2%	13 2%	10 -*%	55 +4% a
Universal Credit (and household has other earnings)	168 4%	18 4%	24 4%	29 +8% ahi	12 4%	19 5%	15 4%	12 4%	1 *%	10 2%	138 4%	30 4%	105 4%	62 4%
Universal Credit (and household does not have other earnings)	130 3%	25 5% bf	9 2%	7 2%	10 3% f	24 +7% bcfi	0 -0%	22 +7% bcfi	1 1%	7 1%	116 4%	14 2%	24 -1%	104 +7% a
Personal Independence Payment (PIP)	184 5%	10 -2%	14 3%	22 6% a	9 3%	24 7% ab	12 3%	21 6% a	9 6%	14 3%	129 -4%	55 +8% a	47 -2%	135 +9% a
Carer' s Allowance	68 2%	0 -0%	5 1%	8 2% a	7 2% a	8 2% a	10 3% a	11 3% a	2 1%	4 1%	46 -1%	22 +3% a	10 -*%	55 +4% a
Disability Living Allowance	139 3%	8 2%	11 2%	13 4%	8 3%	22 +6% ab	19 5%	12 4%	6 4%	11 2%	113 3%	26 4%	34 -1%	104 +7% a
Something else	37 1%	0 0%	9 2%	3 1%	4 1%	3 1%	2 1%	1 *%	0 0%	6 1%	28 1%	9 1%	19 1%	18 1%
None – do not receive any benefits	2758 69%	364 70%	432 +78% adegi	247 71%	185 63%	224 64%	268 71%	216 66%	131 +82% degi	275 -62%	2248 69%	510 71%	1926 +82% b	817 -52%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 194 (continuation)
QZ13. Does anyone in your household - including yourself - receive any of the following benefits?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Don’ t know	158	44	22	6	15	13	8	9	1	17	140	18	51	102
	4%	+8%	4%	2%	5%	4%	2%	3%	1%	4%	4%	2%	-2%	+6%
		bcfgh												a
Prefer not to say	359	50	28	10	34	29	48	29	6	80	299	60	150	171
	9%	10%	-5%	-3%	12%	8%	13%	9%	4%	+18%	9%	8%	-6%	+11%
		c			bc	c	bch	c		abcegh				a
Not answered	1	1	0	0	0	0	0	0	0	0	1	0	0	1
	*%	+*%	0%	0%	0%	0%	0%	0%	0%	0%	*%	0%	0%	*%
Summary: Yes - Receive Benefits	723	61	70	85	57	86	52	74	22	72	589	134	228	486
	18%	-12%	-13%	+24%	20%	+24%	14%	22%	14%	16%	18%	19%	-10%	+31%
				abf	a	abf		ab						a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 195
QZ14. How well would you say your household is managing financially at the moment? Would you say you are...?
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Doing well	1045 26%	584 +30% b	458 -22%	125 24%	170 26%	174 24%	119 22%	206 +30% acd	250 29% d	21 -12%	19 -10%	39 -11%	545 +40% abc
Getting by	2329 58%	1061 -55%	1264 +62% a	293 56%	360 55%	427 59%	339 62% e	365 54%	544 +62% be	94 54%	136 +69% ad	264 +74% ad	719 -53%
Struggling	381 10%	174 9%	203 10%	46 9%	76 12% f	91 +13% f	48 9% f	74 11% f	46 -5%	53 +31% bcd	37 +18% d	50 +14% d	71 -5%
Don’ t know/prefer not to say	245 6%	112 6%	131 6%	63 +12% bcdef	43 7%	35 5%	39 7% f	31 5%	34 -4%	6 3% d	6 3% d	4 -1%	11 -1%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 195 (continuation)
QZ14. How well would you say your household is managing financially at the moment? Would you say you are...?
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Doing well	1045	423	339	154	125	874	74	54	43
	26%	+47%	26%	-18%	-14%	26%	22%	29%	+40%
		bcd	cd						abc
Getting by	2329	397	768	580	551	1945	225	104	54
	58%	-44%	60%	+68%	61%	58%	+68%	55%	-50%
			a	abd	a	d	acd		
Struggling	381	34	92	70	178	332	23	18	7
	10%	-4%	-7%	8%	+20%	10%	7%	10%	7%
			a	a	abc				
Don’ t know/prefer not to say	245	48	88	46	47	221	10	12	3
	6%	5%	7%	5%	5%	+7%	-3%	6%	-3%
						bd			

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 195 (continuation)
QZ14. How well would you say your household is managing financially at the moment? Would you say you are...?
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Doing well	1045 26%	124 24%	130 24%	76 22%	72 24%	84 24%	111 29%	93 28%	68 +43% abcdegi	115 26%	824 -25%	221 +31% a	672 +29% b	370 -23%
Getting by	2329 58%	291 56%	351 64% ghi	209 60% h	165 56%	216 61% h	234 62% h	168 51%	72 -45%	240 54%	1931 59%	398 55%	1407 60%	901 57%
Struggling	381 10%	61 12% f	52 9%	42 12% f	27 9%	23 7%	19 -5%	52 +16% ef	15 9%	40 9%	310 9%	70 10%	174 -7%	196 +12% a
Don’ t know/prefer not to say	245 6%	44 8% bf	19 3%	20 6%	28 10% bf	28 8% b	12 3%	15 5%	4 3%	49 +11% bfgh	212 6%	33 5%	102 -4%	110 7% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 196
Derived: Bundle 1
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Bundle of services	2356	1151	1197	260	234	397	339	494	633	89	124	243	805
	59%	60%	58%	-49%	-36%	-55%	62%	+73%	+72%	51%	62%	+68%	60%
				b		b	abc	abcd	abcd			ad	
Dual bundle	1620	793	821	212	190	296	222	337	363	56	88	161	555
	41%	41%	40%	40%	-29%	41%	41%	+50%	41%	32%	44%	45%	41%
				b		b	b	abcdf	b		a	a	
Triple bundle	663	328	334	43	35	92	100	151	243	29	28	79	227
	17%	17%	16%	-8%	-5%	-13%	18%	+22%	+28%	16%	14%	+22%	17%
						b	abc	abc	abcd				
Quad bundle	108	51	56	5	9	15	21	17	41	5	8	7	38
	3%	3%	3%	-1%	1%	2%	4%	3%	+5%	3%	4%	2%	3%
							ab		abc				
None of these	1644	780	858	267	416	330	207	183	242	85	74	115	542
	41%	40%	42%	+51%	+64%	+45%	38%	-27%	-28%	49%	38%	-32%	40%
				def	acdef	def	ef			c			c

