

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

NATION	1
Base : All respondents	
REGION	3
Base : All respondents	
URBANITY	7
Base : All respondents	
CABLE AREA	9
Base : All respondents	
DEPRIVATION LEVEL	11
Base : All respondents	
SE. GENDER	13
Base : All respondents	
SF. AGE OF RESPONDENT	15
Base : All respondents	
QSEG (QZ8). What is the occupation of the main wage earner in your household. CODE SOCIAL GRADE. (SINGLE CODE)	19
Base : All respondents	
QZ7 (SG). WORKING STATUS (SINGLE CODE)	23
Base : All respondents	
QZ8 (SH). HOUSEHOLD STATUS (SINGLE CODE)	27
Base : All respondents	
SH (SI). Total number in household (including respondent and any children)	31
Base : All respondents	
SI (SK). Household size	33
Base : All respondents	
SJ. Total number of children in household (under 18), including respondent (if respondent is under 18)	35
Base : All respondents	
SK (SL). And are you the parent or guardian of any of the children in the household? (SINGLE CODE)	37
Base : Those with children aged under 18 in the household	
QC1. Is there a landline phone in your home that can be used to make and receive calls? (SINGLE CODE) PROMPTED	39
Base : All respondents	
QC2 (QC2A). Do you ever use this landline phone at home yourself to make and/or receive calls, for internet access or both? (MULTI CODE)	41
Base : Those with a landline phone at home	
QC3 (QC30). SHOWCARD How do you pay the line rental for your landline phone service? Please answer about your line rental only and not charges for calls and other costs. (SINGLE CODE)	43
Base : Those with a landline phone at home that can be used to make and receive calls	
QC4 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)	45
Base : Those with a landline phone at home	
QC5 (QC7A). SHOWCARD How likely is it that your household will get a landline phone at home in the next 12 months? (SINGLE CODE)	49
Base : Those without a landline phone at home	

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

QC6 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED	53
Base : Those unlikely to get a landline phone in next 12 months	
QC7 (QC6). SHOWCARD Thinking about landline phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)	60
Base : All respondents	
QD1. How many mobile phones IN TOTAL do you AND members of your household use? (SINGLE CODE).....	64
Base : All respondents	
QD2. Do you personally use a mobile phone? How many mobile phones with different telephone numbers do you use at least once a month? Please include any phones used for work or other purposes. (SINGLE CODE)	66
Base : All respondents	
QD3 (QD10). Which mobile network do you use most often? (SINGLE CODE)	70
Base : Those who personally use a mobile phone	
QD4 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)	74
Base : Those who personally use a mobile phone	
QD5 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE)	76
Base : Those who use a postpay/ contract mobile phone	
QD6 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy S4.	78
Base : Those who personally use a mobile phone	
QD4 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy.....	80
Base : All respondents	
QD7 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE)	82
Base : Those without a smartphone	
QD8 (QD38). Why are you unlikely to get a smartphone at home in the next 12 months? (MULTI CODE) UNPROMPTED	86
Base : Those unlikely to get a smartphone in the next 12 months	
QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)	92
Base : Those who personally use a mobile phone	
QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)	106
Base : Those who personally use a mobile phone	
QD11 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE).....	120
Base : All respondents	
QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE).....	126
Base : All respondents	
QE2 (QE35). How many tablet computers do you have in your household? (SINGLE CODE)	130
Base : Those with any tablet computers in the household	
QE3 (QE36). Do you personally use this/ any of these tablet computer/s? (SINGLE CODE).....	132
Base : Those with any tablet computers in the household	
QE4 (QE46). SHOWCARD Which one of these best describes where you use your tablet computer? (SINGLE CODE)	134
Base : Those who personally use a tablet computer	
QE5 (QE47). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)	138
Base : Those who use a tablet computer outside the home	

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

QE6 (QE37). Is your tablet computer 3G or 4G enabled? This means that the tablet could be used - with a SIM card - to go online from anywhere with a signal, without the need for a Wi-Fi connection? (SINGLE CODE).....	142
Base : Those who personally use a tablet computer	
QE7 (QE38). And do you have a separate mobile subscription for your tablet, which allows you to go online from anywhere with a 3G or 4G signal, without the need for a Wi-Fi connection? (SINGLE CODE).....	144
Base : Those who use a 3G or 4G enabled tablet computer	
QE8 (QE2). Do you or does anyone in your household have access to the internet/ Worldwide Web at HOME (via any device, e.g. PC, laptop, mobile phone etc)? (SINGLE CODE)	146
Base : All respondents	
QE9 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all (via any device, e.g. PC, laptop, mobile phone, etc.)? IF YES: Where is that? (MULTI CODE).....	148
Base : All respondents	
QE10 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)	152
Base : Those who use the internet at home or elsewhere	
QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE).....	156
Base : Those with access to the internet at home	
QE12 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband? 164	
Base : Those in a household with mobile broadband	
QE13 (QE22D). SHOWCARD Which of these best describe what you use to connect to your mobile broadband service (connecting via a USB stick or dongle, or built in 3G connectivity in a laptop or another device)? (MULTI CODE).....	166
Base : Those who use mobile broadband to access the internet	
QE14 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)	168
Base : Those with access to the internet at home	
QE15 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?	174
Base : Those with fixed broadband at home where there is more than one person in household	
QE16 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to?	176
Base : Those with mobile broadband at home where there is more than one person in household	
QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)	178
Base : Those who use the internet at home or elsewhere	
QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)	194
Base : Those who use the internet at home or elsewhere	
QE19 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)	209
Base : Those without internet access at home	
QE20 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED	213
Base : Those unlikely to get internet access at home in the next 12 months	
QE21 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED	220
Base : Those unlikely to get internet access at home in the next 12 months	
QE22. SHOWCARD Thinking about personal computers or desktop PCs or laptops, do you ever have/ think you might have difficulties doing any of the following? (MULTICODE)	226
Base : All respondents	
QE23 (QE41). SHOWCARD Thinking about tablet computers (like an iPad), do you ever have/ think you might have difficulties doing any of the following? (MULTICODE)	230
Base : All respondents	
QE24 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE).....	234
Base : All respondents	

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

QE25 (QE30). Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (SINGLE CODE)	236
Base : All respondents	
QE26 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE).....	238
Base : Those who have ever used internet voice services at home	
QE27 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)	242
Base : Those who have ever used internet voice services at home	
QE28 (QE34). Do you pay for any elements of your service to make calls using the internet? Perhaps calls made to landline or mobile phones, or any equipment or software you needed to purchase solely to be able to make calls using the internet. (SINGLE CODE)	246
Base : Those who have ever used internet voice services at home	
QB1. SHOWCARD Do you or does anyone in your household have an e-reader, or digital book reader in your home at the moment? (SINGLE CODE)	248
Base : All respondents	
QB2. SHOWCARD And do you personally use this e-reader, or digital book reader? (SINGLE CODE).....	250
Base : Those who have access to an e-reader/ digital book reader at home	
QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)	252
Base : All respondents	
QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)	256
Base : All respondents	
QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED.....	260
Base : Those without a TV in the household	
QH3. SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)	264
Base : Those with Satellite TV	
QH4. SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE).....	270
Base : Those with paid for Sky Satellite TV	
QH5. SHOWCARD Which, if any, of these channels do you subscribe to through your Cable TV service? (MULTI CODE)	276
Base : Those with Cable TV	
QH6A (QH67A). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to find out more about the programme you are watching? (SINGLE CODE)	278
Base : Those with a TV in the household	
QH6B (QH67B). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to do something else? (SINGLE CODE)	282
Base : Those with a TV in the household	
QH6C (QH67C). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Use a desktop computer, laptop, tablet computer, without going online? (SINGLE CODE).....	286
Base : Those with a TV in the household	
QH6D (QH67D). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Listen to the radio? (SINGLE CODE)	290
Base : Those with a TV in the household	
QH6E (QH67E). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Use a mobile phone, without going online? (SINGLE CODE).....	294
Base : Those with a TV in the household	
QH6F (QH67F). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Use a landline phone? (SINGLE CODE)	298
Base : Those with a TV in the household	
QH6G (QH67G). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Play games on a games console? (SINGLE CODE)	302
Base : Those with a TV in the household	

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

QH6H (QH67H). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Listen to music (on a stereo, an MP3 player, a mobile phone or a computer)? (SINGLE CODE)	306
Base : Those with a TV in the household	
QH7 (QH62). Are any of your TV sets 'Smart TVs'? These are newer types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV	310
Base : Those with a TV in the household	
QH8 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)	312
Base : All respondents	
QCHECK. Can I just check that you have the following services? (MULTI CODE).....	318
Base : All respondents	
QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)	322
Base : All respondents	
QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)	326
Base : All respondents	
QG2. Is this ONE deal or package, or more than one? (SINGLE CODE)	328
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package	
QG3 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)	330
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package	
QG3 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)	334
Base : All respondents	
QG4 (QG3B). Do you receive a discount or special deal for subscribing to this package of services? (SINGLE CODE).....	338
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package	
QG5 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE).....	340
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package	
QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE).....	344
Base : All respondents	
QP2A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Radio set with AM Stereo - either at home, in the car or on portable radio. (SINGLE CODE).....	348
Base : Those who listen to radio	
QP2B (QP11B). SHOWCARD How often, if at all, do you access the radio via - Radio set with FM stereo - either at home, in the car or on portable radio. (SINGLE CODE).....	350
Base : Those who listen to radio	
QP2C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE)	352
Base : Those who listen to radio	
QP2D (QP11D). SHOWCARD How often, if at all, do you access the radio via - Digital radio through TV. (SINGLE CODE).....	354
Base : Those who listen to radio	
QP2E (QP11E). SHOWCARD How often, if at all, do you access the radio via - Digital radio through the internet. (SINGLE CODE)	356
Base : Those who listen to radio	
QP2F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (SINGLE CODE)	358
Base : Those who listen to radio	

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

QP2G (QP11G) SHOWCARD How often, if at all, do you access the radio via - A car radio (FM). (SINGLE CODE)	360
Base : Those who listen to radio	
QP2H (QP11H) SHOWCARD How often, if at all, do you access the radio via - A car radio (AM). (SINGLE CODE)	362
Base : Those who listen to radio	
QP2I (QP11I) SHOWCARD How often, if at all, do you access the radio via - A car radio (DAB). (SINGLE CODE).....	365
Base : Those who listen to radio	
QP3 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE).....	367
Base : Those who listen to radio via a mobile phone	
QP4 (QP2). Before today, had you heard of digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE).....	369
Base : All respondents	
QP5 (QB1). Do you, or does anyone in your household, have digital radio channels in your home at the moment - whether through a specialist DAB radio receiver, through a digital television or over the internet? (SINGLE CODE)	371
Base : All respondents	
QP6 (QP4). SHOWCARD I'm now going to ask about any radio sets that you have at home. In which of these rooms at home do you have any radios? (MULTI CODE).....	373
Base : All respondents	
QP7 (QP19). In total, how many radio sets do you have in your home? Please include any mains or battery powered radio sets or wind-up radios. For now, please don't include car radios, radio listening through computers, TVs or phones. (SINGLE CODE)	379
Base : All respondents	
QP8 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)	383
Base : All respondents	
QP8 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)	387
Base : Those with any 'active' radio sets in the home	
QP9. You said earlier that you have (NUMBER AT QP8) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)	389
Base : All respondents	
QP9. You said earlier that you have (NUMBER AT QP8) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)	393
Base : Those who listen to radio	
QP10. In most weeks, how many motor vehicles do you personally use - as a driver or a passenger? (SINGLE CODE)	397
Base : All respondents	
QP11. How many of these motor vehicles have a radio? (SINGLE CODE)	399
Base : Those who use at least one motor vehicle in most weeks	
QP12/13. Is the radio in this vehicle a digital radio?/ How many of the radios in those vehicles are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)	401
Base : Those who use at least one motor vehicle with a radio in most weeks	
QP14 (QP13). SHOWCARD Before today, were you aware that you can listen to radio programmes as they are broadcast in these ways? (MULTI CODE)	405
Base : All respondents	
QP15 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)	409
Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio	
QP15 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)	413
Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio	
QP16 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE).....	415
Base : All with any type of digital radio	

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

QP17. SHOWCARD Before today, were you aware that you can listen to radio programmes after they are broadcast in these ways? 9MULTI CODE).....	419
Base : All respondents	
QP18. SHOWCARD And do you ever listen to radio programmes after they have been broadcast in any of these ways? (MULTI CODE).....	423
Base : All respondents	
QP19 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE).....	427
Base : Those who listen to radio but do not have any DAB sets at home	
QP20 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED	431
Base : Those who listen to radio who are unlikely to get DAB radio in the next 12 months	
QI1 (QI2). Have you personally had a reason to make a complaint about your landline, mobile, or internet service or supplier in the last 12 months? (MULTI CODE)	436
Base : All respondents	
QI2 (QI4). And did you go ahead and make a complaint about your landline service or supplier? (SINGLE CODE).....	438
Base : Those with a reason to complain about their landline service or supplier in the last 12 months	
QI3 (QI7). And did you go ahead and make a complaint about your mobile service or supplier? (SINGLE CODE)	440
Base : Those with a reason to complain about their mobile service or supplier in the last 12 months	
QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE).....	442
Base : All respondents	
QZ2 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)	444
Base : All respondents	
QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE).....	446
Base : All respondents	
QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)	454
Base : All respondents	
QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE).....	460
Base : Those with poor vision, partial sight or blindness	
QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)	464
Base : Those with poor hearing, partial hearing or deafness	
QZ9 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?	468
Base : All respondents	
QZ9 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE).....	470
Base : All respondents	

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 1

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

NATION

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
England	1970	946	1025	293	351	683	644	272	208	211	361	512	590	355	508	1970	-	-	-
		84%	84%	84%	84%	83%	83%	79%	78%	79%	88%	87%	85%	82%	81%	100%	-%	-%	-%
		48%	52%	15%	18%	35%	33%	14%	11%	11%	ghi	n	n	26%	30%	pqr	100%	-%	-%
Scotland	205	99	107	29	34	70	72	37	34	28	23	43	58	41	64	-	205	-	-
		9%	9%	8%	8%	9%	9%	11%	13%	10%	6%	7%	8%	10%	10%	-%	100%	-%	-%
		48%	52%	14%	17%	34%	35%	j	j	j	11%	21%	28%	20%	31%	-%	opr	100%	-%
Wales	116	55	62	14	24	41	38	20	14	17	17	24	31	21	40	-	-	116	-
		5%	5%	4%	6%	5%	5%	6%	5%	6%	4%	4%	4%	5%	6%	-%	-%	100%	-%
		47%	53%	12%	20%	35%	33%	17%	12%	15%	15%	21%	27%	18%	34%	-%	-%	opr	100%
Northern Ireland	65	31	34	11	13	22	19	15	9	12	8	12	19	15	19	-	-	-	65
		3%	3%	3%	3%	3%	2%	4%	3%	4%	2%	2%	3%	3%	3%	-%	-%	-%	100%
		48%	52%	17%	20%	34%	29%	22%	14%	18%	12%	18%	29%	23%	30%	-%	-%	-%	opq
Columns Tested:		a,b	- c,d,e,f	- g,h,i,j	- k,l,m,n	- o,p,q,r													100%

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 1

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

NATION

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
England	1970	1741	229	1114	843	1223	747
	84%	85%	74%	85%	82%	84%	82%
		b					
		88%	12%	57%	43%	62%	38%
Scotland	205	172	33	105	100	115	90
	9%	8%	11%	8%	10%	8%	10%
		84%	16%	51%	49%	56%	44%
Wales	116	93	23	64	52	72	45
	5%	5%	8%	5%	5%	5%	5%
			a				
		80%	20%	55%	45%	62%	38%
Northern Ireland	65	41	24	33	32	38	27
	3%	2%	8%	3%	3%	3%	3%
			a				
		63%	37%	51%	49%	59%	41%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 2

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

REGION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
North East	100	48	52	13	16	36	36	13	6	6	12	20	27	20	32	100	-	-	-
	4%	4%	4%	4%	4%	4%	5%	4%	2%	2%	3%	3%	4%	5%	5%	5%	-%	-%	-%
		48%	52%	13%	16%	36%	36%	13%	6%	6%	12%	20%	27%	20%	32%	pqr 100%	-%	-%	-%
North West	260	122	137	33	36	93	99	33	36	29	46	67	64	52	77	260	-	-	-
	11%	11%	11%	9%	8%	11%	13%	10%	13%	11%	11%	11%	9%	12%	12%	13%	-%	-%	-%
		47%	53%	13%	14%	36%	d 38%	13%	14%	11%	18%	26%	25%	20%	30%	pqr 100%	-%	-%	-%
Yorkshire	201	95	106	36	42	66	57	32	20	26	36	44	68	31	57	201	-	-	-
	9%	8%	9%	10%	10%	8%	7%	9%	8%	10%	9%	8%	10%	7%	9%	10%	-%	-%	-%
		47%	53%	18%	21%	33%	28%	16%	10%	13%	18%	22%	34%	15%	28%	pqr 100%	-%	-%	-%
East Midlands	165	79	86	22	32	52	60	42	36	24	34	35	43	30	57	165	-	-	-
	7%	7%	7%	6%	8%	6%	8%	12%	13%	9%	8%	6%	6%	7%	9%	8%	-%	-%	-%
		48%	52%	13%	19%	31%	36%	26%	j 22%	15%	21%	21%	26%	18%	34%	pqr 100%	-%	-%	-%
West Midlands	204	95	109	32	38	67	67	33	18	12	14	48	61	43	52	204	-	-	-
	9%	8%	9%	9%	9%	8%	9%	10%	7%	4%	3%	8%	9%	10%	8%	10%	-%	-%	-%
		46%	54%	16%	19%	33%	33%	16%	ij 9%	6%	7%	23%	30%	21%	26%	pqr 100%	-%	-%	-%
East of England	215	111	104	32	28	78	77	26	29	23	41	62	60	40	52	215	-	-	-
	9%	10%	8%	9%	7%	10%	10%	8%	11%	9%	10%	10%	9%	9%	8%	11%	-%	-%	-%
		52%	48%	15%	13%	36%	36%	12%	14%	11%	19%	29%	28%	19%	24%	pqr 100%	-%	-%	-%
London	295	144	150	52	63	102	79	34	17	39	43	67	101	50	75	295	-	-	-
	13%	13%	12%	15%	15%	12%	10%	10%	6%	15%	11%	11%	14%	12%	12%	15%	-%	-%	-%
		49%	51%	f 18%	f 21%	34%	27%	12%	h 6%	h 13%	h 15%	23%	34%	17%	25%	pqr 100%	-%	-%	-%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 2

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

REGION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
South East	329	154	174	46	64	121	98	31	31	41	95	100	101	58	70	329	-	-	-
	14%	14%	14%	13%	15%	15%	13%	9%	12%	15%	23%	17%	14%	13%	11%	17%	-%	-%	-%
		47%	53%	14%	19%	37%	30%	10%	9%	12%	g ghi	n	30%	31%	18%	21%	pqr 100%	-%	-%
South West	202	97	106	28	33	70	72	26	16	11	40	69	66	30	35	202	-	-	-
	9%	9%	9%	8%	8%	9%	9%	7%	6%	4%	10%	12%	9%	7%	6%	10%	-%	-%	-%
		48%	52%	14%	16%	35%	35%	13%	8%	5%	i 20%	mn 34%	n 33%	15%	17%	pqr 100%	-%	-%	-%
Wales	116	55	62	14	24	41	38	20	14	17	17	24	31	21	40	-	-	116	-
	5%	5%	5%	4%	6%	5%	5%	6%	5%	6%	4%	4%	4%	5%	6%	-%	-%	100%	-%
		47%	53%	12%	20%	35%	33%	17%	12%	15%	15%	21%	27%	18%	34%	-%	-%	opr 100%	-%
Scotland	205	99	107	29	34	70	72	37	34	28	23	43	58	41	64	-	205	-	-
	9%	9%	9%	8%	8%	9%	9%	11%	13%	10%	6%	7%	8%	10%	10%	-%	100%	-%	-%
		48%	52%	14%	17%	34%	35%	j 18%	j 17%	j 14%	11%	21%	28%	20%	31%	-%	oqr 100%	-%	-%
Northern Ireland	65	31	34	11	13	22	19	15	9	12	8	12	19	15	19	-	-	-	65
	3%	3%	3%	3%	3%	3%	2%	4%	3%	4%	2%	2%	3%	3%	3%	-%	-%	-%	100%
		48%	52%	17%	20%	34%	29%	22%	14%	18%	12%	18%	29%	23%	30%	-%	-%	-%	opq 100%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 2

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

REGION

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
North East	100	92	8	62	38	55	45
	4%	5%	3%	5%	4%	4%	5%
		92%	8%	62%	38%	55%	45%
North West	260	242	17	133	126	152	108
	11%	12%	6%	10%	12%	10%	12%
		b					
		93%	7%	51%	49%	59%	41%
Yorkshire	201	179	22	110	90	120	82
	9%	9%	7%	8%	9%	8%	9%
		89%	11%	55%	45%	59%	41%
East Midlands	165	139	26	90	73	119	46
	7%	7%	8%	7%	7%	8%	5%
						f	
		84%	16%	54%	44%	72%	28%
West Midlands	204	180	24	104	99	130	74
	9%	9%	8%	8%	10%	9%	8%
		88%	12%	51%	48%	64%	36%
East of England	215	175	39	119	93	165	50
	9%	9%	13%	9%	9%	11%	5%
			a			f	
		82%	18%	55%	43%	77%	23%
London	295	295	-	179	110	81	214
	13%	14%	-%	14%	11%	6%	23%
		b		d			e
		100%	-%	61%	37%	28%	72%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 2

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

REGION

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
South East	329	283	46	202	127	247	81
	14%	14%	15%	15%	12%	17%	9%
				d		f	
		86%	14%	61%	39%	75%	25%
South West	202	155	47	114	87	154	48
	9%	8%	15%	9%	8%	11%	5%
			a			f	
		77%	23%	56%	43%	76%	24%
Wales	116	93	23	64	52	72	45
	5%	5%	8%	5%	5%	5%	5%
			a				
		80%	20%	55%	45%	62%	38%
Scotland	205	172	33	105	100	115	90
	9%	8%	11%	8%	10%	8%	10%
		84%	16%	51%	49%	56%	44%
Northern Ireland	65	41	24	33	32	38	27
	3%	2%	8%	3%	3%	3%	3%
			a				
		63%	37%	51%	49%	59%	41%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 3

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

URBANITY

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Urban	2047	986	1061	319	374	706	649	296	227	239	364	502	607	370	564	1741	172	93	41
	87%	87%	86%	92%	89%	87%	84%	86%	85%	89%	89%	85%	87%	86%	89%	88%	84%	80%	63%
				ef	f									k		pqr	r	r	
		48%	52%	16%	18%	34%	32%	14%	11%	12%	18%	25%	30%	18%	28%	85%	8%	5%	2%
Rural	310	144	166	28	48	110	124	46	38	29	45	90	90	62	67	229	33	23	24
	13%	13%	14%	8%	11%	13%	16%	14%	15%	11%	11%	15%	13%	14%	11%	12%	16%	20%	37%
						c	cd					n				o	o	o	opq
		46%	54%	9%	15%	35%	40%	15%	12%	9%	15%	29%	29%	20%	22%	74%	11%	8%	8%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 3

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

URBANITY

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Urban	2047	2047	-	1143	893	1157	891
	87%	100%	-%	87%	87%	80%	98%
		b					e
		100%	-%	56%	44%	56%	44%
Rural	310	-	310	173	134	291	19
	13%	-%	100%	13%	13%	20%	2%
			a			f	
		-%	100%	56%	43%	94%	6%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 4

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

CABLE AREA

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
TELEWEST	380	182	198	54	80	125	121	49	52	37	45	87	113	68	112	281	99	-	-
	16%	16%	16%	16%	19%	15%	16%	14%	20%	14%	11%	15%	16%	16%	18%	14%	48%	-%	-%
		48%	52%	14%	21%	33%	32%	13%	gj	14%	10%	23%	30%	18%	29%	qr	oqr	-%	-%
NTL	809	390	419	127	154	284	244	137	79	93	125	188	239	153	229	756	9	21	23
	34%	35%	34%	37%	36%	35%	32%	40%	30%	35%	31%	32%	34%	35%	36%	38%	4%	18%	35%
		48%	52%	16%	19%	35%	30%	hj	10%	11%	15%	23%	29%	19%	28%	pq	1%	p	pq
		48%	52%	16%	19%	35%	30%	17%	10%	11%	15%	23%	29%	19%	28%	93%	1%	3%	3%
NEITHER	1167	558	609	166	188	406	407	157	134	138	240	317	346	211	290	933	97	95	42
	50%	49%	50%	48%	45%	50%	53%	46%	50%	51%	59%	54%	50%	49%	46%	47%	47%	82%	65%
		48%	52%	14%	16%	35%	35%	d	13%	11%	12%	gh	n	30%	18%	25%	opr	8%	op
		48%	52%	14%	16%	35%	35%	13%	11%	12%	21%	27%	30%	18%	25%	80%	8%	8%	4%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 4

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

CABLE AREA

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
TELEWEST	380	380	-	206	173	216	164
	16%	19%	-%	16%	17%	15%	18%
		b					e
		100%	-%	54%	46%	57%	43%
NTL	809	792	17	469	333	388	421
	34%	39%	6%	36%	32%	27%	46%
		b					e
		98%	2%	58%	41%	48%	52%
NEITHER	1167	875	292	640	521	843	324
	50%	43%	94%	49%	51%	58%	36%
		a				f	
		75%	25%	55%	45%	72%	28%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 5

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

DEPRIVATION LEVEL

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Low	1448	696	751	172	237	500	538	164	156	148	296	438	445	254	305	1223	115	72	38
	61%	62%	61%	50%	56%	61%	70%	48%	59%	55%	72%	74%	64%	59%	48%	62%	56%	62%	59%
						c	cde		g		ghi	lmn	n	n					
		48%	52%	12%	16%	35%	37%	11%	11%	10%	20%	30%	31%	18%	21%	84%	8%	5%	3%
Medium	864	413	451	160	177	300	227	171	107	115	109	149	240	171	304	705	90	45	24
	37%	37%	37%	46%	42%	37%	29%	50%	40%	43%	27%	25%	34%	40%	48%	36%	44%	38%	37%
				ef	f	f		hj	j	j			k	k	klm		o		
		48%	52%	19%	20%	35%	26%	20%	12%	13%	13%	17%	28%	20%	35%	82%	10%	5%	3%
High	45	21	25	15	8	15	8	7	2	6	5	5	13	7	21	42	-	-	3
	2%	2%	2%	4%	2%	2%	1%	2%	1%	2%	1%	1%	2%	2%	3%	2%	-%	-%	5%
				ef											km	pq			opq
		46%	54%	33%	17%	33%	17%	16%	4%	13%	11%	10%	28%	14%	47%	93%	-%	-%	7%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 5

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

DEPRIVATION LEVEL

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Low	1448	1157	291	818	623	1448	-
	61%	56%	94%	62%	61%	100%	-%
		a	a			f	
		80%	20%	56%	43%	100%	-%
Medium	864	845	19	475	382	-	864
	37%	41%	6%	36%	37%	-%	95%
		b					e
		98%	2%	55%	44%	-%	100%
High	45	45	-	23	22	-	45
	2%	2%	-%	2%	2%	-%	5%
		b					e
		100%	-%	51%	49%	-%	100%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 6

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

SE. GENDER

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Male	1130	1130	-	178	177	389	386	142	120	134	227	298	323	235	271	946	99	55	31
	48%	100%	-%	51%	42%	48%	50%	41%	45%	50%	55%	50%	46%	54%	43%	48%	48%	47%	48%
		b		d			d			g	gh	n		ln					
		100%	-%	16%	16%	34%	34%	13%	11%	12%	20%	26%	29%	21%	24%	84%	9%	5%	3%
Female	1227	-	1227	169	244	427	387	201	145	134	182	294	375	197	359	1025	107	62	34
	52%	-%	100%	49%	58%	52%	50%	59%	55%	50%	45%	50%	54%	46%	57%	52%	52%	53%	52%
			a		cf			ij	j				m		km				
		-%	100%	14%	20%	35%	32%	16%	12%	11%	15%	24%	31%	16%	29%	84%	9%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 6

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

SE. GENDER

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Male	1130	986	144	680	447	696	434
	48%	48%	46%	52%	43%	48%	48%
				d			
		87%	13%	60%	40%	62%	38%
Female	1227	1061	166	636	581	751	476
	52%	52%	54%	48%	57%	52%	52%
				c			
		86%	14%	52%	47%	61%	39%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 7

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

SF. AGE OF RESPONDENT

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
16 - 17	60	36	24	60	-	-	-	1	3	1	3	15	21	10	15	52	3	3	3
	3%	3%	2%	17%	-%	-%	-%	*%	1%	1%	1%	3%	3%	2%	2%	3%	1%	3%	4%
				def															p
		60%	40%	100%	-%	-%	-%	2%	4%	2%	5%	25%	35%	16%	24%	86%	5%	5%	5%
18 - 24	286	141	145	286	-	-	-	44	19	24	23	52	109	52	73	241	27	10	8
	12%	12%	12%	83%	-%	-%	-%	13%	7%	9%	6%	9%	16%	12%	12%	12%	13%	9%	13%
				def				hj					kn						
		49%	51%	100%	-%	-%	-%	15%	7%	8%	8%	18%	38%	18%	25%	84%	9%	4%	3%
25 - 34	422	177	244	-	422	-	-	56	44	66	87	86	126	84	125	351	34	24	13
	18%	16%	20%	-%	100%	-%	-%	16%	17%	25%	21%	15%	18%	19%	20%	18%	17%	20%	20%
			a		cef					gh			k	k					
		42%	58%	-%	100%	-%	-%	13%	11%	16%	21%	21%	30%	20%	30%	83%	8%	6%	3%
35 - 44	440	196	244	-	-	440	-	47	51	59	126	148	120	66	105	377	28	23	11
	19%	17%	20%	-%	-%	54%	-%	14%	19%	22%	31%	25%	17%	15%	17%	19%	14%	20%	18%
						cdf				g	ghi	lmn				p			
		45%	55%	-%	-%	100%	-%	11%	12%	13%	29%	34%	27%	15%	24%	86%	6%	5%	3%
45 - 54	376	193	183	-	-	376	-	34	38	47	104	98	112	83	82	306	41	18	11
	16%	17%	15%	-%	-%	46%	-%	10%	14%	18%	25%	17%	16%	19%	13%	16%	20%	15%	16%
						cdf				g	ghi		n						
		51%	49%	-%	-%	100%	-%	9%	10%	13%	28%	26%	30%	22%	22%	81%	11%	5%	3%
55 - 64	308	158	150	-	-	-	308	39	28	34	49	79	93	61	75	260	25	16	7
	13%	14%	12%	-%	-%	-%	40%	11%	11%	13%	12%	13%	13%	14%	12%	13%	12%	14%	11%
						cde													
		51%	49%	-%	-%	-%	100%	13%	9%	11%	16%	25%	30%	20%	24%	84%	8%	5%	2%
65 - 74	227	117	110	-	-	-	227	43	48	20	12	67	57	43	59	191	21	10	5
	10%	10%	9%	-%	-%	-%	29%	12%	18%	7%	3%	11%	8%	10%	9%	10%	10%	9%	8%
						cde		ij	gij	j									
		52%	48%	-%	-%	-%	100%	19%	21%	9%	5%	29%	25%	19%	26%	84%	9%	4%	2%
Columns Tested: a.b - c.d.e.f - q.h.i.j - k.l.m.n - o.p.q.r																			

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 7

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

SF. AGE OF RESPONDENT

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
75+	237	110	127	-	-	-	237	78	34	17	6	47	59	34	96	193	26	12	6
	10%	10%	10%	-%	-%	-%	31%	23%	13%	6%	1%	8%	8%	8%	15%	10%	13%	10%	10%
		47%	53%	-%	-%	-%	cde	hij	ij	j				klm					
							100%	33%	14%	7%	2%	20%	25%	14%	41%	81%	11%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 7

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

SF. AGE OF RESPONDENT

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
16 - 17	60	54	6	10	48	41	20
	3%	3%	2%	1%	5%	3%	2%
				c			
		89%	11%	16%	79%	67%	33%
18 - 24	286	265	22	144	140	131	155
	12%	13%	7%	11%	14%	9%	17%
		b		c			e
		92%	8%	50%	49%	46%	54%
25 - 34	422	374	48	328	89	237	185
	18%	18%	15%	25%	9%	16%	20%
			d				e
		89%	11%	78%	21%	56%	44%
35 - 44	440	388	52	351	89	256	184
	19%	19%	17%	27%	9%	18%	20%
			d				
		88%	12%	80%	20%	58%	42%
45 - 54	376	319	57	301	73	244	131
	16%	16%	18%	23%	7%	17%	14%
			d				
		85%	15%	80%	19%	65%	35%
55 - 64	308	258	50	159	149	212	97
	13%	13%	16%	12%	14%	15%	11%
				f			
		84%	16%	51%	48%	69%	31%
65 - 74	227	187	40	17	210	165	62
	10%	9%	13%	1%	20%	11%	7%
		a		c		f	
		82%	18%	7%	93%	73%	27%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 7

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

SF. AGE OF RESPONDENT

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
75+	237	204	34	6	230	162	76
	10%	10%	11%	*%	22%	11%	8%
				c	f		
		86%	14%	3%	97%	68%	32%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 8

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
A	44	18	25	4	7	17	16	1	3	5	15	44	-	-	-	38	1	4	*
	2%	2%	2%	1%	2%	2%	2%	*%	1%	2%	4%	7%	-%	-%	-%	2%	1%	3%	1%
		42%	58%	9%	17%	38%	36%	2%	6%	11%	35%	100%	-%	-%	-%	87%	3%	9%	1%
B	548	279	268	63	79	229	176	22	29	40	200	548	-	-	-	474	42	21	11
	23%	25%	22%	18%	19%	28%	23%	6%	11%	15%	49%	93%	-%	-%	-%	24%	20%	18%	17%
		51%	49%	12%	14%	cdf	32%	4%	g	g	ghi	lmn	-%	-%	-%	qr	8%	4%	2%
C1	698	323	375	130	126	232	209	50	63	95	128	-	698	-	-	590	58	31	19
	30%	29%	31%	38%	30%	28%	27%	15%	24%	35%	31%	-%	100%	-%	-%	30%	28%	27%	29%
		46%	54%	def	19%	18%	30%	7%	g	gh	gh	-%	kmn	-%	-%	85%	8%	4%	3%
C2	432	235	197	61	84	149	138	28	77	91	47	-	-	432	-	355	41	21	15
	18%	21%	16%	18%	20%	18%	18%	8%	29%	34%	11%	-%	-%	100%	-%	18%	20%	18%	23%
		b	46%	14%	19%	34%	32%	6%	gj	gj	11%	-%	-%	100%	-%	82%	10%	5%	3%
D	313	150	164	53	77	110	74	67	65	35	16	-	-	-	313	265	25	17	6
	13%	13%	13%	15%	18%	13%	10%	19%	24%	13%	4%	-%	-%	-%	50%	13%	12%	15%	9%
		48%	52%	f	ef	f	24%	21%	ij	j	5%	-%	-%	-%	klm	r	8%	6%	2%
E	317	121	196	35	49	77	156	175	28	1	3	-	-	-	317	242	39	22	14
	13%	11%	16%	10%	12%	9%	20%	51%	11%	*%	1%	-%	-%	-%	50%	12%	19%	19%	21%
		38%	a	11%	15%	24%	cde	55%	ij	*	1%	-%	-%	-%	klm	o	7%	o	4%
Refused	6	4	2	1	-	1	4	1	1	1	-	-	-	-	-	5	-	1	-
	*%	*%	*%	*%	-%	*%	1%	*%	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%
		64%	36%	13%	-%	20%	67%	14%	13%	17%	-%	-%	-%	-%	-%	91%	-%	9%	-%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 8

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
SOCIAL GROUP																			
AB	592	298	294	67	86	246	192	23	32	45	215	592	-	-	-	512	43	24	12
	25%	26%	24%	19%	21%	30%	25%	7%	12%	17%	53%	100%	-%	-%	-%	26%	21%	21%	18%
		50%	50%	11%	15%	cd	c	4%	5%	8%	36%	100%	-%	-%	-%	87%	7%	4%	2%
C1C2	1129	558	572	191	210	381	347	78	139	186	175	-	698	432	-	945	99	52	34
	48%	49%	47%	55%	50%	47%	45%	23%	53%	69%	43%	-%	100%	100%	-%	48%	48%	45%	52%
		49%	51%	ef	17%	19%	34%	7%	12%	ghj	g	-%	kn	kn	-%	84%	9%	5%	3%
DE	630	271	359	88	125	187	230	241	93	37	20	-	-	-	630	508	64	40	19
	27%	24%	29%	25%	30%	23%	30%	70%	35%	14%	5%	-%	-%	-%	100%	26%	31%	34%	30%
		43%	a	e	e	e	e	hij	ij	j	3%	-%	-%	-%	klm	81%	10%	6%	3%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 8

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

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

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
A	44	36	7	28	14	27	16
	2%	2%	2%	2%	1%	2%	2%
		83%	17%	65%	33%	63%	37%
B	548	465	83	346	197	411	137
	23%	23%	27%	26%	19%	28%	15%
				d	f		
		85%	15%	63%	36%	75%	25%
C1	698	607	90	438	255	445	253
	30%	30%	29%	33%	25%	31%	28%
				d			
		87%	13%	63%	37%	64%	36%
C2	432	370	62	276	154	254	178
	18%	18%	20%	21%	15%	18%	20%
				d			
		86%	14%	64%	36%	59%	41%
D	313	284	30	212	100	150	164
	13%	14%	10%	16%	10%	10%	18%
		b		d			e
		90%	10%	68%	32%	48%	52%
E	317	280	37	14	302	156	161
	13%	14%	12%	1%	29%	11%	18%
				c			e
		88%	12%	4%	95%	49%	51%
Refused	6	5	1	1	5	6	-
	*%	*%	*%	*%	*%	*%	-%
		77%	23%	22%	78%	100%	-%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 8

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

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

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
SOCIAL GROUP							
AB	592	502	90	374	211	438	153
	25%	25%	29%	28%	21%	30%	17%
				d		f	
		85%	15%	63%	36%	74%	26%
C1C2	1129	977	152	714	409	698	431
	48%	48%	49%	54%	40%	48%	47%
				d			
		87%	13%	63%	36%	62%	38%
DE	630	564	67	226	403	305	325
	27%	28%	22%	17%	39%	21%	36%
		b		c		e	
		89%	11%	36%	64%	48%	52%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 9

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

QZ7 (SG). WORKING STATUS (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Base for %	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Working full time (30hrs/wk+)	957	598	359	94	224	523	116	32	90	157	291	298	320	199	140	803	86	44	24
	41%	53%	29%	27%	53%	64%	15%	9%	34%	58%	71%	50%	46%	46%	22%	41%	42%	37%	37%
		b		f	cf	cdf			g	gh	ghi	n	n	n					
		62%	38%	10%	23%	55%	12%	3%	9%	16%	30%	31%	33%	21%	15%	84%	9%	5%	2%
Working part time (8-29 hrs/wk)	359	82	277	60	104	129	66	38	41	48	75	77	119	78	86	310	19	20	9
	15%	7%	23%	17%	25%	16%	9%	11%	16%	18%	18%	13%	17%	18%	14%	16%	9%	18%	14%
			a	f	cef	f				g	g			kn		p		p	
		23%	77%	17%	29%	36%	18%	11%	11%	13%	21%	21%	33%	22%	24%	86%	5%	6%	3%
Not working (i.e. under 8hrs/wk) - retired	546	264	282	1	1	11	533	132	88	42	23	137	145	91	170	450	56	26	13
	23%	23%	23%	1%	1%	1%	69%	38%	33%	16%	6%	23%	21%	21%	27%	23%	27%	23%	21%
							cde	ij	ij	j					lm				
		48%	52%	1%	1%	2%	98%	24%	16%	8%	4%	25%	26%	17%	31%	82%	10%	5%	2%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	117	64	53	32	26	41	18	55	9	2	1	5	9	14	88	87	13	11	6
	5%	6%	4%	9%	6%	5%	2%	16%	3%	1%	1%	1%	1%	3%	14%	4%	6%	9%	10%
				ef	f	f		hij	ij					kl	klm			o	o
		55%	45%	28%	22%	35%	15%	47%	8%	2%	1%	4%	8%	12%	75%	75%	11%	9%	5%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 9

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

QZ7 (SG). WORKING STATUS (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Not working (i.e. under 8hrs/wk) - student	151	84	68	139	8	4	-	20	6	6	5	35	79	16	22	125	16	3	7
	6%	7%	6%	40%	2%	1%	-%	6%	2%	2%	1%	6%	11%	4%	3%	6%	8%	3%	10%
				def	ef	f		hij				n	kmn			q	q		oq
		55%	45%	92%	6%	3%	-%	13%	4%	4%	4%	23%	52%	10%	14%	83%	11%	2%	4%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	213	34	179	16	54	105	38	64	30	13	15	34	23	33	123	180	15	12	6
	9%	3%	15%	5%	13%	13%	5%	19%	11%	5%	4%	6%	3%	8%	19%	9%	7%	10%	9%
			a		cf	cf		hij	ij			l		l	klm				
		16%	84%	8%	25%	49%	18%	30%	14%	6%	7%	16%	11%	16%	58%	85%	7%	5%	3%
Don't know	14	4	10	6	4	2	2	1	1	-	-	6	4	1	2	13	1	-	-
	1%	*%	1%	2%	1%	*%	*%	*%	*%	-%	-%	1%	1%	*%	*%	1%	*%	-%	-%
				ef															
		29%	71%	40%	29%	16%	14%	10%	7%	-%	-%	44%	31%	10%	16%	96%	4%	-%	-%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 9

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

QZ7 (SG). WORKING STATUS (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Base for %	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Working full time (30hrs/wk+)	957	826	130	957	-	602	355
	41%	40%	42%	73%	-%	42%	39%
		86%	14%	100%	-%	63%	37%
Working part time (8-29 hrs/wk)	359	316	43	359	-	216	143
	15%	15%	14%	27%	-%	15%	16%
		88%	12%	100%	-%	60%	40%
Not working (i.e. under 8hrs/wk) - retired	546	457	89	-	546	383	164
	23%	22%	29%	-%	53%	26%	18%
		a	c	f			
		84%	16%	-%	100%	70%	30%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	117	105	12	-	117	56	61
	5%	5%	4%	-%	11%	4%	7%
		c	e				
		90%	10%	-%	100%	48%	52%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 9

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

QZ7 (SG). WORKING STATUS (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Not working (i.e. under 8hrs/wk) - student	151	143	9	-	151	75	76
	6%	7%	3%	-%	15%	5%	8%
		b		c			e
		94%	6%	-%	100%	50%	50%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	213	188	25	-	213	110	103
	9%	9%	8%	-%	21%	8%	11%
				c			e
		88%	12%	-%	100%	52%	48%
Don't know	14	11	2	-	-	6	8
	1%	1%	1%	-%	-%	*%	1%
		83%	17%	-%	-%	46%	54%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 10

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

QZ8 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Base for %	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Being bought on mortgage	680	350	329	79	115	385	101	16	46	86	236	258	232	118	72	557	62	37	25
	29%	31%	27%	23%	27%	47%	13%	5%	17%	32%	58%	44%	33%	27%	11%	28%	30%	32%	38%
		b		f	f	cdf			g	gh	ghi	lmn	mn	n					o
		52%	48%	12%	17%	57%	15%	2%	7%	13%	35%	38%	34%	17%	11%	82%	9%	5%	4%
Owned outright by household	612	314	298	37	28	105	441	65	87	59	93	218	174	105	111	514	50	31	17
	26%	28%	24%	11%	7%	13%	57%	19%	33%	22%	23%	37%	25%	24%	18%	26%	24%	27%	25%
				d		d	cde		gij			lmn	n	n					
		51%	49%	6%	5%	17%	72%	11%	14%	10%	15%	36%	29%	17%	18%	84%	8%	5%	3%
Rented from Local Authority/ Housing Association/ Trust	532	212	320	74	110	186	162	172	82	47	18	36	105	106	284	433	55	31	13
	23%	19%	26%	21%	26%	23%	21%	50%	31%	18%	4%	6%	15%	25%	45%	22%	27%	27%	19%
			a		f			hij	ij	j			k	kl	klm		r		
		40%	60%	14%	21%	35%	30%	32%	15%	9%	3%	7%	20%	20%	53%	81%	10%	6%	2%
Rented from Private Landlord	441	211	231	112	160	118	52	86	47	71	60	58	157	83	143	380	37	14	10
	19%	19%	19%	32%	38%	15%	7%	25%	18%	27%	15%	10%	22%	19%	23%	19%	18%	12%	15%
				ef	ef	f		hj		hj			k	k	k	q			
		48%	52%	25%	36%	27%	12%	19%	11%	16%	14%	13%	36%	19%	32%	86%	8%	3%	2%
Other	60	24	35	24	5	18	13	3	-	5	2	17	20	12	10	57	1	1	*
	3%	2%	3%	7%	1%	2%	2%	1%	-%	2%	1%	3%	3%	3%	2%	3%	1%	1%	*%
				def						h						pr			
		41%	59%	39%	8%	30%	22%	5%	-%	8%	3%	28%	33%	21%	17%	95%	2%	2%	*%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 10

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

QZ8 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Don't know	33	20	13	22	5	4	3	1	3	*	-	6	9	7	10	30	-	2	1
	1%	2%	1%	6%	1%	*%	*%	*%	1%	*%	-%	1%	1%	2%	2%	2%	-%	1%	1%
		60%	40%	def	66%	14%	11%	9%	4%	9%	1%	-%	18%	29%	23%	30%	p	-%	3%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 10

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

QZ8 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Base for %	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Being bought on mortgage	680	581	98	554	123	491	189
	29%	28%	32%	42%	12%	34%	21%
				d	f		
		86%	14%	82%	18%	72%	28%
Owned outright by household	612	525	87	211	400	449	163
	26%	26%	28%	16%	39%	31%	18%
				c	f		
		86%	14%	34%	65%	73%	27%
Rented from Local Authority/ Housing Association/ Trust	532	462	70	220	308	254	278
	23%	23%	23%	17%	30%	18%	31%
				c	e		
		87%	13%	41%	58%	48%	52%
Rented from Private Landlord	441	399	42	295	147	200	241
	19%	20%	14%	22%	14%	14%	27%
		b	d		e		
		90%	10%	67%	33%	45%	55%
Other	60	52	7	25	33	38	22
	3%	3%	2%	2%	3%	3%	2%
				c			
		88%	12%	41%	56%	64%	36%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 10