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 196 (continuation)
Derived: Bundle 1
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Bundle of services	2356	583	719	514	500	1975	215	120	46
	59%	+65%	56%	60%	56%	59%	+65%	64%	-43%
		bd				d	d	d	
Dual bundle	1620	408	503	360	326	1355	144	83	38
	41%	+45%	39%	42%	-36%	40%	43%	44%	35%
		bd		d			d	d	
Triple bundle	663	166	195	132	152	571	55	30	7
	17%	18%	15%	16%	17%	17%	16%	16%	-7%
						d	d	d	
Quad bundle	108	24	32	24	28	79	19	8	1
	3%	3%	2%	3%	3%	-2%	+6%	4%	1%
							ad	d	
None of these	1644	320	568	336	401	1397	117	68	62
	41%	-35%	44%	40%	44%	41%	-35%	36%	+57%
			a		a				abc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 196 (continuation)
Derived: Bundle 1
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Bundle of services	2356 59%	266 -51%	311 56%	226 65% a	181 62%	194 55%	225 60%	182 56%	110 68% a	280 63% a	1901 58%	455 63%	1314 -56%	1007 +64% a
Dual bundle	1620 41%	200 38%	208 38%	148 43%	117 40%	131 37%	162 43%	126 39%	78 49%	184 42%	1293 -39%	328 +45% a	955 41%	645 41%
Triple bundle	663 17%	62 -12%	98 18%	69 20% a	58 20% a	55 16%	62 16%	52 16%	28 17%	87 19% a	547 17%	116 16%	332 -14%	315 +20% a
Quad bundle	108 3%	5 1%	10 2%	13 4%	8 3%	15 4% a	7 2%	4 1%	6 4%	11 2%	90 3%	18 2%	48 -2%	59 +4% a
None of these	1644 41%	254 +49% chi	241 44%	122 35%	111 38%	158 45%	151 40%	146 44%	50 32%	164 37%	1377 42%	267 37%	1041 +44% b	570 -36%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 197
Derived: Bundle 2
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Landline, broadband, mobile and Pay TV	108 3%	51 3%	56 3%	5 -1%	9 1%	15 2%	21 4% ab	17 3%	41 +5% abc	5 3%	8 4%	7 2%	38 3%
Landline, mobile and broadband	134 3%	80 +4% b	54 -3%	9 2%	9 -1%	10 -1%	14 3%	37 +6% abcd	55 +6% abcd	6 4%	5 3%	17 5%	41 3%
Landline, broadband and Pay TV	466 12%	220 11%	245 12%	32 -6%	22 -3%	63 -9% b	75 14% abc	99 +15% abc	175 +20% abcde	22 12%	21 11%	56 +16%	161 12%
Mobile, broadband and Pay TV	58 1%	25 1%	32 2%	2 *%	4 1%	19 +3% ab	11 2%	14 2%	8 1%	1 *%	1 1%	6 2%	24 2%
Mobile, landline and Pay TV	5 *%	2 *%	2 *%	0 0%	0 0%	0 0%	0 0%	1 *%	4 +*%	0 0%	0 0%	0 0%	* *%
Landline and Pay TV	30 1%	20 1%	10 1%	2 *%	1 *%	4 1%	6 1%	12 +2% b	5 1%	2 1%	0 0%	4 1%	6 *%
Mobile and Broadband	300 8%	152 8%	147 7%	48 9% f	53 8% f	67 9% f	44 8% f	58 9% f	31 -4%	15 9%	28 +14% cd	22 6%	99 7%
Landline and Broadband	748 19%	392 20% b	351 -17%	61 -12%	47 -7%	84 -11% b	106 19% abc	189 +28% abcd	261 +30% abcd	30 17%	34 17%	85 +24%	250 19%
Landline and Mobile	9 *%	5 *%	4 *%	1 *%	1 *%	0 0%	* *%	2 *%	4 *%	* *%	0 0%	0 0%	2 *%
Broadband and Pay TV	493 12%	206 -11%	287 +14% a	99 +19% def	86 13% f	130 +18% def	61 11% f	67 10% f	50 -6%	9 -5%	26 13% a	46 13% a	171 13% a
Mobile and Pay TV	81 2%	38 2%	43 2%	8 1%	6 1%	21 3% b	15 3%	17 2%	15 2%	1 1%	2 1%	7 2%	37 3%
None of these	1644 41%	780 40%	858 42%	267 +51% def	416 +64% acdef	330 +45% def	207 38% ef	183 -27%	242 -28%	85 49% c	74 38%	115 -32%	542 40% c