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

QZ8 (SH). HOUSEHOLD STATUS (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Don't know	33	28	5	12	17	16	17
	1%	1%	2%	1%	2%	1%	2%
		84%	16%	35%	51%	49%	51%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 11

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
1	416	195	221	18	31	94	273	149	55	39	18	66	105	68	175	325	55	22	14
		18%	17%	5%	7%	12%	35%	43%	21%	15%	4%	11%	15%	16%	28%	17%	27%	19%	21%
						cd	cde	hij	j	j			k	k	klm		oq		
		47%	53%	4%	7%	23%	66%	36%	13%	9%	4%	16%	25%	16%	42%	78%	13%	5%	3%
2	821	413	408	77	117	231	396	100	115	95	140	213	251	156	197	680	80	41	21
		35%	37%	22%	28%	28%	51%	29%	43%	35%	34%	36%	36%	36%	31%	35%	39%	35%	32%
						c	cde		gj										
		50%	50%	9%	14%	28%	48%	12%	14%	12%	17%	26%	31%	19%	24%	83%	10%	5%	3%
3	409	192	218	81	105	163	61	40	36	58	86	96	147	70	98	341	33	25	11
		17%	17%	23%	25%	20%	8%	12%	13%	22%	21%	16%	21%	16%	16%	17%	16%	21%	17%
				f	f	f				gh	gh		kmn						
		47%	53%	20%	26%	40%	15%	10%	9%	14%	21%	23%	36%	17%	24%	83%	8%	6%	3%
4	477	230	247	112	110	230	25	37	31	50	124	166	131	91	89	420	25	19	13
		20%	20%	32%	26%	28%	3%	11%	12%	19%	30%	28%	19%	21%	14%	21%	12%	17%	20%
				f	f	f				gh	ghi	lmn	n	n		p			p
		48%	52%	24%	23%	48%	5%	8%	7%	11%	26%	35%	27%	19%	19%	88%	5%	4%	3%
5+	233	100	133	59	59	98	18	17	29	26	41	51	64	47	71	204	13	10	6
		10%	9%	17%	14%	12%	2%	5%	11%	10%	10%	9%	9%	11%	11%	10%	6%	8%	10%
				ef	f	f			g	g	g					p			
		43%	57%	25%	25%	42%	8%	7%	12%	11%	18%	22%	28%	20%	30%	88%	6%	4%	3%
Mean number of people	2.7	2.7	2.8	3.4	3.2	3.0	1.9	2.1	2.5	2.7	3.1	2.9	2.7	2.8	2.6	2.8	2.3	2.6	2.7
				def	f	f			g	gh	ghi	ln	n	n		p		p	p
Standard deviation	1.34	1.32	1.37	1.32	1.29	1.31	.93	1.23	1.38	1.23	1.18	1.24	1.25	1.38	1.49	1.35	1.22	1.32	1.39
Standard error	.03	.04	.04	.07	.06	.04	.03	.06	.07	.07	.06	.05	.04	.06	.05	.03	.08	.08	.09
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 11

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

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

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
1	416	361	55	128	288	248	169
	18%	18%	18%	10%	28%	17%	19%
				c			
		87%	13%	31%	69%	60%	40%
2	821	695	126	430	387	552	269
	35%	34%	41%	33%	38%	38%	30%
			a		c	f	
		85%	15%	52%	47%	67%	33%
3	409	356	54	279	128	246	164
	17%	17%	17%	21%	12%	17%	18%
			d				
		87%	13%	68%	31%	60%	40%
4	477	428	49	336	137	276	202
	20%	21%	16%	26%	13%	19%	22%
		b		d			
		90%	10%	70%	29%	58%	42%
5+	233	207	26	143	88	126	107
	10%	10%	8%	11%	9%	9%	12%
					e		
		89%	11%	61%	38%	54%	46%
Mean number of people	2.7	2.8	2.6	3.0	2.4	2.7	2.8
		b		d			e
Standard deviation	1.34	1.35	1.26	1.27	1.37	1.29	1.41
Standard error	.03	.03	.06	.03	.04	.03	.04
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 12

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

SI (SK). Household size

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Small (1-2 people)	1237	608	629	95	148	326	669	248	170	134	158	279	356	224	373	1005	135	63	34
	52%	54%	51%	27%	35%	40%	87%	72%	64%	50%	39%	47%	51%	52%	59%	51%	66%	54%	53%
				c	c	c	cde	hij	ij	j					klm		oqr		
		49%	51%	8%	12%	26%	54%	20%	14%	11%	13%	23%	29%	18%	30%	81%	11%	5%	3%
Medium (3-4 people)	887	421	465	193	215	392	86	78	67	108	210	261	277	161	187	761	57	44	25
	38%	37%	38%	56%	51%	48%	11%	23%	25%	40%	51%	44%	40%	37%	30%	39%	28%	38%	38%
				ef	f	f				gh	ghi	mn	n	n		p		p	p
		48%	52%	22%	24%	44%	10%	9%	8%	12%	24%	29%	31%	18%	21%	86%	6%	5%	3%
Large (5+ people)	233	100	133	59	59	98	18	17	29	26	41	51	64	47	71	204	13	10	6
	10%	9%	11%	17%	14%	12%	2%	5%	11%	10%	10%	9%	9%	11%	11%	10%	6%	8%	10%
				ef	f	f			g	g	g					p			
		43%	57%	25%	25%	42%	8%	7%	12%	11%	18%	22%	28%	20%	30%	88%	6%	4%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 12

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

SI (SK). Household size

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Small (1-2 people)	1237	1057	180	558	675	800	437
	52%	52%	58%	42%	66%	55%	48%
		a	c	f			
		85%	15%	45%	55%	65%	35%
Medium (3-4 people)	887	784	103	615	264	521	365
	38%	38%	33%	47%	26%	36%	40%
		d	e				
		88%	12%	69%	30%	59%	41%
Large (5+ people)	233	207	26	143	88	126	107
	10%	10%	8%	11%	9%	9%	12%
		e					
		89%	11%	61%	38%	54%	46%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 13

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
None	1487	781	706	197	170	385	735	244	166	162	227	357	455	277	393	1228	146	74	39
	63%	69%	58%	57%	40%	47%	95%	71%	63%	60%	55%	60%	65%	64%	62%	62%	71%	64%	60%
		b	de	de	d	cde	hij									or			
		53%	47%	13%	11%	26%	49%	16%	11%	11%	15%	24%	31%	19%	26%	83%	10%	5%	3%
1	368	160	208	82	97	165	24	49	38	46	77	86	127	63	92	302	35	20	11
	16%	14%	17%	24%	23%	20%	3%	14%	14%	17%	19%	15%	18%	15%	15%	15%	17%	18%	17%
				f	f	f													
		43%	57%	22%	26%	45%	6%	13%	10%	13%	21%	23%	34%	17%	25%	82%	9%	6%	3%
2	365	139	226	49	112	195	8	39	38	40	85	120	86	63	96	322	16	17	9
	15%	12%	18%	14%	26%	24%	1%	11%	14%	15%	21%	20%	12%	15%	15%	16%	8%	15%	14%
			a	f	cf	cf					gh	lmn				p		p	p
		38%	62%	14%	31%	54%	2%	11%	10%	11%	23%	33%	23%	17%	26%	88%	4%	5%	3%
3	95	35	61	9	32	50	4	10	13	18	16	21	24	21	29	82	5	3	4
	4%	3%	5%	3%	8%	6%	*%	3%	5%	7%	4%	4%	3%	5%	5%	4%	3%	3%	7%
			a	f	cf	cf				g									pq
		36%	64%	10%	34%	53%	4%	10%	14%	19%	17%	22%	25%	22%	31%	86%	6%	3%	5%
4	31	13	18	7	6	16	2	*	8	2	3	7	5	5	13	26	3	1	1
	1%	1%	1%	2%	1%	2%	*%	*%	3%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%
				f	f	f			gj						l				
		42%	58%	23%	20%	52%	5%	1%	26%	7%	10%	23%	16%	17%	44%	85%	10%	2%	3%
5+	11	3	9	2	5	4	1	1	2	-	2	1	1	2	6	10	-	1	*
	*%	*%	1%	1%	1%	*%	*%	*%	1%	-%	*%	*%	*%	*%	1%	1%	-%	1%	1%
				f															
		24%	76%	18%	44%	33%	5%	7%	21%	-%	18%	12%	13%	19%	57%	92%	-%	6%	3%
Mean number of children	.7	.5	.8	.7	1.1	1.0	.1	.5	.7	.7	.8	.7	.6	.7	.7	.7	.5	.6	.7
			a	f	cef	cf			g	g	g	l			l	p			p
Standard deviation	1.02	.93	1.08	1.01	1.15	1.10	.40	.85	1.15	1.00	1.01	1.00	.91	1.04	1.12	1.03	.87	.94	1.08
Standard error	.02	.03	.03	.05	.06	.04	.01	.04	.06	.05	.05	.04	.03	.04	.04	.02	.05	.06	.07
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 13

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

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

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
None	1487	1293	194	714	764	935	552
	63%	63%	63%	54%	74%	65%	61%
				c			
		87%	13%	48%	51%	63%	37%
1	368	316	52	265	103	212	157
	16%	15%	17%	20%	10%	15%	17%
				d			
		86%	14%	72%	28%	57%	43%
2	365	320	45	256	104	225	139
	15%	16%	15%	19%	10%	16%	15%
				d			
		88%	12%	70%	28%	62%	38%
3	95	84	11	61	34	50	45
	4%	4%	4%	5%	3%	3%	5%
		88%	12%	64%	36%	52%	48%
4	31	24	6	16	15	19	12
	1%	1%	2%	1%	1%	1%	1%
		80%	20%	51%	49%	61%	39%
5+	11	10	1	4	7	7	4
	*%	1%	*%	*%	1%	*%	*%
		92%	8%	36%	64%	62%	38%
Mean number of children	.7	.7	.7	.8	.5	.6	.7
				d			
Standard deviation	1.02	1.02	1.02	1.02	.99	1.00	1.04
Standard error	.02	.02	.05	.03	.03	.02	.03
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 14

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

SK (SL). And are you the parent or guardian of any of the children in the household? (SINGLE CODE)

Base : Those with children aged under 18 in the household

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	g	h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	962	374	588	169	249	494	50	116	124	131	180	219	268	217	258	717	67	85	93
Effective Weighted Sample	798	316	482	139	209	412	44	97	102	102	154	190	221	180	218	639	65	72	91
Total	870	349	521	150	251	431	38	99	99	106	183	235	243	155	238	742	60	42	26
		40%	60%	17%	29%	50%	**	11%	11%	12%	21%	27%	28%	18%	27%	85%	**	**	**
Yes	727	266	462	46	241	412	**	92	90	100	167	196	202	136	194	621	**	**	**
	84%	76%	89%	31%	96%	96%	**	93%	91%	94%	92%	84%	83%	88%	81%	84%	**	**	**
			a	c	c														
		37%	63%	6%	33%	57%	**	13%	12%	14%	23%	27%	28%	19%	27%	85%	**	**	**
No	127	75	52	99	10	11	**	7	9	4	14	35	38	14	40	107	**	**	**
	15%	21%	10%	66%	4%	3%	**	7%	9%	4%	8%	15%	16%	9%	17%	14%	**	**	**
		b		de									m	m					
		59%	41%	78%	8%	9%	**	6%	7%	3%	11%	27%	30%	11%	31%	84%	**	**	**
Refused	16	8	8	4	1	7	**	-	*	2	1	4	3	5	4	15	**	**	**
	2%	2%	1%	3%	*%	2%	**	-%	*%	2%	1%	2%	1%	3%	2%	2%	**	**	**
			d																
		53%	47%	27%	5%	45%	**	-%	3%	14%	7%	24%	18%	32%	26%	94%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 14

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

SK (SL). And are you the parent or guardian of any of the children in the household? (SINGLE CODE)

Base : Those with children aged under 18 in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	962	809	153	605	352	579	383
Effective Weighted Sample	798	679	122	512	293	482	317
Total	870	754	116	601	263	512	358
		87%	13%	69%	30%	59%	41%
Yes	727	628	99	537	186	435	292
	84%	83%	86%	89%	71%	85%	82%
		86%	14%	74%	26%	60%	40%
No	127	113	13	54	71	66	61
	15%	15%	11%	9%	27%	13%	17%
		90%	10%	43%	56%	52%	48%
Refused	16	13	3	10	6	12	4
	2%	2%	3%	2%	2%	2%	1%
		80%	20%	62%	38%	73%	27%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 15

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

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Can use to make and receive calls	1938	928	1010	244	297	688	708	218	208	221	371	551	577	347	457	1620	169	95	54
	82%	82%	82%	70%	70%	84%	92%	64%	78%	82%	90%	93%	83%	80%	73%	82%	82%	82%	83%
		48%	52%	13%	15%	cd	cde	11%	11%	11%	19%	lmn	n	n	24%	84%	9%	5%	3%
Can receive but not make calls/ incoming only	27	10	17	5	2	16	4	3	1	8	7	8	8	5	5	26	-	-	1
	1%	1%	1%	1%	1%	2%	*%	1%	*%	3%	2%	1%	1%	1%	1%	1%	-%	-%	1%
		36%	64%	18%	9%	f	14%	12%	4%	gh	25%	31%	30%	20%	19%	98%	-%	-%	2%
Line not working properly/ needs to be repaired	10	5	4	-	4	4	2	2	3	1	2	2	2	4	2	9	-	-	1
	*%	*%	*%	-%	1%	1%	*%	*%	1%	*%	1%	*%	*%	1%	*%	*%	-%	-%	2%
		54%	46%	-%	40%	43%	17%	17%	31%	11%	22%	24%	19%	37%	19%	89%	-%	-%	opq 11%
No, do not have landline phone	381	187	195	97	117	108	59	119	52	38	30	30	108	76	166	315	36	21	10
	16%	17%	16%	28%	28%	13%	8%	35%	20%	14%	7%	5%	16%	18%	26%	16%	17%	18%	15%
		49%	51%	25%	31%	f	16%	hij	j	j	8%	8%	k	k	klm	44%	83%	9%	5%
Don't know	2	1	1	1	1	-	-	1	1	-	-	-	2	-	-	1	1	-	-
	*%	*%	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%
		46%	54%	46%	54%	-%	-%	46%	54%	-%	-%	-%	100%	-%	-%	54%	46%	-%	-%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 15

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

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

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Can use to make and receive calls	1938	1658	280	1082	843	1264	673
	82%	81%	90%	82%	82%	87%	74%
			a			f	
		86%	14%	56%	44%	65%	35%
Can receive but not make calls/ incoming only	27	26	1	21	6	9	18
	1%	1%	*%	2%	1%	1%	2%
				d			e
		97%	3%	78%	22%	33%	67%
Line not working properly/ needs to be repaired	10	8	2	8	2	4	5
	*%	*%	1%	1%	*%	*%	1%
		83%	17%	79%	21%	45%	55%
No, do not have landline phone	381	354	28	203	176	170	211
	16%	17%	9%	15%	17%	12%	23%
		b					e
		93%	7%	53%	46%	45%	55%
Don't know	2	2	-	2	-	-	2
	*%	*%	-%	*%	-%	-%	*%
		100%	-%	100%	-%	-%	100%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 16

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

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

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2417	1138	1279	264	307	791	1055	330	302	297	374	580	724	524	582	1752	218	223	224
Effective Weighted Sample	1970	932	1038	219	256	658	888	267	246	236	319	485	593	426	484	1540	209	181	213
Total	1974	943	1031	249	303	708	714	223	212	230	379	562	587	355	464	1654	169	95	55
		48%	52%	13%	15%	36%	36%	11%	11%	12%	19%	28%	30%	18%	24%	84%	9%	5%	3%
Yes to make calls	1801	864	937	215	249	645	691	204	201	197	342	522	529	315	431	1513	150	88	49
	91%	92%	91%	86%	82%	91%	97%	91%	95%	86%	90%	93%	90%	89%	93%	91%	89%	92%	89%
		48%	52%	12%	14%	36%	cde	i	ij			m			m				
							38%	11%	11%	11%	19%	29%	29%	17%	24%	84%	8%	5%	3%
Yes to receive calls	1788	855	933	218	246	645	680	200	198	203	343	517	527	319	420	1510	145	85	48
	91%	91%	90%	87%	81%	91%	95%	90%	94%	88%	90%	92%	90%	90%	90%	91%	86%	89%	87%
		48%	52%	12%	14%	36%	d									pr			
							cde	11%	11%	11%	19%	29%	29%	18%	23%	84%	8%	5%	3%
Yes for internet access	1138	544	594	169	204	441	324	84	112	162	273	380	354	201	201	988	53	59	37
	58%	58%	58%	68%	67%	62%	45%	38%	53%	70%	72%	68%	60%	57%	43%	60%	31%	62%	67%
		48%	52%	15%	18%	39%	28%	7%	g	gh	gh	lmn	n	n		p		p	op
									10%	14%	24%	33%	31%	18%	18%	87%	5%	5%	3%
TOTAL PERSONALLY USE	1919	917	1002	236	290	694	699	213	208	224	373	554	565	346	450	1605	163	95	55
	97%	97%	97%	95%	96%	98%	98%	95%	98%	97%	98%	99%	96%	97%	97%	97%	97%	99%	100%
		48%	52%	12%	15%	36%	cd				g	l							op
							36%	11%	11%	12%	19%	29%	29%	18%	23%	84%	9%	5%	3%
No do not use landline at home	49	23	25	13	13	11	12	10	3	4	6	6	21	9	12	42	6	1	-
	2%	2%	2%	5%	4%	2%	2%	4%	2%	2%	2%	1%	4%	3%	3%	3%	3%	1%	-%
		48%	52%	27%	26%	22%	25%	20%	7%	8%	13%	12%	43%	19%	25%	87%	12%	1%	-%
Don't know	6	2	4	-	1	3	2	1	1	2	-	2	2	1	2	6	-	-	-
	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		36%	64%	0%	10%	54%	36%	10%	12%	36%	0%	30%	25%	12%	33%	100%	0%	0%	0%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 16

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

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

Base : Those with a landline phone at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2417	1995	422	1143	1262	1580	837
Effective Weighted Sample	1970	1644	336	967	1053	1295	676
Total	1974	1692	282	1111	851	1277	696
		86%	14%	56%	43%	65%	35%
Yes to make calls	1801	1540	261	992	798	1177	623
	91%	91%	92%	89%	94%	92%	90%
		86%	14%	55%	44%	65%	35%
Yes to receive calls	1788	1534	254	995	783	1163	625
	91%	91%	90%	90%	92%	91%	90%
		86%	14%	56%	44%	65%	35%
Yes for internet access	1138	948	190	719	411	772	366
	58%	56%	67%	65%	48%	60%	53%
		83%	a 17%	d 63%	36%	f 68%	32%
TOTAL PERSONALLY USE	1919	1644	275	1077	829	1240	679
	97%	97%	98%	97%	97%	97%	97%
		86%	14%	56%	43%	65%	35%
No do not use landline at home	49	43	6	30	19	31	18
	2%	3%	2%	3%	2%	2%	3%
		87%	13%	61%	39%	64%	36%
Don't know	6	5	1	4	3	6	-
	*%	*%	*%	*%	*%	*%	-%
		88%	12%	60%	40%	100%	-%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 17

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

QC3 (QC30). SHOWCARD How do you pay the line rental for your landline phone service? Please answer about your line rental only and not charges for calls and other costs. (SINGLE CODE)

Base : Those with a landline phone at home that can used to make and receive calls

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2378	1120	1258	259	299	772	1048	322	298	289	367	571	713	514	573	1719	218	223	218
Effective Weighted Sample	1937	917	1020	214	250	642	881	262	243	228	313	477	584	417	477	1510	209	181	208
Total	1938	928	1010	244	297	688	708	218	208	221	371	551	577	347	457	1620	169	95	54
		48%	52%	13%	15%	36%	37%	11%	11%	11%	19%	28%	30%	18%	24%	84%	9%	5%	3%
On a monthly or quarterly basis, alongside call charges and other costs	1732	814	918	177	277	639	639	202	190	208	339	489	512	306	422	1430	163	90	50
	89%	88%	91%	73%	93%	93%	90%	92%	91%	94%	92%	89%	89%	88%	92%	88%	96%	94%	93%
			a	c	c	c	c										o	o	o
		47%	53%	10%	16%	37%	37%	12%	11%	12%	20%	28%	30%	18%	24%	83%	9%	5%	3%
12 months in advance (a lump sum of around £120-£140 for the year) and then pay monthly or quarterly for call charges and other costs	94	50	44	2	6	36	51	11	15	7	26	32	30	17	14	87	2	2	2
	5%	5%	4%	1%	2%	5%	7%	5%	7%	3%	7%	6%	5%	5%	3%	5%	1%	3%	3%
						cd	cd					n				p			
		53%	47%	2%	6%	38%	54%	11%	16%	8%	27%	34%	32%	19%	15%	93%	3%	3%	2%
Don't know	111	63	48	66	14	13	18	6	3	5	6	29	36	23	22	103	4	3	2
	6%	7%	5%	27%	5%	2%	3%	3%	2%	2%	2%	5%	6%	7%	5%	6%	2%	3%	4%
			def	e												p			
		57%	43%	59%	13%	12%	16%	5%	3%	5%	5%	26%	32%	20%	20%	92%	3%	3%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 17

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

QC3 (QC30). SHOWCARD How do you pay the line rental for your landline phone service? Please answer about your line rental only and not charges for calls and other costs. (SINGLE CODE)

Base : Those with a landline phone at home that can used to make and receive calls

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2378	1960	418	1117	1249	1564	814
Effective Weighted Sample	1937	1614	334	943	1042	1280	658
Total	1938	1658	280	1082	843	1264	673
		86%	14%	56%	44%	65%	35%
On a monthly or quarterly basis, alongside call charges and other costs	1732	1485	247	990	734	1123	609
	89%	90%	88%	91%	87%	89%	90%
		86%	14%	57%	42%	65%	35%
12 months in advance (a lump sum of around £120-£140 for the year) and then pay monthly or quarterly for call charges and other costs	94	77	17	47	47	70	24
	5%	5%	6%	4%	6%	6%	4%
		82%	18%	50%	50%	74%	26%
Don't know	111	96	15	45	62	71	40
	6%	6%	6%	4%	7%	6%	6%
				c			
		86%	14%	41%	56%	64%	36%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 18

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

QC4 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2417	1138	1279	264	307	791	1055	330	302	297	374	580	724	524	582	1752	218	223	224
Effective Weighted Sample	1970	932	1038	219	256	658	888	267	246	236	319	485	593	426	484	1540	209	181	213
Total	1974	943	1031	249	303	708	714	223	212	230	379	562	587	355	464	1654	169	95	55
		48%	52%	13%	15%	36%	36%	11%	11%	12%	19%	28%	30%	18%	24%	84%	9%	5%	3%
BT	816	413	403	82	97	258	380	103	80	80	158	261	218	133	203	674	75	36	31
		41%	44%	39%	33%	32%	53%	46%	38%	35%	42%	47%	37%	37%	44%	41%	45%	38%	56%
		b					cde	i				lm			l				opq
		51%	49%	10%	12%	32%	47%	13%	10%	10%	19%	32%	27%	16%	25%	83%	9%	4%	4%
Virgin Media (including NTL and Telewest)	398	197	201	59	63	165	112	29	49	54	80	110	125	79	84	342	42	8	6
		20%	21%	19%	24%	21%	16%	13%	23%	23%	21%	20%	21%	22%	18%	21%	25%	9%	10%
				f		f			g	g	g					qr	qr		
		50%	50%	15%	16%	41%	28%	7%	12%	13%	20%	28%	31%	20%	21%	86%	11%	2%	1%
SkyTalk	354	165	189	52	95	133	74	44	40	39	67	86	106	77	84	285	28	29	11
		18%	18%	18%	21%	31%	19%	20%	19%	17%	18%	15%	18%	22%	18%	17%	17%	30%	20%
				f	cef	f								k				opr	
		47%	53%	15%	27%	38%	21%	13%	11%	11%	19%	24%	30%	22%	24%	81%	8%	8%	3%
Talk Talk/ Carphone Warehouse	242	98	144	34	32	89	86	27	33	30	45	51	91	36	62	204	17	15	6
		12%	10%	14%	11%	13%	12%	12%	15%	13%	12%	9%	15%	10%	13%	12%	10%	16%	10%
			a										km		k				
		40%	60%	14%	13%	37%	36%	11%	14%	13%	19%	21%	37%	15%	26%	85%	7%	6%	2%
Plusnet	27	16	11	1	1	14	10	1	1	5	7	8	9	4	5	24	2	1	*
		1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%
		58%	42%	3%	6%	53%	38%	3%	2%	17%	27%	31%	34%	17%	19%	88%	7%	5%	1%
EE/ Everything Everywhere	25	7	19	6	2	12	6	3	3	5	5	4	10	5	6	23	1	1	*
		1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
			a																
		27%	73%	23%	7%	47%	23%	12%	10%	18%	18%	17%	40%	19%	23%	92%	3%	4%	1%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 18

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

QC4 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2417	1138	1279	264	307	791	1055	330	302	297	374	580	724	524	582	1752	218	223	224
Effective Weighted Sample	1970	932	1038	219	256	658	888	267	246	236	319	485	593	426	484	1540	209	181	213
Total	1974	943	1031	249	303	708	714	223	212	230	379	562	587	355	464	1654	169	95	55
		48%	52%	13%	15%	36%	36%	11%	11%	12%	19%	28%	30%	18%	24%	84%	9%	5%	3%
Post Office	22	10	12	-	-	8	14	6	2	3	4	6	6	2	8	19	1	1	1
	1%	1%	1%	-%	-%	1%	2% cd	3%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%
		45%	55%	-%	-%	37%	63%	28%	7%	14%	17%	27%	25%	11%	37%	87%	6%	3%	4%
Kingston Communications	12	5	7	2	2	4	4	2	1	2	3	6	4	2	-	12	-	-	-
	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	*%	-%	1%	-%	-%	-%
		45%	55%	16%	18%	30%	37%	16%	5%	13%	24%	53%	32%	15%	-%	100%	-%	-%	-%
Other	44	17	28	8	5	17	15	6	2	9	6	16	11	9	9	41	2	2	-
	2%	2%	3%	3%	2%	2%	2%	3%	1%	4%	2%	3%	2%	2%	2%	2%	1%	2%	-%
		38%	62%	18%	12%	38%	33%	14%	4%	21%	14%	36%	25%	19%	20%	92%	4%	5%	-%
Don't know	33	15	18	6	6	8	12	2	2	3	5	13	8	8	4	29	1	2	*
	2%	2%	2%	2%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	*%	2%	1%
		45%	55%	19%	18%	26%	38%	5%	8%	8%	14%	39%	26%	25%	11%	90%	2%	6%	1%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 18

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

QC4 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2417	1995	422	1143	1262	1580	837
Effective Weighted Sample	1970	1644	336	967	1053	1295	676
Total	1974	1692	282	1111	851	1277	696
		86%	14%	56%	43%	65%	35%
BT	816	658	158	415	396	555	261
	41%	39%	56%	37%	46%	43%	38%
		a	c	f			
		81%	19%	51%	48%	68%	32%
Virgin Media (including NTL and Telewest)	398	383	16	249	149	232	166
	20%	23%	5%	22%	18%	18%	24%
		b	d	e			
		96%	4%	63%	37%	58%	42%
SkyTalk	354	309	46	224	125	227	128
	18%	18%	16%	20%	15%	18%	18%
		d					
		87%	13%	63%	35%	64%	36%
Talk Talk/ Carphone Warehouse	242	206	36	139	103	156	86
	12%	12%	13%	12%	12%	12%	12%
		85%	15%	57%	43%	65%	35%
Plusnet	27	22	5	17	10	18	9
	1%	1%	2%	2%	1%	1%	1%
		82%	18%	64%	36%	68%	32%
EE/ Everything Everywhere	25	21	5	14	12	15	10
	1%	1%	2%	1%	1%	1%	1%
		81%	19%	53%	47%	61%	39%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 18

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

QC4 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2417	1995	422	1143	1262	1580	837
Effective Weighted Sample	1970	1644	336	967	1053	1295	676
Total	1974	1692	282	1111	851	1277	696
		86%	14%	56%	43%	65%	35%
Post Office	22	19	3	9	13	11	10
	1%	1%	1%	1%	2%	1%	2%
		85%	15%	40%	60%	52%	48%
Kingston Communications	12	11	1	6	6	11	1
	1%	1%	*%	1%	1%	1%	*%
		94%	6%	48%	52%	93%	7%
Other	44	37	8	23	21	32	13
	2%	2%	3%	2%	2%	2%	2%
		83%	17%	53%	47%	71%	29%
Don't know	33	28	5	15	17	20	13
	2%	2%	2%	1%	2%	2%	2%
		84%	16%	45%	51%	60%	40%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 19

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

QC5 (QC7A). SHOWCARD How likely is it that your household will get a landline phone at home in the next 12 months? (SINGLE CODE)

Base : Those without a landline phone at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	g	~h	~i	~j	~k	l	~m	n	o	~p	~q	~r
Unweighted total	458	230	228	119	120	130	89	166	63	39	28	28	129	97	203	331	42	47	38
Effective Weighted Sample	385	195	191	102	103	112	73	139	52	34	26	27	109	81	168	298	41	41	36
Total	381	187	195	97	117	108	59	119	52	38	30	30	108	76	166	315	36	21	10
		49%	51%	25%	31%	28%	**	31%	**	**	**	**	28%	**	44%	83%	**	**	**
Certain to	13	6	7	3	7	2	**	3	**	**	**	**	4	**	5	12	**	**	**
	3%	3%	4%	3%	6%	2%	**	3%	**	**	**	**	4%	**	3%	4%	**	**	**
		43%	57%	24%	52%	15%	**	24%	**	**	**	**	32%	**	40%	95%	**	**	**
Very likely	8	4	4	1	5	2	**	1	**	**	**	**	3	**	3	6	**	**	**
	2%	2%	2%	1%	4%	2%	**	1%	**	**	**	**	2%	**	2%	2%	**	**	**
		48%	52%	13%	56%	27%	**	9%	**	**	**	**	32%	**	35%	70%	**	**	**
Likely	18	8	10	3	5	8	**	8	**	**	**	**	5	**	9	14	**	**	**
	5%	4%	5%	3%	4%	7%	**	7%	**	**	**	**	5%	**	5%	5%	**	**	**
		43%	57%	15%	29%	44%	**	44%	**	**	**	**	29%	**	50%	81%	**	**	**
TOTAL LIKELY	39	17	22	7	16	12	**	12	**	**	**	**	12	**	17	32	**	**	**
	10%	9%	11%	7%	14%	11%	**	10%	**	**	**	**	11%	**	10%	10%	**	**	**
		44%	56%	18%	42%	31%	**	30%	**	**	**	**	31%	**	44%	83%	**	**	**
Unlikely	48	22	26	9	15	19	**	15	**	**	**	**	11	**	21	40	**	**	**
	13%	12%	13%	9%	12%	18%	**	13%	**	**	**	**	10%	**	12%	13%	**	**	**
		47%	53%	19%	30%	40%	**	31%	**	**	**	**	22%	**	43%	84%	**	**	**
Very unlikely	91	47	44	29	22	25	**	29	**	**	**	**	27	**	42	76	**	**	**
	24%	25%	23%	29%	19%	23%	**	24%	**	**	**	**	25%	**	25%	24%	**	**	**
		52%	48%	31%	24%	27%	**	32%	**	**	**	**	29%	**	46%	84%	**	**	**
Certain not to	168	79	89	43	48	45	**	51	**	**	**	**	50	**	70	137	**	**	**
	44%	42%	46%	44%	41%	41%	**	43%	**	**	**	**	46%	**	42%	44%	**	**	**
		47%	53%	26%	28%	27%	**	30%	**	**	**	**	30%	**	42%	82%	**	**	**
TOTAL UNLIKELY	307	148	159	81	85	89	**	95	**	**	**	**	88	**	132	254	**	**	**
	80%	79%	82%	83%	72%	83%	**	80%	**	**	**	**	81%	**	80%	81%	**	**	**
		48%	52%	26%	28%	29%	**	31%	**	**	**	**	29%	**	43%	83%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 19

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

QC5 (QC7A). SHOWCARD How likely is it that your household will get a landline phone at home in the next 12 months? (SINGLE CODE)

Base : Those without a landline phone at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	g	~h	~i	~j	~k	l	~m	n	o	~p	~q	~r
Unweighted total	458	230	228	119	120	130	89	166	63	39	28	28	129	97	203	331	42	47	38
Effective Weighted Sample	385	195	191	102	103	112	73	139	52	34	26	27	109	81	168	298	41	41	36
Total	381	187	195	97	117	108	59	119	52	38	30	30	108	76	166	315	36	21	10
		49%	51%	25%	31%	28%	**	31%	**	**	**	**	28%	**	44%	83%	**	**	**
Don't know	35	21	14	9	16	7	**	12	**	**	**	**	9	**	17	29	**	**	**
	9%	11%	7%	10%	14%	6%	**	10%	**	**	**	**	8%	**	10%	9%	**	**	**
		60%	40%	26%	46%	19%	**	33%	**	**	**	**	25%	**	48%	81%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 19

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

QC5 (QC7A). SHOWCARD How likely is it that your household will get a landline phone at home in the next 12 months? (SINGLE CODE)

Base : Those without a landline phone at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	458	410	48	200	256	210	248
Effective Weighted Sample	385	349	39	177	218	177	208
Total	381	354	28	203	176	170	211
		93%	**	53%	46%	45%	55%
Certain to	13	10	**	6	7	5	8
	3%	3%	**	3%	4%	3%	4%
		78%	**	46%	54%	37%	63%
Very likely	8	7	**	5	3	4	4
	2%	2%	**	3%	2%	2%	2%
		91%	**	67%	33%	45%	55%
Likely	18	16	**	11	7	12	6
	5%	5%	**	5%	4%	7%	3%
		91%	**	62%	38%	67%	33%
TOTAL LIKELY	39	34	**	23	16	20	19
	10%	10%	**	11%	9%	12%	9%
		87%	**	58%	42%	52%	48%
Unlikely	48	46	**	29	19	23	25
	13%	13%	**	14%	11%	14%	12%
		96%	**	60%	40%	48%	52%
Very unlikely	91	88	**	47	43	31	60
	24%	25%	**	23%	24%	18%	28%
		96%	**	52%	47%	34%	e 66%
Certain not to	168	153	**	83	84	81	86
	44%	43%	**	41%	47%	48%	41%
		91%	**	50%	50%	48%	52%
TOTAL UNLIKELY	307	286	**	159	146	136	171
	80%	81%	**	78%	83%	80%	81%
		93%	**	52%	47%	44%	56%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 19

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

QC5 (QC7A). SHOWCARD How likely is it that your household will get a landline phone at home in the next 12 months? (SINGLE CODE)

Base : Those without a landline phone at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	458	410	48	200	256	210	248
Effective Weighted Sample	385	349	39	177	218	177	208
Total	381	354	28	203	176	170	211
		93%	**	53%	46%	45%	55%
Don't know	35	34	**	21	14	14	21
	9%	10%	**	11%	8%	8%	10%
		95%	**	61%	39%	40%	60%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 20

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

QC6 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get a landline phone in next 12 months

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	~d	e	~f	g	~h	~i	~j	~k	l	~m	n	o	~p	~q	~r
Unweighted total	377	187	190	100	88	107	82	140	54	28	21	23	107	78	168	271	34	40	32
Effective Weighted Sample	316	158	158	85	76	92	68	119	45	24	19	22	92	64	137	244	33	34	31
Total	307	148	159	81	85	89	52	95	46	28	21	24	88	63	132	254	28	17	8
		48%	52%	26%	**	29%	**	31%	**	**	**	**	29%	**	43%	83%	**	**	**
Happy to use mobile phone instead	175	79	97	39	**	54	**	45	**	**	**	**	50	**	70	145	**	**	**
	57%	53%	61%	49%	**	60%	**	47%	**	**	**	**	57%	**	53%	57%	**	**	**
		45%	55%	23%	**	31%	**	26%	**	**	**	**	28%	**	40%	83%	**	**	**
No need	154	83	71	42	**	48	**	41	**	**	**	**	53	**	54	132	**	**	**
	50%	56%	45%	52%	**	54%	**	43%	**	**	**	**	60%	**	41%	52%	**	**	**
		b											n						
		54%	46%	27%	**	31%	**	26%	**	**	**	**	34%	**	35%	86%	**	**	**
Line rental is too expensive	42	23	18	8	**	12	**	18	**	**	**	**	11	**	18	32	**	**	**
	14%	16%	11%	10%	**	13%	**	18%	**	**	**	**	13%	**	14%	13%	**	**	**
		56%	44%	20%	**	29%	**	42%	**	**	**	**	27%	**	44%	78%	**	**	**
Too expensive generally	36	18	18	4	**	12	**	16	**	**	**	**	7	**	20	28	**	**	**
	12%	12%	12%	6%	**	14%	**	17%	**	**	**	**	9%	**	15%	11%	**	**	**
		49%	51%	12%	**	34%	**	44%	**	**	**	**	21%	**	55%	78%	**	**	**
Call charges are too expensive	21	14	7	2	**	8	**	11	**	**	**	**	5	**	12	16	**	**	**
	7%	9%	4%	3%	**	9%	**	11%	**	**	**	**	6%	**	9%	6%	**	**	**
		67%	33%	12%	**	38%	**	51%	**	**	**	**	26%	**	56%	78%	**	**	**
Can't afford it	11	4	7	-	**	5	**	6	**	**	**	**	3	**	7	7	**	**	**
	4%	3%	4%	-%	**	6%	**	6%	**	**	**	**	3%	**	6%	3%	**	**	**
						c													
		38%	62%	-%	**	46%	**	49%	**	**	**	**	24%	**	65%	64%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 20

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

QC6 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get a landline phone in next 12 months

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	~d	e	~f	g	~h	~i	~j	~k	l	~m	n	o	~p	~q	~r
Unweighted total	377	187	190	100	88	107	82	140	54	28	21	23	107	78	168	271	34	40	32
Effective Weighted Sample	316	158	158	85	76	92	68	119	45	24	19	22	92	64	137	244	33	34	31
Total	307	148	159	81	85	89	52	95	46	28	21	24	88	63	132	254	28	17	8
		48%	52%	26%	**	29%	**	31%	**	**	**	**	29%	**	43%	83%	**	**	**
I am renting the property and unable to get permanent landline	6	1	5	4	**	1	**	2	**	**	**	**	2	**	2	5	**	**	**
	2%	1%	3%	5%	**	1%	**	2%	**	**	**	**	2%	**	2%	2%	**	**	**
		14%	86%	72%	**	10%	**	28%	**	**	**	**	26%	**	39%	82%	**	**	**
Connection charge is too expensive	6	2	4	*	**	2	**	3	**	**	**	**	2	**	3	4	**	**	**
	2%	1%	2%	*%	**	2%	**	3%	**	**	**	**	2%	**	2%	2%	**	**	**
		34%	66%	4%	**	34%	**	44%	**	**	**	**	35%	**	44%	72%	**	**	**
Inconvenient/would never be at home to use it	4	3	1	1	**	1	**	-	**	**	**	**	1	**	1	2	**	**	**
	1%	2%	1%	1%	**	1%	**	-%	**	**	**	**	1%	**	*%	1%	**	**	**
		80%	20%	22%	**	19%	**	-%	**	**	**	**	20%	**	14%	57%	**	**	**
To avoid unsolicited calls	4	*	4	-	**	2	**	1	**	**	**	**	1	**	2	3	**	**	**
	1%	*%	2%	-%	**	2%	**	1%	**	**	**	**	1%	**	1%	1%	**	**	**
		8%	92%	-%	**	51%	**	23%	**	**	**	**	13%	**	45%	67%	**	**	**
Do not want to be contactable	4	1	3	-	**	2	**	*	**	**	**	**	2	**	*	4	**	**	**
	1%	1%	2%	-%	**	2%	**	*%	**	**	**	**	2%	**	*%	1%	**	**	**
		21%	79%	-%	**	39%	**	8%	**	**	**	**	48%	**	8%	92%	**	**	**
Have no need to make telephone calls	4	1	2	1	**	-	**	-	**	**	**	**	1	**	2	3	**	**	**
	1%	1%	2%	2%	**	-%	**	-%	**	**	**	**	2%	**	2%	1%	**	**	**
		37%	63%	37%	**	-%	**	-%	**	**	**	**	37%	**	63%	84%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 20

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

QC6 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get a landline phone in next 12 months

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	~d	e	~f	g	~h	~i	~j	~k	l	~m	n	o	~p	~q	~r
Unweighted total	377	187	190	100	88	107	82	140	54	28	21	23	107	78	168	271	34	40	32
Effective Weighted Sample	316	158	158	85	76	92	68	119	45	24	19	22	92	64	137	244	33	34	31
Total	307	148 48%	159 52%	81 26%	85 **	89 29%	52 **	95 31%	46 **	28 **	21 **	24 **	88 29%	63 **	132 43%	254 83%	28 **	17 **	8 **
I am moving address in the near future	4 1%	2 2% 61%	1 1% 39%	2 3% 57%	** **	1 1% 18%	** **	2 2% 50%	** **	** **	** **	** **	1 1% 27%	** **	1 *% 18%	1 1% 38%	** **	** **	** **
Complicated billing	2 1%	- -% -%	2 1% 100%	- -% -%	** **	1 1% 53%	** **	- -% -%	** **	** **	** **	** **	1 1% 47%	** **	1 1% 53%	2 1% 100%	** **	** **	** **
Other	8 3%	2 2% 30%	6 4% 70%	1 1% 14%	** **	2 3% 31%	** **	4 4% 48%	** **	** **	** **	** **	1 1% 8%	** **	5 4% 59%	6 2% 75%	** **	** **	** **
ANY INVOLUNTARY REASONS	93 30%	43 29% 46%	50 32% 54%	17 21% 18%	** **	29 32% 31%	** **	40 42% 43%	** **	** **	** **	** **	22 26% 24%	** **	48 36% 51%	72 29% 78%	** **	** **	** **
ANY VOLUNTARY REASONS	272 89%	132 89%	140 88%	72 90%	** **	79 89%	** **	71 75%	** **	** **	** **	** **	84 96% n	** **	108 82%	229 90%	** **	** **	** **
ONLY VOLUNTARY REASONS	210 68%	104 70% 49%	106 67% 51%	64 79% 30%	** **	59 66% 28%	** **	52 55% 25%	** **	** **	** **	** **	65 74% 31%	** **	82 62% 39%	179 71% 85%	** **	** **	** **
Don't know	2 1%	2 1% 78%	1 *% 22%	- -% -%	** **	1 1% 22%	** **	1 1% 30%	** **	** **	** **	** **	- -% -%	** **	1 1% 53%	2 1% 68%	** **	** **	** **

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 20

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

QC6 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get a landline phone in next 12 months

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	377	339	38	156	219	172	205
Effective Weighted Sample	316	289	30	139	187	144	172
Total	307	286	21	159	146	136	171
		93%	**	52%	47%	44%	56%
Happy to use mobile phone instead	175	164	**	105	69	74	102
	57%	57%	**	66%	48%	54%	59%
				d			
		94%	**	60%	40%	42%	58%
No need	154	144	**	85	68	72	82
	50%	50%	**	53%	47%	53%	48%
		94%	**	55%	44%	47%	53%
Line rental is too expensive	42	36	**	18	23	21	21
	14%	13%	**	11%	16%	15%	12%
		87%	**	44%	56%	50%	50%
Too expensive generally	36	32	**	13	23	14	22
	12%	11%	**	8%	16%	11%	13%
				c			
		90%	**	36%	64%	40%	60%
Call charges are too expensive	21	20	**	10	11	7	14
	7%	7%	**	6%	8%	5%	8%
		93%	**	45%	55%	33%	67%
Can't afford it	11	11	**	3	8	3	9
	4%	4%	**	2%	5%	2%	5%
		92%	**	30%	70%	26%	74%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 20

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

QC6 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get a landline phone in next 12 months

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	377	339	38	156	219	172	205
Effective Weighted Sample	316	289	30	139	187	144	172
Total	307	286	21	159	146	136	171
		93%	**	52%	47%	44%	56%
I am renting the property and unable to get permanent landline	6	6	**	4	2	-	6
	2%	2%	**	2%	2%	-%	4%
		100%	**	60%	40%	-%	100%
Connection charge is too expensive	6	5	**	2	4	4	2
	2%	2%	**	1%	2%	3%	1%
		94%	**	39%	61%	69%	31%
Inconvenient/would never be at home to use it	4	4	**	3	2	1	3
	1%	1%	**	2%	1%	1%	2%
		100%	**	64%	36%	21%	79%
To avoid unsolicited calls	4	3	**	3	1	3	1
	1%	1%	**	2%	1%	2%	1%
		79%	**	65%	35%	63%	37%
Do not want to be contactable	4	4	**	3	1	4	-
	1%	1%	**	2%	1%	3%	-%
		92%	**	79%	21%	f 100%	-%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 20

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

QC6 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get a landline phone in next 12 months

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	377	339	38	156	219	172	205
Effective Weighted Sample	316	289	30	139	187	144	172
Total	307	286	21	159	146	136	171
		93%	**	52%	47%	44%	56%
Have no need to make telephone calls	4	3	**	3	1	2	1
	1%	1%	**	2%	*%	2%	1%
		84%	**	84%	16%	63%	37%
I am moving address in the near future	4	4	**	1	3	*	4
	1%	1%	**	1%	2%	*%	2%
		95%	**	28%	72%	5%	95%
Complicated billing	2	2	**	1	1	1	1
	1%	1%	**	1%	1%	1%	1%
		100%	**	47%	53%	47%	53%
Other	8	8	**	2	6	4	4
	3%	3%	**	1%	4%	3%	2%
		96%	**	24%	76%	52%	48%
ANY INVOLUNTARY REASONS	93	84	**	39	54	39	54
	30%	29%	**	24%	37%	29%	32%
				c			
		91%	**	42%	58%	42%	58%
ANY VOLUNTARY REASONS	272	256	**	152	119	120	152
	89%	89%	**	95%	81%	89%	89%
				d			
		94%	**	56%	44%	44%	56%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 20

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

QC6 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get a landline phone in next 12 months

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	377	339	38	156	219	172	205
Effective Weighted Sample	316	289	30	139	187	144	172
Total	307	286	21	159	146	136	171
		93%	**	52%	47%	44%	56%
ONLY VOLUNTARY REASONS	210	198	**	119	89	95	115
	68%	69%	**	75%	61%	70%	67%
		94%	**	57%	42%	45%	55%
Don't know	2	2	**	2	1	1	2
	1%	1%	**	1%	*%	*%	1%
		100%	**	70%	30%	22%	78%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 21

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

QC7 (QC6). SHOWCARD Thinking about landline phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Hearing the person on the other end of the line in a conversation even with the volume turned up	45	19	25	4	1	8	32	7	5	4	8	15	12	5	14	32	10	3	1
	2%	2%	2%	1%	*%	1%	4%	2%	2%	1%	2%	2%	2%	1%	2%	2%	5%	2%	1%
		43%	57%	8%	2%	18%	72%	16%	10%	8%	17%	33%	26%	11%	30%	71%	22%	6%	2%
Hearing the phone ring, even with the volume turned up	36	19	18	2	1	7	26	6	4	3	8	8	9	5	14	25	7	3	1
	2%	2%	1%	1%	*%	1%	3%	2%	2%	1%	2%	1%	1%	1%	2%	1%	4%	2%	1%
		51%	49%	6%	3%	20%	70%	16%	12%	8%	21%	22%	26%	13%	39%	70%	20%	7%	2%
Seeing the numbers used to dial with	23	10	13	2	2	5	15	8	3	1	4	4	5	5	9	17	2	3	1
	1%	1%	1%	*%	*%	1%	2%	2%	1%	*%	1%	1%	1%	1%	1%	1%	1%	3%	1%
		42%	58%	7%	8%	21%	64%	33%	12%	5%	15%	19%	20%	21%	41%	73%	10%	14%	2%
Seeing a digital display	22	8	14	-	2	1	20	9	1	2	4	5	2	5	10	20	-	2	1
	1%	1%	1%	-%	*%	*%	3%	3%	*%	1%	1%	1%	*%	1%	2%	1%	-%	1%	1%
		36%	64%	-%	8%	3%	89%	41%	4%	8%	19%	24%	8%	22%	47%	90%	-%	8%	2%
Picking up the handset when the phone rings	20	11	10	4	5	3	8	6	3	2	5	5	5	2	8	18	1	1	1
	1%	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%
		53%	47%	18%	23%	17%	41%	31%	15%	8%	27%	26%	25%	9%	40%	88%	4%	4%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 21

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

QC7 (QC6). SHOWCARD Thinking about landline phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Pressing the buttons on the phone	18	5	12	2	1	3	10	5	1	-	5	5	2	3	8	16	1	1	-
	1%	*%	1%	1%	*%	*%	1%	2%	*%	-%	1%	1%	*%	1%	1%	1%	*%	1%	-%
		31%	69%	13%	8%	20%	59%	29%	3%	-%	30%	30%	11%	15%	44%	90%	5%	5%	-%
Holding the handset to your ear	13	4	9	3	-	3	7	3	1	-	2	2	5	2	5	10	1	1	*
	1%	*%	1%	1%	-%	*%	1%	1%	1%	-%	1%	*%	1%	*%	1%	1%	*%	1%	1%
		32%	68%	24%	-%	22%	54%	23%	12%	-%	19%	13%	39%	13%	36%	83%	6%	7%	3%
Any other difficulties	33	13	20	1	1	14	16	2	5	2	2	5	6	8	13	29	2	2	-
	1%	1%	2%	*%	*%	2%	2%	1%	2%	1%	*%	1%	1%	2%	2%	1%	1%	1%	-%
		38%	62%	4%	4%	43%	48%	7%	16%	5%	6%	16%	18%	24%	40%	88%	7%	5%	-%
No, none	2186	1060	1126	329	402	778	677	305	245	258	388	554	652	406	567	1831	186	106	63
	93%	94%	92%	95%	95%	95%	88%	89%	92%	96%	95%	94%	94%	94%	90%	93%	91%	91%	96%
		48%	52%	15%	18%	36%	31%	14%	11%	12%	18%	25%	30%	19%	26%	84%	9%	5%	opq 3%
Don't know	25	10	14	5	8	6	5	6	2	-	-	3	11	2	8	22	2	-	-
	1%	1%	1%	2%	2%	1%	1%	2%	1%	-%	-%	1%	2%	*%	1%	1%	1%	-%	-%
		43%	57%	22%	31%	26%	20%	25%	8%	-%	-%	14%	43%	9%	34%	90%	10%	-%	-%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 21

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

QC7 (QC6). SHOWCARD Thinking about landline phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Hearing the person on the other end of the line in a conversation even with the volume turned up	45 2%	33 2%	12 4%	12 1%	33 3%	29 2%	16 2%
		a	a	c	c		
		74%	26%	26%	74%	64%	36%
Hearing the phone ring, even with the volume turned up	36 2%	27 1%	9 3%	11 1%	25 2%	26 2%	11 1%
		a	a	c	c		
		75%	25%	30%	70%	71%	29%
Seeing the numbers used to dial with	23 1%	20 1%	3 1%	4 *0%	19 2%	13 1%	10 1%
		c	c	c	c		
		87%	13%	18%	82%	56%	44%
Seeing a digital display	22 1%	18 1%	4 1%	3 *0%	19 2%	15 1%	7 1%
		c	c	c	c		
		80%	20%	16%	84%	70%	30%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 21

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

QC7 (QC6). SHOWCARD Thinking about landline phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Picking up the handset when the phone rings	20	9	11	13	7	14	6
	1%	*%	4%	1%	1%	1%	1%
		a	a				
		45%	55%	65%	35%	70%	30%
Pressing the buttons on the phone	18	11	7	5	13	13	4
	1%	1%	2%	*%	1%	1%	*%
		a	a	c			
		61%	39%	27%	73%	76%	24%
Holding the handset to your ear	13	9	4	6	6	5	7
	1%	*%	1%	*%	1%	*%	1%
		a	a				
		69%	31%	49%	51%	42%	58%
Any other difficulties	33	27	6	13	20	18	15
	1%	1%	2%	1%	2%	1%	2%
		82%	18%	40%	60%	56%	44%
No, none	2186	1917	269	1251	922	1343	842
	93%	94%	87%	95%	90%	93%	93%
		b	d				
		88%	12%	57%	42%	61%	39%
Don't know	25	21	3	12	11	10	14
	1%	1%	1%	1%	1%	1%	2%
		e					
		87%	13%	49%	44%	41%	59%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 22

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

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample		2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total		2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
			48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
One	(1.0)	522	235	287	34	80	129	279	162	83	50	20	77	126	94	222	407	66	32	17
		22%	21%	23%	10%	19%	16%	36%	47%	31%	19%	5%	13%	18%	22%	35%	21%	32%	27%	27%
					c	c	cde	hij	ij	j			k	k	klm	o	o	o	o	
			45%	55%	6%	15%	25%	53%	31%	16%	10%	4%	15%	24%	18%	42%	78%	13%	6%	3%
Two	(2.0)	948	450	499	91	231	337	289	89	119	142	181	269	280	184	212	797	82	45	24
		40%	40%	41%	26%	55%	41%	37%	26%	45%	53%	44%	45%	40%	43%	34%	40%	40%	39%	37%
					cef	c	c		g	gj	g	n	n	n	n	22%	84%	9%	5%	3%
			47%	53%	10%	24%	36%	30%	9%	13%	15%	19%	28%	29%	19%	22%				
Three	(3.0)	385	198	187	80	64	183	59	19	30	47	103	105	136	71	73	338	19	17	10
		16%	18%	15%	23%	15%	22%	8%	5%	11%	17%	25%	18%	20%	16%	12%	17%	9%	15%	16%
					df	f	df		g	gh	ghi	n	n	n	n	p	p	p	p	
			51%	49%	21%	17%	47%	15%	5%	8%	12%	27%	27%	35%	18%	19%	88%	5%	4%	3%
Four or more	(4.0)	387	198	189	141	46	162	38	23	18	27	102	121	131	70	66	340	24	14	10
		16%	18%	15%	41%	11%	20%	5%	7%	7%	10%	25%	20%	19%	16%	10%	17%	12%	12%	15%
					def	f	df		6%	5%	7%	26%	31%	34%	18%	17%	88%	6%	4%	3%
			51%	49%	36%	12%	42%	10%	6%	5%	7%	26%	31%	34%	18%	17%				
None	(0.0)	114	49	65	1	1	5	108	50	14	2	4	20	24	13	57	88	15	8	4
		5%	4%	5%	*%	*%	1%	14%	15%	5%	1%	1%	3%	4%	3%	9%	4%	7%	7%	6%
					cde		cde	hij	hij	ij						klm				
			43%	57%	1%	1%	4%	95%	44%	13%	2%	3%	17%	21%	11%	50%	77%	13%	7%	3%
Don't know		*	*	-	-	-	-	*	-	*	-	-	-	-	*	-	-	-	*	-
		*%	*%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%
			100%	-%	-%	-%	-%	100%	-%	100%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%
Mean mobiles in household		2.2	2.2	2.1	2.9	2.2	2.5	1.5	1.4	1.8	2.2	2.7	2.4	2.3	2.2	1.8	2.2	1.9	2.0	2.1
			b		def	f	df			g	gh	ghi	mn	n	n		pq			p
Standard deviation		1.10	1.10	1.10	1.04	.87	1.00	.99	1.03	.95	.88	.93	1.05	1.08	1.05	1.10	1.09	1.08	1.09	1.13
Standard error		.02	.03	.03	.05	.04	.03	.03	.05	.05	.05	.05	.04	.04	.04	.04	.02	.07	.07	.07
Columns Tested:		a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																		

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 22

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

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

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL			
		Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH	
Significance Level: 95%			a	b	c	d	e	f	
Unweighted total		2877	2407	470	1345	1518	1790	1087	
Effective Weighted Sample		2357	1995	374	1146	1271	1472	886	
Total		2357	2047	310	1316	1027	1448	909	
			87%	13%	56%	44%	61%	39%	
One	(1.0)	522	445	77	199	323	310	212	
		22%	22%	25%	15%	31%	21%	23%	
					c				
			85%	15%	38%	62%	59%	41%	
Two	(2.0)	948	815	133	601	342	613	335	
		40%	40%	43%	46%	33%	42%	37%	
					d		f		
			86%	14%	63%	36%	65%	35%	
Three	(3.0)	385	335	50	263	118	243	142	
		16%	16%	16%	20%	12%	17%	16%	
					d				
			87%	13%	68%	31%	63%	37%	
Four or more	(4.0)	387	354	33	246	137	209	178	
		16%	17%	11%	19%	13%	14%	20%	
			b		d			e	
			91%	9%	63%	35%	54%	46%	
None	(0.0)	114	98	16	7	106	72	42	
		5%	5%	5%	1%	10%	5%	5%	
					c				
			86%	14%	6%	93%	63%	37%	
Don't know		*	-	*	-	*	*	-	
		*%	-%	*%	-%	*%	*%	-%	
			-%	100%	-%	100%	100%	-%	
Mean mobiles in household		2.2	2.2	2.0	2.4	1.9	2.1	2.2	
			b		d				
Standard deviation		1.10	1.11	1.02	.98	1.17	1.07	1.14	
Standard error		.02	.02	.05	.03	.03	.03	.03	
Columns Tested: a,b - c,d - e,f									

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 23

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

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
		Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Significance Level: 95%																					
Unweighted total		2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262	
Effective Weighted Sample		2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250	
Total		2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65	
			48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%	
No	(0.0)	53 2%	34	20	3	2	8	41	10	7	4	1	5	11	17	21	45	4	3	1	
			3%	2%	1%	1%	1%	5%	3%	3%	1%	1%	2%	4%	3%	2%	2%	3%	1%		
			b					cde	j	j				kl	kl						
			63%	37%	5%	4%	15%	76%	18%	13%	7%	2%	10%	20%	31%	39%	84%	8%	6%	2%	
1	(1.0)	2029 86%	953	1076	327	392	717	593	270	233	243	351	508	605	379	531	1698	175	99	57	
			84%	88%	94%	93%	88%	77%	79%	88%	91%	86%	86%	87%	88%	84%	86%	85%	85%	87%	
				a	ef	ef	f			g	g	g									
			47%	53%	16%	19%	35%	29%	13%	11%	12%	17%	25%	30%	19%	26%	84%	9%	5%	3%	
2	(2.0)	142 6%	85	57	14	22	80	27	10	9	19	48	51	53	21	17	124	10	5	3	
			8%	5%	4%	5%	10%	3%	3%	3%	7%	12%	9%	8%	5%	3%	6%	5%	4%	5%	
			b				cdf				gh	gh	mn	n							
			60%	40%	10%	15%	56%	19%	7%	6%	14%	34%	36%	37%	15%	12%	87%	7%	3%	2%	
3	(3.0)	13 1%	6	6	2	2	6	3	-	2	-	5	6	3	2	2	13	-	-	-	
			1%	1%	1%	1%	1%	1%	-%	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	-%	-%
												g									
			50%	50%	14%	14%	45%	26%	-%	15%	-%	43%	47%	22%	16%	14%	100%	-%	-%	-%	
4 or more	(4.0)	5 *%	3	3	1	3	1	1	3	-	-	*	1	2	-	2	2	2	1	*	
			1%	1%	1%	1%	1%	1%	1%	-%	-%	1%	1%	1%	-%	1%	1%	1%	1%	1%	
																		o			
			50%	50%	16%	51%	22%	11%	62%	-%	-%	7%	23%	31%	-%	46%	46%	31%	16%	7%	
No mobiles in household	(0.0)	114 5%	49	65	1	1	5	108	50	14	2	4	20	24	13	57	88	15	8	4	
			4%	5%	1%	1%	1%	14%	15%	5%	1%	1%	3%	4%	3%	9%	4%	7%	7%	6%	
								cde	hij	ij						klm					
			43%	57%	1%	1%	4%	95%	44%	13%	2%	3%	17%	21%	11%	50%	77%	13%	7%	3%	
Mean mobiles used		1.0	1.0	1.0	1.0	1.1	1.1	.9	.9	1.0	1.1	1.1	1.1	1.0	1.0	.9	1.0	1.0	1.0	1.0	
					f	f	cf			g	gh	ghi	mn	mn	n						
Standard deviation		.42	.44	.39	.30	.36	.38	.48	.52	.38	.30	.41	.43	.40	.37	.44	.41	.46	.45	.42	
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																					

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 23

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Standard error	.01	.01	.01	.02	.02	.01	.01	.02	.02	.02	.02	.02	.01	.01	.02	.01	.03	.03	.03
PERSONALLY USE MOBILE																			
Yes	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
	93%	93%	93%	99%	99%	98%	81%	83%	92%	98%	99%	96%	95%	93%	88%	93%	91%	90%	93%
				f	f	f			g	gh	gh	n	n	n					
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
No	168	83	85	4	3	12	149	60	21	6	5	25	35	29	78	133	19	11	5
	7%	7%	7%	1%	1%	2%	19%	17%	8%	2%	1%	4%	5%	7%	12%	7%	9%	10%	7%
							cde	hij	ij						klm				
		49%	51%	2%	2%	7%	89%	36%	13%	3%	3%	15%	21%	17%	46%	79%	11%	7%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 23

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

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

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
		Total	URBAN	RURAL	YES	NO	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	f
Unweighted total		2877	2407	470	1345	1518	1790
Effective Weighted Sample		2357	1995	374	1146	1271	1472
Total		2357	2047	310	1316	1027	1448
			87%	13%	56%	44%	61%
No		(0.0)	53	47	7	11	43
			2%	2%	2%	1%	4%
						c	
			87%	13%	20%	80%	57%
1		(1.0)	2029	1765	264	1173	843
			86%	86%	85%	89%	82%
					d		
			87%	13%	58%	42%	61%
2		(2.0)	142	121	21	112	30
			6%	6%	7%	9%	3%
					d		
			85%	15%	79%	21%	63%
3		(3.0)	13	12	1	9	4
			1%	1%	*%	1%	*%
						f	
			92%	8%	68%	32%	100%
4 or more		(4.0)	5	4	1	4	1
			*%	*%	*%	*%	*%
			82%	18%	72%	28%	84%
No mobiles in household		(0.0)	114	98	16	7	107
			5%	5%	5%	1%	10%
						c	
			86%	14%	6%	93%	63%
Mean mobiles used		1.0	1.0	1.0	1.1	.9	1.0
					d		
Standard deviation		.42	.41	.43	.38	.44	.44
Columns Tested: a,b - c,d - e,f							.37

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 23

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

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

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Standard error	.01	.01	.02	.01	.01	.01	.01
PERSONALLY USE MOBILE							
Yes	2189	1903	287	1298	878	1344	845
	93%	93%	93%	99%	85%	93%	93%
		87%	13%	d 59%	40%	61%	39%
No	168	145	23	18	149	103	65
	7%	7%	7%	1%	15%	7%	7%
		86%	14%	c 11%	89%	61%	39%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 24

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
O2	510	251	259	88	111	200	112	75	52	68	99	141	145	85	137	403	47	19	41
	23%	24%	23%	26%	26%	25%	18%	27%	21%	26%	24%	25%	22%	21%	25%	22%	25%	18%	67%
				f	f	f												opq	
		49%	51%	17%	22%	39%	22%	15%	10%	13%	19%	28%	29%	17%	27%	79%	9%	4%	8%
Vodafone	393	187	206	45	65	162	121	44	49	34	88	106	107	80	98	331	36	16	9
	18%	18%	18%	13%	15%	20%	19%	16%	20%	13%	22%	19%	16%	20%	18%	18%	19%	16%	15%
		48%	52%	12%	16%	41%	31%	11%	13%	9%	22%	27%	27%	20%	25%	84%	9%	4%	2%
Orange	376	187	189	45	58	136	137	47	39	49	57	103	114	76	83	310	36	27	3
	17%	18%	17%	13%	14%	17%	22%	17%	16%	19%	14%	18%	17%	19%	15%	17%	19%	26%	5%
						c	c		i		gi					r	r	or	
		50%	50%	12%	15%	36%	36%	13%	10%	13%	15%	27%	30%	20%	22%	82%	9%	7%	1%
'3'	200	97	103	52	62	61	25	18	23	23	29	48	62	39	51	172	18	8	2
	9%	9%	9%	15%	15%	8%	4%	6%	10%	9%	7%	8%	9%	10%	9%	9%	10%	7%	3%
		48%	52%	26%	31%	31%	12%	9%	12%	12%	15%	24%	31%	20%	26%	86%	9%	4%	1%
EE/ Everything Everywhere	187	80	107	35	45	68	39	23	18	26	41	48	58	39	41	164	11	10	1
	9%	8%	9%	10%	11%	8%	6%	8%	7%	10%	10%	8%	9%	10%	7%	9%	6%	10%	2%
		43%	57%	19%	24%	36%	21%	12%	9%	14%	22%	26%	31%	21%	22%	88%	6%	6%	1%
T-Mobile	182	93	89	36	35	58	53	20	25	22	26	36	66	32	47	164	13	5	1
	8%	9%	8%	11%	8%	7%	8%	7%	10%	8%	6%	6%	10%	8%	9%	9%	7%	5%	1%
		51%	49%	20%	19%	32%	29%	11%	14%	12%	14%	20%	36%	18%	26%	90%	7%	3%	1%
Tesco	127	57	70	17	14	41	55	19	16	12	23	26	42	23	37	101	14	11	2
	6%	5%	6%	5%	3%	5%	9%	7%	7%	5%	6%	5%	6%	6%	7%	5%	7%	11%	3%
		45%	55%	13%	11%	32%	44%	15%	13%	10%	18%	20%	33%	18%	29%	79%	11%	9%	1%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 24

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Virgin Media/ Any Virgin	121	53	67	15	15	47	43	23	14	14	25	37	39	16	29	109	8	4	*
	6%	5%	6%	4%	4%	6%	7%	8%	6%	5%	6%	7%	6%	4%	5%	6%	4%	4%	1%
							d									r	r	r	
		44%	56%	13%	13%	39%	35%	19%	11%	11%	20%	31%	32%	13%	24%	90%	7%	3%	*%
TalkTalk	23	10	13	1	2	13	7	2	-	3	8	8	7	2	6	21	-	2	-
	1%	1%	1%	*%	*%	2%	1%	1%	-%	1%	2%	1%	1%	1%	1%	1%	-%	2%	-%
											h								
		42%	58%	3%	8%	57%	33%	10%	-%	13%	34%	33%	30%	10%	27%	93%	-%	7%	-%
Other	45	23	23	8	13	16	8	6	6	9	7	9	17	6	14	44	-	1	*
	2%	2%	2%	2%	3%	2%	1%	2%	2%	4%	2%	2%	3%	1%	3%	2%	-%	1%	1%
					f											p			
		50%	50%	18%	29%	35%	18%	13%	13%	21%	16%	20%	37%	13%	31%	98%	-%	1%	1%
Don't know	25	10	15	-	-	2	23	5	3	2	1	5	4	5	10	18	4	2	1
	1%	1%	1%	-%	-%	*%	4%	2%	1%	1%	*%	1%	1%	1%	2%	1%	2%	2%	1%
							cde												
		40%	60%	-%	-%	7%	93%	20%	13%	7%	5%	22%	17%	22%	39%	75%	14%	7%	4%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 24

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

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

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
O2	510	441	69	307	200	308	202
	23%	23%	24%	24%	23%	23%	24%
		86%	14%	60%	39%	60%	40%
Vodafone	393	322	71	241	150	272	121
	18%	17%	25%	19%	17%	20%	14%
		a	f				
		82%	18%	61%	38%	69%	31%
Orange	376	327	49	220	152	239	137
	17%	17%	17%	17%	17%	18%	16%
		87%	13%	58%	40%	64%	36%
'3'	200	179	21	133	65	108	91
	9%	9%	7%	10%	7%	8%	11%
			d	e			
		90%	10%	67%	33%	54%	46%
EE/ Everything Everywhere	187	166	21	112	73	113	74
	9%	9%	7%	9%	8%	8%	9%
		89%	11%	60%	39%	61%	39%
T-Mobile	182	167	16	114	67	92	90
	8%	9%	5%	9%	8%	7%	11%
		b	e				
		91%	9%	63%	37%	51%	49%
Tesco	127	109	18	62	65	78	49
	6%	6%	6%	5%	7%	6%	6%
			c				
		86%	14%	49%	51%	62%	38%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 24

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

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

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Virgin Media/ Any Virgin	121	113	7	65	55	68	53
	6%	6%	3%	5%	6%	5%	6%
		b					
		94%	6%	54%	46%	56%	44%
TalkTalk	23	18	5	15	8	19	4
	1%	1%	2%	1%	1%	1%	*%
						f	
		78%	22%	64%	36%	83%	17%
Other	45	42	4	25	20	28	18
	2%	2%	1%	2%	2%	2%	2%
		92%	8%	55%	45%	61%	39%
Don't know	25	19	6	3	22	18	6
	1%	1%	2%	*%	3%	1%	1%
				c			
		76%	24%	11%	89%	74%	26%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 25

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

QD4 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Prepay/ Pay as you go	754	367	387	87	98	206	363	160	109	66	64	143	184	139	285	618	76	36	23
	34%	35%	34%	25%	23%	26%	58%	56%	45%	25%	16%	25%	28%	34%	52%	34%	41%	34%	39%
		49%	51%	12%	13%	27%	cde	hij	ij	j		19%	24%	18%	klm	o			
							48%	21%	14%	9%	9%				38%	82%	10%	5%	3%
Postpay/ monthly contract	1418	668	750	256	321	585	256	123	135	196	335	415	472	262	267	1203	110	69	37
	65%	64%	66%	75%	77%	73%	41%	43%	55%	75%	83%	73%	71%	65%	48%	65%	59%	66%	61%
		47%	53%	f	f	f		9%	g	gh	ghi	mn	mn	n		p			
				18%	23%	41%	18%		9%	14%	24%	29%	33%	18%	19%	85%	8%	5%	3%
Other	13	9	3	-	-	10	3	-	-	-	3	6	4	2	-	13	-	-	-
	1%	1%	*%	-%	-%	1%	*%	-%	-%	-%	1%	1%	1%	*%	-%	1%	-%	-%	-%
						cd						n							
		74%	26%	-%	-%	78%	22%	-%	-%	-%	27%	48%	30%	16%	-%	100%	-%	-%	-%
Don't know	5	3	2	-	-	2	2	1	1	1	2	2	2	-	1	4	1	-	-
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	-%	-%
		56%	44%	-%	-%	50%	50%	13%	12%	18%	44%	37%	36%	-%	26%	82%	18%	-%	-%
CONTRACT TYPE																			
Subsidised handset	1220	563	658	221	289	507	202	102	116	168	296	359	413	225	220	1030	100	61	30
	56%	54%	58%	64%	69%	63%	32%	36%	48%	64%	73%	63%	62%	56%	40%	56%	53%	58%	50%
				f	f	f			g	gh	ghi	mn	mn	n					
		46%	54%	18%	24%	42%	17%	8%	10%	14%	24%	29%	34%	18%	18%	84%	8%	5%	2%
SIM only	175	95	80	30	26	71	48	19	17	23	37	51	51	33	40	157	8	5	6
	8%	9%	7%	9%	6%	9%	8%	7%	7%	9%	9%	9%	8%	8%	7%	9%	4%	4%	10%
																pq			pq
		54%	46%	17%	15%	40%	27%	11%	10%	13%	21%	29%	29%	19%	23%	89%	4%	3%	4%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 25

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

QD4 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Prepay/ Pay as you go	754	644	109	287	462	453	300
	34%	34%	38%	22%	53%	34%	36%
				c			
		85%	15%	38%	61%	60%	40%
Postpay/ monthly contract	1418	1244	174	997	413	874	544
	65%	65%	61%	77%	47%	65%	64%
		88%	12%	70%	29%	62%	38%
Other	13	10	3	12	1	13	-
	1%	1%	1%	1%	*%	1%	-%
				d		f	
		76%	24%	94%	6%	100%	-%
Don't know	5	4	1	2	3	4	1
	*%	*%	*%	*%	*%	*%	*%
		87%	13%	36%	64%	87%	13%
CONTRACT TYPE							
Subsidised handset	1220	1069	151	881	331	755	465
	56%	56%	53%	68%	38%	56%	55%
		88%	12%	72%	27%	62%	38%
SIM only	175	156	20	101	75	105	70
	8%	8%	7%	8%	8%	8%	8%
		89%	11%	57%	43%	60%	40%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 26

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

QD5 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE)

Base : Those who use a postpay/ contract mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1602	752	850	277	322	649	354	159	175	234	325	405	545	351	297	1187	133	142	140
Effective Weighted Sample	1330	626	704	232	271	544	298	131	143	188	278	344	454	292	251	1057	129	120	135
Total	1418	668	750	256	321	585	256	123	135	196	335	415	472	262	267	1203	110	69	37
		47%	53%	18%	23%	41%	18%	9%	9%	14%	24%	29%	33%	18%	19%	85%	8%	5%	3%
Handset and contract	1220	563	658	221	289	507	202	102	116	168	296	359	413	225	220	1030	100	61	30
		86%	88%	86%	90%	87%	79%	84%	86%	86%	88%	87%	88%	86%	83%	86%	91%	88%	81%
				f	f	f										r			
		46%	54%	18%	24%	42%	17%	8%	10%	14%	24%	29%	34%	18%	18%	84%	8%	5%	2%
SIM card only	175	95	80	30	26	71	48	19	17	23	37	51	51	33	40	157	8	5	6
		12%	11%	12%	8%	12%	19%	16%	13%	12%	11%	12%	11%	12%	15%	13%	7%	7%	17%
							cde									q			pq
		54%	46%	17%	15%	40%	27%	11%	10%	13%	21%	29%	29%	19%	23%	89%	4%	3%	4%
Don't know	23	11	12	5	5	7	6	1	1	5	1	4	8	4	7	16	2	3	1
		2%	2%	2%	2%	1%	2%	1%	1%	3%	*%	1%	2%	1%	3%	1%	2%	5%	2%
																	o		
		49%	51%	23%	21%	30%	26%	3%	6%	22%	6%	20%	34%	16%	30%	72%	9%	15%	3%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 26

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

QD5 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE)

Base : Those who use a postpay/ contract mobile phone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1602	1358	244	1007	586	1007	595
Effective Weighted Sample	1330	1142	194	859	492	834	497
Total	1418	1244	174	997	413	874	544
		88%	12%	70%	29%	62%	38%
Handset and contract	1220	1069	151	881	331	755	465
	86%	86%	87%	88%	80%	86%	86%
		88%	12%	72%	27%	62%	38%
SIM card only	175	156	20	101	75	105	70
	12%	13%	11%	10%	18%	12%	13%
		89%	11%	57%	43%	60%	40%
Don't know	23	20	3	16	7	14	9
	2%	2%	2%	2%	2%	2%	2%
		88%	12%	69%	31%	62%	38%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 27

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

QD6 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy S4.

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Yes	1484	715	769	311	361	614	198	143	141	195	343	416	493	270	303	1249	123	69	43
	68%	68%	67%	91%	86%	76%	32%	51%	58%	74%	85%	73%	74%	67%	55%	68%	66%	66%	71%
				ef	ef	f				gh	ghi	mn	mn	n					
		48%	52%	21%	24%	41%	13%	10%	9%	13%	23%	28%	33%	18%	20%	84%	8%	5%	3%
No	695	326	369	32	57	187	418	138	100	65	61	148	168	129	247	580	63	35	17
	32%	31%	32%	9%	14%	23%	67%	49%	41%	25%	15%	26%	25%	32%	45%	32%	34%	33%	28%
						cd	cde	ij	ij	j				kl	klm				
		47%	53%	5%	8%	27%	60%	20%	14%	9%	9%	21%	24%	19%	36%	83%	9%	5%	2%
Don't know	10	6	4	-	1	2	7	2	3	2	1	3	1	3	3	8	1	1	*
	*%	1%	*%	-%	*%	*%	1%	1%	1%	1%	*%	1%	*%	1%	*%	*%	*%	1%	1%
		59%	41%	-%	8%	24%	69%	15%	26%	21%	7%	28%	13%	33%	25%	82%	8%	6%	4%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 27

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

QD6 (QD24B). Do you personally use a smartphone? IF UNSURE - A smartphone is a phone on which you can easily access emails, download files and applications, as well as view websites and generally surf the internet. Popular brands of smartphone include BlackBerry, iPhone and Android phones such as the Samsung Galaxy S4.

Base : Those who personally use a mobile phone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Yes	1484	1297	187	1047	427	891	593
	68%	68%	65%	81%	49%	66%	70%
		87%	13%	71%	29%	60%	40%
No	695	598	97	248	443	446	249
	32%	31%	34%	19%	50%	33%	30%
		86%	14%	36%	64%	64%	36%
Don't know	10	7	3	2	8	8	2
	*%	*%	1%	*%	1%	1%	*%
		72%	28%	24%	76%	77%	23%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 28

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Yes	1484	715	769	311	361	614	198	143	141	195	343	416	493	270	303	1249	123	69	43
	63%	63%	63%	90%	86%	75%	26%	42%	53%	73%	84%	70%	71%	63%	48%	63%	60%	60%	66%
				ef	ef	f			g	gh	ghi	mn	mn	n					
		48%	52%	21%	24%	41%	13%	10%	9%	13%	23%	28%	33%	18%	20%	84%	8%	5%	3%
No	695	326	369	32	57	187	418	138	100	65	61	148	168	129	247	580	63	35	17
	29%	29%	30%	9%	14%	23%	54%	40%	38%	24%	15%	25%	24%	30%	39%	29%	31%	30%	26%
						cd	cde	ij	ij	j				l	klm				
		47%	53%	5%	8%	27%	60%	20%	14%	9%	9%	21%	24%	19%	36%	83%	9%	5%	2%
Don't know	10	6	4	-	1	2	7	2	3	2	1	3	1	3	3	8	1	1	*
	1%	1%	1%	0%	2%	2%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%
		59%	41%	0%	8%	24%	69%	15%	26%	21%	7%	28%	13%	33%	25%	82%	8%	6%	4%
DO NOT PERSONALLY USE A MOBILE PHONE	168	83	85	4	3	12	149	60	21	6	5	25	35	29	78	133	19	11	5
	7%	7%	7%	1%	1%	2%	19%	17%	8%	2%	1%	4%	5%	7%	12%	7%	9%	10%	7%
						cde		hij	ij					klm					
		49%	51%	2%	2%	7%	89%	36%	13%	3%	3%	15%	21%	18%	46%	79%	11%	7%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 28

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

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

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Yes	1484	1297	187	1047	427	891	593
	63%	63%	60%	80%	42%	62%	65%
		87%	13%	71%	29%	60%	40%
No	695	598	97	248	443	446	249
	29%	29%	31%	19%	43%	31%	27%
		86%	14%	36%	64%	64%	36%
Don't know	10	7	3	2	8	8	2
	*%	*%	1%	*%	1%	1%	*%
		72%	28%	24%	76%	77%	23%
DO NOT PERSONALLY USE A MOBILE PHONE	168	145	23	18	149	103	65
	7%	7%	7%	1%	15%	7%	7%
		86%	14%	11%	89%	61%	39%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 29

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

QD7 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE)

Base : Those without a smartphone

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	k	l	m	n	o	~p	~q	~r
Unweighted total	937	433	504	33	59	221	624	216	143	90	63	168	231	207	327	679	87	92	79
Effective Weighted Sample	775	357	418	29	49	187	524	183	116	72	54	142	192	169	275	605	83	78	76
Total	695	326	369	32	57	187	418	138	100	65	61	148	168	129	247	580	63	35	17
		47%	53%	**	**	27%	60%	20%	14%	**	**	21%	24%	19%	36%	83%	**	**	**
Certain to	28	13	15	**	**	5	10	2	*	**	**	9	9	5	5	26	**	**	**
	4%	4%	4%	**	**	3%	2%	2%	*%	**	**	6%	5%	4%	2%	4%	**	**	**
		47%	53%	**	**	17%	37%	8%	1%	**	**	n	n	19%	17%	92%	**	**	**
Very likely	29	14	15	**	**	14	7	7	1	**	**	6	7	3	13	25	**	**	**
	4%	4%	4%	**	**	7%	2%	5%	1%	**	**	4%	4%	2%	5%	4%	**	**	**
		49%	51%	**	**	f	25%	24%	4%	**	**	22%	26%	9%	44%	88%	**	**	**
Likely	57	32	25	**	**	19	22	7	8	**	**	14	10	14	20	50	**	**	**
	8%	10%	7%	**	**	10%	5%	5%	8%	**	**	10%	6%	11%	8%	9%	**	**	**
		56%	44%	**	**	f	38%	12%	14%	**	**	25%	17%	24%	34%	88%	**	**	**
TOTAL LIKELY	114	60	55	**	**	37	39	16	9	**	**	30	26	22	37	101	**	**	**
	16%	18%	15%	**	**	20%	9%	11%	9%	**	**	20%	15%	17%	15%	17%	**	**	**
		52%	48%	**	**	f	35%	14%	8%	**	**	26%	23%	19%	32%	89%	**	**	**
Unlikely	71	36	35	**	**	30	34	10	12	**	**	9	23	17	22	58	**	**	**
	10%	11%	10%	**	**	16%	8%	7%	12%	**	**	6%	14%	13%	9%	10%	**	**	**
		50%	50%	**	**	f	48%	14%	17%	**	**	12%	k	k	31%	81%	**	**	**
Very unlikely	144	65	78	**	**	40	91	27	27	**	**	29	36	25	51	123	**	**	**
	21%	20%	21%	**	**	21%	22%	19%	27%	**	**	20%	22%	19%	21%	21%	**	**	**
		45%	55%	**	**	28%	64%	19%	19%	**	**	20%	25%	17%	36%	86%	**	**	**
Certain not to	277	119	158	**	**	49	214	68	42	**	**	61	58	51	106	222	**	**	**
	40%	37%	43%	**	**	26%	51%	49%	42%	**	**	41%	34%	39%	43%	38%	**	**	**
		43%	57%	**	**	e	77%	25%	15%	**	**	22%	21%	18%	38%	80%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 29

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

QD7 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE)

Base : Those without a smartphone

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	k	l	m	n	o	~p	~q	~r
Unweighted total	937	433	504	33	59	221	624	216	143	90	63	168	231	207	327	679	87	92	79
Effective Weighted Sample	775	357	418	29	49	187	524	183	116	72	54	142	192	169	275	605	83	78	76
Total	695	326	369	32	57	187	418	138	100	65	61	148	168	129	247	580	63	35	17
		47%	53%	**	**	27%	60%	20%	14%	**	**	21%	24%	19%	36%	83%	**	**	**
TOTAL UNLIKELY	492	221	271	**	**	119	340	105	81	**	**	99	117	93	180	403	**	**	**
	71%	68%	74%	**	**	63%	81%	76%	81%	**	**	67%	70%	72%	73%	69%	**	**	**
		45%	55%	**	**	24%	69%	21%	16%	**	**	20%	24%	19%	37%	82%	**	**	**
Don't know	89	46	43	**	**	32	39	18	10	**	**	19	25	14	30	76	**	**	**
	13%	14%	12%	**	**	17%	9%	13%	10%	**	**	13%	15%	11%	12%	13%	**	**	**
		52%	48%	**	**	36%	44%	20%	11%	**	**	22%	28%	16%	34%	85%	**	**	**
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 29

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

QD7 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE)

Base : Those without a smartphone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	937	775	162	267	667	605	332
Effective Weighted Sample	775	649	131	229	561	503	272
Total	695	598	97	248	443	446	249
		86%	14%	36%	64%	64%	36%
Certain to	28	26	3	14	12	17	12
	4%	4%	3%	6%	3%	4%	5%
		91%	9%	49%	43%	59%	41%
Very likely	29	24	5	14	15	16	13
	4%	4%	5%	6%	3%	4%	5%
		82%	18%	49%	51%	55%	45%
Likely	57	50	7	33	24	39	18
	8%	8%	7%	13%	5%	9%	7%
				d			
		88%	12%	59%	41%	68%	32%
TOTAL LIKELY	114	100	15	61	51	71	43
	16%	17%	15%	25%	11%	16%	17%
				d			
		87%	13%	54%	44%	62%	38%
Unlikely	71	65	6	35	37	43	28
	10%	11%	6%	14%	8%	10%	11%
				d			
		91%	9%	49%	51%	61%	39%
Very unlikely	144	123	21	50	94	94	49
	21%	21%	22%	20%	21%	21%	20%
		85%	15%	35%	65%	66%	34%
Certain not to	277	228	48	62	215	192	85
	40%	38%	50%	25%	49%	43%	34%
			a		c	f	
		82%	18%	22%	78%	69%	31%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 29

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

QD7 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE)

Base : Those without a smartphone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	937	775	162	267	667	605	332
Effective Weighted Sample	775	649	131	229	561	503	272
Total	695	598	97	248	443	446	249
		86%	14%	36%	64%	64%	36%
TOTAL UNLIKELY	492	416	75	146	346	330	162
	71%	70%	78%	59%	78%	74%	65%
				c	f		
		85%	15%	30%	70%	67%	33%
Don't know	89	82	7	41	46	45	44
	13%	14%	7%	17%	10%	10%	18%
		b	d	e			
		92%	8%	46%	52%	50%	50%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 30

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

QD8 (QD38). Why are you unlikely to get a smartphone at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get a smartphone in the next 12 months

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	k	l	m	n	o	~p	~q	~r
Unweighted total	690	304	386	11	24	138	517	166	115	62	44	120	172	152	242	486	71	70	63
Effective Weighted Sample	570	251	320	10	21	117	432	140	94	48	37	102	143	123	203	435	68	59	61
Total	492	221	271	10	23	119	340	105	81	42	42	99	117	93	180	403	50	25	13
		45%	55%	**	**	24%	69%	21%	16%	**	**	20%	24%	19%	37%	82%	**	**	**
No need	350	163	187	**	**	74	261	61	58	**	**	74	88	65	121	291	**	**	**
	71%	74%	69%	**	**	62%	77%	58%	71%	**	**	75%	75%	70%	67%	72%	**	**	**
		47%	53%	**	**	21%	74%	17%	16%	**	**	21%	25%	19%	34%	83%	**	**	**
Don't know how you use smartphones	84	32	52	**	**	20	61	24	11	**	**	10	21	21	31	63	**	**	**
	17%	14%	19%	**	**	17%	18%	23%	14%	**	**	10%	18%	23%	18%	16%	**	**	**
		38%	62%	**	**	24%	73%	28%	13%	**	**	11%	26%	25%	38%	75%	**	**	**
Satisfied with using home phones/ other mobile phones	60	27	34	**	**	12	44	9	12	**	**	18	17	9	16	45	**	**	**
	12%	12%	12%	**	**	10%	13%	9%	15%	**	**	18%	14%	10%	9%	11%	**	**	**
		44%	56%	**	**	19%	74%	16%	20%	**	**	30%	27%	15%	27%	75%	**	**	**
Can't afford it	56	24	32	**	**	19	27	29	7	**	**	2	4	11	39	42	**	**	**
	11%	11%	12%	**	**	16%	8%	28%	9%	**	**	2%	3%	12%	22%	10%	**	**	**
		43%	57%	**	**	34%	48%	52%	13%	**	**	3%	7%	20%	70%	74%	**	**	**
Too expensive to set up/ buy	40	15	25	**	**	12	20	13	10	**	**	7	7	8	19	34	**	**	**
	8%	7%	9%	**	**	10%	6%	13%	12%	**	**	7%	6%	9%	10%	9%	**	**	**
		38%	62%	**	**	30%	50%	34%	24%	**	**	16%	17%	20%	46%	86%	**	**	**
Contracts are too expensive	19	7	12	**	**	9	8	5	3	**	**	2	4	3	9	14	**	**	**
	4%	3%	4%	**	**	8%	2%	5%	4%	**	**	2%	3%	4%	5%	3%	**	**	**
		38%	62%	**	**	50%	43%	29%	17%	**	**	11%	22%	18%	49%	75%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 30

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

QD8 (QD38). Why are you unlikely to get a smartphone at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get a smartphone in the next 12 months

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	k	l	m	n	o	~p	~q	~r
Unweighted total	690	304	386	11	24	138	517	166	115	62	44	120	172	152	242	486	71	70	63
Effective Weighted Sample	570	251	320	10	21	117	432	140	94	48	37	102	143	123	203	435	68	59	61
Total	492	221	271	10	23	119	340	105	81	42	42	99	117	93	180	403	50	25	13
		45%	55%	**	**	24%	69%	21%	16%	**	**	20%	24%	19%	37%	82%	**	**	**
Calls are too expensive	6	1	5	**	**	1	4	4	1	**	**	-	4	-	3	5	**	**	**
	1%	*%	2%	**	**	1%	1%	4%	1%	**	**	-%	3%	-%	1%	1%	**	**	**
		18%	82%	**	**	11%	66%	61%	13%	**	**	-%	57%	-%	43%	79%	**	**	**
Difficulties using due to sight/ hearing issues/ other health problems	3	1	2	**	**	3	1	2	-	**	**	-	1	-	3	2	**	**	**
	1%	1%	1%	**	**	2%	*%	2%	-%	**	**	-%	1%	-%	1%	1%	**	**	**
		45%	55%	**	**	77%	23%	58%	-%	**	**	-%	23%	-%	77%	68%	**	**	**
Other	8	2	5	**	**	2	5	3	2	**	**	2	1	1	3	6	**	**	**
	2%	1%	2%	**	**	2%	2%	2%	2%	**	**	2%	1%	1%	2%	2%	**	**	**
		29%	71%	**	**	28%	72%	35%	25%	**	**	25%	17%	18%	40%	83%	**	**	**
ANY INVOLUNTARY REASONS	174	69	106	**	**	52	105	63	28	**	**	19	33	37	86	134	**	**	**
	35%	31%	39%	**	**	44%	31%	60%	34%	**	**	19%	28%	39%	48%	33%	**	**	**
		39%	61%	**	**	30%	60%	36%	16%	**	**	11%	19%	21%	49%	77%	**	**	**
ANY VOLUNTARY REASONS	379	177	201	**	**	80	280	67	60	**	**	86	95	70	125	312	**	**	**
	77%	80%	74%	**	**	67%	83%	63%	75%	**	**	87%	81%	75%	70%	77%	**	**	**
		47%	53%	**	**	21%	74%	18%	16%	**	**	mn	n				**	**	**
ONLY VOLUNTARY REASONS	311	149	162	**	**	65	230	41	52	**	**	78	82	55	92	263	**	**	**
	63%	68%	60%	**	**	55%	68%	39%	64%	**	**	79%	70%	59%	51%	65%	**	**	**
		48%	52%	**	**	21%	74%	13%	17%	**	**	mn	n				**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 30

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

QD8 (QD38). Why are you unlikely to get a smartphone at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get a smartphone in the next 12 months

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	k	l	m	n	o	~p	~q	~r
Unweighted total	690	304	386	11	24	138	517	166	115	62	44	120	172	152	242	486	71	70	63
Effective Weighted Sample	570	251	320	10	21	117	432	140	94	48	37	102	143	123	203	435	68	59	61
Total	492	221	271	10	23	119	340	105	81	42	42	99	117	93	180	403	50	25	13
		45%	55%	**	**	24%	69%	21%	16%	**	**	20%	24%	19%	37%	82%	**	**	**
Don't know	2	2	*	**	**	-	2	1	1	**	**	1	1	*	1	2	**	**	**
	*%	1%	*%	**	**	-%	1%	1%	1%	**	**	1%	*%	*%	*%	*%	**	**	**
		88%	12%	**	**	-%	100%	27%	33%	**	**	33%	27%	12%	29%	88%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 30

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

QD8 (QD38). Why are you unlikely to get a smartphone at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get a smartphone in the next 12 months

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	690	561	129	162	528	461	229
Effective Weighted Sample	570	467	107	137	446	384	187
Total	492	416	75	146	346	330	162
		85%	15%	30%	70%	67%	33%
No need	350	296	54	95	256	246	105
	71%	71%	72%	65%	74%	74%	65%
				c	f		
		85%	15%	27%	73%	70%	30%
Don't know how you use smartphones	84	70	14	17	66	45	38
	17%	17%	18%	12%	19%	14%	24%
		84%	16%	21%	79%	54%	46%
Satisfied with using home phones/ other mobile phones	60	46	14	19	41	39	21
	12%	11%	19%	13%	12%	12%	13%
			a				
		77%	23%	32%	68%	64%	36%
Can't afford it	56	47	10	20	36	26	30
	11%	11%	13%	14%	11%	8%	19%
		83%	17%	35%	65%	46%	54%
Too expensive to set up/ buy	40	36	4	14	26	20	20
	8%	9%	6%	10%	8%	6%	13%
		89%	11%	35%	65%	50%	50%
Contracts are too expensive	19	16	2	10	9	7	11
	4%	4%	3%	7%	3%	2%	7%
				d			e
		87%	13%	52%	48%	40%	60%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 30