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 197 (continuation)
Derived: Bundle 2
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Landline, broadband, mobile and Pay TV	108 3%	24 3%	32 2%	24 3%	28 3%	79 -2%	19 +6% ad	8 4% d	1 1%
Landline, mobile and broadband	134 3%	36 4%	27 -2%	33 4%	32 4%	115 3% d	8 2%	10 5% d	1 -1%
Landline, broadband and Pay TV	466 12%	116 13%	149 12%	89 10%	104 12%	403 12% d	42 13% d	16 8%	6 -5%
Mobile, broadband and Pay TV	58 1%	14 2%	18 1%	10 1%	13 1%	49 1%	4 1%	4 2% d	* *%
Mobile, landline and Pay TV	5 *%	0 0%	1 *%	0 0%	4 +*%	4 *%	1 *%	0 0%	0 0%
Landline and Pay TV	30 1%	8 1%	9 1%	4 1%	7 1%	26 1%	2 1%	2 1%	* *%
Mobile and Broadband	300 8%	70 8%	77 6%	72 8%	77 9%	255 8%	25 8%	14 7%	6 6%
Landline and Broadband	748 19%	203 +22% bd	215 17%	166 19%	155 17%	624 19%	63 19%	44 +23% d	17 15%
Landline and Mobile	9 *%	* *%	4 *%	1 *%	4 *%	3 -*%	2 1%	2 +1% a	2 +2% a
Broadband and Pay TV	493 12%	105 12%	192 +15% d	111 13% d	77 -9%	415 12%	45 14%	20 11%	13 12%
Mobile and Pay TV	81 2%	35 +4% bcd	24 2%	8 1%	14 2%	66 2%	9 3%	5 2%	1 1%
None of these	1644 41%	320 -35%	568 44% a	336 40%	401 44% a	1397 41%	117 -35%	68 36%	62 +57% abc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 197 (continuation)
Derived: Bundle 2
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Landline, broadband, mobile and Pay TV	108 3%	5 1%	10 2%	13 4%	8 3%	15 4% a	7 2%	4 1%	6 4%	11 2%	90 3%	18 2%	48 -2%	59 +4% a
Landline, mobile and broadband	134 3%	11 2%	20 4%	20 6% d	3 1%	7 2%	10 3%	17 5%	6 4%	22 5%	96 -3%	38 +5% a	56 -2%	75 +5% a
Landline, broadband and Pay TV	466 12%	48 9%	73 13%	37 11%	50 +17% ag	42 12%	50 13%	23 7%	22 14%	58 13%	394 12%	72 10%	238 -10%	217 +14% a
Mobile, broadband and Pay TV	58 1%	3 1%	5 1%	9 3%	5 2%	7 2%	2 *%	13 +4% abf	0 0%	6 1%	51 2%	6 1%	39 2%	19 1%
Mobile, landline and Pay TV	5 *%	0 0%	0 0%	2 1%	0 0%	0 0%	1 *%	0 0%	0 0%	1 *%	5 *%	0 0%	0 0%	5 +*% a
Landline and Pay TV	30 1%	1 *%	1 *%	3 1%	4 1%	6 2%	3 1%	2 1%	5 +3% ab	3 1%	26 1%	4 1%	23 1%	7 *%
Mobile and Broadband	300 8%	50 10% b	25 4%	31 9%	14 5%	35 10% b	31 8%	25 8%	15 9%	29 7%	253 8%	47 7%	197 8%	98 6%
Landline and Broadband	748 19%	73 -14%	109 20%	67 19%	55 19%	65 19%	57 15%	62 19%	44 27% af	93 21%	553 -17%	194 +27% a	367 -16%	375 +24% a
Landline and Mobile	9 *%	0 0%	0 0%	0 0%	0 0%	0 0%	3 1%	0 0%	0 0%	0 0%	8 *%	1 *%	1 -*%	8 +1% a
Broadband and Pay TV	493 12%	74 14% e	68 12% e	38 11%	43 15% e	19 -5%	65 +17% e	37 11%	14 9%	57 13% e	418 13%	75 10%	345 +15% b	140 -9%
Mobile and Pay TV	81 2%	4 1%	12 2%	12 4%	2 1%	12 3%	14 4% a	2 *%	3 2%	5 1%	66 2%	15 2%	49 2%	29 2%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 197 (continuation)
Derived: Bundle 2
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
None of these	1644	254	241	122	111	158	151	146	50	164	1377	267	1041	570
	41%	+49% chi	44%	35%	38%	45%	40%	44%	32%	37%	42%	37%	+44% b	-36%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 198
Broadcasting Takeup
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Subscription to paid for on-demand	2858	1359	1490	434	522	602	426	469	405	87	96	234	1145
	71%	70%	72%	+83%	+80%	+83%	+78%	69%	-46%	-50%	-48%	-66%	+85%
				ef	ef	ef	ef	f				ab	abc
Connected TV (excluding Smart TV)	1438	756	671	226	219	262	245	237	250	33	60	124	622
	36%	+39%	-33%	+43%	34%	36%	+45%	35%	-29%	-19%	30%	35%	+46%
		b		bef		f	bcef	f			a	a	abc
Traditional Pay TV	1676	804	870	212	175	301	258	336	394	48	75	154	600
	42%	42%	42%	40%	-27%	41%	+47%	+50%	45%	-27%	38%	43%	45%
				b		b	b	abc	b			a	a
Free (digital) TV	1777	878	894	176	258	284	230	333	496	90	107	153	610
	44%	45%	44%	-33%	40%	-39%	42%	+49%	+57%	52%	+54%	43%	45%
							a	abc	abcde		c		
DAB radio	1085	581	498	75	100	136	152	241	380	38	48	99	435
	27%	+30%	-24%	-14%	-15%	-19%	28%	+36%	+43%	22%	24%	28%	+32%
		b					abc	abcd	abcde				a
Smart TV	3036	1506	1522	402	508	605	450	499	572	102	107	243	1129
	76%	+78%	-74%	76%	78%	+83%	+82%	74%	-65%	-58%	-54%	-68%	+84%
		b		f	f	aef	ef	f				b	abc
None of the above	176	84	90	23	40	25	19	25	44	22	14	22	20
	4%	4%	4%	4%	6%	3%	4%	4%	5%	+13%	7%	6%	-1%
										cd	d	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 198 (continuation)
Broadcasting Takeup
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Subscription to paid for on-demand	2858 71%	739 +82% cd	999 +78% cd	601 71% d	485 -54%	2423 72% d	236 71% d	134 71% d	66 -61%
Connected TV (excluding Smart TV)	1438 36%	407 +45% bcd	488 38% cd	254 -30%	260 -29%	1223 36% d	114 34% d	75 40% d	26 -24%
Traditional Pay TV	1676 42%	421 +47% d	568 44% d	343 40%	317 -35%	1390 -41%	155 47%	84 45%	46 43%
Free (digital) TV	1777 44%	391 43%	537 42%	385 45%	443 +49% ab	1481 44%	145 44%	88 47%	64 +59% abc
DAB radio	1085 27%	330 +37% bcd	351 27% d	203 24%	183 -20%	944 +28% d	78 23% d	49 26% d	14 -13%
Smart TV	3036 76%	736 +82% d	1011 +79% d	658 77% d	592 -66%	2568 76%	251 76%	138 74%	78 72%
None of the above	176 4%	23 -3%	39 -3%	37 4%	69 +8% abc	159 +5% b	5 -1%	4 2%	7 7% bc