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

QD8 (QD38). Why are you unlikely to get a smartphone at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get a smartphone in the next 12 months

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	690	561	129	162	528	461	229
Effective Weighted Sample	570	467	107	137	446	384	187
Total	492	416	75	146	346	330	162
		85%	15%	30%	70%	67%	33%
Calls are too expensive	6	5	1	1	5	4	2
	1%	1%	1%	1%	2%	1%	1%
		83%	17%	16%	84%	63%	37%
Difficulties using due to sight/ hearing issues/ other health problems	3	3	1	-	3	2	1
	1%	1%	1%	-%	1%	1%	1%
		77%	23%	-%	100%	55%	45%
Other	8	6	1	3	4	6	2
	2%	2%	1%	2%	1%	2%	1%
		86%	14%	41%	59%	80%	20%
ANY INVOLUNTARY REASONS	174	147	27	53	122	96	79
	35%	35%	36%	36%	35%	29%	49%
		85%	15%	30%	70%	55%	45%
ANY VOLUNTARY REASONS	379	318	61	105	274	265	114
	77%	76%	81%	72%	79%	80%	70%
		84%	16%	28%	72%	70%	30%
ONLY VOLUNTARY REASONS	311	263	48	92	219	229	82
	63%	63%	64%	63%	63%	69%	51%
		84%	16%	30%	70%	74%	26%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 30

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

QD8 (QD38). Why are you unlikely to get a smartphone at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get a smartphone in the next 12 months

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	690	561	129	162	528	461	229
Effective Weighted Sample	570	467	107	137	446	384	187
Total	492	416	75	146	346	330	162
		85%	15%	30%	70%	67%	33%
Don't know	2	2	-	-	2	2	-
	*%	1%	-%	-%	1%	1%	-%
		100%	-%	-%	100%	100%	-%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 31

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

QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Send/ receive text messages (SMS)	1904	906	998	319	399	743	444	224	206	232	380	502	596	350	453	1600	163	90	51
	87%	87%	87%	93%	95%	92%	71%	79%	84%	89%	94%	89%	90%	87%	82%	87%	88%	85%	85%
				f	f	f				g	ghi	n	n	n					
		48%	52%	17%	21%	39%	23%	12%	11%	12%	20%	26%	31%	18%	24%	84%	9%	5%	3%
Take photos	1415	655	760	295	340	554	226	134	140	184	326	399	468	251	295	1189	122	64	40
	65%	63%	67%	86%	81%	69%	36%	47%	58%	70%	80%	70%	71%	62%	53%	65%	66%	61%	66%
				ef	ef	f			g	gh	ghi	mn	mn	n					
		46%	54%	21%	24%	39%	16%	9%	10%	13%	23%	28%	33%	18%	21%	84%	9%	5%	3%
General browsing/ surfing the internet	1151	545	606	264	292	482	113	110	105	148	281	329	409	190	221	976	87	54	33
	53%	52%	53%	77%	70%	60%	18%	39%	43%	56%	69%	58%	62%	47%	40%	53%	47%	52%	55%
				def	ef	f				gh	ghi	mn	mn	n					
		47%	53%	23%	25%	42%	10%	10%	9%	13%	24%	29%	36%	17%	19%	85%	8%	5%	3%
Send/ receive messages with pictures/ images	1066	484	582	236	269	444	118	100	106	147	240	306	363	194	202	899	89	50	29
	49%	46%	51%	69%	64%	55%	19%	35%	43%	56%	59%	54%	55%	48%	37%	49%	48%	48%	48%
			a	ef	ef	f			g	gh	gh	n	mn	n					
		45%	55%	22%	25%	42%	11%	9%	10%	14%	23%	29%	34%	18%	19%	84%	8%	5%	3%
Send/ receive emails (not SMS)	1026	504	522	233	256	439	98	92	90	139	261	318	370	167	170	882	76	41	27
	47%	48%	46%	68%	61%	55%	16%	32%	37%	53%	64%	56%	56%	41%	31%	48%	41%	39%	45%
				ef	ef	f				gh	ghi	mn	mn	n		pq			
		49%	51%	23%	25%	43%	10%	9%	9%	14%	25%	31%	36%	16%	17%	86%	7%	4%	3%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 31

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

QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Using social networking sites e.g. Facebook, Twitter, LinkedIn	937	423	513	261	266	343	68	102	98	112	204	242	325	171	197	795	67	46	28
	43%	40%	45%	76%	63%	43%	11%	36%	40%	43%	50%	43%	49%	43%	36%	43%	36%	44%	47%
		a	a	def	ef	f					gh	n	kmn	n		p			p
		45%	55%	28%	28%	37%	7%	11%	10%	12%	22%	26%	35%	18%	21%	85%	7%	5%	3%
Download apps or programs directly to your phone	838	400	438	218	234	317	69	80	78	113	205	246	297	136	157	712	70	31	25
	38%	38%	38%	63%	56%	40%	11%	28%	32%	43%	51%	43%	45%	34%	28%	39%	37%	29%	42%
				def	ef	f				gh	gh	mn	mn			q			q
		48%	52%	26%	28%	38%	8%	10%	9%	14%	24%	29%	35%	16%	19%	85%	8%	4%	3%
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	796	361	435	224	211	303	58	77	76	99	186	214	294	127	159	678	61	36	21
	36%	34%	38%	65%	50%	38%	9%	27%	31%	38%	46%	38%	44%	32%	29%	37%	33%	35%	35%
				def	ef	f				g	ghi	mn	kmn						
		45%	55%	28%	26%	38%	7%	10%	10%	12%	23%	27%	37%	16%	20%	85%	8%	5%	3%
Play games	793	370	423	230	227	279	56	81	79	114	173	195	280	141	175	674	68	31	19
	36%	35%	37%	67%	54%	35%	9%	29%	33%	43%	43%	35%	42%	35%	32%	37%	37%	30%	32%
				def	ef	f				gh	gh		kmn						
		47%	53%	29%	29%	35%	7%	10%	10%	14%	22%	25%	35%	18%	22%	85%	9%	4%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 31

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

QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Record video clips using the phone	776	363	413	210	208	297	61	62	81	103	188	234	267	139	135	656	72	28	20
	35%	35%	36%	61%	50%	37%	10%	22%	33%	39%	46%	41%	40%	35%	24%	36%	39%	27%	33%
		47%	53%	def	ef	f		8%	g	g	gh	mn	n	n		q	q	4%	3%
Watching short video clips (e.g. on YouTube or Dailymotion)	610	308	302	181	158	230	41	57	63	81	153	179	214	104	112	533	38	20	18
	28%	29%	26%	53%	38%	29%	7%	20%	26%	31%	38%	32%	32%	26%	20%	29%	21%	19%	30%
		50%	50%	def	ef	f		9%	10%	13%	25%	29%	35%	17%	18%	pq	6%	3%	pq
Send/ receive video clips	599	280	319	155	167	232	46	49	55	90	146	181	224	103	91	506	56	26	12
	27%	27%	28%	45%	40%	29%	7%	17%	23%	34%	36%	32%	34%	26%	17%	28%	30%	25%	20%
		47%	53%	ef	ef	f		8%	9%	15%	24%	30%	37%	17%	15%	r	r	4%	2%
Accessing/ receiving news	574	316	258	127	164	228	56	46	56	78	149	174	226	90	84	503	35	19	17
	26%	30%	23%	37%	39%	28%	9%	16%	23%	30%	37%	31%	34%	22%	15%	27%	19%	18%	29%
		b		ef	ef	f		8%	g	g	gh	mn	mn	n		pq	6%	3%	pq
		55%	45%	22%	29%	40%	10%	10%	10%	14%	26%	30%	39%	16%	15%	88%			3%
Listen to music using MP3 function	538	286	252	188	135	177	37	66	46	71	129	147	201	88	100	468	33	21	16
	25%	27%	22%	55%	32%	22%	6%	23%	19%	27%	32%	26%	30%	22%	18%	25%	18%	20%	27%
		b		def	ef	f				h	gh	n	mn			p			p
		53%	47%	35%	25%	33%	7%	12%	9%	13%	24%	27%	37%	16%	19%	87%	6%	4%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 31

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

QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	495	230	264	136	140	184	35	53	52	64	137	159	178	77	80	427	30	23	14
	23%	22%	23%	39%	34%	23%	6%	19%	21%	24%	34%	28%	27%	19%	14%	23%	16%	22%	23%
				ef	ef	f					ghi	mn	mn	n		p			
		47%	53%	27%	28%	37%	7%	11%	10%	13%	28%	32%	36%	16%	16%	86%	6%	5%	3%
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	490	226	264	128	151	180	31	57	50	65	117	134	178	89	89	418	36	20	16
	22%	22%	23%	37%	36%	22%	5%	20%	20%	25%	29%	24%	27%	22%	16%	23%	19%	19%	27%
				ef	ef	f					gh	n	n	n					
		46%	54%	26%	31%	37%	6%	12%	10%	13%	24%	27%	36%	18%	18%	85%	7%	4%	3%
Accessing/ receiving sports/ team news/ scores	392	268	124	108	111	135	39	25	39	58	94	119	144	73	56	341	27	14	11
	18%	26%	11%	31%	26%	17%	6%	9%	16%	22%	23%	21%	22%	18%	10%	19%	14%	13%	18%
		b		ef	ef	f			g	g	gh	n	n	n					
		68%	32%	27%	28%	34%	10%	6%	10%	15%	24%	30%	37%	19%	14%	87%	7%	4%	3%
Making voice calls using a VoIP service e.g. Viber, Skype	377	179	198	98	104	145	29	34	36	46	97	122	142	51	61	336	19	12	10
	17%	17%	17%	29%	25%	18%	5%	12%	15%	18%	24%	22%	21%	13%	11%	18%	10%	11%	16%
				ef	ef	f					gh	mn	mn			pq			
		47%	53%	26%	28%	39%	8%	9%	10%	12%	26%	32%	38%	14%	16%	89%	5%	3%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 31

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

QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Making video calls e.g. via Facetime, Skype	367	169	198	124	105	114	23	30	34	40	92	117	142	54	53	325	22	11	10
	17%	16%	17%	36%	25%	14%	4%	11%	14%	15%	23%	21%	21%	13%	10%	18%	12%	10%	16%
		46%	54%	def	ef	f					ghi	mn	mn			pq			
				34%	29%	31%	6%	8%	9%	11%	25%	32%	39%	15%	14%	89%	6%	3%	3%
Listen to FM radio	339	188	151	94	79	131	35	37	29	43	76	101	106	63	69	301	18	11	9
	15%	18%	13%	27%	19%	16%	6%	13%	12%	17%	19%	18%	16%	16%	12%	16%	10%	11%	14%
		b		def	f	f					gh	n				pq			
		55%	45%	28%	23%	39%	10%	11%	8%	13%	22%	30%	31%	19%	20%	89%	5%	3%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	330	178	152	118	95	99	19	29	29	43	77	95	131	50	53	296	12	14	8
	15%	17%	13%	34%	23%	12%	3%	10%	12%	16%	19%	17%	20%	12%	10%	16%	7%	13%	13%
		b		def	ef	f				g	gh	n	mn			p		p	
		54%	46%	36%	29%	30%	6%	9%	9%	13%	23%	29%	40%	15%	16%	90%	4%	4%	2%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	306	147	159	124	78	89	14	28	28	37	66	97	120	38	49	264	16	15	10
	14%	14%	14%	36%	19%	11%	2%	10%	11%	14%	16%	17%	18%	9%	9%	14%	9%	15%	16%
				def	ef	f					g	mn	mn			p		p	
		48%	52%	41%	25%	29%	5%	9%	9%	12%	22%	32%	39%	12%	16%	86%	5%	5%	3%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 31

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

QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios)	172	92	80	71	47	44	10	19	18	23	40	45	70	23	34	158	2	7	4
	8%	9%	7%	21%	11%	5%	2%	7%	7%	9%	10%	8%	11%	6%	6%	9%	1%	7%	7%
				def	ef	f							mn			p		p	p
		53%	47%	41%	27%	26%	6%	11%	11%	13%	23%	26%	41%	13%	20%	92%	1%	4%	2%
Watching live TV on the internet at the same time as it is broadcast	170	108	62	60	51	54	5	14	12	20	40	57	61	18	33	155	5	7	4
	8%	10%	5%	17%	12%	7%	1%	5%	5%	8%	10%	10%	9%	4%	6%	8%	2%	6%	6%
		b		ef	ef	f					gh	mn	mn			p		p	p
		63%	37%	35%	30%	32%	3%	8%	7%	12%	24%	34%	36%	10%	19%	91%	3%	4%	2%
Listen to Podcasts	163	104	59	50	48	58	7	13	13	23	39	53	57	31	21	142	10	7	4
	7%	10%	5%	15%	11%	7%	1%	5%	5%	9%	10%	9%	9%	8%	4%	8%	5%	7%	7%
		b		ef	ef	f					gh	n	n	n					
		64%	36%	31%	29%	36%	4%	8%	8%	14%	24%	33%	35%	19%	13%	87%	6%	4%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 31

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

QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, LoveFilm Instant)	146	83	63	47	46	44	10	11	13	17	32	47	43	29	26	127	9	8	2
	7%	8%	6%	14%	11%	5%	2%	4%	5%	7%	8%	8%	6%	7%	5%	7%	5%	8%	4%
		b		ef	ef	f					g	n							
		57%	43%	32%	31%	30%	7%	8%	9%	12%	22%	32%	29%	20%	17%	87%	6%	6%	2%
Other	20	7	12	1	4	8	6	2	3	4	3	6	4	7	2	17	1	2	-
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	*%	2%	-%
														n			r		
		37%	63%	5%	22%	41%	32%	9%	17%	18%	15%	32%	21%	34%	9%	85%	4%	10%	-%
None of these	173	83	89	3	1	25	145	44	28	17	8	31	42	31	68	143	14	10	6
	8%	8%	8%	1%	*%	3%	23%	16%	11%	6%	2%	5%	6%	8%	12%	8%	8%	9%	9%
						cd	cde	ij	ij	j					klm				
		48%	52%	2%	*%	14%	84%	26%	16%	10%	4%	18%	24%	18%	39%	83%	8%	6%	3%
Don't know	12	6	6	-	-	3	9	2	1	2	2	4	4	1	3	8	3	1	*
	1%	1%	1%	-%	-%	*%	1%	1%	*%	1%	*%	1%	1%	*%	1%	*%	2%	1%	*%
						cde										o			
		48%	52%	-%	-%	27%	73%	15%	10%	18%	13%	31%	31%	13%	26%	66%	24%	8%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 31

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

QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Send/ receive text messages (SMS)	1904	1665	240	1212	680	1144	760
	87%	87%	84%	93%	77%	85%	90%
				d			e
		87%	13%	64%	36%	60%	40%
Take photos	1415	1252	163	968	439	844	571
	65%	66%	57%	75%	50%	63%	68%
		b		d			e
		88%	12%	68%	31%	60%	40%
General browsing/ surfing the internet	1151	1004	146	837	304	681	470
	53%	53%	51%	65%	35%	51%	56%
				d			e
		87%	13%	73%	26%	59%	41%
Send/ receive messages with pictures/ images	1066	936	130	768	290	607	459
	49%	49%	45%	59%	33%	45%	54%
				d			e
		88%	12%	72%	27%	57%	43%
Send/ receive emails (not SMS)	1026	900	126	767	251	610	417
	47%	47%	44%	59%	29%	45%	49%
				d			
		88%	12%	75%	25%	59%	41%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 31

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

QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Using social networking sites e.g. Facebook, Twitter, LinkedIn	937	825	111	661	267	531	405
	43%	43%	39%	51%	30%	40%	48%
		88%	12%	71%	29%	57%	43%
Download apps or programs directly to your phone	838	735	103	594	237	487	351
	38%	39%	36%	46%	27%	36%	42%
		88%	12%	71%	28%	58%	42%
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	796	701	95	570	220	453	343
	36%	37%	33%	44%	25%	34%	41%
		88%	12%	72%	28%	57%	43%
Play games	793	702	91	543	240	423	369
	36%	37%	32%	42%	27%	31%	44%
		89%	11%	68%	30%	53%	47%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 31

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

QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Record video clips using the phone	776	691	85	555	216	427	350
	35%	36%	30%	43%	25%	32%	41%
		b	d	e			
		89%	11%	71%	28%	55%	45%
Watching short video clips (e.g. on YouTube or Dailymotion)	610	539	71	431	176	333	277
	28%	28%	25%	33%	20%	25%	33%
		d	e				
		88%	12%	71%	29%	55%	45%
Send/ receive video clips	599	529	71	450	149	331	268
	27%	28%	25%	35%	17%	25%	32%
		d	e				
		88%	12%	75%	25%	55%	45%
Accessing/ receiving news	574	502	73	430	142	336	239
	26%	26%	25%	33%	16%	25%	28%
		d					
		87%	13%	75%	25%	58%	42%
Listen to music using MP3 function	538	484	54	361	172	296	242
	25%	25%	19%	28%	20%	22%	29%
		b	d	e			
		90%	10%	67%	32%	55%	45%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 31

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

QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	495 23%	440 23%	54 19%	354 27% d	138 16%	298 22%	197 23%
		89%	11%	71%	28%	60%	40%
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	490 22%	434 23%	56 20%	354 27% d	131 15%	295 22%	195 23%
		89%	11%	72%	27%	60%	40%
Accessing/ receiving sports/ team news/ scores	392 18%	348 18%	45 16%	286 22% d	104 12%	221 16%	171 20% e
		89%	11%	73%	27%	56%	44%
Making voice calls using a VoIP service e.g. Viber, Skype	377 17%	340 18% b	37 13%	262 20% d	111 13%	210 16%	166 20% e
		90%	10%	70%	30%	56%	44%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 31

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

QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Making video calls e.g. via Facetime, Skype	367	324	42	249	112	198	169
	17%	17%	15%	19%	13%	15%	20%
				d	e		
		88%	12%	68%	31%	54%	46%
Listen to FM radio	339	303	37	226	112	186	153
	15%	16%	13%	17%	13%	14%	18%
				d	e		
		89%	11%	67%	33%	55%	45%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	330	289	41	235	91	190	140
	15%	15%	14%	18%	10%	14%	17%
				d			
		88%	12%	71%	27%	58%	42%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	306	272	34	210	92	180	126
	14%	14%	12%	16%	10%	13%	15%
				d			
		89%	11%	69%	30%	59%	41%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 31

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

QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios)	172	156	16	115	55	100	72
	8%	8%	5%	9%	6%	7%	9%
		91%	9%	67%	32%	58%	42%
Watching live TV on the internet at the same time as it is broadcast	170	149	21	120	49	99	71
	8%	8%	7%	9%	6%	7%	8%
		87%	13%	71%	29%	58%	42%
Listen to Podcasts	163	142	22	116	46	97	66
	7%	7%	8%	9%	5%	7%	8%
		87%	13%	71%	28%	60%	40%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 31

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

QD9 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, LoveFilm Instant)	146	130	16	100	45	83	63
	7%	7%	5%	8%	5%	6%	7%
				d			
		89%	11%	68%	31%	57%	43%
Other	20	16	4	12	7	12	7
	1%	1%	1%	1%	1%	1%	1%
		81%	19%	62%	38%	63%	37%
None of these	173	142	31	28	143	120	53
	8%	7%	11%	2%	16%	9%	6%
			a		c	f	
		82%	18%	16%	83%	69%	31%
Don't know	12	8	4	3	9	8	4
	1%	*%	1%	*%	1%	1%	*%
			a		c		
		67%	33%	27%	73%	68%	32%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 32

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

QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Send/ receive text messages (SMS)	1757	833	924	294	373	697	392	201	185	213	354	469	544	321	419	1476	148	85	49
	80%	80%	81%	86%	89%	87%	63%	71%	76%	81%	87%	83%	82%	80%	76%	80%	79%	81%	80%
		47%	53%	17%	21%	40%	22%	11%	11%	12%	20%	27%	31%	18%	24%	84%	8%	5%	3%
General browsing/ surfing the internet	948	440	508	228	246	383	90	87	85	127	226	258	350	148	190	801	73	44	30
	43%	42%	44%	66%	59%	48%	14%	31%	35%	48%	56%	46%	53%	37%	34%	44%	39%	42%	50%
		46%	54%	24%	26%	40%	10%	9%	9%	13%	24%	27%	37%	16%	20%	84%	8%	5%	3%
Take photos	929	416	513	214	254	360	100	85	94	122	222	264	309	162	192	787	74	40	28
	42%	40%	45%	62%	61%	45%	16%	30%	39%	47%	55%	47%	47%	40%	35%	43%	40%	38%	46%
		45%	55%	23%	27%	39%	11%	9%	10%	13%	24%	28%	33%	17%	21%	85%	8%	4%	3%
Send/ receive emails (not SMS)	827	411	417	183	212	357	76	68	69	114	225	253	308	129	136	714	55	35	23
	38%	39%	37%	53%	51%	44%	12%	24%	28%	43%	56%	45%	46%	32%	25%	39%	29%	33%	39%
		50%	50%	22%	26%	43%	9%	8%	8%	14%	27%	31%	37%	16%	16%	86%	7%	4%	3%
Using social networking sites e.g. Facebook, Twitter, LinkedIn	783	349	434	228	223	288	45	92	77	91	164	199	274	142	166	664	54	41	24
	36%	33%	38%	66%	53%	36%	7%	33%	32%	35%	41%	35%	41%	35%	30%	36%	29%	39%	40%
		45%	55%	29%	28%	37%	6%	12%	10%	12%	21%	25%	35%	18%	21%	85%	7%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 32

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

QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Send/ receive messages with pictures/ images	658	300	358	153	172	265	69	63	73	90	148	182	221	111	142	572	33	34	20
	30%	29%	31%	44%	41%	33%	11%	22%	30%	34%	37%	32%	33%	28%	26%	31%	18%	32%	32%
		46%	54%	ef	ef	f		10%	g	g	g	n	mn			p	p	p	p
				23%	26%	40%	10%	10%	11%	14%	22%	28%	34%	17%	22%	87%	5%	5%	3%
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	608	273	335	182	170	224	32	57	61	80	141	157	226	98	127	528	36	26	18
	28%	26%	29%	53%	41%	28%	5%	20%	25%	30%	35%	28%	34%	24%	23%	29%	19%	25%	30%
				def	ef	f				g	gh		kmn			p			p
		45%	55%	30%	28%	37%	5%	9%	10%	13%	23%	26%	37%	16%	21%	87%	6%	4%	3%
Play games	540	258	282	181	163	163	33	56	49	77	115	131	186	90	131	471	31	25	13
	25%	25%	25%	53%	39%	20%	5%	20%	20%	29%	28%	23%	28%	22%	24%	26%	17%	23%	22%
				def	ef	f				gh	gh		m			p			
		48%	52%	34%	30%	30%	6%	10%	9%	14%	21%	24%	35%	17%	24%	87%	6%	5%	2%
Download apps or programs directly to your phone	407	190	217	124	113	141	29	40	45	51	94	112	143	70	82	343	28	19	17
	19%	18%	19%	36%	27%	18%	5%	14%	18%	19%	23%	20%	22%	17%	15%	19%	15%	18%	28%
				def	ef	f					g	n	n						opq
		47%	53%	30%	28%	35%	7%	10%	11%	12%	23%	27%	35%	17%	20%	84%	7%	5%	4%
Accessing/ receiving news	398	226	172	87	125	146	39	31	41	56	105	116	154	63	63	357	14	14	13
	18%	22%	15%	25%	30%	18%	6%	11%	17%	21%	26%	21%	23%	16%	11%	19%	8%	13%	21%
		b		ef	ef	f			g	g	gh	n	mn	n		pq			pq
		57%	43%	22%	32%	37%	10%	8%	10%	14%	26%	29%	39%	16%	16%	90%	4%	4%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 32

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

QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Watching short video clips (e.g. on YouTube or Dailymotion)	387	195	191	122	110	129	26	34	40	60	87	108	147	63	66	346	16	13	12
	18%	19%	17%	35%	26%	16%	4%	12%	16%	23%	22%	19%	22%	16%	12%	19%	8%	12%	20%
				def	ef	f				g	g	n	mn			pq			pq
		50%	50%	31%	28%	33%	7%	9%	10%	15%	23%	28%	38%	16%	17%	89%	4%	3%	3%
Record video clips using the phone	383	187	196	115	113	137	18	31	40	53	87	120	136	64	62	339	17	17	11
	17%	18%	17%	33%	27%	17%	3%	11%	16%	20%	22%	21%	21%	16%	11%	18%	9%	16%	18%
				ef	ef	f				g	g	mn	n	n		p		p	p
		49%	51%	30%	29%	36%	5%	8%	10%	14%	23%	31%	35%	17%	16%	88%	4%	4%	3%
Listen to music using MP3 function	353	194	159	137	91	110	15	45	35	50	78	92	130	59	70	305	21	16	11
	16%	19%	14%	40%	22%	14%	2%	16%	14%	19%	19%	16%	20%	15%	13%	17%	12%	15%	19%
		b		def	ef	f							mn						p
		55%	45%	39%	26%	31%	4%	13%	10%	14%	22%	26%	37%	17%	20%	86%	6%	4%	3%
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	318	139	179	87	109	105	17	41	36	40	72	79	107	64	69	270	22	14	13
	15%	13%	16%	25%	26%	13%	3%	15%	15%	15%	18%	14%	16%	16%	12%	15%	12%	13%	22%
				ef	ef	f													opq
		44%	56%	27%	34%	33%	5%	13%	11%	12%	23%	25%	34%	20%	22%	85%	7%	4%	4%
Send/ receive video clips	284	137	147	80	77	97	31	27	29	44	72	93	98	45	48	247	13	16	9
	13%	13%	13%	23%	18%	12%	5%	9%	12%	17%	18%	16%	15%	11%	9%	13%	7%	15%	14%
				ef	ef	f				g	g	mn	n			p		p	p
		48%	52%	28%	27%	34%	11%	9%	10%	15%	25%	33%	35%	16%	17%	87%	4%	6%	3%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 32

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

QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	283	127	156	81	95	94	14	31	33	34	79	80	105	47	49	246	14	13	10
	13%	12%	14%	24%	23%	12%	2%	11%	14%	13%	19%	14%	16%	12%	9%	13%	8%	12%	16%
				ef	ef	f					gi	n	mn			p		p	
		45%	55%	29%	34%	33%	5%	11%	12%	12%	28%	28%	37%	17%	17%	87%	5%	4%	3%
Accessing/ receiving sports/ team news/ scores	268	194	74	78	74	91	25	17	29	45	60	77	104	50	36	235	16	9	8
	12%	19%	6%	23%	18%	11%	4%	6%	12%	17%	15%	14%	16%	12%	6%	13%	8%	9%	13%
		b		ef	ef	f			g	g	g	n	n	n					
		73%	27%	29%	28%	34%	9%	6%	11%	17%	22%	29%	39%	19%	13%	88%	6%	3%	3%
Making voice calls using a VoIP service e.g. Viber, Skype	244	117	127	65	72	87	20	21	23	31	62	74	89	36	45	222	7	9	7
	11%	11%	11%	19%	17%	11%	3%	7%	10%	12%	15%	13%	13%	9%	8%	12%	4%	8%	11%
				ef	ef	f					gh	mn	mn			p		p	
		48%	52%	27%	29%	36%	8%	8%	10%	13%	26%	30%	36%	15%	18%	91%	3%	4%	3%
Making video calls e.g. via Facetime, Skype	207	91	115	73	62	58	13	16	19	22	54	66	78	28	34	181	10	8	7
	9%	9%	10%	21%	15%	7%	2%	5%	8%	8%	13%	12%	12%	7%	6%	10%	5%	8%	12%
				def	ef	f					ghi	mn	mn			p		p	
		44%	56%	35%	30%	28%	6%	8%	9%	10%	26%	32%	38%	13%	17%	88%	5%	4%	4%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 32

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

QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Listen to FM radio	195	120	74	50	52	73	20	22	19	25	45	56	57	34	47	170	11	9	5
	9%	11%	7%	15%	12%	9%	3%	8%	8%	10%	11%	10%	9%	8%	8%	9%	6%	8%	9%
		b		ef	f	f													
		62%	38%	26%	27%	37%	11%	11%	10%	13%	23%	29%	30%	17%	24%	87%	6%	4%	3%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	191	98	93	84	47	50	10	19	19	23	41	56	78	24	31	163	8	12	8
	9%	9%	8%	24%	11%	6%	2%	7%	8%	9%	10%	10%	12%	6%	6%	9%	4%	11%	14%
				def	ef	f						mn	mn			p		p	op
		51%	49%	44%	25%	26%	5%	10%	10%	12%	21%	29%	41%	13%	16%	85%	4%	6%	4%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	173	97	76	68	46	49	9	12	18	18	49	49	74	24	25	157	4	8	5
	8%	9%	7%	20%	11%	6%	1%	4%	8%	7%	12%	9%	11%	6%	5%	9%	2%	8%	8%
		b		def	ef	f					gi	n	mn			p		p	p
		56%	44%	39%	27%	29%	5%	7%	11%	11%	28%	28%	43%	14%	15%	91%	2%	5%	3%
Watching live TV on the internet at the same time as it is broadcast	92	63	29	30	30	31	1	7	7	12	24	31	34	11	15	83	3	4	2
	4%	6%	3%	9%	7%	4%	*%	2%	3%	5%	6%	5%	5%	3%	3%	5%	2%	4%	4%
		b		ef	ef	f					g	mn	mn			p			
		69%	31%	33%	32%	34%	1%	7%	7%	13%	26%	34%	37%	12%	16%	90%	3%	5%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 32

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

QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios)	89	47	42	33	24	25	7	13	9	13	19	23	36	13	17	80	2	4	3
	4%	5%	4%	10%	6%	3%	1%	5%	4%	5%	5%	4%	5%	3%	3%	4%	1%	4%	5%
		53%	47%	37%	27%	28%	7%	15%	10%	15%	21%	26%	40%	15%	18%	90%	2%	5%	3%
Listen to Podcasts	78	58	20	21	26	29	2	6	9	9	20	25	27	12	14	65	4	6	3
	4%	6%	2%	6%	6%	4%	1%	2%	3%	4%	5%	4%	4%	3%	2%	4%	2%	5%	6%
		b		f	ef	f					g								
		75%	25%	27%	33%	37%	3%	8%	11%	12%	26%	32%	35%	15%	17%	83%	6%	7%	4%
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, LoveFilm Instant)	77	48	29	25	24	24	4	5	6	13	14	23	20	19	14	66	4	6	1
	4%	5%	3%	7%	6%	3%	1%	2%	2%	5%	3%	4%	3%	5%	2%	4%	2%	5%	2%
		b		ef	ef	f				g									
		62%	38%	32%	31%	31%	5%	7%	8%	17%	18%	30%	26%	24%	18%	86%	6%	7%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 32

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

QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2615	1242	1373	380	425	906	904	401	327	328	396	575	798	566	668	1906	234	237	238
Effective Weighted Sample	2151	1026	1125	316	358	756	761	330	268	262	340	485	659	464	557	1687	225	197	228
Total	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Other	14	4	10	1	4	7	3	1	2	1	3	4	4	5	1	11	1	2	-
	1%	*%	1%	*%	1%	1%	*%	*%	1%	*%	1%	1%	1%	1%	*%	1%	*%	2%	-%
		29%	71%	7%	26%	47%	19%	6%	14%	9%	21%	29%	29%	35%	6%	80%	6%	15%	-%
None of these	65	37	28	*	3	11	50	13	11	8	9	16	20	11	17	54	5	4	2
	3%	4%	2%	*%	1%	1%	8%	5%	5%	3%	2%	3%	3%	3%	3%	3%	2%	4%	3%
		57%	43%	*%	5%	17%	cde 78%	20%	18%	12%	15%	25%	30%	18%	26%	84%	7%	6%	2%
Don't know	11	6	5	-	-	2	9	1	1	1	-	3	1	2	4	5	4	1	*
	*%	1%	*%	-%	-%	*%	1%	*%	1%	*%	-%	1%	*%	1%	1%	*%	2%	1%	*%
		54%	46%	-%	-%	17%	cde 83%	11%	12%	6%	-%	29%	12%	20%	38%	48%	38%	13%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 32

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

QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Send/ receive text messages (SMS)	1757	1533	224	1130	617	1071	686
	80%	81%	78%	87%	70%	80%	81%
				d			
		87%	13%	64%	35%	61%	39%
General browsing/ surfing the internet	948	828	119	688	253	561	386
	43%	44%	42%	53%	29%	42%	46%
				d			
		87%	13%	73%	27%	59%	41%
Take photos	929	815	114	652	271	545	384
	42%	43%	40%	50%	31%	41%	45%
				d			e
		88%	12%	70%	29%	59%	41%
Send/ receive emails (not SMS)	827	733	95	620	200	488	339
	38%	39%	33%	48%	23%	36%	40%
				d			
		89%	11%	75%	24%	59%	41%
Using social networking sites e.g. Facebook, Twitter, LinkedIn	783	689	94	558	218	447	335
	36%	36%	33%	43%	25%	33%	40%
				d			e
		88%	12%	71%	28%	57%	43%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 32

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

QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Send/ receive messages with pictures/ images	658	584	74	468	184	374	284
	30%	31%	26%	36%	21%	28%	34%
		89%	11%	71%	28%	57%	43%
Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger)	608	535	73	439	164	349	259
	28%	28%	26%	34%	19%	26%	31%
		88%	12%	72%	27%	57%	43%
Play games	540	479	61	358	175	283	257
	25%	25%	21%	28%	20%	21%	30%
		89%	11%	66%	32%	52%	48%
Download apps or programs directly to your phone	407	355	53	284	120	244	164
	19%	19%	18%	22%	14%	18%	19%
		87%	13%	70%	30%	60%	40%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 32

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

QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Accessing/ receiving news	398	351	46	305	92	231	167
	18%	18%	16%	23%	10%	17%	20%
		88%	12%	77%	23%	58%	42%
Watching short video clips (e.g. on YouTube or Dailymotion)	387	346	41	270	113	195	191
	18%	18%	14%	21%	13%	15%	23%
		89%	11%	70%	29%	50%	50%
Record video clips using the phone	383	343	40	275	105	215	168
	17%	18%	14%	21%	12%	16%	20%
		89%	11%	72%	27%	56%	44%
Listen to music using MP3 function	353	315	38	233	116	195	158
	16%	17%	13%	18%	13%	15%	19%
		89%	11%	66%	33%	55%	45%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 32

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

QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)	318	282	36	225	91	176	142
	15%	15%	13%	17%	10%	13%	17%
		89%	11%	71%	29%	55%	45%
Send/ receive video clips	284	251	33	216	69	154	130
	13%	13%	12%	17%	8%	11%	15%
		88%	12%	76%	24%	54%	46%
Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products	283	255	28	201	80	168	115
	13%	13%	10%	15%	9%	12%	14%
		90%	10%	71%	28%	59%	41%
Accessing/ receiving sports/ team news/ scores	268	240	28	197	71	160	109
	12%	13%	10%	15%	8%	12%	13%
		90%	10%	74%	26%	59%	41%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 32

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

QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Making voice calls using a VoIP service e.g. Viber, Skype	244	220	24	171	72	136	108
	11%	12%	8%	13%	8%	10%	13%
		90%	10%	70%	29%	56%	44%
Making video calls e.g. via Facetime, Skype	207	182	25	136	65	117	89
	9%	10%	9%	11%	7%	9%	11%
		88%	12%	66%	31%	57%	43%
Listen to FM radio	195	174	21	129	63	121	73
	9%	9%	7%	10%	7%	9%	9%
		89%	11%	66%	33%	62%	38%
Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)	191	171	20	128	61	122	69
	9%	9%	7%	10%	7%	9%	8%
		90%	10%	67%	32%	64%	36%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 32

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

QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	173	155	18	124	47	109	64
	8%	8%	6%	10%	5%	8%	8%
		90%	10%	71%	27%	63%	37%
Watching live TV on the internet at the same time as it is broadcast	92	75	17	72	19	59	33
	4%	4%	6%	6%	2%	4%	4%
		81%	19%	79%	20%	64%	36%
Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios)	89	80	9	62	27	60	29
	4%	4%	3%	5%	3%	4%	3%
		90%	10%	69%	31%	67%	33%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 32

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

QD10 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2615	2188	427	1325	1277	1629	986
Effective Weighted Sample	2151	1822	341	1128	1071	1344	808
Total	2189	1903	287	1298	878	1344	845
		87%	13%	59%	40%	61%	39%
Listen to Podcasts	78	67	11	57	22	52	26
	4%	4%	4%	4%	2%	4%	3%
				d			
		86%	14%	72%	28%	67%	33%
Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, LoveFilm Instant)	77	70	7	56	21	49	28
	4%	4%	2%	4%	2%	4%	3%
		91%	9%	73%	27%	63%	37%
Other	14	11	3	11	3	8	6
	1%	1%	1%	1%	*%	1%	1%
		81%	19%	77%	23%	59%	41%
None of these	65	59	6	18	47	41	23
	3%	3%	2%	1%	5%	3%	3%
				c			
		91%	9%	27%	73%	64%	36%
Don't know	11	6	5	2	9	7	4
	*%	*%	2%	*%	1%	1%	*%
			a		c		
		55%	45%	15%	85%	66%	34%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 33

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

QD11 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Navigating the phone's menu system to use the different features on your phone	73	30	43	1	2	12	58	19	6	9	10	15	20	12	27	58	11	4	*
	3%	3%	3%	*%	*%	2%	7%	6%	2%	3%	2%	2%	3%	3%	4%	3%	6%	3%	1%
		41%	59%	2%	2%	17%	79%	26%	9%	12%	13%	20%	27%	16%	37%	79%	16%	5%	1%
Writing text messages	69	28	41	-	2	8	58	25	6	7	6	13	15	12	29	52	13	3	2
	3%	2%	3%	-%	1%	1%	8%	7%	2%	2%	1%	2%	2%	3%	5%	3%	6%	2%	3%
		40%	60%	-%	3%	12%	85%	36%	9%	10%	9%	19%	22%	17%	41%	75%	19%	4%	2%
Pressing the buttons on your mobile phone	59	23	36	5	4	7	42	19	3	6	10	12	13	5	28	47	6	3	3
	2%	2%	3%	1%	1%	1%	5%	6%	1%	2%	2%	2%	2%	1%	4%	2%	3%	3%	4%
		39%	61%	9%	8%	12%	72%	32%	6%	10%	17%	21%	23%	8%	48%	80%	10%	5%	4%
Seeing and being able to read the digital display	51	20	31	1	5	5	39	16	4	3	7	13	11	7	19	43	6	1	1
	2%	2%	3%	*%	1%	1%	5%	5%	2%	1%	2%	2%	2%	2%	3%	2%	3%	1%	1%
		39%	61%	2%	10%	11%	77%	31%	8%	5%	14%	25%	22%	14%	38%	85%	11%	2%	2%
Seeing the numbers used to dial with	43	21	22	2	2	5	34	15	3	3	4	10	9	7	17	35	5	2	1
	2%	2%	2%	1%	*%	1%	4%	4%	1%	1%	1%	2%	1%	2%	3%	2%	2%	1%	2%
		49%	51%	4%	5%	12%	79%	35%	6%	6%	9%	22%	21%	17%	40%	81%	12%	4%	3%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 33

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

QD11 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Hearing the person on the other end of the line in a conversation, even with the volume turned up	40	20	20	2	1	8	29	8	3	4	7	14	8	5	13	27	9	2	2
	2%	2%	2%	1%	1%	1%	4%	2%	1%	1%	2%	2%	1%	1%	2%	1%	4%	1%	4%
		50%	50%	4%	3%	21%	71%	21%	8%	9%	19%	36%	21%	12%	32%	68%	21%	4%	6%
Hearing the phone ring, even with the volume turned up	39	19	20	4	4	8	23	7	5	5	8	13	10	5	10	32	4	2	1
	2%	2%	2%	1%	1%	1%	3%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%
		49%	51%	11%	11%	20%	58%	19%	12%	13%	20%	34%	26%	12%	26%	81%	11%	4%	3%
Using the letters displayed on the on-screen keyboard	32	9	23	-	3	5	24	12	3	3	6	8	7	6	11	28	3	1	*
	1%	1%	2%	0%	1%	1%	3%	4%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%
		28%	72%	0%	10%	16%	73%	37%	9%	10%	18%	26%	21%	20%	33%	86%	10%	3%	1%
Using touch to open, close or move within the screen	27	7	19	-	2	3	21	9	*	1	7	13	1	3	9	22	4	*	1
	1%	1%	2%	0%	1%	1%	3%	3%	0%	1%	2%	2%	0%	1%	1%	1%	2%	0%	1%
		28%	72%	0%	9%	13%	78%	33%	1%	6%	26%	48%	5%	13%	34%	82%	14%	2%	3%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 33

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

QD11 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Seeing the letters and symbols on the on-screen keyboard	21	5	16	-	1	1	19	6	1	1	3	5	3	4	9	18	2	*	*
	1%	1%	1%	0%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		23%	77%	0%	5%	6%	89%	31%	3%	5%	15%	22%	16%	21%	41%	86%	10%	2%	2%
Picking up the handset when your mobile rings	21	7	13	2	5	6	7	8	1	*	5	5	7	1	8	18	1	2	*
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		36%	64%	11%	24%	30%	34%	37%	6%	1%	23%	22%	36%	5%	36%	86%	4%	8%	2%
Holding the mobile phone to your ear	15	5	10	3	1	5	6	5	1	1	3	3	5	1	6	13	2	*	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		35%	65%	21%	9%	30%	40%	32%	8%	8%	20%	21%	31%	7%	42%	83%	10%	3%	4%
Any other difficulties	63	27	36	11	10	20	22	10	7	3	11	22	12	14	14	56	4	1	1
	3%	2%	3%	3%	2%	2%	3%	3%	2%	1%	3%	4%	2%	3%	2%	3%	2%	1%	2%
		43%	57%	18%	15%	32%	35%	16%	11%	5%	17%	36%	20%	22%	22%	90%	6%	2%	2%
No, none	2062	989	1073	324	395	756	588	269	235	245	367	518	627	386	527	1732	172	102	57
	88%	88%	87%	93%	94%	93%	76%	78%	89%	91%	90%	88%	90%	89%	84%	88%	84%	87%	87%
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	25%	30%	19%	26%	84%	8%	5%	3%
Don't know	32	20	12	1	1	2	28	9	4	2	-	4	4	7	16	24	4	4	1
	1%	2%	1%	1%	1%	1%	4%	2%	2%	1%	0%	1%	1%	2%	3%	1%	2%	3%	2%
		61%	39%	3%	4%	6%	87%	26%	14%	7%	0%	12%	14%	22%	50%	73%	13%	11%	3%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 33

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

QD11 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Navigating the phone's menu system to use the different features on your phone	73 3%	65 3%	8 3%	17 1%	56 5% c	43 3%	31 3%
		88%	12%	24%	76%	58%	42%
Writing text messages	69 3%	61 3%	8 3%	11 1%	58 6% c	39 3%	29 3%
		88%	12%	16%	84%	57%	43%
Pressing the buttons on your mobile phone	59 2%	47 2%	12 4%	16 1%	42 4% c	41 3%	18 2%
		80%	20%	27%	72%	70%	30%
Seeing and being able to read the digital display	51 2%	44 2%	7 2%	11 1%	40 4% c	36 2%	15 2%
		86%	14%	21%	79%	71%	29%
Seeing the numbers used to dial with	43 2%	36 2%	7 2%	8 1%	35 3% c	32 2%	11 1%
		85%	15%	18%	82%	74%	26%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 33

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

QD11 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Hearing the person on the other end of the line in a conversation, even with the volume turned up	40 2%	34 2%	6 2%	13 1%	27 3% c	30 2%	10 1%
		84%	16%	32%	68%	75%	25%
Hearing the phone ring, even with the volume turned up	39 2%	33 2%	6 2%	13 1%	25 2% c	29 2%	10 1%
		85%	15%	35%	65%	74%	26%
Using the letters displayed on the on-screen keyboard	32 1%	25 1%	7 2%	9 1%	23 2% c	21 1%	12 1%
		77%	23%	28%	72%	64%	36%
Using touch to open, close or move within the screen	27 1%	18 1%	9 3% a	8 1%	18 2% c	19 1%	7 1%
		66%	34%	31%	69%	72%	28%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 33

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

QD11 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Seeing the letters and symbols on the on-screen keyboard	21 1%	17 1%	3 1%	6 *%	15 1%	14 1%	7 1%
		83%	17%	28%	72%	68%	32%
Picking up the handset when your mobile rings	21 1%	13 1%	8 2%	13 1%	8 1%	15 1%	5 1%
		63%	37%	63%	37%	75%	25%
Holding the mobile phone to your ear	15 1%	10 1%	5 2%	9 1%	7 1%	8 1%	7 1%
		67%	33%	56%	44%	55%	45%
Any other difficulties	63 3%	55 3%	7 2%	32 2%	31 3%	39 3%	23 3%
		88%	12%	51%	49%	63%	37%
No, none	2062 88%	1800 88%	262 85%	1218 93%	831 81%	1255 87%	807 89%
		87%	13%	59%	40%	61%	39%
Don't know	32 1%	29 1%	3 1%	4 *%	28 3%	20 1%	13 1%
		89%	11%	14%	86%	60%	40%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 34

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

QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Yes - desktop PC	798	423	376	121	112	316	250	57	84	84	191	271	230	135	159	709	41	32	16
	34%	37%	31%	35%	26%	39%	32%	17%	32%	31%	47%	46%	33%	31%	25%	36%	20%	27%	25%
		b		d		df	d		g	g	ghi	lmn	n	n		pqr			
		53%	47%	15%	14%	40%	31%	7%	11%	11%	24%	34%	29%	17%	20%	89%	5%	4%	2%
Yes - laptop	1490	734	756	266	277	597	350	117	138	191	330	470	506	252	260	1266	121	65	38
	63%	65%	62%	77%	66%	73%	45%	34%	52%	71%	81%	80%	72%	58%	41%	64%	59%	56%	59%
				df	f	df			g	gh	ghi	lmn	mn	n		q			
		49%	51%	18%	19%	40%	24%	8%	9%	13%	22%	32%	34%	17%	17%	85%	8%	4%	3%
Yes - netbook	197	106	91	32	33	93	38	16	22	19	74	74	61	31	32	168	16	7	6
	8%	9%	7%	9%	8%	11%	5%	5%	8%	7%	18%	12%	9%	7%	5%	9%	8%	6%	9%
				f	f	f					ghi	lmn	n						
		54%	46%	16%	17%	47%	19%	8%	11%	10%	38%	37%	31%	16%	16%	85%	8%	4%	3%
Yes - tablet computer - e.g. iPad	1092	510	582	189	221	451	232	81	102	142	283	354	351	189	196	928	78	54	32
	46%	45%	47%	54%	52%	55%	30%	24%	38%	53%	69%	60%	50%	44%	31%	47%	38%	47%	49%
				f	f	f			g	gh	ghi	lmn	mn	n		p		p	p
		47%	53%	17%	20%	41%	21%	7%	9%	13%	26%	32%	32%	17%	18%	85%	7%	5%	3%
TOTAL YES	1931	926	1005	316	370	730	516	184	198	250	397	550	625	348	404	1645	150	86	50
	82%	82%	82%	91%	88%	89%	67%	54%	75%	93%	97%	93%	90%	81%	64%	83%	73%	74%	76%
				f	f	f			g	gh	ghi	lmn	mn	n		pqr			
		48%	52%	16%	19%	38%	27%	10%	10%	13%	21%	28%	32%	18%	21%	85%	8%	4%	3%
PC ONLY	172	92	80	16	20	48	89	26	32	18	21	34	41	35	62	147	14	7	4
	7%	8%	7%	5%	5%	6%	12%	7%	12%	7%	5%	6%	6%	8%	10%	7%	7%	6%	6%
						cde									kl				
		53%	47%	9%	11%	28%	52%	15%	18%	11%	12%	20%	24%	20%	36%	85%	8%	4%	2%
LAPTOP ONLY	498	235	262	84	102	170	142	62	45	72	70	112	184	93	110	419	48	19	12
	21%	21%	21%	24%	24%	21%	18%	18%	17%	27%	17%	19%	26%	21%	17%	21%	23%	16%	18%
				f	f					ghj			kmn			q			
		47%	53%	17%	20%	34%	29%	12%	9%	15%	14%	22%	37%	19%	22%	84%	10%	4%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 34

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

QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
TABLET ONLY	146	43	103	24	44	39	39	30	20	22	16	15	41	39	51	124	9	8	5
	6%	4%	8%	7%	10%	5%	5%	9%	7%	8%	4%	3%	6%	9%	8%	6%	4%	7%	8%
			a		ef			j		j			k	kl	k				
		30%	70%	17%	30%	27%	27%	20%	13%	15%	11%	10%	28%	27%	35%	85%	6%	5%	4%
No	425	203	221	31	52	85	257	159	68	18	13	41	73	83	225	325	55	30	15
	18%	18%	18%	9%	12%	10%	33%	46%	25%	7%	3%	7%	10%	19%	36%	16%	27%	26%	24%
							cde	hij	ij	j			k	kl	klm		o	o	o
		48%	52%	7%	12%	20%	60%	37%	16%	4%	3%	10%	17%	20%	53%	76%	13%	7%	4%
Don't know	1	1	*	-	-	1	*	*	-	-	-	-	-	-	1	1	-	*	-
	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	-%
		66%	34%	-%	-%	66%	34%	34%	-%	-%	-%	-%	-%	-%	100%	66%	-%	34%	-%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 34

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

QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Yes - desktop PC	798	693	105	475	319	523	275
	34%	34%	34%	36%	31%	36%	30%
				d		f	
		87%	13%	59%	40%	66%	34%
Yes - laptop	1490	1305	185	974	506	920	569
	63%	64%	60%	74%	49%	64%	63%
				d			
		88%	12%	65%	34%	62%	38%
Yes - netbook	197	176	21	143	54	133	65
	8%	9%	7%	11%	5%	9%	7%
				d			
		89%	11%	73%	27%	67%	33%
Yes - tablet computer - e.g. iPad	1092	941	151	749	334	704	388
	46%	46%	49%	57%	33%	49%	43%
				d		f	
		86%	14%	69%	31%	64%	36%
TOTAL YES	1931	1680	251	1201	718	1200	731
	82%	82%	81%	91%	70%	83%	80%
				d			
		87%	13%	62%	37%	62%	38%
PC ONLY	172	153	19	65	107	113	60
	7%	7%	6%	5%	10%	8%	7%
				c			
		89%	11%	38%	62%	65%	35%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 34

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

QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
LAPTOP ONLY	498	434	64	294	203	293	205
	21%	21%	21%	22%	20%	20%	23%
		87%	13%	59%	41%	59%	41%
TABLET ONLY	146	121	25	82	62	79	67
	6%	6%	8%	6%	6%	5%	7%
		83%	17%	56%	42%	54%	46%
No	425	366	58	114	308	248	177
	18%	18%	19%	9%	30%	17%	19%
		86%	14%	27%	73%	58%	42%
Don't know	1	1	-	-	1	-	1
	*%	*%	-%	-%	*%	-%	*%
		100%	-%	-%	100%	-%	100%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 35

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

QE2 (QE35). How many tablet computers do you have in your household? (SINGLE CODE)

Base : Those with any tablet computers in the household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	q	r
Unweighted total	1250	583	667	206	225	505	314	102	137	176	277	349	410	265	223	922	95	115	118
Effective Weighted Sample	1027	482	545	169	186	418	265	84	111	140	236	295	339	216	185	816	92	93	114
Total	1092	510	582	189	221	451	232	81	102	142	283	354	351	189	196	928	78	54	32
		47%	53%	17%	20%	41%	21%	7%	9%	13%	26%	32%	32%	17%	18%	85%	**	5%	3%
One	(1.0)	671	295	376	102	141	261	56	66	95	144	195	223	123	129	565	**	37	19
		61%	58%	65%	54%	64%	71%	69%	65%	66%	51%	55%	64%	65%	66%	61%	**	67%	60%
			a				ce	j	j	j			k	k	k				
			44%	56%	15%	21%	39%	8%	10%	14%	21%	29%	33%	18%	19%	84%	**	5%	3%
Two	(2.0)	299	143	156	60	59	130	15	27	38	105	124	82	46	47	258	**	14	9
		27%	28%	27%	32%	27%	29%	18%	27%	27%	37%	35%	23%	24%	24%	28%	**	25%	28%
				f		f					gi	lmn							
			48%	52%	20%	20%	43%	5%	9%	13%	35%	41%	28%	15%	16%	86%	**	5%	3%
Three	(3.0)	80	48	32	22	13	37	8	6	6	21	18	36	12	14	68	**	3	3
		7%	9%	5%	12%	6%	8%	10%	6%	4%	7%	5%	10%	6%	7%	7%	**	6%	10%
			b		f		f						k						
			60%	40%	27%	16%	46%	10%	8%	7%	26%	23%	45%	15%	17%	85%	**	4%	4%
Four	(4.0)	28	15	13	1	4	16	1	2	3	7	10	5	8	5	25	**	-	1
		3%	3%	2%	1%	2%	4%	1%	2%	2%	3%	3%	1%	4%	3%	3%	**	-%	2%
						c													
			53%	47%	4%	15%	59%	4%	8%	10%	26%	38%	17%	27%	18%	91%	**	-%	2%
Five or more	(5.0)	12	6	5	3	2	7	1	-	1	6	5	4	1	1	10	**	1	-
		1%	1%	1%	1%	1%	2%	1%	-%	1%	2%	1%	1%	*%	1%	1%	**	2%	-%
						f													
			54%	46%	23%	19%	58%	7%	-%	8%	47%	43%	37%	8%	12%	84%	**	9%	-%
Don't know	2	2	1	1	1	-	1	-	-	-	-	2	1	-	-	2	**	-	-
	*%	*%	*%	1%	*%	-%	*%	-%	-%	-%	-%	*%	*%	-%	-%	*%	**	-%	-%
		69%	31%	41%	31%	-%	28%	-%	-%	-%	-%	69%	31%	-%	-%	100%	**	-%	-%
Mean number	1.5	1.6	1.5	1.6	1.5	1.6	1.4	1.5	1.5	1.4	1.7	1.6	1.5	1.5	1.5	1.6	**	1.4	1.5
		b		f		f					hi								
Standard deviation	.82	.87	.78	.83	.78	.89	.69	.82	.71	.73	.87	.83	.83	.83	.80	.83	**	.78	.76
Standard error	.02	.04	.03	.06	.05	.04	.04	.08	.06	.05	.05	.04	.04	.05	.05	.03	**	.07	.07

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 35

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

QE2 (QE35). How many tablet computers do you have in your household? (SINGLE CODE)

Base : Those with any tablet computers in the household

		URBANITY		WORKING		DEPRIVATION LEVEL		
		Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f
Unweighted total		1250	1042	208	763	478	819	431
Effective Weighted Sample		1027	863	168	644	398	679	349
Total		1092	941	151	749	334	704	388
			86%	14%	69%	31%	64%	36%
One	(1.0)	671	575	96	445	220	408	263
		61%	61%	63%	59%	66%	58%	68%
					c			e
			86%	14%	66%	33%	61%	39%
Two	(2.0)	299	261	38	212	85	218	81
		27%	28%	25%	28%	25%	31%	21%
					f			
			87%	13%	71%	28%	73%	27%
Three	(3.0)	80	67	13	63	16	51	29
		7%	7%	9%	8%	5%	7%	8%
					d			
			83%	17%	79%	20%	64%	36%
Four	(4.0)	28	24	4	20	8	17	11
		3%	3%	3%	3%	2%	2%	3%
			86%	14%	70%	30%	62%	38%
Five or more	(5.0)	12	12	-	9	3	8	4
		1%	1%	-%	1%	1%	1%	1%
			100%	-%	78%	22%	67%	33%
Don't know		2	2	-	-	2	2	1
		*%	*%	-%	-%	1%	*%	*%
					c			
			100%	-%	-%	100%	72%	28%
Mean number		1.5	1.5	1.5	1.6	1.5	1.6	1.5
					d			
Standard deviation		.82	.83	.77	.85	.77	.82	.83
Standard error		.02	.03	.05	.03	.04	.03	.04
Columns Tested: a,b - c,d - e,f								

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 36

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

QE3 (QE36). Do you personally use this/ any of these tablet computer/s? (SINGLE CODE)

Base : Those with any tablet computers in the household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	q	r	
Unweighted total	1250	583	667	206	225	505	314	102	137	176	277	349	410	265	223	922	95	115	118	
Effective Weighted Sample	1027	482	545	169	186	418	265	84	111	140	236	295	339	216	185	816	92	93	114	
Total	1092	510	582	189	221	451	232	81	102	142	283	354	351	189	196	928	78	54	32	
		47%	53%	17%	20%	41%	21%	7%	9%	13%	26%	32%	32%	17%	18%	85%	**	5%	3%	
Yes	888	411	477	154	181	370	182	68	79	111	236	301	287	148	151	753	**	43	27	
	81%	81%	82%	82%	82%	82%	79%	84%	78%	78%	83%	85%	82%	78%	77%	81%	**	79%	85%	
		46%	54%	17%	20%	42%	21%	8%	9%	13%	27%	mn	34%	32%	17%	17%	85%	**	5%	3%
No	204	99	106	34	40	81	50	13	23	31	47	53	64	42	46	176	**	11	5	
	19%	19%	18%	18%	18%	18%	21%	16%	22%	22%	17%	15%	18%	22%	23%	19%	**	21%	15%	
		48%	52%	17%	19%	40%	24%	6%	11%	15%	23%	26%	31%	k 20%	k 22%	86%	**	5%	2%	
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																				

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 36

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

QE3 (QE36). Do you personally use this/ any of these tablet computer/s? (SINGLE CODE)

Base : Those with any tablet computers in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1250	1042	208	763	478	819	431
Effective Weighted Sample	1027	863	168	644	398	679	349
Total	1092	941	151	749	334	704	388
		86%	14%	69%	31%	64%	36%
Yes	888	761	127	618	266	574	314
	81%	81%	84%	83%	79%	82%	81%
		86%	14%	70%	30%	65%	35%
No	204	180	25	131	69	130	74
	19%	19%	16%	17%	21%	18%	19%
		88%	12%	64%	34%	64%	36%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 37

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

QE4 (QE46). SHOWCARD Which one of these best describes where you use your tablet computer? (SINGLE CODE)

Base : Those who personally use a tablet computer

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	~p	~q	r
Unweighted total	1003	465	538	167	187	405	244	83	107	138	229	298	333	203	166	731	79	92	101
Effective Weighted Sample	822	385	438	138	154	334	206	68	88	109	196	251	275	164	137	650	77	75	97
Total	888	411	477	154	181	370	182	68	79	111	236	301	287	148	151	753	65	43	27
		46%	54%	17%	20%	42%	21%	**	9%	13%	27%	34%	32%	17%	17%	85%	**	**	3%
I always use in the home	449	196	253	78	88	188	96	**	44	62	95	116	152	86	94	380	**	**	16
	51%	48%	53%	51%	48%	51%	53%	**	56%	56%	40%	39%	53%	58%	63%	50%	**	**	57%
									j	j			k	k	k				
		44%	56%	17%	20%	42%	21%	**	10%	14%	21%	26%	34%	19%	21%	84%	**	**	3%
I mainly use in the home	192	85	107	31	37	75	50	**	18	22	61	74	60	27	31	167	**	**	5
	22%	21%	22%	20%	20%	20%	27%	**	23%	20%	26%	25%	21%	18%	20%	22%	**	**	19%
		44%	56%	16%	19%	39%	26%	**	10%	11%	32%	39%	31%	14%	16%	87%	**	**	3%
I use equally in the home and outside the home	231	119	112	42	53	101	35	**	17	25	73	100	72	35	24	194	**	**	6
	26%	29%	24%	27%	29%	27%	19%	**	21%	23%	31%	33%	25%	24%	16%	26%	**	**	22%
					f	f						lmn	n						
		51%	49%	18%	23%	44%	15%	**	7%	11%	32%	43%	31%	15%	10%	84%	**	**	3%
I mainly use outside the home	13	10	3	3	3	6	1	**	-	2	5	8	3	-	2	11	**	**	*
	1%	2%	1%	2%	2%	2%	1%	**	-%	1%	2%	3%	1%	-%	1%	1%	**	**	1%
		b										m							
		75%	25%	25%	25%	43%	8%	**	-%	11%	38%	63%	21%	-%	15%	81%	**	**	2%
I always use outside the home	2	1	1	-	-	1	1	**	-	*	1	2	*	-	-	2	**	**	*
	*%	*%	*%	-%	-%	*%	*%	**	-%	*%	*%	1%	*%	-%	-%	*%	**	**	1%
		31%	69%	-%	-%	69%	31%	**	-%	14%	46%	90%	10%	-%	-%	76%	**	**	14%
ALWAYS/ MAINLY USE IN THE HOME	642	282	360	109	125	262	146	**	62	84	156	191	212	113	125	546	**	**	21
	72%	69%	75%	71%	69%	71%	80%	**	79%	76%	66%	63%	74%	76%	83%	73%	**	**	76%
			a				cde		j				k	k	kl				
		44%	56%	17%	19%	41%	23%	**	10%	13%	24%	30%	33%	18%	19%	85%	**	**	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 37

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

QE4 (QE46). SHOWCARD Which one of these best describes where you use your tablet computer? (SINGLE CODE)

Base : Those who personally use a tablet computer

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	~p	~q	r
Unweighted total	1003	465	538	167	187	405	244	83	107	138	229	298	333	203	166	731	79	92	101
Effective Weighted Sample	822	385	438	138	154	334	206	68	88	109	196	251	275	164	137	650	77	75	97
Total	888	411	477	154	181	370	182	68	79	111	236	301	287	148	151	753	65	43	27
		46%	54%	17%	20%	42%	21%	**	9%	13%	27%	34%	32%	17%	17%	85%	**	**	3%
ALWAYS/ MAINLY USE OUTSIDE THE HOME	15	11	5	3	3	7	2	**	-	2	6	10	3	-	2	12	**	**	1
	2%	3%	1%	2%	2%	2%	1%	**	-%	2%	3%	3%	1%	-%	1%	2%	**	**	2%
		69%	31%	21%	21%	46%	11%	**	-%	12%	39%	67%	20%	-%	13%	80%	**	**	4%
EVER USE OUTSIDE THE HOME	438	215	224	76	93	183	86	**	35	49	140	184	135	62	56	373	**	**	12
	49%	52%	47%	49%	52%	49%	47%	**	44%	44%	60%	61%	47%	42%	37%	50%	**	**	43%
		49%	51%	17%	21%	42%	20%	**	8%	11%	32%	42%	31%	14%	13%	85%	**	**	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 37

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

QE4 (QE46). SHOWCARD Which one of these best describes where you use your tablet computer? (SINGLE CODE)

Base : Those who personally use a tablet computer

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1003	829	174	623	375	660	343
Effective Weighted Sample	822	686	140	526	309	546	277
Total	888	761	127	618	266	574	314
		86%	14%	70%	30%	65%	35%
I always use in the home	449	378	71	292	153	292	158
	51%	50%	56%	47%	58%	51%	50%
				c			
		84%	16%	65%	34%	65%	35%
I mainly use in the home	192	168	24	138	54	134	59
	22%	22%	19%	22%	20%	23%	19%
		87%	13%	72%	28%	69%	31%
I use equally in the home and outside the home	231	202	29	176	55	135	96
	26%	26%	23%	28%	21%	24%	30%
				d			e
		87%	13%	76%	24%	59%	41%
I mainly use outside the home	13	12	1	11	2	12	1
	1%	2%	1%	2%	1%	2%	*%
						f	
		90%	10%	82%	18%	92%	8%
I always use outside the home	2	1	1	1	1	2	1
	*%	*%	1%	*%	*%	*%	*%
		69%	31%	59%	41%	76%	24%
ALWAYS/ MAINLY USE IN THE HOME	642	546	96	430	208	425	217
	72%	72%	75%	70%	78%	74%	69%
				c			
		85%	15%	67%	32%	66%	34%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 37

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

QE4 (QE46). SHOWCARD Which one of these best describes where you use your tablet computer? (SINGLE CODE)

Base : Those who personally use a tablet computer

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	1003	829	174	623	375	660	343
Effective Weighted Sample	822	686	140	526	309	546	277
Total	888	761	127	618	266	574	314
		86%	14%	70%	30%	65%	35%
ALWAYS/ MAINLY USE OUTSIDE THE HOME	15	13	2	12	3	14	2
	2%	2%	2%	2%	1%	2%	1%
		87%	13%	79%	21%	90%	10%
EVER USE OUTSIDE THE HOME	438	383	55	326	112	282	156
	49%	50%	44%	53%	42%	49%	50%
		87%	13%	74%	26%	64%	36%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 38

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

QE5 (QE47). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)

Base : Those who use a tablet computer outside the home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	475	231	244	78	92	190	115	35	44	57	136	178	156	81	58	347	36	50	42
Effective Weighted Sample	390	191	199	68	76	156	96	29	37	45	117	150	130	65	48	309	35	42	41
Total	438	215 49%	224 51%	76 **	93 **	183 42%	86 20%	30 **	35 **	49 **	140 32%	184 42%	135 31%	62 **	56 **	373 85%	30 **	24 **	12 **
When travelling (e.g. on a train or in a car)	281 64%	144 67% 51%	137 61% 49%	** ** **	** ** **	118 65% 42%	58 68% 21%	** ** **	** ** **	** ** **	100 71% 35%	125 68% 44%	87 65% 31%	** ** **	** ** **	241 65% 86%	** ** **	** ** **	** ** **
In other people's home (e.g. friends/family)	205 47%	93 43%	111 50%	** **	** **	77 42%	41 47%	** **	** **	** **	60 43%	69 38%	75 56% k	** ** **	** ** **	177 47%	** **	** **	** **
		46%	54%	**	**	38%	20%	**	**	**	29%	34%	37%	**	**	86%	**	**	**
Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre)	168 38%	87 41% 52%	81 36% 48%	** ** **	** ** **	68 37% 40%	32 37% 19%	** ** **	** ** **	** ** **	55 39% 33%	77 42% 46%	54 40% 32%	** ** **	** ** **	141 38% 84%	** ** **	** ** **	** ** **
Outdoors	154 35%	81 38% 53%	73 33% 47%	** ** **	** ** **	60 33% 39%	25 29% 16%	** ** **	** ** **	** ** **	44 31% 28%	67 36% 43%	47 35% 31%	** ** **	** ** **	129 34% 83%	** ** **	** ** **	** ** **
At your work place	125 28%	73 34% b	52 23%	** **	** **	62 34% f	10 11%	** **	** **	** **	49 35%	62 34%	41 31%	** ** b	** ** f	104 28%	** **	** **	** **
		58%	42%	**	**	50%	8%	**	**	**	39%	50%	33%	**	**	83%	**	**	**
Other	33 7%	17 8%	16 7%	** **	** **	10 5%	9 11%	** **	** **	** **	9 6%	11 6%	11 8%	** **	** **	24 6%	** **	** **	** **
		51%	49%	**	**	30%	28%	**	**	**	27%	33%	32%	**	**	74%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 38

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

QE5 (QE47). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)

Base : Those who use a tablet computer outside the home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	475	231	244	78	92	190	115	35	44	57	136	178	156	81	58	347	36	50	42
Effective Weighted Sample	390	191	199	68	76	156	96	29	37	45	117	150	130	65	48	309	35	42	41
Total	438	215	224	76	93	183	86	30	35	49	140	184	135	62	56	373	30	24	12
		49%	51%	**	**	42%	20%	**	**	**	32%	42%	31%	**	**	85%	**	**	**
Don't know	7	1	5	**	**	3	2	**	**	**	2	5	-	**	**	6	**	**	**
	2%	1%	2%	**	**	1%	3%	**	**	**	2%	3%	-%	**	**	2%	**	**	**
		21%	79%	**	**	37%	32%	**	**	**	32%	69%	-%	**	**	84%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 38

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

QE5 (QE47). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)

Base : Those who use a tablet computer outside the home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	475	397	78	320	155	317	158
Effective Weighted Sample	390	331	63	269	130	261	131
Total	438	383	55	326	112	282	156
		87%	**	74%	26%	64%	36%
When travelling (e.g. on a train or in a car)	281	248	**	220	61	181	100
	64%	65%	**	67%	55%	64%	64%
		88%	**	78%	22%	64%	36%
In other people's home (e.g. friends/ family)	205	180	**	142	62	117	88
	47%	47%	**	44%	56%	41%	56%
		88%	**	70%	c 30%	57%	e 43%
Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre)	168	147	**	123	45	108	60
	38%	38%	**	38%	40%	38%	38%
		88%	**	73%	27%	64%	36%
Outdoors	154	140	**	117	38	92	62
	35%	36%	**	36%	34%	33%	40%
		90%	**	75%	25%	60%	40%
At your work place	125	105	**	118	6	81	43
	28%	28%	**	36%	6%	29%	28%
		85%	**	d 95%	5%	65%	35%
Other	33	28	**	22	11	19	14
	7%	7%	**	7%	10%	7%	9%
		87%	**	67%	33%	57%	43%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 38

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

QE5 (QE47). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)

Base : Those who use a tablet computer outside the home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	~b	c	d	e	f
Significance Level: 95%							
Unweighted total	475	397	78	320	155	317	158
Effective Weighted Sample	390	331	63	269	130	261	131
Total	438	383	55	326	112	282	156
		87%	**	74%	26%	64%	36%
Don't know	7	5	**	4	3	5	2
	2%	1%	**	1%	3%	2%	1%
		78%	**	59%	41%	73%	27%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 39

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

QE6 (QE37). Is your tablet computer 3G or 4G enabled? This means that the tablet could be used - with a SIM card - to go online from anywhere with a signal, without the need for a Wi-Fi connection? (SINGLE CODE)

Base : Those who personally use a tablet computer

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	~p	~q	r
Unweighted total	1003	465	538	167	187	405	244	83	107	138	229	298	333	203	166	731	79	92	101
Effective Weighted Sample	822	385	438	138	154	334	206	68	88	109	196	251	275	164	137	650	77	75	97
Total	888	411	477	154	181	370	182	68	79	111	236	301	287	148	151	753	65	43	27
		46%	54%	17%	20%	42%	21%	**	9%	13%	27%	34%	32%	17%	17%	85%	**	**	3%
Yes	390	190	201	65	92	174	59	**	23	46	111	134	127	61	68	324	**	**	13
	44%	46%	42%	42%	51%	47%	32%	**	29%	42%	47%	45%	44%	41%	45%	43%	**	**	47%
		49%	51%	17%	24%	45%	15%	**	6%	12%	28%	34%	33%	16%	17%	83%	**	**	3%
No	419	195	224	80	75	170	93	**	50	59	109	144	144	68	61	354	**	**	13
	47%	47%	47%	52%	42%	46%	51%	**	63%	53%	46%	48%	50%	46%	40%	47%	**	**	49%
		46%	54%	19%	18%	41%	22%	**	j	12%	14%	26%	34%	34%	16%	15%	84%	**	3%
Don't know	79	27	52	9	13	26	31	**	7	6	16	23	16	19	22	75	**	**	1
	9%	7%	11%	6%	7%	7%	17%	**	9%	5%	7%	8%	5%	13%	14%	10%	**	**	3%
		a	a				cde					l	kl	l	kl	r			
		34%	66%	11%	17%	33%	39%	**	9%	7%	20%	29%	20%	24%	28%	95%	**	**	1%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 39

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

QE6 (QE37). Is your tablet computer 3G or 4G enabled? This means that the tablet could be used - with a SIM card - to go online from anywhere with a signal, without the need for a Wi-Fi connection? (SINGLE CODE)

Base : Those who personally use a tablet computer

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1003	829	174	623	375	660	343
Effective Weighted Sample	822	686	140	526	309	546	277
Total	888	761	127	618	266	574	314
		86%	14%	70%	30%	65%	35%
Yes	390	338	53	291	97	260	130
	44%	44%	41%	47%	37%	45%	41%
				d			
		87%	13%	75%	25%	67%	33%
No	419	354	65	283	133	264	155
	47%	46%	51%	46%	50%	46%	49%
		84%	16%	68%	32%	63%	37%
Don't know	79	70	9	44	35	50	29
	9%	9%	7%	7%	13%	9%	9%
				c			
		89%	11%	56%	44%	63%	37%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 40

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

QE7 (QE38). And do you have a separate mobile subscription for your tablet, which allows you to go online from anywhere with a 3G or 4G signal, without the need for a Wi-Fi connection? (SINGLE CODE)

Base : Those who use a 3G or 4G enabled tablet computer

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	~i	j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	428	209	219	75	91	186	76	35	29	61	100	128	148	81	70	298	37	44	49
Effective Weighted Sample	348	172	176	60	75	153	61	30	26	47	86	108	120	64	59	267	36	35	48
Total	390	190	201	65	92	174	59	29	23	46	111	134	127	61	68	324	31	22	13
		49%	51%	**	**	45%	**	**	**	**	28%	34%	33%	**	**	83%	**	**	**
Yes	134	60	73	**	**	46	**	**	**	**	38	49	39	**	**	115	**	**	**
	34%	32%	37%	**	**	26%	**	**	**	**	34%	36%	31%	**	**	36%	**	**	**
		45%	55%	**	**	34%	**	**	**	**	28%	36%	29%	**	**	86%	**	**	**
No	239	126	113	**	**	121	**	**	**	**	69	82	83	**	**	195	**	**	**
	61%	67%	56%	**	**	69%	**	**	**	**	62%	61%	65%	**	**	60%	**	**	**
		53%	47%	**	**	51%	**	**	**	**	29%	34%	35%	**	**	81%	**	**	**
Don't know	17	3	14	**	**	8	**	**	**	**	4	3	5	**	**	15	**	**	**
	4%	2%	7%	**	**	5%	**	**	**	**	4%	3%	4%	**	**	5%	**	**	**
		19%	a	**	**	46%	**	**	**	**	26%	20%	30%	**	**	85%	**	**	**
Columns Tested:	a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																		

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 40

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

QE7 (QE38). And do you have a separate mobile subscription for your tablet, which allows you to go online from anywhere with a 3G or 4G signal, without the need for a Wi-Fi connection? (SINGLE CODE)

Base : Those who use a 3G or 4G enabled tablet computer

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	428	356	72	285	141	281	147
Effective Weighted Sample	348	293	57	241	112	232	116
Total	390	338	53	291	97	260	130
		87%	**	75%	25%	67%	33%
Yes	134	116	**	100	33	78	56
	34%	34%	**	34%	34%	30%	43%
		87%	**	74%	25%	58%	42%
No	239	207	**	178	61	171	69
	61%	61%	**	61%	62%	66%	53%
		86%	**	74%	25%	71%	29%
Don't know	17	15	**	13	4	12	6
	4%	4%	**	5%	4%	4%	4%
		85%	**	77%	23%	68%	32%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 41

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

QE8 (QE2). Do you or does anyone in your household have access to the internet/ Worldwide Web at HOME (via any device, e.g. PC, laptop, mobile phone etc)? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Yes - have access and use at home	1908	920	988	323	384	728	473	174	194	246	398	545	617	339	403	1622	150	89	47
	81%	81%	81%	93%	91%	89%	61%	51%	73%	92%	97%	92%	89%	78%	64%	82%	73%	76%	73%
		48%	52%	ef	f	f		9%	g	gh	ghi	lmn	mn	n		pqr			
				17%	20%	38%	25%		10%	13%	21%	29%	32%	18%	21%	85%	8%	5%	2%
Yes - have access but don't use at home	54	19	34	1	3	17	33	7	8	10	4	9	14	15	15	46	2	3	3
	2%	2%	3%	*%	1%	2%	4%	2%	3%	4%	1%	2%	2%	4%	2%	2%	1%	2%	5%
						c	cde			j				k					op
		36%	64%	1%	5%	31%	62%	14%	14%	18%	8%	18%	26%	29%	28%	85%	4%	5%	6%
No do not have access at home	388	188	200	22	33	71	263	160	62	13	7	37	66	75	209	297	53	24	14
	16%	17%	16%	6%	8%	9%	34%	47%	23%	5%	2%	6%	9%	17%	33%	15%	26%	21%	22%
						cde		hij	ij	j			k	kl	klm		o	o	o
		48%	52%	6%	9%	18%	68%	41%	16%	3%	2%	10%	17%	19%	54%	76%	14%	6%	4%
Don't know	7	3	5	1	1	*	4	1	2	-	1	-	-	3	4	6	-	1	-
	*%	*%	*%	*%	*%	*%	1%	*%	1%	-%	*%	-%	-%	1%	1%	*%	-%	1%	-%
						e								l	l				
		37%	63%	20%	17%	2%	60%	13%	27%	-%	17%	-%	-%	45%	55%	83%	-%	17%	-%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 41

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

QE8 (QE2). Do you or does anyone in your household have access to the internet/ Worldwide Web at HOME (via any device, e.g. PC, laptop, mobile phone etc)? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Yes - have access and use at home	1908	1657	252	1212	684	1180	729
	81%	81%	81%	92%	67%	81%	80%
				d			
		87%	13%	64%	36%	62%	38%
Yes - have access but don't use at home	54	49	5	21	32	35	19
	2%	2%	1%	2%	3%	2%	2%
				c			
		91%	9%	39%	60%	64%	36%
No do not have access at home	388	336	52	82	306	229	159
	16%	16%	17%	6%	30%	16%	17%
				c			
		87%	13%	21%	79%	59%	41%
Don't know	7	6	1	1	6	5	3
	*%	*%	*%	*%	1%	*%	*%
				c			
		79%	21%	17%	83%	64%	36%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 42

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

QE9 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all (via any device, e.g. PC, laptop, mobile phone, etc.)? IF YES: Where is that? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Your workplace	743	400	343	101	185	379	78	29	53	103	261	291	276	119	56	637	55	32	19
	32%	35%	28%	29%	44%	46%	10%	8%	20%	39%	64%	49%	40%	28%	9%	32%	27%	27%	29%
		b		f	cf	cf		g		gh	ghi	lmn	mn	n					
		54%	46%	14%	25%	51%	11%	4%	7%	14%	35%	39%	37%	16%	8%	86%	7%	4%	3%
In someone else's home	564	259	304	146	141	201	76	66	54	78	111	146	193	105	117	480	43	25	16
	24%	23%	25%	42%	33%	25%	10%	19%	20%	29%	27%	25%	28%	24%	19%	24%	21%	21%	25%
				def	ef	f				gh	gh	n	n	n					
		46%	54%	26%	25%	36%	14%	12%	10%	14%	20%	26%	34%	19%	21%	85%	8%	4%	3%
Library	144	69	75	50	29	42	23	26	12	18	20	30	67	20	27	130	7	3	3
	6%	6%	6%	14%	7%	5%	3%	7%	5%	7%	5%	5%	10%	5%	4%	7%	4%	3%	5%
				def	f	f							kmn			q			
		48%	52%	35%	20%	29%	16%	18%	8%	13%	14%	21%	47%	14%	19%	90%	5%	2%	2%
Internet café	133	73	60	29	31	56	18	12	8	18	34	37	52	25	20	125	2	3	4
	6%	6%	5%	8%	7%	7%	2%	4%	3%	7%	8%	6%	7%	6%	3%	6%	1%	3%	6%
				f	f	f					gh	n	n	n		pq			p
		55%	45%	21%	23%	42%	14%	9%	6%	13%	25%	28%	39%	19%	15%	94%	1%	2%	3%
School/ college	126	71	55	90	16	17	4	10	8	10	11	26	59	21	21	108	8	5	5
	5%	6%	5%	26%	4%	2%	*%	3%	3%	4%	3%	4%	8%	5%	3%	5%	4%	5%	8%
				def	f	f							kmn						
		56%	44%	71%	12%	13%	3%	8%	6%	8%	9%	20%	47%	16%	17%	85%	7%	4%	4%
University	106	57	49	71	16	14	4	15	3	12	7	28	60	11	6	92	8	3	3
	4%	5%	4%	21%	4%	2%	1%	4%	1%	5%	2%	5%	9%	2%	1%	5%	4%	2%	4%
				def	ef	f		hj		hj		n	kmn	n					
		54%	46%	67%	16%	13%	4%	14%	3%	12%	7%	27%	57%	10%	6%	87%	8%	2%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 42

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

QE9 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all (via any device, e.g. PC, laptop, mobile phone, etc.)? IF YES: Where is that? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
UK culture centre/ Learn Direct/ other online learning centres	20	8	12	6	5	6	2	2	1	1	1	2	12	4	2	19	-	1	1
	1%	1%	1%	2%	1%	1%	*%	*%	*%	*%	*%	*%	2%	1%	*%	1%	-%	*%	1%
				f	f								kn						
		39%	61%	32%	27%	29%	12%	8%	3%	6%	7%	12%	62%	19%	8%	95%	-%	3%	3%
Other	189	99	90	39	38	73	39	22	18	27	50	65	63	29	32	166	14	5	3
	8%	9%	7%	11%	9%	9%	5%	6%	7%	10%	12%	11%	9%	7%	5%	8%	7%	5%	4%
				f	f	f					gh	mn	n			r			
		52%	48%	20%	20%	39%	21%	12%	9%	14%	27%	34%	33%	15%	17%	88%	8%	3%	1%
No, do not	1079	481	599	53	137	298	591	223	156	107	82	195	241	223	418	881	106	62	31
	46%	43%	49%	15%	33%	37%	76%	65%	59%	40%	20%	33%	34%	52%	66%	45%	52%	53%	48%
		a			c	c	cde	ij	ij	j				kl	klm		o	o	
		45%	55%	5%	13%	28%	55%	21%	14%	10%	8%	18%	22%	21%	39%	82%	10%	6%	3%
EVER USE INTERNET AT HOME OR ELSEWHERE	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
	85%	86%	84%	98%	97%	93%	64%	61%	78%	95%	100%	93%	92%	83%	71%	86%	79%	80%	79%
				ef	ef	f			g	gh	ghi	mn	mn	n		pqr			
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 42

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

QE9 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all (via any device, e.g. PC, laptop, mobile phone, etc.)? IF YES: Where is that? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Your workplace	743	635	108	703	38	475	268
	32%	31%	35%	53%	4%	33%	30%
				d			
		86%	14%	95%	5%	64%	36%
In someone else's home	564	498	66	374	187	307	257
	24%	24%	21%	28%	18%	21%	28%
				d			e
		88%	12%	66%	33%	54%	46%
Library	144	133	11	67	74	62	83
	6%	6%	4%	5%	7%	4%	9%
		b		c			e
		92%	8%	47%	52%	43%	57%
Internet café	133	117	16	90	41	62	71
	6%	6%	5%	7%	4%	4%	8%
				d			e
		88%	12%	68%	30%	47%	53%
School/ college	126	118	8	41	83	66	60
	5%	6%	3%	3%	8%	5%	7%
		b		c			e
		93%	7%	33%	66%	52%	48%
University	106	96	10	38	66	43	62
	4%	5%	3%	3%	6%	3%	7%
				c			e
		91%	9%	36%	62%	41%	59%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 42

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

QE9 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all (via any device, e.g. PC, laptop, mobile phone, etc.)? IF YES: Where is that? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
UK culture centre/ Learn Direct/ other online learning centres	20	19	1	10	10	10	10
	1%	1%	*%	1%	1%	1%	1%
		93%	7%	50%	50%	48%	52%
Other	189	167	22	123	66	116	72
	8%	8%	7%	9%	6%	8%	8%
		88%	12%	65%	35%	62%	38%
No, do not	1079	929	150	399	674	684	395
	46%	45%	48%	30%	66%	47%	43%
		86%	14%	37%	c 62%	63%	37%
EVER USE INTERNET AT HOME OR ELSEWHERE	2003	1742	261	1257	734	1231	772
	85%	85%	84%	96%	71%	85%	85%
		87%	13%	d 63%	37%	61%	39%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 43

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

QE10 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
Every day	1553	752	802	309	349	610	285	139	146	190	354	479	512	257	303	1333	112	66	42
	78%	78%	77%	91%	86%	80%	58%	66%	70%	75%	87%	87%	80%	72%	68%	78%	70%	72%	82%
				ef	ef	f				g	ghi	lmn	mn		p			pq	
		48%	52%	20%	22%	39%	18%	9%	9%	12%	23%	31%	33%	17%	19%	86%	7%	4%	3%
Several times a week	265	127	138	21	42	100	102	36	35	44	41	50	78	57	79	216	30	14	4
	13%	13%	13%	6%	10%	13%	21%	17%	17%	17%	10%	9%	12%	16%	18%	13%	19%	15%	7%
						c	cde	j	j	j			k	kl	kl	r	or	r	
		48%	52%	8%	16%	38%	39%	14%	13%	16%	15%	19%	29%	21%	30%	82%	11%	5%	1%
At least once a week	91	48	43	9	8	30	44	15	17	10	8	13	24	25	29	71	11	6	4
	5%	5%	4%	3%	2%	4%	9%	7%	8%	4%	2%	2%	4%	7%	7%	4%	7%	6%	7%
						cde		j	j				kl	kl	kl				
		53%	47%	10%	9%	33%	49%	16%	19%	11%	9%	14%	26%	27%	32%	78%	12%	6%	4%
At least once a month	38	17	20	2	3	8	25	10	6	4	1	4	12	8	13	33	2	1	1
	2%	2%	2%	1%	1%	1%	5%	5%	3%	2%	*%	1%	2%	2%	3%	2%	1%	2%	2%
						cde		ij	j					k	k				
		46%	54%	5%	8%	21%	66%	27%	15%	10%	3%	10%	33%	22%	35%	87%	6%	4%	2%
A few times a year	13	4	9	-	-	6	7	2	2	1	2	3	2	4	3	11	1	1	1
	1%	*%	1%	-%	-%	1%	2%	1%	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%
						cd													
		32%	68%	-%	-%	43%	57%	17%	12%	10%	13%	26%	18%	30%	26%	83%	6%	7%	4%
Less than once a year	5	2	3	-	1	-	4	-	1	1	2	1	3	1	-	5	1	-	-
	*%	*%	*%	-%	*%	-%	1%	-%	1%	*%	*%	*%	*%	*%	-%	*%	*%	-%	-%
						e													
		48%	52%	-%	14%	-%	86%	-%	27%	14%	34%	22%	53%	24%	-%	88%	12%	-%	-%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 43

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

QE10 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
Never	34	16	18	-	2	7	24	8	2	5	1	2	7	7	18	26	4	4	*
	2%	2%	2%	-%	1%	1%	5%	4%	1%	2%	1%	2%	1%	2%	4%	2%	3%	4%	1%
							cde	hj		j				k	kl		or		
		47%	53%	-%	7%	21%	72%	24%	4%	15%	2%	7%	20%	20%	53%	77%	12%	10%	1%
TOTAL AT LEAST ONCE A WEEK	1910	927	983	339	399	739	432	189	198	244	403	541	614	339	411	1620	153	87	49
	95%	96%	95%	99%	98%	97%	87%	90%	95%	96%	99%	98%	96%	94%	92%	95%	95%	94%	97%
				ef	f	f				g	ghi	lmn	n						
		49%	51%	18%	21%	39%	23%	10%	10%	13%	21%	28%	32%	18%	22%	85%	8%	5%	3%
TOTAL EVER	1965	951	1015	341	403	753	469	202	206	250	408	550	632	352	427	1668	157	89	51
	98%	98%	98%	100%	99%	99%	95%	96%	99%	98%	100%	100%	99%	98%	96%	98%	97%	96%	100%
				f	f	f				g	gi	mn	n						q
		48%	52%	17%	20%	38%	24%	10%	11%	13%	21%	28%	32%	18%	22%	85%	8%	5%	3%
Don't know	3	-	3	-	2	1	1	-	-	-	-	-	2	1	1	3	-	-	-
	1%	0%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%	0%
		1%	100%	0%	52%	23%	25%	0%	0%	0%	0%	0%	52%	23%	25%	100%	0%	0%	0%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 43

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

QE10 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
Every day	1553	1343	210	1050	494	968	586
	78%	77%	81%	84%	67%	79%	76%
				d			
		86%	14%	68%	32%	62%	38%
Several times a week	265	237	28	137	126	154	111
	13%	14%	11%	11%	17%	13%	14%
				c			
		89%	11%	52%	48%	58%	42%
At least once a week	91	80	11	42	49	52	40
	5%	5%	4%	3%	7%	4%	5%
				c			
		88%	12%	46%	54%	57%	43%
At least once a month	38	35	3	8	30	25	13
	2%	2%	1%	1%	4%	2%	2%
				c			
		92%	8%	21%	79%	67%	33%
A few times a year	13	12	1	7	6	6	7
	1%	1%	*%	1%	1%	1%	1%
		91%	9%	52%	48%	49%	51%
Less than once a year	5	4	1	1	4	3	2
	*%	*%	1%	*%	*%	*%	*%
		71%	29%	29%	71%	52%	48%
Never	34	29	5	10	24	20	14
	2%	2%	2%	1%	3%	2%	2%
				c			
		84%	16%	29%	69%	60%	40%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 43

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

QE10 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
TOTAL AT LEAST ONCE A WEEK	1910	1660	250	1229	669	1174	736
	95%	95%	96%	98%	91%	95%	95%
		87%	13%	64%	35%	61%	39%
TOTAL EVER	1965	1710	255	1245	709	1208	758
	98%	98%	98%	99%	97%	98%	98%
		87%	13%	63%	36%	61%	39%
Don't know	3	3	-	2	2	3	1
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	52%	48%	77%	23%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 44

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

QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2287	1086	1201	353	392	834	708	242	271	317	393	558	755	486	482	1706	189	197	195
Effective Weighted Sample	1892	905	987	294	329	696	603	200	222	255	337	472	626	403	405	1510	182	164	187
Total	1962	939	1022	324	387	745	506	181	201	255	402	554	632	354	418	1668	152	91	51
		48%	52%	17%	20%	38%	26%	9%	10%	13%	20%	28%	32%	18%	21%	85%	8%	5%	3%
Ordinary phone line - dialup access	15	6	9	1	1	7	6	4	2	*	1	1	3	4	7	12	1	1	-
	1%	1%	1%	*%	*%	1%	1%	2%	1%	*%	*%	*%	*%	1%	2%	1%	*%	2%	-%
		39%	61%	7%	5%	49%	39%	i 24%	12%	2%	8%	6%	20%	29%	k 45%	85%	5%	10%	-%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	1784	868	916	290	333	685	477	141	176	231	381	537	579	316	347	1521	136	80	47
	91%	92%	90%	90%	86%	92%	94%	78%	88%	91%	95%	97%	92%	89%	83%	91%	89%	88%	92%
		b 49%	51%	16%	19%	d 38%	cd 27%	8%	g 10%	g 13%	ghi 21%	lmn 30%	n 32%	n 18%	19%	85%	8%	4%	3%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	133	63	70	26	29	55	23	17	9	22	26	44	38	24	27	115	12	3	3
	7%	7%	7%	8%	7%	7%	4%	10%	5%	8%	6%	8%	6%	7%	6%	7%	8%	3%	5%
		48%	52%	f 20%	22%	f 42%	17%	13%	7%	16%	19%	33%	29%	18%	20%	87%	9%	2%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 44

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

QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2287	1086	1201	353	392	834	708	242	271	317	393	558	755	486	482	1706	189	197	195
Effective Weighted Sample	1892	905	987	294	329	696	603	200	222	255	337	472	626	403	405	1510	182	164	187
Total	1962	939	1022	324	387	745	506	181	201	255	402	554	632	354	418	1668	152	91	51
		48%	52%	17%	20%	38%	26%	9%	10%	13%	20%	28%	32%	18%	21%	85%	8%	5%	3%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	766	380	386	168	183	319	95	73	78	111	209	236	259	134	134	652	55	20	39
	39%	40%	38%	52%	47%	43%	19%	40%	39%	44%	52%	43%	41%	38%	32%	39%	36%	22%	76%
		50%	50%	ef	f	f	12%	10%	10%	15%	ghi	n	n	18%	18%	q	q	3%	opq
				22%	24%	42%					27%	31%	34%			85%	7%		5%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	62	31	31	12	18	21	11	6	11	5	21	18	22	12	10	51	6	2	3
	3%	3%	3%	4%	5%	3%	2%	3%	5%	2%	5%	3%	3%	3%	2%	3%	4%	3%	6%
		50%	50%		f				i		i								
				19%	29%	34%	18%	10%	17%	8%	34%	29%	35%	20%	16%	82%	10%	4%	5%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 44