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 198 (continuation)
Broadcasting Takeup
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Subscription to paid for on-demand	2858 71%	354 68%	424 +77% aeg	274 +79% aegi	221 76% e	227 -65%	276 74%	221 67%	121 75%	305 69%	2334 71%	525 73%	1908 +81% b	905 -57%
Connected TV (excluding Smart TV)	1438 36%	177 34% b	128 -23%	126 36% b	139 +48% abeg	124 35% b	169 +45% abg	108 33% b	63 39% b	191 +43% b	1190 36%	247 34%	934 +40% b	480 -30%
Traditional Pay TV	1676 42%	182 -35%	216 39%	169 49% aeg	138 47% ag	127 36%	167 44%	112 -34%	87 +55% abeg	193 44%	1381 42%	295 41%	998 42%	655 42%
Free (digital) TV	1777 44%	197 -38%	297 +54% acdi	106 -31%	118 40%	155 44% c	175 47% c	166 51% ac	75 47% c	192 43% c	1425 43%	352 49%	995 -42%	762 +48% a
DAB radio	1085 27%	115 22%	189 +34% adfg	143 +41% adefgi	69 24%	104 30%	82 22%	77 23%	48 30%	117 26%	847 -26%	237 +33% a	593 -25%	488 +31% a
Smart TV	3036 76%	364 -70%	417 76%	253 73%	242 83% ae	236 -67%	301 80% ae	269 82% ae	127 80%	358 81% ae	2475 75%	561 78%	1912 +81% b	1079 -68%
None of the above	176 4%	38 +7% bc	14 3%	9 3%	14 5%	33 +9% bcfi	12 3%	17 5%	5 3%	17 4%	155 5%	21 3%	75 -3%	92 +6% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 199
Computer/Internet Takeup
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Home internet access	3766	1825	1927	495	629	707	535	645	755	134	170	334	1335
	94%	95%	94%	94%	+97%	+97%	+98%	95%	-86%	-77%	-86%	93%	+99%
				f	f	af	aef	f				ab	abc
Total broadband	3705	1802	1891	475	616	701	528	638	747	134	169	329	1328
	93%	93%	92%	90%	95%	+96%	+97%	94%	-85%	-77%	-85%	92%	+99%
					af	af	af	af				ab	abc
Fixed broadband	3495	1682	1801	425	580	671	486	618	715	110	146	308	1284
	87%	87%	88%	-81%	89%	+92%	89%	+91%	-82%	-63%	-74%	86%	+95%
					af	af	af	af				ab	abc
Internet on mobile	3376	1671	1693	481	598	677	505	562	552	100	142	287	1255
	84%	+87%	-82%	+91%	+92%	+93%	+93%	83%	-63%	-57%	-71%	80%	+93%
		b		ef	ef	ef	ef	f			a	a	abc
Laptop	2863	1397	1456	394	471	582	437	473	506	69	98	226	1156
	72%	72%	71%	75%	73%	+80%	+80%	70%	-58%	-40%	-49%	-63%	+86%
				f	f	bef	bef	f				ab	abc
Tablet	2469	1193	1268	322	385	524	353	408	475	56	103	199	1018
	62%	62%	62%	61%	59%	+72%	65%	60%	-54%	-32%	-52%	56%	+76%
						abdef	f				a	a	abc
PC	1378	785	584	194	201	219	229	242	294	34	30	110	527
	34%	+41%	-28%	37%	31%	-30%	+42%	36%	34%	-20%	-15%	31%	+39%
		b					bcf					ab	abc
Mobile/broadband via dongle/SIMcard	1139	551	582	156	221	229	191	169	173	49	56	107	405
	28%	29%	28%	30%	+34%	32%	+35%	25%	-20%	28%	28%	30%	30%
				f	ef	ef	ef						
None of the above	125	46	79	8	4	6	1	19	86	27	22	10	2
	3%	-2%	+4%	2%	-1%	-1%	-*%	3%	+10%	+16%	+11%	3%	-*%
			a	d				bcd	abcde	cd	cd	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 199 (continuation)
Computer/Internet Takeup
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Home internet access	3766	888	1239	807	778	3189	308	175	94
	94%	+98%	+96%	95%	-86%	+95%	93%	93%	-87%
		bcd	d	d		d	d	d	
Total broadband	3705	876	1218	791	772	3138	302	173	93
	93%	+97%	+95%	93%	-86%	+93%	91%	92%	-86%
		bcd	d	d		d		d	
Fixed broadband	3495	847	1170	729	705	2964	274	166	90
	87%	+94%	+91%	86%	-78%	+88%	-83%	89%	84%
		cd	cd	d		bd		b	
Internet on mobile	3376	816	1129	726	660	2874	267	148	87
	84%	+90%	+88%	85%	-73%	+85%	80%	-79%	80%
		cd	d	d		bcd			
Laptop	2863	801	1035	532	451	2462	201	125	75
	72%	+89%	+80%	-63%	-50%	+73%	-61%	66%	70%
		bcd	cd	d		bc			b
Tablet	2469	670	823	531	415	2098	201	106	64
	62%	+74%	64%	62%	-46%	62%	61%	56%	59%
		bcd	d	d					
PC	1378	423	505	261	169	1197	93	61	26
	34%	+47%	+39%	31%	-19%	+35%	-28%	33%	-24%
		bcd	cd	d		bd		d	
Mobile/broadband via dongle/SIMcard	1139	281	360	258	222	920	134	36	48
	28%	31%	28%	30%	-25%	-27%	+40%	-19%	+45%
		d		d		c	ac		ac
None of the above	125	2	20	21	77	92	15	11	8
	3%	-*%	-2%	2%	+9%	-3%	4%	+6%	+7%
			a	a	abc			a	a