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

QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2287	1086	1201	353	392	834	708	242	271	317	393	558	755	486	482	1706	189	197	195
Effective Weighted Sample	1892	905	987	294	329	696	603	200	222	255	337	472	626	403	405	1510	182	164	187
Total	1962	939	1022	324	387	745	506	181	201	255	402	554	632	354	418	1668	152	91	51
		48%	52%	17%	20%	38%	26%	9%	10%	13%	20%	28%	32%	18%	21%	85%	8%	5%	3%
Accessing the internet through a Mi-Fi mobile broadband wireless router - which taps into a 3G or 4G mobile network and can be shared between devices within range of the signal	41	16	25	7	10	14	10	5	2	3	6	10	15	5	10	34	5	1	1
	2%	2%	2%	2%	3%	2%	2%	3%	1%	1%	1%	2%	2%	2%	2%	2%	3%	1%	1%
		39%	61%	16%	26%	34%	24%	12%	6%	8%	14%	24%	37%	13%	25%	84%	13%	2%	1%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	1941	934	1006	322	384	740	495	178	200	253	401	552	625	349	411	1651	152	88	50
	99%	99%	98%	99%	99%	99%	98%	98%	99%	99%	100%	100%	99%	99%	98%	99%	100%	97%	99%
		b				f										q			
		48%	52%	17%	20%	38%	25%	9%	10%	13%	21%	28%	32%	18%	21%	85%	8%	5%	3%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1830	883	947	298	348	702	482	153	180	241	385	544	594	326	362	1562	140	81	47
	93%	94%	93%	92%	90%	94%	95%	84%	89%	94%	96%	98%	94%	92%	87%	94%	92%	89%	93%
						d	cd			g	gh	lmn	n	n		q			
		48%	52%	16%	19%	38%	26%	8%	10%	13%	21%	30%	32%	18%	20%	85%	8%	4%	3%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	57	17	40	11	20	19	8	14	5	11	4	7	17	11	21	47	7	2	1
	3%	2%	4%	3%	5%	3%	2%	8%	2%	4%	1%	1%	3%	3%	5%	3%	5%	2%	2%
			a		ef			hj		j					kl				
		30%	70%	19%	35%	33%	14%	24%	9%	19%	8%	13%	30%	19%	38%	82%	13%	4%	1%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 44

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

QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2287	1086	1201	353	392	834	708	242	271	317	393	558	755	486	482	1706	189	197	195
Effective Weighted Sample	1892	905	987	294	329	696	603	200	222	255	337	472	626	403	405	1510	182	164	187
Total	1962	939	1022	324	387	745	506	181	201	255	402	554	632	354	418	1668	152	91	51
		48%	52%	17%	20%	38%	26%	9%	10%	13%	20%	28%	32%	18%	21%	85%	8%	5%	3%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	97	47	50	22	31	34	10	21	19	11	15	7	27	21	41	81	8	5	3
	5%	5%	5%	7%	8%	5%	2%	12%	9%	4%	4%	1%	4%	6%	10%	5%	6%	5%	6%
		48%	52%	f	ef	f		ij	ij				k	k	klm				
				22%	32%	35%	11%	22%	19%	11%	15%	8%	28%	22%	42%	83%	9%	5%	3%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	154	65	89	32	52	54	17	36	24	22	19	15	46	33	61	129	15	8	4
	8%	7%	9%	10%	13%	7%	3%	20%	12%	9%	5%	3%	7%	9%	15%	8%	10%	9%	7%
				f	ef	f		hij	j				k	k	klm				
		42%	58%	21%	33%	35%	11%	23%	16%	14%	12%	10%	29%	21%	40%	83%	9%	5%	2%
Other	3	-	3	1	1	-	1	-	-	1	-	1	-	1	1	3	-	-	-
	*%	-%	*%	*%	*%	-%	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%
		-%	100%	32%	40%	-%	27%	-%	-%	32%	-%	32%	-%	27%	40%	100%	-%	-%	-%
Don't know	14	4	10	1	2	3	8	3	-	2	1	3	5	2	4	12	1	1	*
	1%	*%	1%	*%	1%	*%	2%	2%	-%	1%	*%	*%	1%	1%	1%	1%	*%	2%	1%
		26%	74%	6%	15%	19%	60%	22%	-%	13%	8%	19%	34%	16%	32%	82%	5%	11%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 44

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

QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2287	1926	361	1254	1020	1434	853
Effective Weighted Sample	1892	1606	295	1068	860	1191	702
Total	1962	1706	256	1233	716	1214	748
		87%	13%	63%	36%	62%	38%
Ordinary phone line - dialup access	15	11	4	7	8	10	5
	1%	1%	1%	1%	1%	1%	1%
		76%	24%	48%	52%	68%	32%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	1784	1550	235	1133	640	1130	655
	91%	91%	92%	92%	89%	93%	88%
		87%	13%	63%	36%	63%	37%
Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card	133	120	13	95	38	71	61
	7%	7%	5%	8%	5%	6%	8%
		90%	10%	71%	29%	54%	46%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 44

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

QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2287	1926	361	1254	1020	1434	853
Effective Weighted Sample	1892	1606	295	1068	860	1191	702
Total	1962	1706	256	1233	716	1214	748
		87%	13%	63%	36%	62%	38%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	766	693	73	549	212	441	325
	39%	41%	28%	45%	30%	36%	43%
		b		d			e
		91%	9%	72%	28%	58%	42%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	62	54	8	45	17	37	25
	3%	3%	3%	4%	2%	3%	3%
		87%	13%	73%	27%	60%	40%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 44

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

QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2287	1926	361	1254	1020	1434	853
Effective Weighted Sample	1892	1606	295	1068	860	1191	702
Total	1962	1706	256	1233	716	1214	748
		87%	13%	63%	36%	62%	38%
Accessing the internet through a Mi-Fi mobile broadband wireless router - which taps into a 3G or 4G mobile network and can be shared between devices within range of the signal	41	28	13	26	15	29	12
	2%	2%	5%	2%	2%	2%	2%
		68%	32%	63%	37%	71%	29%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	1941	1688	253	1227	700	1197	744
	99%	99%	99%	100%	98%	99%	99%
		87%	13%	63%	36%	62%	38%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1830	1590	240	1160	659	1153	677
	93%	93%	93%	94%	92%	95%	91%
		87%	13%	63%	36%	63%	37%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 44

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

QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2287	1926	361	1254	1020	1434	853
Effective Weighted Sample	1892	1606	295	1068	860	1191	702
Total	1962	1706	256	1233	716	1214	748
		87%	13%	63%	36%	62%	38%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	57	49	8	32	25	29	28
	3%	3%	3%	3%	4%	2%	4%
		87%	13%	55%	45%	51%	49%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	97	87	10	62	33	37	60
	5%	5%	4%	5%	5%	3%	8%
		89%	11%	64%	34%	38%	e 62%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	154	136	18	94	58	66	88
	8%	8%	7%	8%	8%	5%	12%
		88%	12%	61%	38%	43%	e 57%
Other	3	3	-	1	2	2	1
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	32%	68%	68%	32%
Don't know	14	13	1	4	10	12	2
	1%	1%	*%	*%	1%	1%	*%
		93%	7%	28%	c 72%	87%	13%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 45

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

QE12 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : Those in a household with mobile broadband

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	138	67	71	27	24	56	31	19	12	25	27	41	43	30	24	108	14	6	10
Effective Weighted Sample	118	59	59	23	21	49	27	17	11	21	22	36	36	25	22	97	14	5	10
Total	133	63	70	26	29	55	23	17	9	22	26	44	38	24	27	115 87%	12	3	3
Yes	114	**	**	**	**	**	**	**	**	**	**	**	**	**	**	100	**	**	**
	86%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**
No	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	13	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	11%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	83%	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	86%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 45

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

QE12 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : Those in a household with mobile broadband

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL ~b	YES ~c	NO ~d	LOW ~e	MEDIUM/ HIGH ~f
Significance Level: 95%							
Unweighted total	138	119	19	90	48	79	59
Effective Weighted Sample	118	104	15	78	41	67	52
Total	133	120	13	95	38	71	61
		90%	**	**	**	**	**
Yes	114	105	**	**	**	**	**
	86%	88%	**	**	**	**	**
		92%	**	**	**	**	**
No	16	12	**	**	**	**	**
	12%	10%	**	**	**	**	**
		76%	**	**	**	**	**
Don't know	2	2	**	**	**	**	**
	2%	2%	**	**	**	**	**
		100%	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 46

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

QE13 (QE22D). SHOWCARD Which of these best describe what you use to connect to your mobile broadband service (connecting via a USB stick or dongle, or built in 3G connectivity in a laptop or another device)? (MULTI CODE)

Base : Those who use mobile broadband to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	119	58	61	26	21	48	24	17	10	23	22	34	39	25	21	95	13	3	8
Effective Weighted Sample	103	52	52	23	19	43	20	15	9	20	19	31	33	21	19	86	13	3	8
Total	114	57	58	24	25	48	18	16	8	20	23	37	34	20	23	100	11	2	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Our computer or tablet has a SIM card built in that connects to mobile broadband	60	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
We have a dongle or USB stick that plugs into a computer or tablet to connect to mobile broadband	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
We have a standalone mobile broadband modem (MiFi)	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 46

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

QE13 (QE22D). SHOWCARD Which of these best describe what you use to connect to your mobile broadband service (connecting via a USB stick or dongle, or built in 3G connectivity in a laptop or another device)? (MULTI CODE)

Base : Those who use mobile broadband to access the internet

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	~d	~e	~f
Unweighted total	119	104	15	74	45	67	52
Effective Weighted Sample	103	93	11	66	39	57	47
Total	114	105	9	78	36	58	56
		92%	**	**	**	**	**
Our computer or tablet has a SIM card built in that connects to mobile broadband	60	55	**	**	**	**	**
	53%	52%	**	**	**	**	**
		91%	**	**	**	**	**
We have a dongle or USB stick that plugs into a computer or tablet to connect to mobile broadband	46	44	**	**	**	**	**
	40%	42%	**	**	**	**	**
		95%	**	**	**	**	**
We have a standalone mobile broadband modem (MiFi)	9	9	**	**	**	**	**
	8%	8%	**	**	**	**	**
		94%	**	**	**	**	**
Don't know	5	4	**	**	**	**	**
	4%	4%	**	**	**	**	**
		82%	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 47

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

QE14 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2287	1086	1201	353	392	834	708	242	271	317	393	558	755	486	482	1706	189	197	195
Effective Weighted Sample	1892	905	987	294	329	696	603	200	222	255	337	472	626	403	405	1510	182	164	187
Total	1962	939	1022	324	387	745	506	181	201	255	402	554	632	354	418	1668	152	91	51
		48%	52%	17%	20%	38%	26%	9%	10%	13%	20%	28%	32%	18%	21%	85%	8%	5%	3%
Virgin Media (NTL/ Telewest/ Blueyonder)	449	228	220	85	92	179	94	35	49	66	92	124	153	89	82	397	39	7	6
	23%	24%	22%	26%	24%	24%	19%	20%	24%	26%	23%	22%	24%	25%	20%	24%	26%	8%	12%
		51%	49%	19%	20%	40%	21%	8%	11%	15%	21%	28%	34%	20%	18%	88%	9%	2%	1%
Sky	418	203	215	68	111	157	83	44	46	47	89	111	131	81	95	342	32	31	13
	21%	22%	21%	21%	29%	21%	16%	24%	23%	18%	22%	20%	21%	23%	23%	21%	21%	34%	25%
		48%	52%	16%	26%	37%	20%	10%	11%	11%	21%	27%	31%	19%	23%	82%	8%	7%	3%
BT Total Broadband/ BT Yahoo/ BT Openworld	251	124	127	40	34	90	87	17	29	25	56	89	73	40	49	206	26	10	9
	13%	13%	12%	12%	9%	12%	17%	9%	14%	10%	14%	16%	11%	11%	12%	12%	17%	11%	18%
		50%	50%	16%	14%	36%	35%	7%	11%	10%	22%	35%	29%	16%	19%	82%	10%	4%	4%
Talk Talk (Carphone Warehouse)	241	100	141	36	41	94	69	21	30	34	48	62	86	38	53	206	14	16	5
	12%	11%	14%	11%	11%	13%	14%	11%	15%	13%	12%	11%	14%	11%	13%	12%	9%	17%	10%
		42%	58%	15%	17%	39%	29%	9%	13%	14%	20%	26%	36%	16%	22%	86%	6%	6%	2%
BT Infinity	179	93	86	19	28	82	51	9	13	27	46	64	53	33	29	150	12	7	10
	9%	10%	8%	6%	7%	11%	10%	5%	6%	11%	12%	12%	8%	9%	7%	9%	8%	8%	20%
		52%	48%	10%	15%	46%	28%	5%	7%	15%	26%	36%	30%	18%	16%	84%	7%	4%	6%
BT (other/ unspecified)	84	45	39	14	18	23	30	9	4	12	18	27	30	13	15	72	9	2	2
	4%	5%	4%	4%	5%	3%	6%	5%	2%	5%	4%	5%	5%	4%	4%	4%	6%	2%	4%
		54%	46%	16%	21%	27%	36%	11%	4%	14%	21%	32%	35%	15%	17%	85%	10%	2%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 47

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

QE14 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2287	1086	1201	353	392	834	708	242	271	317	393	558	755	486	482	1706	189	197	195
Effective Weighted Sample	1892	905	987	294	329	696	603	200	222	255	337	472	626	403	405	1510	182	164	187
Total	1962	939	1022	324	387	745	506	181	201	255	402	554	632	354	418	1668	152	91	51
		48%	52%	17%	20%	38%	26%	9%	10%	13%	20%	28%	32%	18%	21%	85%	8%	5%	3%
O2	43	22	21	9	15	13	6	9	4	3	5	7	13	7	17	34	5	2	3
	2%	2%	2%	3%	4%	2%	1%	5%	2%	1%	1%	1%	2%	2%	4%	2%	3%	2%	6%
					ef			ij							k			oq	
		51%	49%	20%	35%	30%	15%	20%	10%	7%	12%	16%	31%	15%	39%	78%	11%	4%	7%
Orange	42	16	26	4	5	22	11	5	2	6	5	10	15	8	9	39	1	2	*
	2%	2%	3%	1%	1%	3%	2%	3%	1%	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%
		38%	62%	9%	13%	53%	26%	12%	6%	14%	13%	23%	35%	19%	22%	93%	2%	4%	1%
Plusnet	31	16	15	2	1	14	14	2	1	5	8	10	9	5	6	28	1	2	*
	2%	2%	1%	1%	1%	2%	3%	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%
						d	cd												
		53%	47%	5%	2%	47%	46%	6%	4%	17%	25%	34%	30%	15%	21%	91%	3%	6%	1%
'3'	24	14	10	8	6	10	*	6	5	2	3	1	6	9	9	20	3	1	*
	1%	2%	1%	2%	2%	1%	1%	3%	2%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%
				f	f	f		j						k	k				
		59%	41%	31%	25%	43%	1%	25%	19%	9%	13%	4%	24%	35%	37%	82%	10%	6%	1%
T-Mobile	18	4	13	2	7	8	1	2	5	2	1	-	6	3	10	15	2	1	-
	1%	1%	1%	1%	2%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
					f	f			j				k	k					
		24%	76%	12%	41%	44%	3%	9%	30%	13%	5%	1%	32%	14%	54%	85%	11%	4%	1%
Vodafone	17	9	8	9	2	3	2	5	1	4	2	4	4	4	6	14	3	-	*
	1%	1%	1%	3%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
				def				hj											
		54%	46%	55%	15%	16%	14%	28%	3%	22%	13%	22%	23%	22%	34%	82%	16%	1%	2%
AOL	16	6	10	1	1	4	10	1	3	3	2	5	4	1	5	11	3	2	*
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%
						e													
		37%	63%	6%	9%	24%	61%	4%	16%	16%	10%	30%	26%	9%	31%	70%	17%	10%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 47

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

QE14 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2287	1086	1201	353	392	834	708	242	271	317	393	558	755	486	482	1706	189	197	195
Effective Weighted Sample	1892	905	987	294	329	696	603	200	222	255	337	472	626	403	405	1510	182	164	187
Total	1962	939	1022	324	387	745	506	181	201	255	402	554	632	354	418	1668	152	91	51
		48%	52%	17%	20%	38%	26%	9%	10%	13%	20%	28%	32%	18%	21%	85%	8%	5%	3%
Tesco.net	11	4	6	3	1	6	2	1	-	2	2	4	4	2	-	10	-	1	-
	1%	*%	1%	1%	*%	1%	*%	*%	-%	1%	1%	1%	1%	1%	-%	1%	-%	1%	-%
		41%	59%	23%	6%	51%	19%	8%	-%	22%	22%	38%	39%	23%	-%	89%	-%	11%	-%
Post Office	11	6	4	-	-	4	6	2	-	1	4	6	2	1	2	10	-	*	-
	1%	1%	*%	-%	-%	1%	1%	1%	-%	*%	1%	1%	*%	*%	*%	1%	-%	*%	-%
		58%	42%	-%	-%	41%	59%	19%	-%	12%	36%	55%	16%	11%	17%	98%	-%	2%	-%
Other	69	21	48	13	18	24	14	10	4	9	13	21	24	11	12	64	1	3	*
	4%	2%	5%	4%	5%	3%	3%	6%	2%	4%	3%	4%	4%	3%	3%	4%	1%	4%	1%
		31%	a													pr		p	
			69%	18%	27%	35%	20%	15%	6%	14%	18%	31%	35%	16%	18%	94%	1%	5%	*%
TOTAL BT	515	263	251	72	79	195	168	35	45	64	121	180	155	86	92	428	46	19	21
	26%	28%	25%	22%	21%	26%	33%	19%	22%	25%	30%	32%	25%	24%	22%	26%	30%	21%	41%
		51%	49%	14%	15%	38%	33%	7%	9%	13%	23%	35%	30%	17%	18%	83%	9%	4%	opq
Don't know	58	25	33	13	7	12	26	5	6	7	7	9	20	10	20	49	4	4	1
	3%	3%	3%	4%	2%	2%	5%	3%	3%	3%	2%	2%	3%	3%	5%	3%	3%	5%	2%
		43%	e				de								k				
			57%	23%	12%	21%	44%	9%	11%	12%	11%	16%	33%	17%	34%	84%	7%	7%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 47

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

QE14 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2287	1926	361	1254	1020	1434	853
Effective Weighted Sample	1892	1606	295	1068	860	1191	702
Total	1962	1706	256	1233	716	1214	748
		87%	13%	63%	36%	62%	38%
Virgin Media (NTL/ Telewest/ Blueyonder)	449	431	18	295	154	244	204
	23%	25%	7%	24%	22%	20%	27%
		b					e
		96%	4%	66%	34%	54%	46%
Sky	418	370	48	273	139	265	153
	21%	22%	19%	22%	19%	22%	20%
		89%	11%	65%	33%	63%	37%
BT Total Broadband/ BT Yahoo/ BT Openworld	251	186	65	155	96	188	63
	13%	11%	25%	13%	13%	16%	8%
		a				f	
		74%	26%	62%	38%	75%	25%
Talk Talk (Carphone Warehouse)	241	211	30	148	93	153	88
	12%	12%	12%	12%	13%	13%	12%
		87%	13%	62%	38%	64%	36%
BT Infinity	179	151	29	123	52	121	58
	9%	9%	11%	10%	7%	10%	8%
				d			
		84%	16%	69%	29%	68%	32%
BT (other/ unspecified)	84	68	17	46	38	46	39
	4%	4%	6%	4%	5%	4%	5%
		80%	20%	55%	45%	54%	46%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 47

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

QE14 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2287	1926	361	1254	1020	1434	853
Effective Weighted Sample	1892	1606	295	1068	860	1191	702
Total	1962	1706	256	1233	716	1214	748
		87%	13%	63%	36%	62%	38%
O2	43	37	7	28	15	22	21
	2%	2%	3%	2%	2%	2%	3%
		85%	15%	64%	34%	51%	49%
Orange	42	36	6	28	13	29	13
	2%	2%	2%	2%	2%	2%	2%
		85%	15%	68%	32%	69%	31%
Plusnet	31	25	6	19	12	22	9
	2%	1%	2%	2%	2%	2%	1%
		80%	20%	61%	39%	70%	30%
'3'	24	19	5	15	9	12	13
	1%	1%	2%	1%	1%	1%	2%
		79%	21%	63%	37%	48%	52%
T-Mobile	18	18	-	15	3	4	14
	1%	1%	-%	1%	*%	*%	2%
		100%	-%	81%	19%	24%	76%
Vodafone	17	13	4	10	6	7	10
	1%	1%	2%	1%	1%	1%	1%
		76%	24%	58%	34%	40%	60%
AOL	16	13	3	9	8	10	6
	1%	1%	1%	1%	1%	1%	1%
		82%	18%	53%	47%	64%	36%
Tesco.net	11	11	-	7	4	4	7
	1%	1%	-%	1%	1%	*%	1%
		100%	-%	64%	36%	39%	61%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 47

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

QE14 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2287	1926	361	1254	1020	1434	853
Effective Weighted Sample	1892	1606	295	1068	860	1191	702
Total	1962	1706	256	1233	716	1214	748
		87%	13%	63%	36%	62%	38%
Post Office	11	8	2	5	5	5	5
	1%	*%	1%	*%	1%	*%	1%
		79%	21%	49%	51%	49%	51%
Other	69	58	11	37	32	50	19
	4%	3%	4%	3%	4%	4%	3%
		84%	16%	54%	46%	73%	27%
TOTAL BT	515	404	110	324	186	355	160
	26%	24%	43%	26%	26%	29%	21%
			a			f	
		79%	21%	63%	36%	69%	31%
Don't know	58	52	7	21	36	31	27
	3%	3%	3%	2%	5%	3%	4%
				c			
		89%	11%	36%	62%	54%	46%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 48

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

QE15 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1855	885	970	296	320	702	537	143	213	258	356	491	609	396	354	1391	149	149	166
Effective Weighted Sample	1533	738	795	247	268	584	457	118	176	203	304	415	507	327	297	1230	143	123	159
Total	1616	783	833	278	316	635	387	112	158	204	366	498	517	287	311	1381	119	72	43
		48%	52%	17%	20%	39%	24%	7%	10%	13%	23%	31%	32%	18%	19%	85%	7%	4%	3%
1	115	36	79	9	30	36	41	23	23	13	6	20	28	17	51	94	12	5	4
	7%	5%	9%	3%	9%	6%	11%	21%	14%	6%	2%	4%	5%	6%	16%	7%	10%	7%	9%
			a		ce		ce	ij	ij	j					klm				
		31%	69%	8%	26%	31%	36%	20%	20%	11%	6%	17%	25%	14%	44%	82%	10%	5%	3%
2	968	471	497	89	221	381	277	63	103	142	239	316	305	173	171	832	70	40	26
	60%	60%	60%	32%	70%	60%	72%	56%	65%	70%	65%	63%	59%	60%	55%	60%	59%	56%	61%
					ce	c	ce			g		n							
		49%	51%	9%	23%	39%	29%	7%	11%	15%	25%	33%	31%	18%	18%	86%	7%	4%	3%
3	264	129	134	77	34	109	44	15	20	27	57	75	90	47	51	226	17	13	7
	16%	17%	16%	28%	11%	17%	11%	13%	13%	13%	15%	15%	17%	16%	16%	16%	14%	18%	17%
				def		df													
		49%	51%	29%	13%	41%	17%	6%	8%	10%	21%	28%	34%	18%	19%	86%	7%	5%	3%
4	204	116	88	79	20	87	18	7	10	18	51	70	68	40	26	170	20	10	5
	13%	15%	11%	28%	6%	14%	5%	6%	6%	9%	14%	14%	13%	14%	8%	12%	16%	13%	11%
		b		def		df					gh	n	n	n					
		57%	43%	39%	10%	42%	9%	3%	5%	9%	25%	34%	33%	19%	13%	83%	10%	5%	2%
5 or more	61	29	33	24	10	22	5	3	1	3	12	17	23	10	11	57	1	3	1
	4%	4%	4%	9%	3%	3%	1%	3%	1%	1%	3%	3%	5%	4%	4%	4%	1%	4%	2%
				def		f										p			
		47%	53%	40%	17%	35%	8%	6%	2%	5%	20%	27%	38%	17%	18%	93%	1%	5%	2%
Don't know	4	2	1	-	1	1	1	*	1	1	-	*	2	1	1	2	-	1	*
	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	2%	1%
																		o	o
		64%	36%	0%	36%	24%	40%	10%	18%	25%	0%	13%	47%	22%	17%	54%	0%	34%	12%
Mean number of people	2.4	2.5	2.4	3.1	2.2	2.4	2.1	2.0	2.1	2.3	2.5	2.5	2.5	2.5	2.2	2.4	2.3	2.4	2.3
		b		def		df				gh		n	n	n					
Standard deviation	1.01	1.00	1.01	1.18	.91	.98	.74	.99	.78	.82	.91	.92	1.03	1.02	1.08	1.01	.95	1.01	.97
Standard error	.02	.03	.03	.07	.05	.04	.03	.08	.05	.05	.05	.04	.04	.05	.06	.03	.08	.08	.08
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 48

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

QE15 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

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

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1855	1564	291	1062	782	1194	661
Effective Weighted Sample	1533	1302	236	902	657	987	546
Total	1616	1405	211	1052	553	1023	592
		87%	13%	65%	34%	63%	37%
1	115	102	13	61	53	60	55
	7%	7%	6%	6%	10%	6%	9%
				c	e		
		89%	11%	53%	47%	52%	48%
2	968	835	133	635	328	649	320
	60%	59%	63%	60%	59%	63%	54%
					f		
		86%	14%	66%	34%	67%	33%
3	264	227	37	171	88	156	107
	16%	16%	18%	16%	16%	15%	18%
		86%	14%	65%	34%	59%	41%
4	204	184	20	141	62	121	83
	13%	13%	10%	13%	11%	12%	14%
		90%	10%	69%	30%	59%	41%
5 or more	61	57	5	40	21	34	27
	4%	4%	2%	4%	4%	3%	5%
		93%	7%	66%	34%	56%	44%
Don't know	4	1	3	3	1	3	1
	*%	*%	1%	*%	*%	*%	*%
		a					
		22%	78%	85%	15%	85%	15%
Mean number of people	2.4	2.5	2.3	2.5	2.4	2.4	2.5
		b					e
Standard deviation	1.01	1.02	.92	1.00	1.03	.95	1.09
Standard error	.02	.03	.05	.03	.04	.03	.04
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 49

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

QE16 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to?

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	122	56	66	26	22	50	24	16	9	19	26	37	37	25	23	95	13	4	10
Effective Weighted Sample	104	50	55	22	19	44	21	15	8	16	22	33	31	21	21	86	13	4	10
Total	119	54	65	25	26	50	18	15	7	17	24	41	33	20	26	103	11	2	3
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	59	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 or more	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of people	2.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	1.05	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	.09	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 49

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

QE16 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to?

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

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	~d	~e	~f
Unweighted total	122	104	18	79	43	72	50
Effective Weighted Sample	104	91	14	69	37	61	44
Total	119	107	13	84	35	67	52
		89%	**	**	**	**	**
1	24	22	**	**	**	**	**
	20%	21%	**	**	**	**	**
		93%	**	**	**	**	**
2	59	53	**	**	**	**	**
	50%	50%	**	**	**	**	**
		90%	**	**	**	**	**
3	16	13	**	**	**	**	**
	13%	12%	**	**	**	**	**
		83%	**	**	**	**	**
4	12	11	**	**	**	**	**
	10%	11%	**	**	**	**	**
		93%	**	**	**	**	**
5 or more	2	2	**	**	**	**	**
	2%	2%	**	**	**	**	**
		100%	**	**	**	**	**
Don't know	6	5	**	**	**	**	**
	5%	4%	**	**	**	**	**
		74%	**	**	**	**	**
Mean number of people	2.1	2.1	**	**	**	**	**
Standard deviation	1.05	1.04	**	**	**	**	**
Standard error	.09	.10	**	**	**	**	**
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
General surfing/ browsing the internet	1698	829	869	296	343	672	388	158	169	216	373	491	559	304	339	1437	137	79	46
	85%	86%	84%	87%	84%	88%	78%	75%	81%	85%	91%	89%	87%	85%	76%	85%	85%	85%	90%
				f	f	f				g	ghi	n	n	n					
		49%	51%	17%	20%	40%	23%	9%	10%	13%	22%	29%	33%	18%	20%	85%	8%	5%	3%
Sending and receiving e-mail	1671	806	865	289	342	659	381	139	169	219	380	503	566	288	312	1428	130	73	40
	83%	83%	83%	85%	84%	87%	77%	66%	81%	86%	93%	91%	88%	80%	70%	84%	81%	78%	78%
				f	f	f			g	g	ghi	mn	mn	n		r			
		48%	52%	17%	20%	39%	23%	8%	10%	13%	23%	30%	34%	17%	19%	85%	8%	4%	2%
Purchasing goods/services/ tickets etc.	1272	603	669	222	272	502	276	105	125	176	321	407	436	209	217	1062	111	61	37
	63%	62%	65%	65%	67%	66%	56%	50%	60%	69%	79%	74%	68%	58%	49%	63%	69%	66%	73%
				f	f	f			g	gh	ghi	lmn	mn	n					o
		47%	53%	17%	21%	39%	22%	8%	10%	14%	25%	32%	34%	16%	17%	84%	9%	5%	3%
Banking	1187	578	609	191	274	503	219	90	109	162	309	380	403	204	198	1012	91	54	29
	59%	60%	59%	56%	67%	66%	44%	43%	52%	64%	76%	69%	63%	57%	44%	60%	57%	58%	58%
				f	cf	cf			g	gh	ghi	lmn	mn	n					
		49%	51%	16%	23%	42%	18%	8%	9%	14%	26%	32%	34%	17%	17%	85%	8%	5%	2%
Using social networking sites (such as Facebook, LinkedIn or Bebo)	1095	501	594	271	279	416	129	115	99	143	222	298	373	195	227	924	82	57	32
	55%	52%	57%	80%	69%	55%	26%	55%	48%	56%	54%	54%	58%	54%	51%	54%	51%	62%	63%
			a	def	ef	f							n					p	op
		46%	54%	25%	25%	38%	12%	11%	9%	13%	20%	27%	34%	18%	21%	84%	7%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	927	446	481	231	228	341	127	88	94	113	220	274	311	156	183	807	52	43	25
	46%	46%	46%	68%	56%	45%	26%	42%	45%	44%	54%	50%	49%	43%	41%	48%	33%	46%	49%
		48%	52%	def	ef	f		10%	10%	12%	ghi	n	n			p		p	p
				25%	25%	37%	14%				24%	30%	34%	17%	20%	87%	6%	5%	3%
Finding/ downloading information for work/ business	860	478	383	156	188	376	140	49	66	106	260	316	314	123	104	757	42	42	19
	43%	49%	37%	46%	46%	49%	28%	23%	32%	42%	64%	57%	49%	34%	23%	45%	26%	45%	37%
		b		f	f	f			g	gh	ghi	lmn	mn	n		p		p	p
		56%	44%	18%	22%	44%	16%	6%	8%	12%	30%	37%	37%	14%	12%	88%	5%	5%	2%
Watching short video clips (e.g. YouTube, Dailymotion)	850	446	404	206	208	327	109	75	90	109	210	273	282	140	153	745	51	30	24
	42%	46%	39%	60%	51%	43%	22%	36%	43%	43%	51%	49%	44%	39%	34%	44%	31%	32%	47%
		b		def	ef	f					gi	mn	n			pq		pq	
		52%	48%	24%	24%	39%	13%	9%	11%	13%	25%	32%	33%	16%	18%	88%	6%	4%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	765	391	374	191	177	266	131	58	68	96	196	250	254	130	129	683	30	33	19
	38%	40%	36%	56%	43%	35%	26%	28%	33%	38%	48%	45%	40%	36%	29%	40%	19%	35%	36%
		b		def	ef	f				g	ghi	mn	n	n		p		p	p
		51%	49%	25%	23%	35%	17%	8%	9%	13%	26%	33%	33%	17%	17%	89%	4%	4%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
To find information on health related issues e.g. NHS Direct/ NHS 24	716	312	404	110	158	287	161	58	69	87	177	236	241	106	130	632	37	32	15
	36%	32%	39%	32%	39%	38%	33%	28%	33%	34%	43%	43%	38%	30%	29%	37%	23%	34%	29%
		a	a								ghi	mn	mn			pr	p		
		44%	56%	15%	22%	40%	23%	8%	10%	12%	25%	33%	34%	15%	18%	88%	5%	4%	2%
Playing games online/ interactively	716	353	362	195	175	244	101	80	80	98	129	165	243	138	168	625	45	31	15
	36%	37%	35%	57%	43%	32%	20%	38%	38%	38%	32%	30%	38%	38%	38%	37%	28%	33%	30%
				def	ef	f							k	k	k	pr			
		49%	51%	27%	25%	34%	14%	11%	11%	14%	18%	23%	34%	19%	23%	87%	6%	4%	2%
Downloading music files	681	367	314	187	166	257	71	58	63	76	160	214	228	113	124	579	54	29	19
	34%	38%	30%	55%	41%	34%	14%	28%	30%	30%	39%	39%	36%	32%	28%	34%	33%	31%	37%
		b		def	ef	f					ghi	mn	n						
		54%	46%	27%	24%	38%	10%	9%	9%	11%	24%	31%	34%	17%	18%	85%	8%	4%	3%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	622	322	300	87	124	268	143	42	60	81	189	247	196	92	85	556	34	24	8
	31%	33%	29%	25%	30%	35%	29%	20%	29%	32%	46%	45%	31%	26%	19%	33%	21%	26%	15%
		b				cf			g	g	ghi	lmn	n	n		pr	r		
		52%	48%	14%	20%	43%	23%	7%	10%	13%	30%	40%	32%	15%	14%	89%	5%	4%	1%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
Accessing news	615	328	287	112	152	224	127	34	52	84	161	215	226	93	78	544	39	21	12
	31%	34%	28%	33%	37%	29%	26%	16%	25%	33%	39%	39%	35%	26%	18%	32%	24%	23%	23%
		b		f	ef				g	g	gh	mn	mn	n		pqr			
		53%	47%	18%	25%	36%	21%	5%	9%	14%	26%	35%	37%	15%	13%	88%	6%	3%	2%
Finding/ downloading information for school/ college/ university/ homework	595	291	304	182	134	224	55	46	48	63	154	208	213	87	86	529	27	25	14
	30%	30%	29%	54%	33%	29%	11%	22%	23%	25%	38%	38%	33%	24%	19%	31%	17%	27%	27%
				def	f	f					ghi	mn	mn			p		p	p
		49%	51%	31%	22%	38%	9%	8%	8%	11%	26%	35%	36%	15%	14%	89%	5%	4%	2%
Making voice calls using a VoIP service e.g. Skype	564	294	270	138	131	215	81	43	49	67	141	191	198	80	93	501	33	19	11
	28%	30%	26%	40%	32%	28%	16%	20%	24%	26%	35%	35%	31%	22%	21%	29%	21%	21%	21%
		b		def	f	f					ghi	mn	mn			pqr			
		52%	48%	24%	23%	38%	14%	8%	9%	12%	25%	34%	35%	14%	16%	89%	6%	3%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	518	249	269	138	138	179	63	30	51	74	126	164	193	88	70	455	24	25	15
	26%	26%	26%	41%	34%	23%	13%	14%	25%	29%	31%	30%	30%	25%	16%	27%	15%	27%	29%
				ef	ef	f			g	g	g	n	mn	n		p		p	p
		48%	52%	27%	27%	34%	12%	6%	10%	14%	24%	32%	37%	17%	13%	88%	5%	5%	3%
Trading/ auctions	503	275	228	91	126	208	78	39	47	61	145	162	164	85	91	433	39	21	10
	25%	28%	22%	27%	31%	27%	16%	19%	23%	24%	36%	29%	26%	24%	20%	25%	24%	23%	20%
		b		f	f	f					ghi	n							
		55%	45%	18%	25%	41%	16%	8%	9%	12%	29%	32%	33%	17%	18%	86%	8%	4%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	425	252	173	115	110	150	49	35	39	58	98	145	141	77	60	382	16	18	8
	21%	26%	17%	34%	27%	20%	10%	17%	19%	23%	24%	26%	22%	21%	14%	23%	10%	19%	16%
		b		ef	ef	f					g	n	n	n		p		p	
		59%	41%	27%	26%	35%	12%	8%	9%	14%	23%	34%	33%	18%	14%	90%	4%	4%	2%
Listening to radio	394	238	156	95	90	146	63	36	31	45	102	131	127	66	67	360	13	11	9
	20%	25%	15%	28%	22%	19%	13%	17%	15%	18%	25%	24%	20%	18%	15%	21%	8%	12%	18%
		b		ef	f	f					ghi	n	n			pq		p	
		60%	40%	24%	23%	37%	16%	9%	8%	11%	26%	33%	32%	17%	17%	92%	3%	3%	2%
Using Twitter (browsing/ reading site)	391	206	185	135	93	137	26	33	27	40	91	138	146	42	63	338	21	20	12
	19%	21%	18%	40%	23%	18%	5%	16%	13%	16%	22%	25%	23%	12%	14%	20%	13%	22%	23%
			def	f	f						hi	mn	mn			p		p	
		53%	47%	35%	24%	35%	7%	9%	7%	10%	23%	35%	37%	11%	16%	87%	5%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios)	381	206	175	128	90	125	38	29	35	45	94	121	141	56	62	347	11	16	7
	19%	21%	17%	38%	22%	16%	8%	14%	17%	18%	23%	22%	22%	16%	14%	20%	7%	17%	14%
		b		def	ef	f					g	mn	mn			pr	p	p	
		54%	46%	34%	24%	33%	10%	8%	9%	12%	25%	32%	37%	15%	16%	91%	3%	4%	2%
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, LoveFilm Instant)	284	149	135	85	80	94	25	25	32	25	67	90	100	41	54	253	13	12	6
	14%	15%	13%	25%	20%	12%	5%	12%	16%	10%	16%	16%	16%	11%	12%	15%	8%	13%	12%
				ef	ef	f					i	m				p			
		52%	48%	30%	28%	33%	9%	9%	11%	9%	23%	32%	35%	14%	19%	89%	5%	4%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
Using Twitter (account holder, posting on site)	266	145	121	98	64	87	17	21	22	31	64	98	101	32	34	234	12	12	8
	13%	15%	12%	29%	16%	11%	4%	10%	10%	12%	16%	18%	16%	9%	8%	14%	7%	13%	15%
		b		def	ef	f						mn	mn			p		p	
		55%	45%	37%	24%	33%	7%	8%	8%	12%	24%	37%	38%	12%	13%	88%	4%	4%	3%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	251	160	91	88	67	73	22	26	17	32	67	89	91	38	32	222	14	8	7
	13%	17%	9%	26%	17%	10%	4%	12%	8%	13%	16%	16%	14%	11%	7%	13%	9%	8%	14%
		b		def	ef	f					h	mn	n						
		64%	36%	35%	27%	29%	9%	10%	7%	13%	27%	35%	36%	15%	13%	89%	6%	3%	3%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	187	95	93	58	51	71	7	20	17	29	42	56	56	30	45	167	6	10	5
	9%	10%	9%	17%	13%	9%	1%	9%	8%	12%	10%	10%	9%	8%	10%	10%	4%	10%	9%
				ef	f	f										p		p	
		51%	49%	31%	27%	38%	4%	10%	9%	16%	22%	30%	30%	16%	24%	89%	3%	5%	2%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	109	72	36	32	32	39	5	16	14	8	33	35	39	17	17	98	5	5	2
	5%	7%	3%	9%	8%	5%	1%	7%	7%	3%	8%	6%	6%	5%	4%	6%	3%	5%	4%
		b		ef	f	f		i			i								
		67%	33%	30%	30%	36%	5%	14%	13%	7%	30%	33%	36%	16%	16%	90%	4%	4%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
Real time gambling	106	65	41	31	25	39	10	10	11	8	26	21	42	20	23	86	16	1	4
	5%	7%	4%	9%	6%	5%	2%	5%	5%	3%	6%	4%	6%	6%	5%	5%	10%	1%	7%
		b		ef	f	f							k			q	oq		q
		61%	39%	29%	24%	37%	10%	10%	11%	8%	24%	19%	39%	19%	22%	81%	15%	1%	3%
Other	31	12	19	4	4	7	17	5	3	2	4	8	12	6	5	29	1	1	*
	2%	1%	2%	1%	1%	1%	3%	2%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%
							cde												
		39%	61%	12%	11%	21%	55%	16%	11%	7%	11%	26%	39%	20%	15%	94%	2%	3%	2%
None of these	54	27	27	4	5	15	30	14	6	6	3	7	9	11	27	45	4	5	1
	3%	3%	3%	1%	1%	2%	6%	7%	3%	2%	1%	1%	1%	3%	6%	3%	3%	5%	1%
							cde	ij							klm			r	
		50%	50%	7%	9%	28%	56%	25%	11%	11%	6%	13%	17%	20%	50%	83%	7%	8%	1%
Don't know	1	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
General surfing/ browsing the internet	1698	1482	217	1104	583	1052	647
	85%	85%	83%	88%	79%	85%	84%
				d			
		87%	13%	65%	34%	62%	38%
Sending and receiving e-mail	1671	1465	206	1093	568	1040	630
	83%	84%	79%	87%	77%	85%	82%
		b		d			
		88%	12%	65%	34%	62%	38%
Purchasing goods/services/ tickets etc.	1272	1109	163	851	413	801	470
	63%	64%	62%	68%	56%	65%	61%
				d			
		87%	13%	67%	32%	63%	37%
Banking	1187	1031	156	850	334	743	444
	59%	59%	60%	68%	46%	60%	57%
				d			
		87%	13%	72%	28%	63%	37%
Using social networking sites (such as Facebook, LinkedIn or Bebo)	1095	960	135	741	347	636	460
	55%	55%	52%	59%	47%	52%	60%
				d			e
		88%	12%	68%	32%	58%	42%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	927	813	114	626	296	534	393
	46%	47%	44%	50%	40%	43%	51%
		88%	12%	68%	32%	58%	42%
Finding/ downloading information for work/ business	860	746	114	683	175	547	314
	43%	43%	44%	54%	24%	44%	41%
		87%	13%	79%	20%	64%	36%
Watching short video clips (e.g. YouTube, Dailymotion)	850	748	102	590	257	483	367
	42%	43%	39%	47%	35%	39%	48%
		88%	12%	69%	30%	57%	43%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	765	663	102	506	254	468	297
	38%	38%	39%	40%	35%	38%	38%
		87%	13%	66%	33%	61%	39%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
To find information on health related issues e.g. NHS Direct/ NHS 24	716	622	94	479	236	447	269
	36%	36%	36%	38%	32%	36%	35%
		87%	13%	67%	33%	62%	38%
Playing games online/ interactively	716	624	91	457	254	409	306
	36%	36%	35%	36%	35%	33%	40%
		87%	13%	64%	35%	57%	43%
Downloading music files	681	596	85	471	207	407	274
	34%	34%	32%	37%	28%	33%	36%
		88%	12%	69%	30%	60%	40%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	622	529	93	448	174	407	215
	31%	30%	36%	36%	24%	33%	28%
		85%	15%	72%	28%	65%	35%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
Accessing news	615	516	99	413	197	380	235
	31%	30%	38%	33%	27%	31%	30%
		84%	16%	67%	32%	62%	38%
Finding/ downloading information for school/ college/ university/ homework	595	522	73	387	205	352	243
	30%	30%	28%	31%	28%	29%	31%
		88%	12%	65%	34%	59%	41%
Making voice calls using a VoIP service e.g. Skype	564	503	61	373	185	309	255
	28%	29%	24%	30%	25%	25%	33%
		89%	11%	66%	33%	55%	45%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	518	452	66	358	158	306	212
	26%	26%	25%	28%	22%	25%	27%
		87%	13%	69%	31%	59%	41%
Trading/ auctions	503	433	70	350	153	339	164
	25%	25%	27%	28%	21%	28%	21%
		86%	14%	70%	30%	67%	33%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	425	369	56	299	122	255	170
	21%	21%	21%	24%	17%	21%	22%
		87%	13%	70%	29%	60%	40%
Listening to radio	394	346	48	262	129	255	139
	20%	20%	18%	21%	18%	21%	18%
		88%	12%	66%	33%	65%	35%
Using Twitter (browsing/ reading site)	391	342	48	262	124	231	159
	19%	20%	19%	21%	17%	19%	21%
		88%	12%	67%	32%	59%	41%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios)	381	338	43	246	133	214	168
	19%	19%	17%	20%	18%	17%	22%
		89%	11%	65%	35%	56%	44%
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, LoveFilm Instant)	284	254	30	188	94	166	118
	14%	15%	11%	15%	13%	13%	15%
		90%	10%	66%	33%	58%	42%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
Using Twitter (account holder, posting on site)	266	229	38	181	83	158	108
	13%	13%	14%	14%	11%	13%	14%
		86%	14%	68%	31%	59%	41%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	251	222	29	160	88	143	108
	13%	13%	11%	13%	12%	12%	14%
		89%	11%	64%	35%	57%	43%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	187	170	17	117	68	102	85
	9%	10%	7%	9%	9%	8%	11%
		91%	9%	63%	36%	55%	e 45%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	109	96	12	73	35	67	42
	5%	6%	5%	6%	5%	5%	5%
		89%	11%	67%	33%	62%	38%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 50

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

QE17 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
Real time gambling	106	99	7	73	33	61	45
	5%	6%	3%	6%	4%	5%	6%
		b					
		94%	6%	69%	31%	57%	43%
Other	31	25	6	11	20	19	13
	2%	1%	2%	1%	3%	2%	2%
				c			
		81%	19%	37%	63%	60%	40%
None of these	54	43	11	18	36	33	21
	3%	2%	4%	1%	5%	3%	3%
				c			
		80%	20%	33%	67%	61%	39%
Don't know	1	-	1	1	-	1	-
	*%	-%	*%	*%	-%	*%	-%
			a				
		-%	100%	100%	-%	100%	-%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 51

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

QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
General surfing/ browsing the internet	1488	735	752	262	305	587	334	133	146	190	332	439	493	261	290	1254	124	68	41
	74%	76%	73%	77%	75%	77%	68%	64%	70%	75%	81%	80%	77%	72%	65%	74%	77%	74%	80%
				f	f	f				g	gh	mn	n	n				o	
		49%	51%	18%	21%	39%	22%	9%	10%	13%	22%	30%	33%	18%	20%	84%	8%	5%	3%
Sending and receiving e-mail	1435	701	734	249	294	573	319	116	133	190	344	454	485	246	247	1238	99	63	34
	72%	73%	71%	73%	72%	75%	65%	55%	64%	74%	84%	82%	76%	69%	55%	73%	62%	68%	67%
				f	f	f				gh	ghi	lmn	mn	n		p			
		49%	51%	17%	21%	40%	22%	8%	9%	13%	24%	32%	34%	17%	17%	86%	7%	4%	2%
Banking	891	438	453	141	203	378	169	64	82	123	238	292	310	155	133	759	71	38	23
	44%	45%	44%	42%	50%	50%	34%	31%	39%	48%	58%	53%	48%	43%	30%	45%	44%	41%	45%
				f	cf	cf				g	ghi	mn	n	n					
		49%	51%	16%	23%	42%	19%	7%	9%	14%	27%	33%	35%	17%	15%	85%	8%	4%	3%
Using social networking sites (such as Facebook, LinkedIn or Bebo)	887	392	495	221	232	337	97	96	89	116	175	226	315	156	187	743	65	50	29
	44%	41%	48%	65%	57%	44%	20%	46%	43%	45%	43%	41%	49%	43%	42%	44%	41%	54%	57%
			a	def	ef	f							kn					op	op
		44%	56%	25%	26%	38%	11%	11%	10%	13%	20%	25%	36%	18%	21%	84%	7%	6%	3%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	646	311	335	170	161	234	82	59	67	73	141	182	226	111	126	565	30	32	18
	32%	32%	32%	50%	39%	31%	17%	28%	32%	29%	34%	33%	35%	31%	28%	33%	19%	35%	36%
				def	ef	f							n			p		p	
		48%	52%	26%	25%	36%	13%	9%	10%	11%	22%	28%	35%	17%	20%	88%	5%	5%	3%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 51

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

QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
Purchasing goods/services/ tickets etc.	643	300	342	105	140	268	130	56	57	90	186	230	209	99	102	557	36	28	21
	32%	31%	33%	31%	34%	35%	26%	27%	27%	35%	45%	42%	33%	27%	23%	33%	22%	31%	41%
		47%	53%	16%	22%	42%	20%	9%	9%	14%	29%	36%	33%	15%	16%	87%	6%	4%	3%
Finding/ downloading information for work/ business	539	301	238	90	122	251	76	27	44	59	167	219	188	69	61	480	15	30	14
	27%	31%	23%	27%	30%	33%	15%	13%	21%	23%	41%	40%	29%	19%	14%	28%	9%	32%	27%
		b	f	f	f	cf		g	g	g	ghi	lmn	mn	n		p		p	p
		56%	44%	17%	23%	47%	14%	5%	8%	11%	31%	41%	35%	13%	11%	89%	3%	6%	3%
Watching short video clips (e.g. YouTube, Dailymotion)	534	296	238	145	135	196	58	48	54	80	125	160	184	96	93	485	17	16	17
	27%	31%	23%	43%	33%	26%	12%	23%	26%	31%	31%	29%	29%	27%	21%	29%	11%	17%	34%
		b	def	def	ef	f				g	g	n	n	n		pq			pq
		55%	45%	27%	25%	37%	11%	9%	10%	15%	23%	30%	34%	18%	17%	91%	3%	3%	3%
Playing games online/ interactively	458	226	232	144	99	155	60	50	55	58	77	98	153	85	121	402	23	22	11
	23%	23%	22%	42%	24%	20%	12%	24%	26%	23%	19%	18%	24%	24%	27%	24%	15%	23%	21%
				def	f	f			j				k	k	k	p		p	
		49%	51%	31%	22%	34%	13%	11%	12%	13%	17%	21%	33%	19%	26%	88%	5%	5%	2%
Accessing news	421	233	188	78	103	152	89	22	36	53	118	144	160	63	53	380	20	12	9
	21%	24%	18%	23%	25%	20%	18%	11%	17%	21%	29%	26%	25%	17%	12%	22%	12%	13%	17%
		b	ef		ef				g	g	ghi	mn	mn	n		pq			
		55%	45%	18%	24%	36%	21%	5%	9%	12%	28%	34%	38%	15%	13%	90%	5%	3%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 51

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

QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	407	213	194	114	91	147	55	30	39	41	99	122	152	68	63	368	11	16	13
	20%	22%	19%	33%	22%	19%	11%	14%	19%	16%	24%	22%	24%	19%	14%	22%	7%	18%	25%
		52%	48%	def	f	f	13%	7%	9%	10%	gi	n	n	17%	16%	p	3%	p	p
				28%	22%	36%					24%	30%	37%			90%		4%	3%
Finding/ downloading information for school/ college/ university/ homework	369	186	183	131	78	130	30	31	32	32	81	125	142	54	48	326	20	14	9
	18%	19%	18%	38%	19%	17%	6%	15%	15%	13%	20%	23%	22%	15%	11%	19%	12%	15%	18%
		50%	50%	def	f	f	8%	8%	9%	9%	i	mn	mn	15%	13%	p	5%	4%	3%
				35%	21%	35%					22%	34%	38%			88%			
Making voice calls using a VoIP service e.g. Skype	324	176	148	80	84	115	46	21	27	40	72	103	116	53	52	295	12	11	6
	16%	18%	14%	23%	21%	15%	9%	10%	13%	16%	18%	19%	18%	15%	12%	17%	7%	12%	11%
		b		ef	ef	f					g	n	n			pr			
		54%	46%	25%	26%	35%	14%	7%	8%	12%	22%	32%	36%	16%	16%	91%	4%	3%	2%
Downloading music files	303	178	125	102	69	106	27	28	34	31	56	79	104	58	60	259	18	13	12
	15%	18%	12%	30%	17%	14%	5%	14%	16%	12%	14%	14%	16%	16%	13%	15%	11%	14%	24%
		b		def	f	f													opq
		59%	41%	34%	23%	35%	9%	9%	11%	10%	19%	26%	34%	19%	20%	86%	6%	4%	4%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 51

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

QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	281	132	150	87	80	88	27	19	30	38	62	87	101	51	41	246	11	14	11
	14%	14%	14%	25%	20%	12%	5%	9%	15%	15%	15%	16%	16%	14%	9%	14%	7%	15%	21%
		47%	53%	ef	ef	f					g	n	n	n		p		p	op
				31%	28%	31%	10%	7%	11%	13%	22%	31%	36%	18%	14%	87%	4%	5%	4%
To find information on health related issues e.g. NHS Direct/ NHS 24	271	118	153	44	55	107	65	29	37	36	57	77	103	37	51	248	4	11	7
	14%	12%	15%	13%	14%	14%	13%	14%	18%	14%	14%	14%	16%	10%	12%	15%	3%	12%	14%
		44%	56%	16%	20%	40%	24%	11%	14%	13%	21%	28%	mn	38%	14%	19%	p	p	
																92%	2%	4%	3%
Using Twitter (browsing/ reading site)	254	132	122	97	57	85	15	23	20	23	52	90	97	26	42	222	8	15	9
	13%	14%	12%	28%	14%	11%	3%	11%	9%	9%	13%	16%	15%	7%	9%	13%	5%	16%	17%
		52%	48%	def	f	f						mn	mn			p		p	p
				38%	22%	33%	6%	9%	8%	9%	21%	35%	38%	10%	16%	87%	3%	6%	4%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	237	118	119	28	41	116	52	20	30	25	69	104	60	31	41	219	6	8	4
	12%	12%	11%	8%	10%	15%	11%	9%	14%	10%	17%	19%	9%	9%	9%	13%	4%	8%	8%
		50%	50%	12%	17%	cdf					gi	lmn				p			
						49%	22%	8%	13%	11%	29%	44%	25%	13%	17%	92%	3%	3%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 51

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

QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
Listening to radio	221	135	86	54	53	77	37	22	17	24	58	73	62	43	42	201	8	6	6
	11%	14%	8%	16%	13%	10%	8%	11%	8%	9%	14%	13%	10%	12%	10%	12%	5%	7%	12%
		b		ef	f						h					pq			p
		61%	39%	25%	24%	35%	17%	10%	8%	11%	26%	33%	28%	19%	19%	91%	4%	3%	3%
Trading/ auctions	215	115	100	33	53	95	34	16	17	24	60	72	72	37	33	192	8	11	4
	11%	12%	10%	10%	13%	12%	7%	8%	8%	10%	15%	13%	11%	10%	7%	11%	5%	11%	8%
				f	f						gh	n	n			p		p	
		53%	47%	15%	25%	44%	16%	7%	8%	11%	28%	33%	34%	17%	16%	89%	4%	5%	2%
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	196	124	73	63	43	68	23	19	25	24	40	59	65	38	34	178	6	7	5
	10%	13%	7%	18%	11%	9%	5%	9%	12%	9%	10%	11%	10%	10%	8%	10%	4%	8%	10%
		b		def	f	f										p			p
		63%	37%	32%	22%	35%	12%	10%	13%	12%	20%	30%	33%	19%	17%	91%	3%	4%	3%
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios)	192	114	79	66	39	65	22	17	19	18	43	53	74	30	35	177	4	7	4
	10%	12%	8%	19%	10%	9%	4%	8%	9%	7%	11%	10%	12%	8%	8%	10%	2%	8%	9%
		b		def	f	f							n			p		p	p
		59%	41%	35%	20%	34%	11%	9%	10%	9%	23%	27%	39%	15%	18%	92%	2%	4%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 51

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

QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
Using Twitter (account holder, posting on site)	163	86	77	66	36	51	10	13	18	13	41	60	61	22	19	141	7	8	7
	8%	9%	7%	19%	9%	7%	2%	6%	9%	5%	10%	11%	10%	6%	4%	8%	4%	8%	13%
		53%	47%	def	f	f		8%	11%	8%	i	mn	mn						op
				41%	22%	31%	6%				25%	37%	38%	13%	12%	87%	4%	5%	4%
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, LoveFilm Instant)	141	70	71	42	40	47	11	16	17	12	32	44	47	21	28	123	6	6	5
	7%	7%	7%	12%	10%	6%	2%	8%	8%	5%	8%	8%	7%	6%	6%	7%	4%	7%	10%
		50%	50%	ef	ef	f		11%	12%	8%	23%	31%	34%	15%	20%	88%	4%	4%	p
				30%	29%	34%	8%												4%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	123	79	44	49	29	33	11	12	8	16	30	36	47	19	19	102	13	3	4
	6%	8%	4%	14%	7%	4%	2%	6%	4%	6%	7%	7%	7%	5%	4%	6%	8%	4%	8%
		b		def	f	f							n						
		64%	36%	40%	24%	27%	9%	10%	6%	13%	25%	30%	38%	16%	16%	83%	11%	3%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 51

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

QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	82	36	45	23	20	36	2	6	9	15	12	17	27	17	20	70	4	4	4
	4%	4%	4%	7%	5%	5%	*%	3%	5%	6%	3%	3%	4%	5%	4%	4%	2%	4%	8%
		45%	55%	29%	25%	44%	2%	7%	12%	18%	14%	21%	34%	21%	24%	86%	5%	4%	op 5%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	53	33	20	18	13	20	1	6	9	5	16	15	20	9	9	46	4	2	1
	3%	3%	2%	5%	3%	3%	*%	3%	4%	2%	4%	3%	3%	3%	2%	3%	2%	2%	3%
		b		ef	f	f													
		63%	37%	35%	25%	38%	2%	12%	16%	9%	29%	28%	38%	17%	16%	87%	7%	4%	2%
Real time gambling	41	22	19	11	6	18	6	2	7	6	10	8	10	11	11	27	11	1	3
	2%	2%	2%	3%	2%	2%	1%	1%	4%	2%	2%	2%	1%	3%	3%	2%	7%	1%	6%
				f													oq		oq
		54%	46%	26%	16%	43%	15%	5%	18%	13%	25%	20%	23%	27%	27%	66%	26%	2%	7%
Other	25	11	14	2	4	5	15	4	2	2	3	8	10	5	3	23	1	1	*
	1%	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%
							cde												
		42%	58%	7%	14%	20%	58%	17%	9%	7%	12%	30%	41%	18%	10%	93%	2%	3%	2%
None of these	95	42	53	7	8	26	54	22	15	10	6	13	17	19	46	80	7	7	2
	5%	4%	5%	2%	2%	3%	11%	11%	7%	4%	2%	2%	3%	5%	10%	5%	4%	7%	4%
							cde	ij	j					kl	klm				
		45%	55%	7%	8%	28%	57%	24%	15%	10%	7%	14%	18%	20%	48%	84%	7%	7%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 51

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

QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2327	1118	1209	374	413	854	686	279	277	315	399	555	764	487	515	1733	200	199	195
Effective Weighted Sample	1931	931	1001	312	347	714	587	231	228	254	343	470	635	405	434	1537	193	166	188
Total	2003	967	1036	341	407	761	494	210	208	255	409	552	641	360	446	1698	161	93	51
		48%	52%	17%	20%	38%	25%	10%	10%	13%	20%	28%	32%	18%	22%	85%	8%	5%	3%
Don't know	7	2	5	1	1	2	3	1	1	1	1	1	2	2	2	5	1	-	*
	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%	*%	*%	1%	-%	1%
		27%	73%	10%	12%	27%	51%	10%	21%	15%	16%	16%	30%	27%	28%	82%	12%	-%	6%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 51

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

QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
General surfing/ browsing the internet	1488	1300	188	975	502	932	556
	74%	75%	72%	78%	68%	76%	72%
				d			
		87%	13%	66%	34%	63%	37%
Sending and receiving e-mail	1435	1260	174	952	473	900	535
	72%	72%	67%	76%	64%	73%	69%
				d			
		88%	12%	66%	33%	63%	37%
Banking	891	777	114	654	235	551	340
	44%	45%	44%	52%	32%	45%	44%
				d			
		87%	13%	73%	26%	62%	38%
Using social networking sites (such as Facebook, LinkedIn or Bebo)	887	773	114	599	280	530	357
	44%	44%	44%	48%	38%	43%	46%
				d			
		87%	13%	68%	32%	60%	40%
Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat	646	563	83	433	208	383	264
	32%	32%	32%	34%	28%	31%	34%
				d			
		87%	13%	67%	32%	59%	41%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 51

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

QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
Purchasing goods/services/ tickets etc.	643	554	88	447	193	433	210
	32%	32%	34%	36%	26%	35%	27%
		86%	14%	70%	30%	67%	33%
Finding/ downloading information for work/ business	539	464	75	453	84	355	183
	27%	27%	29%	36%	11%	29%	24%
		86%	14%	84%	16%	66%	34%
Watching short video clips (e.g. YouTube, Dailymotion)	534	471	63	369	162	321	214
	27%	27%	24%	29%	22%	26%	28%
		88%	12%	69%	30%	60%	40%
Playing games online/ interactively	458	403	55	277	178	272	185
	23%	23%	21%	22%	24%	22%	24%
		88%	12%	61%	39%	60%	40%
Accessing news	421	362	59	283	137	268	152
	21%	21%	23%	23%	19%	22%	20%
		86%	14%	67%	32%	64%	36%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 51

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

QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go)	407	354	53	268	137	254	153
	20%	20%	20%	21%	19%	21%	20%
		87%	13%	66%	34%	62%	38%
Finding/ downloading information for school/ college/ university/ homework	369	325	45	229	140	225	144
	18%	19%	17%	18%	19%	18%	19%
		88%	12%	62%	38%	61%	39%
Making voice calls using a VoIP service e.g. Skype	324	292	32	217	102	181	143
	16%	17%	12%	17%	14%	15%	18%
		90%	10%	d 67%	32%	56%	e 44%
Downloading music files	303	267	36	198	103	176	126
	15%	15%	14%	16%	14%	14%	16%
		88%	12%	65%	34%	58%	42%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 51

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

QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	281	249	32	183	97	176	105
	14%	14%	12%	15%	13%	14%	14%
		89%	11%	65%	34%	63%	37%
To find information on health related issues e.g. NHS Direct/ NHS 24	271	230	41	180	90	182	89
	14%	13%	16%	14%	12%	15%	11%
		85%	15%	66%	33%	67%	33%
Using Twitter (browsing/ reading site)	254	218	36	168	84	170	84
	13%	12%	14%	13%	11%	14%	11%
		86%	14%	66%	33%	67%	33%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	237	203	34	176	61	157	80
	12%	12%	13%	14%	8%	13%	10%
		86%	14%	d 74%	26%	66%	34%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 51

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

QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
Listening to radio	221	191	30	145	75	150	70
	11%	11%	11%	12%	10%	12%	9%
		86%	14%	66%	34%	68%	32%
Trading/ auctions	215	179	36	149	65	161	54
	11%	10%	14%	12%	9%	13%	7%
		83%	17%	69%	30%	75%	25%
Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	196	165	31	127	65	123	73
	10%	9%	12%	10%	9%	10%	9%
		84%	16%	65%	33%	63%	37%
Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios)	192	165	27	114	76	119	73
	10%	9%	10%	9%	10%	10%	9%
		86%	14%	59%	40%	62%	38%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 51

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

QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
Using Twitter (account holder, posting on site)	163	139	23	103	59	109	54
	8%	8%	9%	8%	8%	9%	7%
		86%	14%	63%	36%	67%	33%
Watching purchased TV programmes/ films online or downloads via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or through a standalone subscription service (e.g. Netflix, LoveFilm Instant)	141	125	16	90	49	88	53
	7%	7%	6%	7%	7%	7%	7%
		89%	11%	64%	34%	63%	37%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	123	110	13	71	50	75	47
	6%	6%	5%	6%	7%	6%	6%
		90%	10%	58%	41%	61%	39%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 51

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

QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2327	1956	371	1277	1038	1449	878
Effective Weighted Sample	1931	1639	302	1090	877	1208	724
Total	2003	1742	261	1257	734	1231	772
		87%	13%	63%	37%	61%	39%
Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites	82	73	9	49	30	51	30
	4%	4%	3%	4%	4%	4%	4%
		89%	11%	60%	37%	63%	37%
Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium	53	49	4	35	18	39	14
	3%	3%	1%	3%	2%	3%	2%
		93%	7%	66%	34%	74%	26%
Real time gambling	41	39	3	26	15	20	21
	2%	2%	1%	2%	2%	2%	3%
		93%	7%	64%	36%	48%	52%
Other	25	20	5	11	13	15	10
	1%	1%	2%	1%	2%	1%	1%
		81%	19%	46%	54%	60%	40%
None of these	95	81	14	30	65	54	41
	5%	5%	5%	2%	9%	4%	5%
		86%	14%	32%	68%	57%	43%
Don't know	7	5	2	3	3	6	1
	*%	*%	1%	*%	*%	*%	*%
		77%	23%	52%	48%	85%	15%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 52

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

QE19 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	l	m	n	o	~p	~q	~r
Unweighted total	579	278	301	28	35	86	430	253	91	19	8	50	100	130	297	371	72	69	67
Effective Weighted Sample	475	227	248	24	31	73	356	207	74	14	6	43	81	102	248	334	70	60	64
Total	388	188	200	22	33	71	263	160	62	13	7	37	66	75	209	297	53	24	14
		48%	52%	**	**	**	68%	41%	**	**	**	**	17%	19%	54%	76%	**	**	**
Certain to	11	4	7	**	**	**	2	4	**	**	**	**	4	1	5	7	**	**	**
	3%	2%	4%	**	**	**	1%	2%	**	**	**	**	6%	1%	2%	2%	**	**	**
		33%	67%	**	**	**	15%	36%	**	**	**	**	35%	9%	48%	68%	**	**	**
Very likely	12	6	6	**	**	**	1	6	**	**	**	**	1	3	8	11	**	**	**
	3%	3%	3%	**	**	**	1%	4%	**	**	**	**	1%	4%	4%	4%	**	**	**
		53%	47%	**	**	**	11%	52%	**	**	**	**	7%	23%	69%	90%	**	**	**
Likely	22	8	14	**	**	**	8	9	**	**	**	**	7	4	10	19	**	**	**
	6%	4%	7%	**	**	**	3%	5%	**	**	**	**	11%	5%	5%	6%	**	**	**
		35%	65%	**	**	**	35%	40%	**	**	**	**	n	33%	18%	44%	**	**	**
TOTAL LIKELY	45	18	27	**	**	**	11	19	**	**	**	**	12	8	23	37	**	**	**
	12%	9%	14%	**	**	**	4%	12%	**	**	**	**	18%	10%	11%	12%	**	**	**
		39%	61%	**	**	**	24%	42%	**	**	**	**	27%	18%	52%	82%	**	**	**
Unlikely	30	17	13	**	**	**	14	12	**	**	**	**	4	7	16	22	**	**	**
	8%	9%	7%	**	**	**	5%	8%	**	**	**	**	5%	10%	8%	7%	**	**	**
		56%	44%	**	**	**	46%	42%	**	**	**	**	12%	24%	53%	73%	**	**	**
Very unlikely	58	33	25	**	**	**	38	19	**	**	**	**	10	15	27	42	**	**	**
	15%	18%	12%	**	**	**	15%	12%	**	**	**	**	15%	20%	13%	14%	**	**	**
		58%	42%	**	**	**	66%	34%	**	**	**	**	17%	26%	46%	73%	**	**	**
Certain not to	204	92	112	**	**	**	181	91	**	**	**	**	33	36	110	156	**	**	**
	53%	49%	56%	**	**	**	69%	57%	**	**	**	**	50%	48%	53%	53%	**	**	**
		45%	55%	**	**	**	89%	44%	**	**	**	**	16%	18%	54%	77%	**	**	**
TOTAL UNLIKELY	292	143	149	**	**	**	233	123	**	**	**	**	47	58	153	220	**	**	**
	75%	76%	75%	**	**	**	89%	76%	**	**	**	**	71%	78%	73%	74%	**	**	**
		49%	51%	**	**	**	80%	42%	**	**	**	**	16%	20%	52%	76%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 52

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

QE19 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	l	m	n	o	~p	~q	~r
Unweighted total	579	278	301	28	35	86	430	253	91	19	8	50	100	130	297	371	72	69	67
Effective Weighted Sample	475	227	248	24	31	73	356	207	74	14	6	43	81	102	248	334	70	60	64
Total	388	188	200	22	33	71	263	160	62	13	7	37	66	75	209	297	53	24	14
		48%	52%	**	**	**	68%	41%	**	**	**	**	17%	19%	54%	76%	**	**	**
Don't know	51	28	24	**	**	**	19	19	**	**	**	**	7	9	32	40	**	**	**
	13%	15%	12%	**	**	**	7%	12%	**	**	**	**	11%	12%	16%	13%	**	**	**
		54%	46%	**	**	**	36%	37%	**	**	**	**	14%	17%	63%	77%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 52

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

QE19 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	~c	d	e	f
Unweighted total	579	474	105	90	488	349	230
Effective Weighted Sample	475	397	82	77	405	287	188
Total	388	336	52	82	306	229	159
		87%	13%	**	79%	59%	41%
Certain to	11	10	1	**	4	6	5
	3%	3%	2%	**	1%	3%	3%
		93%	7%	**	36%	56%	44%
Very likely	12	11	1	**	9	4	8
	3%	3%	2%	**	3%	2%	5%
		93%	7%	**	76%	31%	69%
Likely	22	21	1	**	13	11	11
	6%	6%	1%	**	4%	5%	7%
		97%	3%	**	58%	52%	48%
TOTAL LIKELY	45	42	2	**	26	21	24
	12%	13%	5%	**	8%	9%	15%
		b					e
		95%	5%	**	58%	47%	53%
Unlikely	30	28	2	**	18	21	9
	8%	8%	4%	**	6%	9%	5%
		93%	7%	**	62%	71%	29%
Very unlikely	58	48	9	**	44	38	20
	15%	14%	18%	**	14%	16%	13%
		84%	16%	**	76%	65%	35%
Certain not to	204	171	33	**	187	122	82
	53%	51%	64%	**	61%	53%	51%
		a					
		84%	16%	**	92%	60%	40%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 52

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

QE19 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	~c	d	e	f
Significance Level: 95%							
Unweighted total	579	474	105	90	488	349	230
Effective Weighted Sample	475	397	82	77	405	287	188
Total	388	336	52	82	306	229	159
		87%	13%	**	79%	59%	41%
TOTAL UNLIKELY	292	247	45	**	249	181	110
	75%	73%	86%	**	82%	79%	69%
		a				f	
		85%	15%	**	85%	62%	38%
Don't know	51	47	5	**	31	27	25
	13%	14%	9%	**	10%	12%	16%
		91%	9%	**	60%	52%	48%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 53

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

QE20 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Unweighted total	457	217	240	7	12	53	385	202	69	11	5	44	76	106	229	289	57	57	54
Effective Weighted Sample	376	179	197	6	10	44	319	166	56	8	3	38	62	83	192	260	55	50	52
Total	292	143	149	5	11	43	233	123	44	8	3	32	47	58	153	220	41	19	11
		49%	51%	**	**	**	80%	42%	**	**	**	**	**	20%	52%	76%	**	**	**
No need	170	86	84	**	**	**	144	60	**	**	**	**	**	34	83	132	**	**	**
	58%	60%	56%	**	**	**	62%	49%	**	**	**	**	**	59%	54%	60%	**	**	**
		51%	49%	**	**	**	85%	35%	**	**	**	**	**	20%	49%	78%	**	**	**
Don't want a computer	90	41	49	**	**	**	80	42	**	**	**	**	**	14	47	67	**	**	**
	31%	29%	33%	**	**	**	34%	35%	**	**	**	**	**	25%	31%	30%	**	**	**
		45%	55%	**	**	**	88%	47%	**	**	**	**	**	16%	52%	74%	**	**	**
Too old to use the internet	73	31	42	**	**	**	72	36	**	**	**	**	**	10	45	49	**	**	**
	25%	21%	28%	**	**	**	31%	29%	**	**	**	**	**	17%	29%	22%	**	**	**
		42%	58%	**	**	**	99%	49%	**	**	**	**	**	14%	61%	67%	**	**	**
Don't know how you use computers	63	29	34	**	**	**	54	29	**	**	**	**	**	13	38	43	**	**	**
	22%	20%	23%	**	**	**	23%	24%	**	**	**	**	**	22%	25%	20%	**	**	**
		46%	54%	**	**	**	86%	46%	**	**	**	**	**	20%	60%	69%	**	**	**
Too expensive to set up	45	23	21	**	**	**	21	27	**	**	**	**	**	8	30	31	**	**	**
	15%	16%	14%	**	**	**	9%	22%	**	**	**	**	**	13%	19%	14%	**	**	**
		53%	47%	**	**	**	48%	61%	**	**	**	**	**	17%	66%	71%	**	**	**
Friends/ family member checks things on the internet for me	33	15	18	**	**	**	30	14	**	**	**	**	**	5	15	25	**	**	**
	11%	11%	12%	**	**	**	13%	12%	**	**	**	**	**	8%	10%	11%	**	**	**
		46%	54%	**	**	**	91%	43%	**	**	**	**	**	15%	45%	77%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 53

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

QE20 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Unweighted total	457	217	240	7	12	53	385	202	69	11	5	44	76	106	229	289	57	57	54
Effective Weighted Sample	376	179	197	6	10	44	319	166	56	8	3	38	62	83	192	260	55	50	52
Total	292	143	149	5	11	43	233	123	44	8	3	32	47	58	153	220	41	19	11
		49%	51%	**	**	**	80%	42%	**	**	**	**	**	20%	52%	76%	**	**	**
Charges are too expensive	23	15	8	**	**	**	13	15	**	**	**	**	**	4	13	17	**	**	**
	8%	11%	6%	**	**	**	5%	12%	**	**	**	**	**	6%	8%	8%	**	**	**
		65%	35%	**	**	**	54%	63%	**	**	**	**	**	16%	55%	72%	**	**	**
Computer is too expensive to buy	23	13	9	**	**	**	12	10	**	**	**	**	**	2	16	14	**	**	**
	8%	9%	6%	**	**	**	5%	8%	**	**	**	**	**	3%	10%	6%	**	**	**
														m					
		58%	42%	**	**	**	53%	44%	**	**	**	**	**	8%	71%	61%	**	**	**
Don't have a phone line	19	13	6	**	**	**	8	9	**	**	**	**	**	6	13	14	**	**	**
	7%	9%	4%	**	**	**	4%	7%	**	**	**	**	**	10%	8%	6%	**	**	**
		66%	34%	**	**	**	44%	45%	**	**	**	**	**	30%	65%	74%	**	**	**
Satisfied with using the internet elsewhere	8	5	3	**	**	**	2	3	**	**	**	**	**	3	3	7	**	**	**
	3%	3%	2%	**	**	**	1%	2%	**	**	**	**	**	5%	2%	3%	**	**	**
		63%	37%	**	**	**	21%	38%	**	**	**	**	**	38%	36%	88%	**	**	**
Concerned about security/ fraud	5	5	1	**	**	**	3	2	**	**	**	**	**	1	3	5	**	**	**
	2%	3%	*%	**	**	**	1%	2%	**	**	**	**	**	1%	2%	2%	**	**	**
		b																	
		89%	11%	**	**	**	60%	38%	**	**	**	**	**	10%	63%	94%	**	**	**
Worries/ concerns about privacy issues	5	5	-	**	**	**	3	3	**	**	**	**	**	1	4	5	**	**	**
	2%	4%	-%	**	**	**	1%	3%	**	**	**	**	**	1%	3%	2%	**	**	**
		b																	
		100%	-%	**	**	**	57%	63%	**	**	**	**	**	11%	78%	100%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 53

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

QE20 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Unweighted total	457	217	240	7	12	53	385	202	69	11	5	44	76	106	229	289	57	57	54
Effective Weighted Sample	376	179	197	6	10	44	319	166	56	8	3	38	62	83	192	260	55	50	52
Total	292	143	149	5	11	43	233	123	44	8	3	32	47	58	153	220	41	19	11
		49%	51%	**	**	**	80%	42%	**	**	**	**	**	20%	52%	76%	**	**	**
My computer is out of date	4	2	2	**	**	**	3	1	**	**	**	**	**	1	2	3	**	**	**
	1%	2%	1%	**	**	**	1%	1%	**	**	**	**	**	1%	1%	1%	**	**	**
		59%	41%	**	**	**	75%	20%	**	**	**	**	**	13%	40%	75%	**	**	**
Satisfied with using the internet at work	3	2	2	**	**	**	3	1	**	**	**	**	**	2	2	3	**	**	**
	1%	1%	1%	**	**	**	1%	*%	**	**	**	**	**	3%	1%	1%	**	**	**
		44%	56%	**	**	**	80%	17%	**	**	**	**	**	44%	56%	79%	**	**	**
Other	15	9	6	**	**	**	7	4	**	**	**	**	**	4	5	10	**	**	**
	5%	6%	4%	**	**	**	3%	4%	**	**	**	**	**	7%	3%	5%	**	**	**
		61%	39%	**	**	**	46%	29%	**	**	**	**	**	25%	34%	69%	**	**	**
ANY INVOLUNTARY REASONS	176	88	88	**	**	**	140	88	**	**	**	**	**	32	107	125	**	**	**
	60%	62%	59%	**	**	**	60%	72%	**	**	**	**	**	55%	70%	57%	**	**	**
		50%	50%	**	**	**	80%	50%	**	**	**	**	**	18%	61%	71%	**	**	**
ANY VOLUNTARY REASONS	232	113	118	**	**	**	193	90	**	**	**	**	**	45	119	179	**	**	**
	79%	79%	79%	**	**	**	83%	73%	**	**	**	**	**	78%	78%	81%	**	**	**
		49%	51%	**	**	**	83%	39%	**	**	**	**	**	20%	51%	77%	**	**	**
ONLY VOLUNTARY REASONS	109	51	57	**	**	**	90	31	**	**	**	**	**	23	43	90	**	**	**
	37%	36%	38%	**	**	**	39%	25%	**	**	**	**	**	39%	28%	41%	**	**	**
		47%	53%	**	**	**	83%	29%	**	**	**	**	**	21%	40%	83%	**	**	**
Don't know	3	1	2	**	**	**	3	3	**	**	**	**	**	1	2	3	**	**	**
	1%	1%	2%	**	**	**	1%	2%	**	**	**	**	**	1%	2%	2%	**	**	**
		32%	68%	**	**	**	76%	85%	**	**	**	**	**	15%	70%	100%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 53

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

QE20 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	d	e	f
Unweighted total	457	369	88	49	407	287	170
Effective Weighted Sample	376	308	69	40	340	238	138
Total	292	247	45	42	249	181	110
		85%	**	**	85%	62%	38%
No need	170	139	**	**	144	112	58
	58%	56%	**	**	58%	62%	53%
		82%	**	**	84%	66%	34%
Don't want a computer	90	80	**	**	83	53	37
	31%	32%	**	**	33%	29%	34%
		89%	**	**	92%	59%	41%
Too old to use the internet	73	59	**	**	71	41	32
	25%	24%	**	**	28%	22%	29%
		81%	**	**	97%	56%	44%
Don't know how you use computers	63	51	**	**	56	34	29
	22%	21%	**	**	23%	19%	26%
		81%	**	**	89%	54%	46%
Too expensive to set up	45	38	**	**	33	23	22
	15%	15%	**	**	13%	13%	20%
		85%	**	**	74%	51%	49%
Friends/ family member checks things on the internet for me	33	26	**	**	30	18	15
	11%	10%	**	**	12%	10%	13%
		79%	**	**	90%	56%	44%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 53

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

QE20 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	d	e	f
Unweighted total	457	369	88	49	407	287	170
Effective Weighted Sample	376	308	69	40	340	238	138
Total	292	247	45	42	249	181	110
		85%	**	**	85%	62%	38%
Charges are too expensive	23	21	**	**	18	12	12
	8%	9%	**	**	7%	6%	11%
		90%	**	**	79%	50%	50%
Computer is too expensive to buy	23	21	**	**	17	6	16
	8%	9%	**	**	7%	3%	15%
		94%	**	**	77%	28%	72%
Don't have a phone line	19	18	**	**	14	9	10
	7%	7%	**	**	6%	5%	9%
		91%	**	**	71%	47%	53%
Satisfied with using the internet elsewhere	8	7	**	**	4	4	4
	3%	3%	**	**	1%	2%	3%
		92%	**	**	46%	53%	47%
Concerned about security/ fraud	5	5	**	**	4	1	4
	2%	2%	**	**	2%	1%	4%
		100%	**	**	76%	27%	73%
Worries/ concerns about privacy issues	5	5	**	**	4	1	4
	2%	2%	**	**	2%	1%	4%
		100%	**	**	74%	22%	78%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 53

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

QE20 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	d	e	f
Unweighted total	457	369	88	49	407	287	170
Effective Weighted Sample	376	308	69	40	340	238	138
Total	292	247	45	42	249	181	110
		85%	**	**	85%	62%	38%
My computer is out of date	4	4	**	**	3	2	2
	1%	2%	**	**	1%	1%	2%
		100%	**	**	75%	59%	41%
Satisfied with using the internet at work	3	2	**	**	1	3	-
	1%	1%	**	**	*%	2%	-%
		59%	**	**	35%	100%	-%
Other	15	13	**	**	9	11	4
	5%	5%	**	**	4%	6%	4%
		90%	**	**	60%	71%	29%
ANY INVOLUNTARY REASONS	176	148	**	**	155	98	78
	60%	60%	**	**	62%	54%	71%
		84%	**	**	88%	56%	e 44%
ANY VOLUNTARY REASONS	232	193	**	**	197	147	84
	79%	78%	**	**	79%	81%	76%
		83%	**	**	85%	64%	36%
ONLY VOLUNTARY REASONS	109	92	**	**	88	79	29
	37%	37%	**	**	35%	44%	27%
		85%	**	**	81%	f 73%	27%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 53

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

QE20 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	d	e	f
Unweighted total	457	369	88	49	407	287	170
Effective Weighted Sample	376	308	69	40	340	238	138
Total	292	247	45	42	249	181	110
		85%	**	**	85%	62%	38%
Don't know	3	3	**	**	3	1	2
	1%	1%	**	**	1%	1%	2%
		100%	**	**	100%	33%	67%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 54

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

QE21 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Unweighted total	457	217	240	7	12	53	385	202	69	11	5	44	76	106	229	289	57	57	54
Effective Weighted Sample	376	179	197	6	10	44	319	166	56	8	3	38	62	83	192	260	55	50	52
Total	292	143	149	5	11	43	233	123	44	8	3	32	47	58	153	220	41	19	11
		49%	51%	**	**	**	80%	42%	**	**	**	**	**	20%	52%	76%	**	**	**
No need	110	56	54	**	**	**	91	40	**	**	**	**	**	19	52	90	**	**	**
	38%	39%	36%	**	**	**	39%	32%	**	**	**	**	**	33%	34%	41%	**	**	**
		51%	49%	**	**	**	83%	36%	**	**	**	**	**	17%	47%	81%	**	**	**
Too old to use the internet	45	20	26	**	**	**	45	21	**	**	**	**	**	6	31	30	**	**	**
	15%	14%	17%	**	**	**	19%	17%	**	**	**	**	**	10%	20%	14%	**	**	**
														m					
		43%	57%	**	**	**	100%	46%	**	**	**	**	**	13%	68%	67%	**	**	**
Don't want a computer	38	19	19	**	**	**	33	15	**	**	**	**	**	9	18	27	**	**	**
	13%	14%	12%	**	**	**	14%	12%	**	**	**	**	**	16%	12%	12%	**	**	**
		51%	49%	**	**	**	86%	39%	**	**	**	**	**	24%	47%	71%	**	**	**
Don't know how you use computers	29	10	18	**	**	**	24	14	**	**	**	**	**	6	17	19	**	**	**
	10%	7%	12%	**	**	**	10%	12%	**	**	**	**	**	11%	11%	8%	**	**	**
		36%	64%	**	**	**	83%	50%	**	**	**	**	**	22%	60%	65%	**	**	**
Too expensive to set up	17	9	9	**	**	**	8	12	**	**	**	**	**	2	13	15	**	**	**
	6%	6%	6%	**	**	**	3%	10%	**	**	**	**	**	4%	8%	7%	**	**	**
		51%	49%	**	**	**	44%	71%	**	**	**	**	**	13%	73%	86%	**	**	**
Friends/family member checks things on the internet for me	12	4	8	**	**	**	11	4	**	**	**	**	**	3	4	11	**	**	**
	4%	3%	6%	**	**	**	5%	3%	**	**	**	**	**	4%	3%	5%	**	**	**
		32%	68%	**	**	**	92%	34%	**	**	**	**	**	21%	34%	89%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 54

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

QE21 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Unweighted total	457	217	240	7	12	53	385	202	69	11	5	44	76	106	229	289	57	57	54
Effective Weighted Sample	376	179	197	6	10	44	319	166	56	8	3	38	62	83	192	260	55	50	52
Total	292	143	149	5	11	43	233	123	44	8	3	32	47	58	153	220	41	19	11
		49%	51%	**	**	**	80%	42%	**	**	**	**	**	20%	52%	76%	**	**	**
Charges are too expensive	7	6	1	**	**	**	4	5	**	**	**	**	**	2	3	6	**	**	**
	2%	4%	1%	**	**	**	2%	4%	**	**	**	**	**	4%	2%	3%	**	**	**
		80%	20%	**	**	**	56%	72%	**	**	**	**	**	32%	42%	84%	**	**	**
Don't have a phone line	6	4	2	**	**	**	3	2	**	**	**	**	**	5	1	4	**	**	**
	2%	3%	1%	**	**	**	1%	2%	**	**	**	**	**	8%	1%	2%	**	**	**
														n					
		74%	26%	**	**	**	48%	33%	**	**	**	**	**	80%	17%	59%	**	**	**
Computer is too expensive to buy	6	3	3	**	**	**	3	3	**	**	**	**	**	-	3	4	**	**	**
	2%	2%	2%	**	**	**	1%	3%	**	**	**	**	**	-%	2%	2%	**	**	**
		55%	45%	**	**	**	60%	56%	**	**	**	**	**	-%	55%	75%	**	**	**
Satisfied with using the internet elsewhere	4	3	1	**	**	**	1	*	**	**	**	**	**	2	-	3	**	**	**
	1%	2%	1%	**	**	**	*%	*%	**	**	**	**	**	3%	-%	1%	**	**	**
														n					
		79%	21%	**	**	**	21%	4%	**	**	**	**	**	44%	-%	74%	**	**	**
Satisfied with using the internet at work	3	1	2	**	**	**	3	1	**	**	**	**	**	1	2	2	**	**	**
	1%	1%	1%	**	**	**	1%	*%	**	**	**	**	**	1%	1%	1%	**	**	**
		30%	70%	**	**	**	100%	22%	**	**	**	**	**	30%	70%	73%	**	**	**
Other	12	7	4	**	**	**	5	2	**	**	**	**	**	3	6	8	**	**	**
	4%	5%	3%	**	**	**	2%	2%	**	**	**	**	**	5%	4%	4%	**	**	**
		63%	37%	**	**	**	47%	21%	**	**	**	**	**	26%	56%	69%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 54

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

QE21 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	f	g	~h	~i	~j	~k	~l	m	n	o	~p	~q	~r
Unweighted total	457	217	240	7	12	53	385	202	69	11	5	44	76	106	229	289	57	57	54
Effective Weighted Sample	376	179	197	6	10	44	319	166	56	8	3	38	62	83	192	260	55	50	52
Total	292	143	149	5	11	43	233	123	44	8	3	32	47	58	153	220	41	19	11
		49%	51%	**	**	**	80%	42%	**	**	**	**	**	20%	52%	76%	**	**	**
ANY INVOLUNTARY REASONS	110	52	58	**	**	**	87	58	**	**	**	**	**	22	68	78	**	**	**
	38%	36%	39%	**	**	**	37%	47%	**	**	**	**	**	37%	44%	35%	**	**	**
		47%	53%	**	**	**	79%	52%	**	**	**	**	**	20%	62%	71%	**	**	**
ANY VOLUNTARY REASONS	167	83	84	**	**	**	139	59	**	**	**	**	**	33	76	132	**	**	**
	57%	58%	56%	**	**	**	59%	49%	**	**	**	**	**	57%	50%	60%	**	**	**
		50%	50%	**	**	**	83%	36%	**	**	**	**	**	20%	46%	79%	**	**	**
Don't know	4	2	3	**	**	**	4	3	**	**	**	**	**	1	3	3	**	**	**
	1%	1%	2%	**	**	**	2%	2%	**	**	**	**	**	1%	2%	2%	**	**	**
		36%	64%	**	**	**	81%	67%	**	**	**	**	**	12%	77%	79%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 54

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

QE21 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	d	e	f
Unweighted total	457	369	88	49	407	287	170
Effective Weighted Sample	376	308	69	40	340	238	138
Total	292	247	45	42	249	181	110
		85%	**	**	85%	62%	38%
No need	110	89	**	**	94	74	36
	38%	36%	**	**	38%	41%	32%
		81%	**	**	85%	68%	32%
Too old to use the internet	45	38	**	**	45	28	17
	15%	15%	**	**	18%	16%	15%
		83%	**	**	99%	62%	38%
Don't want a computer	38	35	**	**	34	25	13
	13%	14%	**	**	14%	14%	12%
		92%	**	**	91%	66%	34%
Don't know how you use computers	29	25	**	**	26	16	13
	10%	10%	**	**	10%	9%	12%
		86%	**	**	91%	55%	45%
Too expensive to set up	17	14	**	**	13	8	9
	6%	6%	**	**	5%	5%	8%
		83%	**	**	77%	47%	53%
Friends/family member checks things on the internet for me	12	11	**	**	10	6	6
	4%	4%	**	**	4%	3%	6%
		89%	**	**	81%	50%	50%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 54

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

QE21 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	d	e	f
Unweighted total	457	369	88	49	407	287	170
Effective Weighted Sample	376	308	69	40	340	238	138
Total	292	247	45	42	249	181	110
		85%	**	**	85%	62%	38%
Charges are too expensive	7	7	**	**	6	3	4
	2%	3%	**	**	2%	2%	4%
		95%	**	**	77%	47%	53%
Don't have a phone line	6	5	**	**	3	5	1
	2%	2%	**	**	1%	3%	1%
		92%	**	**	58%	80%	20%
Computer is too expensive to buy	6	6	**	**	5	3	3
	2%	2%	**	**	2%	1%	3%
		100%	**	**	86%	46%	54%
Satisfied with using the internet elsewhere	4	3	**	**	1	1	2
	1%	1%	**	**	*%	1%	2%
		83%	**	**	21%	40%	60%
Satisfied with using the internet at work	3	1	**	**	1	3	-
	1%	1%	**	**	*%	2%	-%
		49%	**	**	44%	100%	-%
Other	12	10	**	**	8	9	3
	4%	4%	**	**	3%	5%	3%
		88%	**	**	68%	75%	25%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 54

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

QE21 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~c	d	e	f
Unweighted total	457	369	88	49	407	287	170
Effective Weighted Sample	376	308	69	40	340	238	138
Total	292	247	45	42	249	181	110
		85%	**	**	85%	62%	38%
ANY INVOLUNTARY REASONS	110	95	**	**	98	63	47
	38%	38%	**	**	39%	35%	43%
		86%	**	**	89%	57%	43%
ANY VOLUNTARY REASONS	167	139	**	**	140	110	57
	57%	56%	**	**	56%	61%	52%
		83%	**	**	84%	66%	34%
Don't know	4	4	**	**	4	1	3
	1%	2%	**	**	2%	1%	3%
		100%	**	**	100%	26%	74%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 55