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 199 (continuation)
Computer/Internet Takeup
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Home internet access	3766 94%	489 94%	523 95%	333 96%	281 96%	326 93%	356 95%	300 92%	155 97%	427 96%	3094 94%	672 93%	2307 +98% b	1402 -89%
Total broadband	3705 93%	485 93%	517 94%	327 94%	274 94%	314 89%	351 93%	297 90%	155 97%	419 94%	3041 93%	664 92%	2275 +97% b	1379 -87%
Fixed broadband	3495 87%	445 86%	507 +92% aegh	316 91%	255 87%	293 83%	346 92% egh	275 84%	131 82%	397 89%	2864 87%	632 87%	2170 +92% b	1277 -81%
Internet on mobile	3376 84%	436 84%	490 +89%	295 85%	250 86%	294 84%	322 86%	269 82%	138 86%	380 86%	2767 84%	609 84%	2186 +93% b	1145 -73%
Laptop	2863 72%	413 +79% efgh	447 +81% cefgh	249 71%	212 73% h	246 70%	263 70%	209 -64%	93 -58%	330 74% gh	2340 71%	524 73%	1842 +78% b	976 -62%
Tablet	2469 62%	297 57%	392 +71% agi	242 +70% agi	181 62%	219 62%	248 66% gi	172 -53%	111 69% gi	236 -53%	1982 -60%	487 +67% a	1570 +67% b	862 -55%
PC	1378 34%	155 30%	210 38% g	112 32%	112 38%	106 30%	167 +44% aceg	91 28%	54 34%	190 +43% aceg	1102 34%	275 38%	845 36% b	503 -32%
Mobile/broadband via dongle/SIMcard	1139 28%	141 27% b	100 -18%	84 24%	93 32% b	114 32% b	133 +35% bcg	75 23%	57 36% b	123 28% b	933 28%	205 28%	724 +31% b	399 -25%
None of the above	125 3%	16 3%	11 2%	3 1%	6 2%	11 3%	15 4%	19 +6% bci	3 2%	6 1%	106 3%	18 3%	6 -*%	110 +7% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 200
Entertainment Takeup
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
TV sets	3721	1780	1930	460	574	663	524	650	851	153	182	320	1278
	93%	92%	94%	-87%	-88%	91%	+96%	+96%	+97%	-88%	92%	-89%	+95%
							abc	abc	abc				ac
Connected TV exc Smart TV	1438	756	671	226	219	262	245	237	250	33	60	124	622
	36%	+39%	-33%	+43%	34%	36%	+45%	35%	-29%	-19%	30%	35%	+46%
		b		bef		f	bcef	f			a	a	abc
Smart TV	3036	1506	1522	402	508	605	450	499	572	102	107	243	1129
	76%	+78%	-74%	76%	78%	+83%	+82%	74%	-65%	-58%	-54%	-68%	+84%
		b		f	f	aef	ef	f				b	abc
DVD Player	1069	583	479	97	78	172	148	255	318	39	43	115	448
	27%	+30%	-23%	-18%	-12%	24%	27%	+38%	+36%	23%	22%	32%	+33%
		b		b		b	ab	abcd	abcd			b	ab
Internet-connected streaming stick or set-top box	1319	684	631	179	190	227	228	245	249	34	57	116	528
	33%	+35%	-31%	34%	29%	31%	+42%	36%	-29%	-20%	29%	33%	+39%
		b					abcf	bf				a	ab
None of the above	171	87	81	39	51	29	16	18	18	13	16	28	35
	4%	5%	4%	+7%	+8%	4%	3%	3%	-2%	8%	+8%	+8%	-3%
				cdef	cdef					d	d	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 200 (continuation)
Entertainment Takeup
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
TV sets	3721 93%	856 95% d	1195 93%	793 93%	824 91%	3121 -93%	319 +96% a	180 96% a	100 93%
Connected TV exc Smart TV	1438 36%	407 +45% bcd	488 38% cd	254 -30%	260 -29%	1223 36% d	114 34% d	75 40% d	26 -24%
Smart TV	3036 76%	736 +82% d	1011 +79% d	658 77% d	592 -66%	2568 76%	251 76%	138 74%	78 72%
DVD Player	1069 27%	329 +36% bcd	324 25%	217 26%	188 -21%	921 +27% d	79 24%	49 26% d	19 -18%
Internet-connected streaming stick or set-top box	1319 33%	366 +41% cd	456 35% cd	229 -27%	245 -27%	1113 33% d	116 35% d	67 36% d	22 -21%
None of the above	171 4%	23 -3%	58 5%	35 4%	48 5% a	151 4%	8 2%	6 3%	6 6% b

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 200 (continuation)
Entertainment Takeup
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
TV sets	3721 93%	462 -89% bcfghi	529 96% ade	322 93%	262 90%	312 -89% bcfghi	350 93%	305 93%	156 97% ae	424 96% ade	3035 93%	686 95%	2192 93%	1472 93%
Connected TV exc Smart TV	1438 36%	177 34% b	128 -23% bcfghi	126 36% b	139 +48% abeg	124 35% b	169 +45% abg	108 33% b	63 39% b	191 +43% b	1190 36%	247 34%	934 +40% b	480 -30% bcfghi
Smart TV	3036 76%	364 -70% bcfghi	417 76%	253 73%	242 83% ae	236 -67% bcfghi	301 80% ae	269 82% ae	127 80%	358 81% ae	2475 75%	561 78%	1912 +81% b	1079 -68% bcfghi
DVD Player	1069 27%	117 23%	179 +33% afgi	133 +38% aefgi	82 28%	90 26%	86 23%	75 23%	60 +38% afgi	97 22%	813 -25% bcfghi	256 +35% a	573 -24% bcfghi	481 +30% a
Internet-connected streaming stick or set-top box	1319 33%	142 27%	138 -25%	131 38% ab	118 41% ab	114 32%	140 37% ab	96 29%	49 31%	184 +42% abg	1086 33%	233 32%	830 +35% b	467 -30% bcfghi
None of the above	171 4%	47 +9% bcfghi	17 3%	9 3%	15 5%	25 7%	12 3%	9 3%	2 1%	15 3%	152 5%	18 3%	96 4%	65 4%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 201
Voice/Video Calls Use
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Household use of voice/video calls online	3356	1618	1726	462	614	674	498	551	558	120	135	290	1287
	84%	84%	84%	88%	+94%	+93%	+91%	81%	-64%	-69%	-68%	81%	+96%
				ef	aef	aef	ef	f				ab	abc
No (Household use of voice/video calls online)	644	313	329	64	36	53	47	127	317	54	64	68	59
	16%	16%	16%	12%	-6%	-7%	-9%	19%	+36%	+31%	+32%	19%	-4%
				bc				abcd	abcde	cd	cd	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 201 (continuation)
Voice/Video Calls Use
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Household use of voice/video calls online	3356	850	1157	696	608	2841	284	151	80
	84%	+94%	+90%	82%	-67%	84%	85%	80%	-75%
		bcd	cd	d		d	d		
No (Household use of voice/video calls online)	644	53	130	154	294	531	48	37	28
	16%	-6%	-10%	18%	+33%	16%	15%	20%	+25%
			a	ab	abc				ab

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 201 (continuation)
Voice/Video Calls Use
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Household use of voice/video calls online	3356	454	485	312	237	271	326	260	145	351	2748	608	2186	1118
	84%	87%	88%	+90%	81%	-77%	87%	79%	91%	-79%	84%	84%	+93%	-71%
		egi	egi	egi			e		egi				b	
No (Household use of voice/video calls online)	644	66	67	36	55	81	50	68	15	93	530	114	169	459
	16%	13%	12%	-10%	19%	+23%	13%	21%	9%	+21%	16%	16%	-7%	+29%
						abcfh		abch		abch				a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 202
Phone and Broadband Household Ownership
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Mobile (voice), landline, mobile broadband, home broadband	582 15%	282 15%	294 14%	63 12%	71 -11%	115 16% b	102 +19% ab	111 16% b	120 14%	17 10%	21 11%	55 15%	230 +17% a
Mobile (voice), landline, home broadband	1791 45%	889 46%	900 44%	176 -33%	177 -27%	298 41% ab	242 44% ab	377 +56% abcd	521 +60% abcd	58 -33%	91 46% a	173 48% a	598 44% a
Mobile (voice), Home broadband,Mobile broadband	306 8%	135 7%	171 8%	36 7% f	102 +16% acdef	72 10% ef	45 8% ef	31 -5%	21 -2%	8 5%	12 6%	27 8%	117 9%
Mobile (voice), Landline, Mobile broadband	51 1%	33 2%	18 1%	9 2%	8 1%	6 1%	8 1%	6 1%	14 2%	4 2%	2 1%	5 2%	13 1%
Landline, Home broadband,Mobile broadband	3 *%	* *%	3 *%	0 0%	2 *%	0 0%	0 0%	1 *%	0 0%	0 0%	0 0%	2 +1% d	* *%
Mobile (voice), home broadband	675 17%	325 17%	348 17%	123 +23% def	184 +28% cdef	159 +22% def	87 16% f	80 -12% f	42 -5%	18 11%	17 -8%	32 -9%	290 +22% abc
Mobile (voice), landline	105 3%	34 -2%	71 +3% a	14 3% c	5 -1%	4 -1%	6 1%	19 3% bc	57 +6% abcde	17 +9% cd	11 +6% d	7 2%	9 -1%
Landline, home broadband	19 *%	7 *%	12 1%	* *%	1 *%	0 0%	1 *%	5 1%	11 +1% c	3 +2% d	2 1% d	6 +2% d	* -*%
Mobile broadband, mobile (voice)	159 4%	88 5%	72 3%	41 +8% cef	28 4%	23 3%	34 +6% cef	14 -2%	18 -2%	20 +11% cd	21 +10% cd	15 4%	31 -2%
Landline	41 1%	20 1%	21 1%	0 0%	2 *%	4 1%	0 -0%	6 1%	29 +3% abcde	8 +5% d	3 2% d	6 2% d	* -*%
Mobile (voice)	113 3%	57 3%	55 3%	24 5% ce	17 3%	12 2%	10 2%	12 2%	37 +4% ce	13 +8% d	15 +8% d	14 4% d	7 -1%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 202 (continuation)
Phone and Broadband Household Ownership
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Home broadband	3	3	1	0	1	0	0	2	*	*	0	0	1
	*%	*%	*%	0%	*%	0%	0%	*%	*%	*%	0%	0%	*%
None	11	3	8	*	1	2	*	3	5	2	0	1	0
	*%	*%	*%	*%	*%	*%	*%	*%	1%	+1% d	0%	*%	0%
Unknown	141	56	83	39	51	31	10	10	*	6	4	13	50
	4%	3%	4%	+7% def	+8% cdef	4% ef	2% f	-2% f	-*%	3%	2%	4%	4%

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 202 (continuation)
Phone and Broadband Household Ownership
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Mobile (voice), landline, mobile broadband, home broadband	582 15%	163 +18% d	180 14%	124 15%	104 -12%	453 -13%	89 +27% acd	22 12%	18 17%
Mobile (voice), landline, home broadband	1791 45%	441 +49% b	553 43%	361 42%	416 46%	1528 45% bd	128 -39% d	105 +56% abd	30 -28%
Mobile (voice), Home broadband,Mobile broadband	306 8%	76 8% d	116 9% d	67 8%	46 -5%	258 8% c	15 -5%	6 -3%	27 +25% abc
Mobile (voice), Landline, Mobile broadband	51 1%	11 1%	14 1%	14 2%	12 1%	39 1%	9 +3% ad	1 1%	1 1%
Landline, Home broadband,Mobile broadband	3 *%	3 +*%	0 0%	0 0%	* *%	3 *%	0 0%	* *%	* *%
Mobile (voice), home broadband	675 17%	138 15%	261 +20% ad	150 18% d	116 -13%	601 +18% bd	34 -10%	27 14%	12 -11%
Mobile (voice), landline	105 3%	10 -1%	23 2%	22 3%	42 +5% ab	77 -2%	14 4%	6 3%	8 +7% ac
Landline, home broadband	19 *%	1 *%	3 *%	7 1%	8 1%	14 *%	2 1%	2 1%	1 1%
Mobile broadband, mobile (voice)	159 4%	19 -2%	35 -3%	48 6% ab	55 +6% ab	134 4% d	19 6% d	5 3%	2 -1%
Landline	41 1%	8 1%	7 1%	6 1%	19 +2% b	34 1%	3 1%	2 1%	1 1%
Mobile (voice)	113 3%	5 -1%	26 2% a	29 3% a	52 +6% ab	92 3%	12 4%	4 2%	5 5%

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 202 (continuation)
Phone and Broadband Household Ownership
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Home broadband	3	1	0	0	3	3	*	0	*
	*%	*%	0%	0%	*%	*%	*%	0%	*%
None	11	0	0	2	9	8	*	2	1
	*%	0%	0%	*%	+1%	*%	*%	+1%	1%
					ab			a	
Unknown	141	27	70	20	20	128	5	5	2
	4%	3%	+5%	2%	-2%	+4%	2%	3%	2%
			acd						

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 202 (continuation)
Phone and Broadband Household Ownership
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Mobile (voice), landline, mobile broadband, home broadband	582 15%	49 -9%	57 -10%	47 13%	51 18% a	70 +20% abg	54 14%	34 10%	30 19% a	60 14%	474 14%	108 15%	358 15%	221 14%
Mobile (voice), landline, home broadband	1791 45%	193 -37%	316 +57% adefgi	187 +54% aef	127 44%	136 39%	135 -36%	151 46%	78 49%	205 46%	1417 -43%	375 +52% a	983 -42%	786 +50% a
Mobile (voice), Home broadband,Mobile broadband	306 8%	44 8%	25 -4%	24 7%	21 7%	19 5%	69 +18% abcdeghi	18 5%	3 2%	36 8%	247 8%	59 8%	238 +10% b	65 -4%
Mobile (voice), Landline, Mobile broadband	51 1%	2 *%	3 1%	5 1%	8 3%	1 *%	3 1%	8 2%	6 4% abe	3 1%	35 1%	16 2%	28 1%	23 1%
Landline, Home broadband,Mobile broadband	3 *%	0 0%	1 *%	2 +1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	3 *%	* *%	3 *%	1 *%
Mobile (voice), home broadband	675 17%	138 +27% bcdegh	84 15%	47 14%	47 16%	49 14%	79 21% h	57 17%	14 9%	85 19%	605 +18% b	70 -10%	501 +21% b	161 -10%
Mobile (voice), landline	105 3%	9 2%	7 1%	11 3% d	0 0%	16 4% d	10 3%	12 4% d	3 2%	8 2%	87 3%	18 2%	27 -1%	73 +5% a
Landline, home broadband	19 *%	1 *%	2 *%	2 1%	1 *%	3 1%	1 *%	4 1%	0 0%	1 *%	14 *%	5 1%	5 -*%	13 +1% a
Mobile broadband, mobile (voice)	159 4%	38 +7% bcf	7 -1%	6 2%	11 4%	19 5% bf	2 -1%	13 4% f	18 +11% bcdfi	19 4% bf	142 4%	17 2%	77 -3%	79 +5% a
Landline	41 1%	8 2%	7 1%	3 1%	5 2%	6 2%	2 1%	3 1%	0 0%	0 0%	36 1%	5 1%	7 -*%	34 +2% a
Mobile (voice)	113 3%	12 2%	15 3%	7 2%	7 2%	10 3%	11 3%	13 4%	2 1%	15 3%	83 3%	30 4%	37 -2%	75 +5% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 202 (continuation)
Phone and Broadband Household Ownership
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	London	South East	South West	East Midlands	West Midlands	East of England	Yorkshire & Humber	North East	North West	Urban	Rural	Working	Not working
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Home broadband	3	0	0	0	0	3	0	0	0	0	3	1	1	2
	*%	0%	0%	0%	0%	+1%	0%	0%	0%	0%	*%	*%	*%	*%
None	11	0	0	0	1	5	0	1	0	1	10	1	1	9
	*%	0%	0%	0%	*%	+1%	0%	*%	0%	*%	*%	*%	-*%	+1% a
Unknown	141	26	26	8	13	15	9	14	5	11	124	17	91	35
	4%	5%	5%	2%	5%	4%	2%	4%	3%	3%	4%	2%	4% b	-2%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 203
Summary: Phone Ownership
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Mobile Only	1253	604	645	224	331	266	176	137	118	59	64	88	444
	31%	31%	31%	+43%	+51%	+37%	32%	-20%	-14%	34%	32%	-25%	33%
				def	acdef	ef	ef	f					c
Landline Only	63	27	36	*	6	4	1	12	40	11	5	13	1
	2%	1%	2%	-*%	1%	1%	-*%	2%	+5%	+6%	3%	+4%	-*%
								ad	abcde	d	d	d	
Mobile and Landline	2529	1238	1283	263	260	424	358	513	711	95	124	242	851
	63%	64%	62%	-50%	-40%	-58%	66%	+76%	+81%	55%	63%	68%	63%
				b		ab	abc	abcd	abcde			a	
None	18	6	12	1	2	5	*	5	5	2	0	1	4
	*%	*%	1%	*%	*%	1%	*%	1%	1%	1%	0%	*%	*%
Unknown	136	56	79	38	51	27	10	10	*	6	4	13	47
	3%	3%	4%	+7%	+8%	4%	2%	-2%	-*%	3%	2%	4%	3%
				cdef	cdef	ef	f	f					

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 203 (continuation)
Summary: Phone Ownership
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Mobile Only	1253	238	437	294	269	1085	80	42	46
	31%	-26%	34%	35%	30%	+32%	-24%	-22%	+43%
			a	a		bc			abc
Landline Only	63	12	10	13	27	51	5	4	2
	2%	1%	-1%	2%	+3%	2%	2%	2%	2%
					ab				
Mobile and Landline	2529	625	770	521	574	2098	240	135	57
	63%	+69%	-60%	61%	64%	-62%	+72%	+72%	-52%
		bcd				d	ad	ad	
None	18	1	3	2	12	15	1	2	1
	*%	*%	*%	*%	+1%	*%	*%	1%	1%
					ab				
Unknown	136	26	67	20	19	124	5	5	2
	3%	3%	+5%	2%	-2%	+4%	2%	3%	2%
			acd						

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 203 (continuation)
Summary: Phone Ownership
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Mobile Only	1253 31%	232 +45% bcdeghi	131 -24%	84 -24%	86 29%	97 28%	162 +43% bcdegh	101 31%	37 23%	155 35% bc	1077 +33% b	176 -24%	853 +36% b	380 -24%
Landline Only	63 2%	9 2%	10 2%	7 2%	5 2%	9 3% i	3 1%	7 2%	0 0%	1 *%	52 2%	11 1%	14 -1%	48 +3% a
Mobile and Landline	2529 63%	253 -49%	384 +70% af	249 +72% af	187 64% a	223 63% a	202 -54%	205 62% a	118 73% af	276 62% a	2013 -61%	516 +72% a	1395 -59%	1102 +70% a
None	18 *%	1 *%	0 0%	1 *%	1 *%	8 +2% ab	0 0%	1 *%	0 0%	3 1%	16 1%	2 *%	2 -*%	15 +1% a
Unknown	136 3%	25 5%	26 5%	8 2%	13 5%	15 4%	9 2%	14 4%	5 3%	9 2%	119 4%	17 2%	90 4% b	32 -2%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded

Technology Tracker 2024
Table 204
Use of voice controls
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Smart speaker use	1649	819	828	209	285	342	262	272	279	56	54	153	723
	41%	42%	40%	40%	44%	+47%	+48%	40%	-32%	-32%	-27%	43%	+54%
				f	f	ef	aef	f				b	abc
Voice control in car	2348	1188	1155	238	408	460	349	421	473	39	68	182	1028
	59%	+62%	-56%	-45%	63%	+63%	+64%	62%	-54%	-22%	-35%	-51%	+76%
		b			af	af	af	af	a		a	ab	abc
Any	2764	1395	1363	320	486	529	402	471	556	72	94	235	1129
	69%	+72%	-66%	-61%	+75%	73%	+74%	70%	-64%	-41%	-47%	66%	+84%
		b			af	af	af	a				ab	abc
None	1236	536	692	206	164	198	143	207	318	102	105	122	217
	31%	-28%	+34%	+39%	-25%	27%	-26%	30%	+36%	+59%	+53%	34%	-16%
			a	bcde					bcd	cd	cd	d	

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 204 (continuation)
Use of voice controls
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Smart speaker use	1649	513	529	357	238	1365	155	85	43
	41%	+57%	41%	42%	-26%	-40%	47%	45%	40%
		bcd	d	d					
Voice control in car	2348	700	816	486	322	1977	190	115	67
	59%	+77%	+63%	57%	-36%	59%	57%	61%	62%
		bcd	d	d					
Any	2764	774	947	579	436	2326	228	134	75
	69%	+86%	+74%	68%	-48%	69%	69%	71%	70%
		bcd	d	d					
None	1236	130	340	271	465	1046	104	54	33
	31%	-14%	-26%	32%	+52%	31%	31%	29%	30%
			a	a	abc				

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 204 (continuation)
Use of voice controls
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Smart speaker use	1649	142	232	152	153	141	155	126	89	175	1301	347	1101	522
	41%	-27%	42%	44%	+53%	40%	41%	38%	+55%	39%	-40%	+48%	+47%	-33%
			a	a	aegi	a	a	a	aegi	a		a	b	
Voice control in car	2348	184	294	247	211	209	259	176	100	297	1844	504	1560	760
	59%	-35%	53%	+71%	+72%	59%	+69%	54%	62%	+67%	-56%	+70%	+66%	-48%
			a	abeg	abeg	a	abg	a	a	abg		a	b	
Any	2764	247	362	282	245	234	290	219	120	327	2196	568	1771	952
	69%	-48%	66%	+81%	+84%	66%	+77%	67%	75%	74%	-67%	+79%	+75%	-60%
			a	abeg	abegi	a	abeg	a	a	a		a	b	
None	1236	273	190	66	47	118	86	109	40	117	1082	154	584	625
	31%	+52%	34%	-19%	-16%	34%	-23%	33%	25%	26%	+33%	-21%	-25%	+40%
		bcdefghi	cdf			cdf		cdf		d	b			a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 205
QS1/QR1/QR2. Smart speaker and radio ownership
Base: All Respondents

		Gender		Age Group						Household Income			
	Total	**Man**	**Woman**	**16-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Under 10.4K**	**10.4k-15.59K**	**15.6k-25.99K**	**26K+**
Column		a	b	a	b	c	d	e	f	a	b	c	d
Unweighted Bases	4000	1936	2047	499	610	750	564	701	876	201	241	378	1327
Effective Weighted Sample	2533	1239	1284	321	390	474	362	441	548	122	136	231	819
Weighted Bases	**4000**	**1931**	**2055**	**526**	**650**	**727**	**545**	**677**	**875**	**174**	**198**	**358**	**1347**
Smart speaker only	954	434	519	136	197	234	149	141	95	28	30	74	439
	24%	22%	25%	26%	+30%	+32%	27%	21%	-11%	-16%	-15%	21%	+33%
				f	ef	ef	ef	f					abc
Radio only	904	425	471	52	56	82	93	211	409	50	68	91	259
	23%	22%	23%	-10%	-9%	-11%	-17%	+31%	+47%	28%	+35%	25%	-19%
							abc	abcd	abcde	d	d	d	
DAB radio only	571	283	283	33	42	61	64	133	238	24	31	43	207
	14%	15%	14%	-6%	-6%	-8%	12%	+20%	+27%	14%	16%	12%	15%
							ab	abcd	abcde				
Smart speaker and radio	639	357	281	55	65	101	104	130	183	21	25	72	276
	16%	+19%	-14%	-11%	-10%	14%	19%	19%	+21%	12%	12%	20%	+21%
		b					ab	abc	abc				ab
Smart speaker and DAB radio	505	291	213	42	58	73	87	106	137	14	17	56	225
	13%	+15%	-10%	-8%	-9%	10%	+16%	+16%	+16%	8%	9%	16%	+17%
		b					abc	abc	abc			a	ab

Columns Tested: a,b - a,b,c,d,e,f - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 205 (continuation)
QS1/QR1/QR2. Smart speaker and radio ownership
Base: All Respondents

		Social Group 1				Nation			
	Total	**AB**	**C1**	**C2**	**DE**	**England**	**Scotland**	**Wales**	**NI**
Column		a	b	c	d	a	b	c	d
Unweighted Bases	4000	1026	1062	641	1213	2499	502	500	499
Effective Weighted Sample	2533	655	731	452	727	1929	347	459	460
Weighted Bases	**4000**	**903**	**1287**	**850**	**901**	**3372**	**332**	**188**	**108**
Smart speaker only	954	280	305	227	135	770	101	52	31
	24%	+31%	24%	27%	-15%	-23%	+30%	28%	29%
		bd	d	d			a		a
Radio only	904	184	269	183	250	759	77	43	24
	23%	20%	21%	21%	+28%	23%	23%	23%	23%
					abc				
DAB radio only	571	136	196	102	124	503	36	24	8
	14%	15%	15%	12%	14%	+15%	11%	13%	-7%
						d		d	
Smart speaker and radio	639	223	201	123	87	548	48	32	11
	16%	+25%	16%	15%	-10%	16%	15%	17%	-10%
		bcd	d	d		d		d	
Smart speaker and DAB radio	505	193	152	100	56	434	41	25	5
	13%	+21%	12%	12%	-6%	13%	12%	13%	-5%
		bcd	d	d		d	d	d	

Columns Tested: a,b,c,d - a,b,c,d ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower



Technology Tracker 2024
Table 205 (continuation)
QS1/QR1/QR2. Smart speaker and radio ownership
Base: All Respondents

		England Regions									Urbanity		Working Status	
	Total	**London**	**South East**	**South West**	**East Midlands**	**West Midlands**	**East of England**	**Yorkshire & Humber**	**North East**	**North West**	**Urban**	**Rural**	**Working**	**Not working**
Column		a	b	c	d	e	f	g	h	i	a	b	a	b
Unweighted Bases	4000	387	421	255	213	270	273	241	112	327	3307	693	2205	1726
Effective Weighted Sample	2533	310	323	190	164	204	209	188	87	253	2133	408	1435	1057
Weighted Bases	**4000**	**520**	**552**	**348**	**292**	**352**	**376**	**328**	**160**	**444**	**3278**	**722**	**2355**	**1577**
Smart speaker only	954 24%	77 -15%	120 22%	70 20%	90 31% ace	65 18%	106 28% ae	77 24% a	62 +38% abcegi	103 23% a	770 23%	184 25%	694 +29% b	247 -16%
Radio only	904 23%	103 20%	146 26% d	115 +33% adefgi	48 16%	73 21%	74 20%	67 20%	32 20%	102 23%	734 22%	170 24%	379 -16%	518 +33% a
DAB radio only	571 14%	73 14%	103 +19% d	80 +23% adefgi	25 8%	45 13%	45 12%	42 13%	28 18%	61 14%	460 14%	110 15%	277 -12%	294 +19% a
Smart speaker and radio	639 16%	58 -11%	106 19% a	78 +22% af	54 19%	68 19% a	46 12%	46 14%	27 17%	65 15%	484 -15%	155 +22% a	376 16%	257 16%
Smart speaker and DAB radio	505 13%	41 -8%	85 15% a	60 17% a	44 15% a	56 16% a	37 10%	35 11%	20 13%	55 12%	380 -12%	125 +17% a	311 13%	190 12%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b - a,b ; Column tested against total: + Indicates significantly higher than the total, - indicates significantly lower

BMG
success decoded