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

QE22. SHOWCARD Thinking about personal computers or desktop PCs or laptops, do you ever have/ think you might have difficulties doing any of the following? (MULTICODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Using the mouse	65	27	38	5	2	12	46	20	8	9	7	9	20	9	27	53	8	2	2
	3%	2%	3%	1%	1%	1%	6%	6%	3%	3%	2%	1%	3%	2%	4%	3%	4%	2%	3%
							cde	j							km				
		41%	59%	8%	4%	18%	71%	30%	13%	13%	10%	13%	31%	14%	42%	81%	12%	4%	3%
Using the keyboard	59	20	39	1	1	8	49	22	8	6	5	7	12	12	29	48	7	2	2
	3%	2%	3%	*%	*%	1%	6%	7%	3%	2%	1%	1%	2%	3%	5%	2%	4%	2%	3%
			a				cde	hij							kl				
		34%	66%	2%	2%	14%	82%	38%	13%	10%	8%	12%	20%	19%	49%	81%	12%	3%	4%
Seeing the monitor display	42	16	26	2	1	7	32	13	5	2	5	6	5	8	22	35	5	1	1
	2%	1%	2%	1%	*%	1%	4%	4%	2%	1%	1%	1%	1%	2%	4%	2%	2%	1%	2%
							cde	ij							kl				
		38%	62%	5%	2%	16%	76%	30%	12%	4%	11%	15%	13%	20%	53%	83%	12%	2%	3%
Seeing the letters and symbols on the keyboard	42	19	23	1	-	6	35	14	5	3	4	8	8	6	21	35	4	2	1
	2%	2%	2%	*%	-%	1%	5%	4%	2%	1%	1%	1%	1%	1%	3%	2%	2%	1%	1%
							cde	ij							klm				
		46%	54%	3%	-%	13%	83%	34%	11%	7%	9%	19%	19%	14%	49%	83%	11%	4%	2%
Any other difficulties	25	12	13	1	2	5	17	4	4	2	1	6	10	5	4	22	2	1	-
	1%	1%	1%	*%	*%	1%	2%	1%	2%	1%	*%	1%	1%	1%	1%	1%	1%	1%	-%
							cde												
		47%	53%	3%	7%	22%	69%	15%	16%	7%	3%	25%	39%	21%	15%	88%	8%	3%	-%
No, none	2101	1007	1094	334	412	780	575	268	232	249	393	550	646	384	517	1760	180	101	60
	89%	89%	89%	96%	98%	96%	74%	78%	88%	93%	96%	93%	93%	89%	82%	89%	88%	87%	93%
				f	f	f			g	gh	gh	mn	mn	n					q
		48%	52%	16%	20%	37%	27%	13%	11%	12%	19%	26%	31%	18%	25%	84%	9%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 55

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

QE22. SHOWCARD Thinking about personal computers or desktop PCs or laptops, do you ever have/ think you might have difficulties doing any of the following? (MULTICODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Don't know	132	67	65	5	4	12	112	43	15	4	2	21	15	26	69	105	15	10	2
	6%	6%	5%	1%	1%	1%	15%	13%	5%	2%	*%	4%	2%	6%	11%	5%	7%	9%	3%
		51%	49%	4%	3%	9%	cde 85%	hij 32%	ij 11%		1%	16%	11%	l 19%	klm 52%		r 11%	or 8%	
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 55

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

QE22. SHOWCARD Thinking about personal computers or desktop PCs or laptops, do you ever have/ think you might have difficulties doing any of the following? (MULTICODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Using the mouse	65	53	12	15	50	42	24
	3%	3%	4%	1%	5%	3%	3%
				c			
		81%	19%	23%	77%	64%	36%
Using the keyboard	59	47	13	11	49	40	19
	3%	2%	4%	1%	5%	3%	2%
			a		c		
		79%	21%	18%	82%	68%	32%
Seeing the monitor display	42	36	6	7	35	29	14
	2%	2%	2%	1%	3%	2%	2%
				c			
		85%	15%	17%	83%	68%	32%
Seeing the letters and symbols on the keyboard	42	36	6	8	34	28	14
	2%	2%	2%	1%	3%	2%	2%
				c			
		85%	15%	18%	82%	67%	33%
Any other difficulties	25	21	3	8	17	13	12
	1%	1%	1%	1%	2%	1%	1%
				c			
		86%	14%	32%	68%	51%	49%
No, none	2101	1835	266	1258	833	1286	816
	89%	90%	86%	96%	81%	89%	90%
		b		d			
		87%	13%	60%	40%	61%	39%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 55

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

QE22. SHOWCARD Thinking about personal computers or desktop PCs or laptops, do you ever have/ think you might have difficulties doing any of the following? (MULTICODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Don't know	132	115	17	22	107	82	50
	6%	6%	6%	2%	10%	6%	6%
				c			
		87%	13%	17%	81%	62%	38%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 56

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

QE23 (QE41). SHOWCARD Thinking about tablet computers (like an iPad), do you ever have/ think you might have difficulties doing any of the following? (MULTICODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Using touch to open, close or move within the screen	64	21	44	5	4	11	45	21	6	6	8	13	17	7	26	53	5	4	2
	3%	2%	4%	1%	1%	1%	6%	6%	2%	2%	2%	2%	2%	2%	4%	3%	3%	4%	3%
			a				cde	hij							m				
		32%	68%	7%	6%	17%	70%	33%	9%	10%	13%	21%	26%	12%	41%	82%	8%	7%	3%
Using the letters displayed on the on-screen keyboard	47	14	33	2	2	3	40	17	8	3	4	6	12	6	23	37	6	2	1
	2%	1%	3%	*%	*%	*%	5%	5%	3%	1%	1%	1%	2%	2%	4%	2%	3%	2%	2%
			a				cde	ij							klm				
		30%	70%	4%	4%	7%	86%	36%	16%	6%	8%	13%	26%	14%	48%	80%	14%	4%	3%
Seeing the letters and symbols on the on-screen keyboard	45	18	27	-	-	7	38	15	8	1	2	7	9	7	21	37	6	1	1
	2%	2%	2%	-%	-%	1%	5%	4%	3%	1%	1%	1%	1%	2%	3%	2%	3%	1%	2%
							cde	ij	ij						kl				
		40%	60%	-%	-%	15%	85%	33%	19%	3%	6%	16%	21%	17%	46%	83%	13%	2%	3%
Seeing the screen display	44	15	29	-	-	7	38	16	7	3	2	6	8	7	24	35	7	1	1
	2%	1%	2%	-%	-%	1%	5%	5%	3%	1%	*%	1%	1%	2%	4%	2%	3%	1%	2%
							cde	ij	j						klm				
		35%	65%	-%	-%	15%	85%	36%	15%	6%	4%	13%	18%	15%	54%	79%	16%	2%	3%
Any other difficulties	16	7	9	1	1	3	11	4	3	2	-	2	6	4	3	15	-	1	-
	1%	1%	1%	*%	*%	*%	1%	1%	1%	1%	-%	*%	1%	1%	*%	1%	-%	1%	-%
							e	j	j										
		43%	57%	6%	5%	21%	69%	25%	20%	12%	-%	14%	39%	27%	19%	92%	-%	8%	-%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 56

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

QE23 (QE41). SHOWCARD Thinking about tablet computers (like an iPad), do you ever have/ think you might have difficulties doing any of the following? (MULTICODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
No, none	2036	989	1047	335	407	766	528	255	220	248	388	530	629	370	500	1712	170	95	59
	86%	88%	85%	97%	97%	94%	68%	74%	83%	93%	95%	90%	90%	86%	79%	87%	83%	81%	90%
				f	f	f			g	gh	gh	n	mn	n		q			pq
		49%	51%	16%	20%	38%	26%	13%	11%	12%	19%	26%	31%	18%	25%	84%	8%	5%	3%
Don't know	211	100	111	5	9	29	168	55	28	9	9	40	37	44	90	165	26	15	4
	9%	9%	9%	2%	2%	4%	22%	16%	11%	4%	2%	7%	5%	10%	14%	8%	13%	13%	6%
							cde	hij	ij					kl	klm		or	or	
		47%	53%	2%	4%	14%	80%	26%	13%	4%	4%	19%	17%	21%	43%	78%	13%	7%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 56

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

QE23 (QE41). SHOWCARD Thinking about tablet computers (like an iPad), do you ever have/ think you might have difficulties doing any of the following? (MULTICODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Using touch to open, close or move within the screen	64	54	10	16	49	40	24
	3%	3%	3%	1%	5%	3%	3%
		85%	15%	24%	76%	63%	37%
Using the letters displayed on the on-screen keyboard	47	40	7	5	42	27	20
	2%	2%	2%	*%	4%	2%	2%
		84%	16%	12%	88%	57%	43%
Seeing the letters and symbols on the on-screen keyboard	45	38	7	4	39	27	18
	2%	2%	2%	*%	4%	2%	2%
		85%	15%	10%	87%	60%	40%
Seeing the screen display	44	37	8	5	40	28	16
	2%	2%	2%	*%	4%	2%	2%
		83%	17%	10%	90%	63%	37%
Any other difficulties	16	14	2	4	12	10	6
	1%	1%	1%	*%	1%	1%	1%
		88%	12%	26%	74%	61%	39%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 56

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

QE23 (QE41). SHOWCARD Thinking about tablet computers (like an iPad), do you ever have/ think you might have difficulties doing any of the following? (MULTICODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
No, none	2036	1782	254	1245	779	1239	797
	86%	87%	82%	95%	76%	86%	88%
		b		d			
		88%	12%	61%	38%	61%	39%
Don't know	211	176	35	45	166	144	67
	9%	9%	11%	3%	16%	10%	7%
				c	f		
		83%	17%	21%	79%	68%	32%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 57

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

QE24 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Yes	1940	942	998	331	389	729	492	218	192	243	391	539	618	351	428	1646	156	87	51
	82%	83%	81%	95%	92%	89%	64%	63%	72%	91%	95%	91%	89%	81%	68%	84%	76%	75%	79%
				ef	f	f			g	gh	ghi	mn	mn	n		pq			
		49%	51%	17%	20%	38%	25%	11%	10%	13%	20%	28%	32%	18%	22%	85%	8%	4%	3%
No	382	173	209	13	28	80	261	116	70	23	17	51	73	79	177	296	48	26	13
	16%	15%	17%	4%	7%	10%	34%	34%	26%	9%	4%	9%	10%	18%	28%	15%	23%	22%	20%
						c	cde	hij	ij	j				kl	klm		o	o	
		45%	55%	3%	7%	21%	68%	30%	18%	6%	4%	13%	19%	21%	46%	77%	13%	7%	3%
Don't know	35	16	20	3	5	7	20	10	4	2	2	2	7	1	25	29	2	4	1
	2%	1%	2%	1%	1%	1%	3%	3%	1%	1%	1%	*%	1%	*%	4%	1%	1%	3%	1%
						e		j							klm				
		45%	55%	9%	14%	21%	57%	27%	11%	6%	6%	5%	20%	4%	71%	82%	5%	10%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 57

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

QE24 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Yes	1940	1696	243	1198	730	1180	759
	82%	83%	79%	91%	71%	82%	83%
		b	d				
		87%	13%	62%	38%	61%	39%
No	382	319	63	105	275	254	128
	16%	16%	20%	8%	27%	18%	14%
		a	c				
		83%	17%	28%	72%	67%	33%
Don't know	35	32	3	12	23	13	23
	2%	2%	1%	1%	2%	1%	2%
			c				
		91%	9%	34%	66%	36%	64%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 58

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

QE25 (QE30). Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Yes & currently using	824	406	418	175	173	329	147	65	72	87	214	285	288	124	123	722	51	31	20
	35%	36%	34%	50%	41%	40%	19%	19%	27%	32%	52%	48%	41%	29%	20%	37%	25%	26%	31%
				def	f	f			g	g	ghi	lmn	mn	n		pq			
		49%	51%	21%	21%	40%	18%	8%	9%	11%	26%	35%	35%	15%	15%	88%	6%	4%	2%
Yes but stopped using	179	85	94	31	39	62	47	19	14	26	42	49	61	30	39	160	11	5	3
	8%	8%	8%	9%	9%	8%	6%	5%	5%	10%	10%	8%	9%	7%	6%	8%	5%	4%	5%
				f					gh	gh						q			
		47%	53%	18%	22%	35%	26%	10%	8%	14%	23%	28%	34%	17%	22%	90%	6%	3%	2%
TOTAL YES	1003	491	512	206	212	391	194	84	85	112	256	335	349	154	162	882	62	36	23
	43%	43%	42%	59%	50%	48%	25%	24%	32%	42%	62%	57%	50%	36%	26%	45%	30%	31%	36%
				def	f	f			g	gh	ghi	lmn	mn	n		pqr			
		49%	51%	21%	21%	39%	19%	8%	8%	11%	26%	33%	35%	15%	16%	88%	6%	4%	2%
No never used	1311	617	694	135	205	409	562	251	172	154	150	252	341	268	447	1052	141	78	40
	56%	55%	57%	39%	49%	50%	73%	73%	65%	58%	37%	43%	49%	62%	71%	53%	69%	67%	62%
				c	c	c	cde	hij	j	j			k	kl	klm		o	o	o
		47%	53%	10%	16%	31%	43%	19%	13%	12%	11%	19%	26%	20%	34%	80%	11%	6%	3%
Don't know	44	23	21	6	5	16	17	8	8	1	4	5	8	9	21	36	3	3	1
	2%	2%	2%	2%	1%	2%	2%	2%	3%	1%	1%	1%	1%	2%	3%	2%	1%	3%	2%
								i							kl				
		52%	48%	14%	11%	36%	39%	19%	17%	3%	10%	12%	19%	21%	48%	84%	6%	7%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 58

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

QE25 (QE30). Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Yes & currently using	824	724	100	552	265	484	340
	35%	35%	32%	42%	26%	33%	37%
				d			
		88%	12%	67%	32%	59%	41%
Yes but stopped using	179	157	22	116	63	110	69
	8%	8%	7%	9%	6%	8%	8%
				d			
		88%	12%	65%	35%	62%	38%
TOTAL YES	1003	881	122	668	328	594	408
	43%	43%	39%	51%	32%	41%	45%
				d			
		88%	12%	67%	33%	59%	41%
No never used	1311	1129	182	630	674	826	485
	56%	55%	59%	48%	66%	57%	53%
				c			
		86%	14%	48%	51%	63%	37%
Don't know	44	38	6	18	25	27	16
	2%	2%	2%	1%	2%	2%	2%
		87%	13%	42%	58%	62%	38%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 59

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

QE26 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	1101	539	562	225	204	414	258	105	113	132	240	322	394	202	179	862	74	77	88
Effective Weighted Sample	925	457	469	188	174	353	222	88	95	106	210	278	331	169	152	773	72	63	85
Total	1003	491	512	206	212	391	194	84	85	112	256	335	349	154	162	882	62	36	23
		49%	51%	21%	21%	39%	19%	8%	8%	11%	26%	33%	35%	15%	16%	88%	**	**	**
Skype	890	437	453	188	182	350	170	70	76	89	227	305	310	130	142	782	**	**	**
	89%	89%	88%	91%	86%	90%	88%	84%	89%	79%	89%	91%	89%	84%	88%	89%	**	**	**
		49%	51%	21%	20%	39%	19%	8%	9%	10%	26%	34%	35%	15%	16%	88%	**	**	**
FaceTime	74	31	43	18	26	20	11	9	4	10	21	26	23	14	11	67	**	**	**
	7%	6%	8%	9%	12%	5%	6%	11%	4%	9%	8%	8%	7%	9%	7%	8%	**	**	**
		42%	58%	24%	35%	26%	15%	12%	5%	13%	28%	35%	31%	19%	15%	90%	**	**	**
MSN Messenger	28	14	14	6	5	13	4	5	4	4	6	8	13	5	3	23	**	**	**
	3%	3%	3%	3%	2%	3%	2%	5%	5%	3%	2%	2%	4%	3%	2%	3%	**	**	**
		50%	50%	22%	17%	47%	14%	16%	15%	13%	21%	29%	46%	16%	9%	81%	**	**	**
Viber	20	2	17	2	6	11	1	2	1	4	9	7	9	-	3	19	**	**	**
	2%	*%	3%	1%	3%	3%	*%	2%	2%	4%	4%	2%	3%	-%	2%	2%	**	**	**
		12%	88%	12%	28%	55%	4%	9%	8%	21%	46%	35%	47%	-%	18%	96%	**	**	**
BT Broadband voice/Home Hub	11	8	3	1	4	2	4	-	-	6	2	6	1	4	1	7	**	**	**
	1%	2%	1%	1%	2%	1%	2%	-%	-%	5%	1%	2%	*%	2%	*%	1%	**	**	**
		70%	30%	11%	36%	20%	32%	-%	-%	ghj	16%	50%	12%	31%	7%	62%	**	**	**
Voipfone	7	3	4	2	3	3	-	-	-	3	1	6	1	-	-	7	**	**	**
	1%	1%	1%	1%	1%	1%	-%	-%	-%	3%	1%	2%	*%	-%	-%	1%	**	**	**
		41%	59%	22%	40%	39%	-%	-%	-%	39%	19%	80%	20%	-%	-%	100%	**	**	**
Plusnet (Plustalk)	6	4	3	-	1	3	2	-	-	2	-	2	-	3	1	6	**	**	**
	1%	1%	*%	-%	1%	1%	1%	-%	-%	2%	-%	1%	-%	2%	1%	1%	**	**	**
		59%	41%	-%	20%	47%	33%	-%	-%	j	-%	32%	-%	50%	18%	100%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 59

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

QE26 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	1101	539	562	225	204	414	258	105	113	132	240	322	394	202	179	862	74	77	88
Effective Weighted Sample	925	457	469	188	174	353	222	88	95	106	210	278	331	169	152	773	72	63	85
Total	1003	491	512	206	212	391	194	84	85	112	256	335	349	154	162	882	62	36	23
		49%	51%	21%	21%	39%	19%	8%	8%	11%	26%	33%	35%	15%	16%	88%	**	**	**
BT Communicator	5	4	1	1	-	4	-	2	-	1	2	1	2	2	1	4	**	**	**
	1%	1%	*%	*%	-%	1%	-%	2%	-%	1%	1%	*%	*%	1%	1%	*%	**	**	**
		80%	20%	16%	-%	84%	-%	33%	-%	19%	28%	20%	28%	35%	17%	80%	**	**	**
Vonage	5	3	2	-	2	3	-	-	1	2	1	2	1	2	-	5	**	**	**
	1%	1%	*%	-%	1%	1%	-%	-%	1%	2%	1%	1%	*%	1%	-%	1%	**	**	**
		55%	45%	-%	41%	59%	-%	-%	14%	41%	25%	45%	14%	41%	-%	100%	**	**	**
Other	41	26	15	8	6	21	7	6	5	4	11	14	12	8	8	39	**	**	**
	4%	5%	3%	4%	3%	5%	3%	7%	5%	3%	4%	4%	3%	5%	5%	4%	**	**	**
		64%	36%	19%	14%	50%	16%	15%	11%	9%	26%	33%	28%	21%	18%	95%	**	**	**
Don't know	15	5	10	2	3	8	2	1	2	2	6	3	7	2	3	13	**	**	**
	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	2%	1%	2%	1%	2%	1%	**	**	**
		31%	69%	12%	19%	58%	11%	9%	13%	13%	43%	18%	45%	14%	22%	88%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 59

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

QE26 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1101	937	164	647	448	668	433
Effective Weighted Sample	925	795	134	563	377	558	368
Total	1003	881	122	668	328	594	408
		88%	12%	67%	33%	59%	41%
Skype	890	790	100	590	293	521	369
	89%	90%	82%	88%	89%	88%	90%
		b					
		89%	11%	66%	33%	59%	41%
FaceTime	74	66	8	59	16	49	25
	7%	8%	7%	9%	5%	8%	6%
				d			
		89%	11%	79%	21%	66%	34%
MSN Messenger	28	23	6	19	10	15	14
	3%	3%	5%	3%	3%	2%	3%
		80%	20%	66%	34%	51%	49%
Viber	20	17	2	15	4	5	14
	2%	2%	2%	2%	1%	1%	3%
						e	
		89%	11%	78%	22%	27%	73%
BT Broadband voice/Home Hub	11	10	1	8	4	8	4
	1%	1%	1%	1%	1%	1%	1%
		92%	8%	68%	32%	68%	32%
Voipfone	7	6	1	7	-	3	4
	1%	1%	1%	1%	-%	1%	1%
				d			
		80%	20%	100%	-%	41%	59%
Plusnet (Plustalk)	6	4	2	4	2	2	4
	1%	1%	1%	1%	1%	*%	1%
		71%	29%	71%	29%	32%	68%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 59

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

QE26 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1101	937	164	647	448	668	433
Effective Weighted Sample	925	795	134	563	377	558	368
Total	1003	881	122	668	328	594	408
		88%	12%	67%	33%	59%	41%
BT Communicator	5	5	-	4	1	3	3
	1%	1%	-%	1%	*%	*%	1%
		100%	-%	83%	17%	48%	52%
Vonage	5	4	1	4	1	3	2
	1%	*%	1%	1%	*%	1%	1%
		75%	25%	80%	20%	59%	41%
Other	41	33	8	26	15	26	15
	4%	4%	7%	4%	5%	4%	4%
		81%	19%	62%	36%	63%	37%
Don't know	15	12	3	11	4	10	4
	1%	1%	2%	2%	1%	2%	1%
		80%	20%	74%	26%	71%	29%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 60

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

QE27 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	1101	539	562	225	204	414	258	105	113	132	240	322	394	202	179	862	74	77	88
Effective Weighted Sample	925	457	469	188	174	353	222	88	95	106	210	278	331	169	152	773	72	63	85
Total	1003	491	512	206	212	391	194	84	85	112	256	335	349	154	162	882	62	36	23
		49%	51%	21%	21%	39%	19%	8%	8%	11%	26%	33%	35%	15%	16%	88%	**	**	**
Laptop	558	280	278	124	105	231	98	32	40	60	138	204	208	77	69	484	**	**	**
	56%	57%	54%	60%	49%	59%	50%	38%	47%	54%	54%	61%	60%	50%	42%	55%	**	**	**
				df		df				g	g	mn	mn						
		50%	50%	22%	19%	41%	17%	6%	7%	11%	25%	37%	37%	14%	12%	87%	**	**	**
Tablet computer (e.g. iPad)	314	139	175	55	75	125	58	20	24	37	106	122	105	49	37	281	**	**	**
	31%	28%	34%	27%	36%	32%	30%	24%	28%	33%	41%	37%	30%	32%	23%	32%	**	**	**
		44%	56%	17%	24%	40%	19%	6%	8%	12%	34%	39%	34%	16%	12%	90%	**	**	**
Smartphone	260	136	124	64	73	106	16	22	21	39	67	85	85	47	42	230	**	**	**
	26%	28%	24%	31%	34%	27%	8%	26%	24%	35%	26%	25%	24%	30%	26%	26%	**	**	**
				f	f	f													
		52%	48%	25%	28%	41%	6%	8%	8%	15%	26%	33%	33%	18%	16%	89%	**	**	**
Desktop PC	224	130	95	33	40	87	65	19	22	17	64	76	73	33	42	207	**	**	**
	22%	26%	18%	16%	19%	22%	34%	22%	26%	15%	25%	23%	21%	21%	26%	23%	**	**	**
		b				cde			i		i								
		58%	42%	15%	18%	39%	29%	8%	10%	7%	29%	34%	32%	14%	19%	92%	**	**	**
Netbook	22	12	10	2	7	9	4	2	4	*	6	10	5	4	3	20	**	**	**
	2%	2%	2%	1%	3%	2%	2%	3%	5%	*%	2%	3%	2%	2%	2%	2%	**	**	**
									i										
		55%	45%	8%	33%	42%	16%	10%	18%	2%	28%	45%	25%	17%	14%	91%	**	**	**
TV set	11	8	3	2	4	4	1	2	-	-	6	6	3	1	1	11	**	**	**
	1%	2%	1%	1%	2%	1%	1%	2%	-%	-%	2%	2%	1%	*%	1%	1%	**	**	**
		75%	25%	18%	34%	36%	12%	18%	-%	-%	56%	53%	26%	7%	14%	100%	**	**	**
Other	26	11	15	6	9	4	6	4	3	2	3	6	6	5	8	21	**	**	**
	3%	2%	3%	3%	4%	1%	3%	5%	4%	2%	1%	2%	2%	3%	5%	2%	**	**	**
				e										l					
		43%	57%	24%	35%	16%	25%	16%	12%	9%	13%	24%	25%	18%	32%	83%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 60

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

QE27 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	1101	539	562	225	204	414	258	105	113	132	240	322	394	202	179	862	74	77	88
Effective Weighted Sample	925	457	469	188	174	353	222	88	95	106	210	278	331	169	152	773	72	63	85
Total	1003	491	512	206	212	391	194	84	85	112	256	335	349	154	162	882	62	36	23
		49%	51%	21%	21%	39%	19%	8%	8%	11%	26%	33%	35%	15%	16%	88%	**	**	**
Don't know	10	6	4	1	3	6	*	2	*	1	4	2	4	2	2	9	**	**	**
	1%	1%	1%	1%	1%	2%	*%	2%	*%	1%	2%	1%	1%	1%	1%	1%	**	**	**
		57%	43%	10%	26%	62%	2%	17%	4%	7%	44%	20%	43%	17%	20%	85%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 60

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

QE27 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1101	937	164	647	448	668	433
Effective Weighted Sample	925	795	134	563	377	558	368
Total	1003	881	122	668	328	594	408
		88%	12%	67%	33%	59%	41%
Laptop	558	492	66	375	178	318	240
	56%	56%	54%	56%	54%	53%	59%
		88%	12%	67%	32%	57%	43%
Tablet computer (e.g. iPad)	314	276	38	227	85	194	120
	31%	31%	31%	34%	26%	33%	29%
		88%	12%	72%	27%	62%	38%
Smartphone	260	237	23	188	68	121	138
	26%	27%	19%	28%	21%	20%	34%
		b	d	e			
		91%	9%	73%	26%	47%	53%
Desktop PC	224	193	32	142	82	144	80
	22%	22%	26%	21%	25%	24%	20%
		86%	14%	63%	36%	64%	36%
Netbook	22	20	2	17	5	13	9
	2%	2%	1%	3%	1%	2%	2%
		92%	8%	78%	22%	57%	43%
TV set	11	9	2	8	3	5	6
	1%	1%	2%	1%	1%	1%	1%
		82%	18%	74%	26%	44%	56%
Other	26	24	2	16	9	11	15
	3%	3%	1%	2%	3%	2%	4%
		93%	7%	63%	37%	42%	58%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 60

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

QE27 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1101	937	164	647	448	668	433
Effective Weighted Sample	925	795	134	563	377	558	368
Total	1003	881	122	668	328	594	408
		88%	12%	67%	33%	59%	41%
Don't know	10	8	2	8	2	5	5
	1%	1%	2%	1%	1%	1%	1%
		76%	24%	76%	24%	51%	49%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 61

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

QE28 (QE34). Do you pay for any elements of your service to make calls using the internet? Perhaps calls made to landline or mobile phones, or any equipment or software you needed to purchase solely to be able to make calls using the internet. (SINGLE CODE)

Base : Those who have ever used internet voice services at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	1101	539	562	225	204	414	258	105	113	132	240	322	394	202	179	862	74	77	88
Effective Weighted Sample	925	457	469	188	174	353	222	88	95	106	210	278	331	169	152	773	72	63	85
Total	1003	491 49%	512 51%	206 21%	212 21%	391 39%	194 19%	84 8%	85 8%	112 11%	256 26%	335 33%	349 35%	154 15%	162 16%	882 88%	62 **	36 **	23 **
Yes, pay for any elements	78 8%	36 7%	42 8%	10 5%	14 7%	38 10%	17 9%	7 9%	6 8%	11 10%	32 12%	32 10%	26 8%	9 6%	11 7%	70 8%	** **	** **	** **
		46%	54%	13%	18%	48%	21%	9%	8%	15%	40%	41%	33%	11%	14%	89%	**	**	**
No, do not pay for any elements	874 87%	431 88%	442 86%	182 88%	183 86%	339 87%	170 88%	68 81%	78 91%	96 85%	215 84%	286 85%	308 88%	138 89%	140 86%	768 87%	** **	** **	** **
		49%	51%	21%	21%	39%	19%	8%	9%	11%	25%	33%	35%	16%	16%	88%	**	**	**
Don't know	50 5%	23 5%	28 5%	14 7%	15 7%	15 4%	7 4%	9 10%	1 1%	5 5%	10 4%	17 5%	15 4%	8 5%	11 7%	44 5%	** **	** **	** **
		45%	55%	28%	29%	29%	14%	17% hj	2%	11%	19%	33%	29%	15%	23%	86%	**	**	**
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 61

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

QE28 (QE34). Do you pay for any elements of your service to make calls using the internet? Perhaps calls made to landline or mobile phones, or any equipment or software you needed to purchase solely to be able to make calls using the internet. (SINGLE CODE)

Base : Those who have ever used internet voice services at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1101	937	164	647	448	668	433
Effective Weighted Sample	925	795	134	563	377	558	368
Total	1003	881	122	668	328	594	408
		88%	12%	67%	33%	59%	41%
Yes, pay for any elements	78	65	14	61	18	46	33
	8%	7%	11%	9%	5%	8%	8%
		83%	17%	77%	23%	58%	42%
No, do not pay for any elements	874	773	100	576	294	516	358
	87%	88%	82%	86%	90%	87%	88%
		89%	11%	66%	34%	59%	41%
Don't know	50	43	8	31	16	33	18
	5%	5%	7%	5%	5%	6%	4%
		84%	16%	62%	33%	65%	35%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 62

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

QB1. SHOWCARD Do you or does anyone in your household have an e-reader, or digital book reader in your home at the moment? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Yes	534	264	271	75	80	228	151	33	51	60	148	199	184	85	64	456	39	24	15
	23%	23%	22%	22%	19%	28%	20%	10%	19%	22%	36%	34%	26%	20%	10%	23%	19%	21%	23%
						cdf					ghi	lmn	mn	n					
		49%	51%	14%	15%	43%	28%	6%	10%	11%	28%	37%	34%	16%	12%	85%	7%	5%	3%
No	1812	861	951	270	341	582	617	309	214	206	261	390	510	345	563	1504	167	92	49
	77%	76%	77%	78%	81%	71%	80%	90%	81%	77%	64%	66%	73%	80%	89%	76%	81%	79%	76%
				e	e	e	e	hij	j	j			k	kl	klm				
		48%	52%	15%	19%	32%	34%	17%	12%	11%	14%	22%	28%	19%	31%	83%	9%	5%	3%
Don't know	11	6	5	1	*	6	4	1	1	2	1	3	3	1	3	11	-	*	*
	*%	1%	*%	*%	*%	1%	1%	*%	*%	1%	*%	1%	*%	*%	1%	1%	-%	*%	1%
		52%	48%	9%	2%	49%	40%	5%	5%	20%	10%	28%	30%	13%	29%	94%	-%	2%	4%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 62

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

QB1. SHOWCARD Do you or does anyone in your household have an e-reader, or digital book reader in your home at the moment? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Yes	534	465	69	357	173	386	148
	23%	23%	22%	27%	17%	27%	16%
				d	f		
		87%	13%	67%	32%	72%	28%
No	1812	1571	241	955	847	1053	759
	77%	77%	78%	73%	82%	73%	83%
				c	e		
		87%	13%	53%	47%	58%	42%
Don't know	11	11	-	4	7	9	3
	*%	1%	-%	*%	1%	1%	*%
		100%	-%	35%	65%	76%	24%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 63

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

QB2. SHOWCARD And do you personally use this e-reader, or digital book reader? (SINGLE CODE)

Base : Those who have access to an e-reader/ digital book reader at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	j	k	l	m	~n	o	~p	~q	~r
Unweighted total	610	292	318	80	80	252	198	42	70	81	141	200	215	117	75	453	50	48	59
Effective Weighted Sample	503	242	261	65	67	207	170	36	59	61	121	169	178	95	63	402	48	40	57
Total	534	264	271	75	80	228	151	33	51	60	148	199	184	85	64	456	39	24	15
		49%	51%	**	**	43%	28%	**	**	**	28%	37%	34%	16%	**	85%	**	**	**
Yes	336	130	206	**	**	144	104	**	**	**	96	122	127	51	**	285	**	**	**
	63%	49%	76%	**	**	63%	69%	**	**	**	65%	61%	69%	60%	**	63%	**	**	**
		a																	
		39%	61%	**	**	43%	31%	**	**	**	29%	36%	38%	15%	**	85%	**	**	**
No	197	133	65	**	**	84	46	**	**	**	51	76	57	34	**	170	**	**	**
	37%	50%	24%	**	**	37%	31%	**	**	**	35%	38%	31%	40%	**	37%	**	**	**
		b																	
		67%	33%	**	**	42%	23%	**	**	**	26%	39%	29%	17%	**	86%	**	**	**
Don't know	1	1	-	**	**	-	1	**	**	**	-	1	-	-	**	1	**	**	**
	*%	*%	-%	**	**	-%	*%	**	**	**	-%	*%	-%	-%	**	*%	**	**	**
		100%	-%	**	**	-%	100%	**	**	**	-%	100%	-%	-%	**	100%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 63

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

QB2. SHOWCARD And do you personally use this e-reader, or digital book reader? (SINGLE CODE)

Base : Those who have access to an e-reader/ digital book reader at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	610	518	92	369	238	434	176
Effective Weighted Sample	503	428	77	308	202	360	143
Total	534	465	69	357	173	386	148
		87%	**	67%	32%	72%	28%
Yes	336	285	**	220	112	252	84
	63%	61%	**	62%	65%	65%	57%
		85%	**	66%	33%	75%	25%
No	197	181	**	137	60	134	64
	37%	39%	**	38%	35%	35%	43%
		92%	**	69%	31%	68%	32%
Don't know	1	-	**	-	1	1	-
	*%	-%	**	-%	*%	*%	-%
		-%	**	-%	100%	100%	-%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 64

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

QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Virgin Media (Cable TV)	387	190	197	61	67	150	109	33	49	53	74	100	120	83	83	326	46	8	7
	16%	17%	16%	18%	16%	18%	14%	10%	18%	20%	18%	17%	17%	19%	13%	17%	23%	7%	11%
				f		f			g	g	g		n	n		qr	oqr		
		49%	51%	16%	17%	39%	28%	8%	13%	14%	19%	26%	31%	22%	21%	84%	12%	2%	2%
Sky Satellite TV	871	427	444	131	186	339	215	85	95	96	193	249	266	154	201	709	73	60	30
	37%	38%	36%	38%	44%	42%	28%	25%	36%	36%	47%	42%	38%	36%	32%	36%	35%	51%	46%
				f	f	f			g	g	ghi	mn	n					op	op
		49%	51%	15%	21%	39%	25%	10%	11%	11%	22%	29%	31%	18%	23%	81%	8%	7%	3%
Freesat Satellite TV	96	49	47	8	14	35	39	18	6	12	22	26	26	18	25	82	7	4	2
	4%	4%	4%	2%	3%	4%	5%	5%	2%	5%	5%	4%	4%	4%	4%	4%	3%	4%	3%
				c							h								
		51%	49%	8%	15%	36%	41%	18%	6%	13%	23%	27%	27%	19%	26%	86%	7%	5%	2%
Other Satellite TV	13	5	9	3	1	7	2	2	2	*	4	3	3	5	2	12	-	-	1
	1%	*%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%	*%	1%	*%	1%	-%	-%	2%
														n					opq
		35%	65%	21%	7%	54%	18%	15%	17%	2%	28%	23%	23%	42%	13%	91%	-%	-%	9%
Freeview (through a set-top box or television set) with ONLY free channels	1027	497	530	145	144	326	412	184	119	118	155	243	288	186	307	859	67	49	52
	44%	44%	43%	42%	34%	40%	53%	54%	45%	44%	38%	41%	41%	43%	49%	44%	33%	42%	80%
				d			cde								kl	p		p	opq
		48%	52%	14%	14%	32%	40%	18%	12%	12%	15%	24%	28%	18%	30%	84%	7%	5%	5%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 64

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

QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																			
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films	107	53	53	17	14	37	38	19	11	7	11	21	34	18	34	91	4	6	5
	5%	5%	4%	5%	3%	5%	5%	5%	4%	3%	3%	4%	5%	4%	5%	5%	2%	5%	8%
		50%	50%	16%	13%	35%	36%	18%	11%	7%	10%	20%	31%	17%	32%	86%	4%	6%	5%
BT TV (formerly BT Vision)	96	49	47	10	19	38	28	7	6	11	27	49	23	12	12	79	10	5	2
	4%	4%	4%	3%	5%	5%	4%	2%	2%	4%	7%	8%	3%	3%	2%	4%	5%	4%	3%
		51%	49%	11%	20%	40%	29%	7%	6%	11%	28%	51%	24%	12%	13%	82%	10%	5%	2%
TalkTalk TV	50	21	29	6	13	18	12	7	7	9	11	10	16	9	15	42	4	3	1
	2%	2%	2%	2%	3%	2%	2%	2%	3%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%
		42%	58%	11%	27%	37%	25%	13%	13%	17%	21%	20%	31%	19%	30%	84%	9%	6%	2%
No TV in household	81	38	42	28	23	13	16	14	5	9	9	12	35	13	21	71	6	2	2
	3%	3%	3%	8%	6%	2%	2%	4%	2%	4%	2%	2%	5%	3%	3%	4%	3%	2%	3%
		48%	52%	35%	29%	16%	20%	18%	6%	12%	11%	15%	43%	16%	26%	88%	8%	2%	2%
Don't know	5	2	4	*	-	*	5	*	-	-	1	1	2	-	2	4	-	1	-
	*%	*%	*%	*%	-%	*%	1%	*%	-%	-%	*%	*%	*%	-%	*%	*%	-%	1%	-%
		31%	69%	5%	-%	4%	91%	8%	-%	-%	25%	23%	38%	-%	39%	83%	-%	17%	-%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 64

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

QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Virgin Media (Cable TV)	387	372	16	240	146	214	173
	16%	18%	5%	18%	14%	15%	19%
		b		d			e
		96%	4%	62%	38%	55%	45%
Sky Satellite TV	871	732	139	550	314	565	306
	37%	36%	45%	42%	31%	39%	34%
			a	d		f	
		84%	16%	63%	36%	65%	35%
Freesat Satellite TV	96	79	17	47	48	69	26
	4%	4%	5%	4%	5%	5%	3%
				f			
		83%	17%	49%	50%	72%	28%
Other Satellite TV	13	11	2	8	5	6	7
	1%	1%	1%	1%	1%	*%	1%
		86%	14%	59%	41%	46%	54%
Freeview (through a set-top box or television set) with ONLY free channels	1027	889	138	507	519	634	394
	44%	43%	45%	39%	50%	44%	43%
			c				
		87%	13%	49%	50%	62%	38%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 64

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

QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films	107	90	17	55	49	64	43
	5%	4%	5%	4%	5%	4%	5%
		84%	16%	51%	46%	60%	40%
BT TV (formerly BT Vision)	96	70	26	65	30	68	28
	4%	3%	8%	5%	3%	5%	3%
		a	d	f			
		73%	27%	68%	31%	71%	29%
TalkTalk TV	50	42	8	28	22	31	19
	2%	2%	3%	2%	2%	2%	2%
		84%	16%	57%	43%	62%	38%
No TV in household	81	72	9	38	43	34	47
	3%	4%	3%	3%	4%	2%	5%
							e
		89%	11%	47%	53%	42%	58%
Don't know	5	5	1	1	5	4	1
	*%	*%	*%	*%	*%	*%	*%
		86%	14%	14%	86%	75%	25%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 65

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Virgin Media (Cable TV)	380	187	193	60	64	149	108	31	48	53	73	98	118	82	82	319	46	8	7
	16%	17%	16%	17%	15%	18%	14%	9%	18%	20%	18%	17%	17%	19%	13%	16%	23%	7%	11%
						f			g	g	g		n	n		qr	oqr		
		49%	51%	16%	17%	39%	28%	8%	13%	14%	19%	26%	31%	22%	21%	84%	12%	2%	2%
Sky Satellite TV	836	408	427	122	181	323	210	82	94	94	189	241	254	147	193	677	72	60	26
	35%	36%	35%	35%	43%	40%	27%	24%	35%	35%	46%	41%	36%	34%	31%	34%	35%	51%	41%
				f	cf	f			g	g	ghi	mn	n					opr	o
		49%	51%	15%	22%	39%	25%	10%	11%	11%	23%	29%	30%	18%	23%	81%	9%	7%	3%
Freesat Satellite TV	75	36	39	7	10	28	30	15	5	11	14	15	24	13	21	63	7	3	2
	3%	3%	3%	2%	2%	3%	4%	4%	2%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%
		48%	52%	9%	13%	38%	40%	19%	7%	15%	19%	20%	32%	18%	28%	84%	9%	4%	3%
Other Satellite TV	11	4	8	3	1	6	1	1	2	*	3	2	2	5	2	10	-	-	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
														ln					opq
		32%	68%	25%	8%	55%	12%	10%	20%	3%	24%	18%	19%	48%	15%	90%	1%	1%	10%
Freeview (through a set-top box or television set) with ONLY free channels	754	358	397	99	102	214	340	168	92	77	79	161	199	136	255	643	56	33	22
	32%	32%	32%	29%	24%	26%	44%	49%	35%	29%	19%	27%	28%	32%	41%	33%	27%	28%	34%
						cde		hij	j	j					klm				
		47%	53%	13%	14%	28%	45%	22%	12%	10%	10%	21%	26%	18%	34%	85%	7%	4%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 65

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

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films	84	39	46	13	11	30	31	19	9	6	8	12	28	15	30	73	4	4	3
	4%	3%	4%	4%	3%	4%	4%	5%	3%	2%	2%	2%	4%	3%	5%	4%	2%	3%	5%
		46%	54%	16%	13%	35%	37%	22%	10%	7%	10%	14%	33%	17%	35%	87%	5%	4%	4%
BT TV (formerly BT Vision)	84	40	44	9	18	36	21	6	4	10	24	42	21	10	11	70	10	4	1
	4%	4%	4%	3%	4%	4%	3%	2%	1%	4%	6%	7%	3%	2%	2%	4%	5%	3%	2%
		48%	52%	11%	22%	43%	25%	7%	5%	12%	29%	50%	24%	12%	13%	83%	11%	4%	1%
TalkTalk TV	46	19	28	6	12	18	11	6	6	8	8	7	16	9	14	39	4	2	*
	2%	2%	2%	2%	3%	2%	1%	2%	2%	3%	2%	1%	2%	2%	2%	2%	2%	2%	1%
		40%	60%	12%	26%	38%	23%	14%	14%	18%	18%	15%	34%	20%	31%	85%	9%	5%	1%
No TV in household	81	38	42	28	23	13	16	14	5	9	9	12	35	13	21	71	6	2	2
	3%	3%	3%	8%	6%	2%	2%	4%	2%	4%	2%	2%	5%	3%	3%	4%	3%	2%	3%
		48%	52%	ef	ef	16%	20%	18%	6%	12%	11%	15%	43%	16%	26%	88%	8%	2%	2%
Don't know	5	2	4	*	-	*	5	*	-	-	1	1	2	-	2	4	-	1	-
	*%	*%	*%	*%	-%	*%	1%	*%	-%	-%	*%	*%	*%	-%	*%	*%	-%	1%	-%
		31%	69%	5%	-%	4%	91%	8%	-%	-%	25%	23%	38%	-%	39%	83%	-%	17%	-%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 65

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

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

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Virgin Media (Cable TV)	380	364	16	237	142	212	168
	16%	18%	5%	18%	14%	15%	19%
		b		d			e
		96%	4%	62%	37%	56%	44%
Sky Satellite TV	836	701	135	533	296	547	289
	35%	34%	44%	40%	29%	38%	32%
			a	d		f	
		84%	16%	64%	35%	65%	35%
Freesat Satellite TV	75	63	12	36	38	52	22
	3%	3%	4%	3%	4%	4%	2%
		85%	15%	47%	51%	70%	30%
Other Satellite TV	11	9	2	6	5	4	7
	*%	*%	1%	*%	1%	*%	1%
		84%	16%	52%	48%	38%	62%
Freeview (through a set-top box or television set) with ONLY free channels	754	657	98	338	414	458	296
	32%	32%	32%	26%	40%	32%	33%
				c			
		87%	13%	45%	55%	61%	39%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 65

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

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

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films	84	71	13	42	41	51	33
	4%	3%	4%	3%	4%	4%	4%
		84%	16%	50%	48%	61%	39%
BT TV (formerly BT Vision)	84	67	18	60	24	58	26
	4%	3%	6%	5%	2%	4%	3%
		a	d				
		79%	21%	71%	29%	69%	31%
TalkTalk TV	46	39	8	27	20	27	19
	2%	2%	2%	2%	2%	2%	2%
		84%	16%	58%	42%	59%	41%
No TV in household	81	72	9	38	43	34	47
	3%	4%	3%	3%	4%	2%	5%
							e
		89%	11%	47%	53%	42%	58%
Don't know	5	5	1	1	5	4	1
	*%	*%	*%	*%	*%	*%	*%
		86%	14%	14%	86%	75%	25%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 66

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

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	98	48	50	34	24	17	23	21	9	10	9	13	41	16	28	79	7	5	7
Effective Weighted Sample	86	42	44	30	23	14	20	19	7	8	9	12	37	14	24	73	7	4	7
Total	81	38	42	28	23	13	16	14	5	9	9	12	35	13	21	71	6	2	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not interested in watching TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Watch online instead	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Busy with other interests	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't afford to pay the TV Licence	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Too expensive to buy and install	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't want to pay the TV Licence	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Recently moved home	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 66

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

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	98	48	50	34	24	17	23	21	9	10	9	13	41	16	28	79	7	5	7
Effective Weighted Sample	86	42	44	30	23	14	20	19	7	8	9	12	37	14	24	73	7	4	7
Total	81	38	42	28	23	13	16	14	5	9	9	12	35	13	21	71	6	2	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't afford to replace broken TV set	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 66

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

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		~a	~b	~c	~d	~e	~f
Significance Level: 95%							
Unweighted total	98	87	11	35	63	43	55
Effective Weighted Sample	86	76	10	33	57	40	47
Total	81	72	9	38	43	34	47
		**	**	**	**	**	**
Not interested in watching TV	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
Watch online instead	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
Busy with other interests	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
Can't afford to pay the TV Licence	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
Too expensive to buy and install	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
Don't want to pay the TV Licence	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
Recently moved home	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 66

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

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	98	87	11	35	63	43	55
Effective Weighted Sample	86	76	10	33	57	40	47
Total	81	72	9	38	43	34	47
		**	**	**	**	**	**
Can't afford to replace broken TV set	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
Other	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 67

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

QH3. SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1170	567	603	149	205	440	376	140	148	154	216	274	365	257	271	806	100	137	127
Effective Weighted Sample	944	460	484	122	170	362	308	110	119	121	182	229	292	209	224	712	96	112	121
Total	971	473	498	140	200	377	254	104	102	108	214	272	293	178	226	795	79	63	33
		49%	51%	14%	21%	39%	26%	11%	11%	11%	22%	28%	30%	18%	23%	82%	8%	7%	3%
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	799	403	397	115	171	313	199	80	88	86	184	238	237	140	183	645	68	57	28
	82%	85%	80%	82%	86%	83%	78%	77%	86%	80%	86%	88%	81%	79%	81%	81%	86%	90%	86%
		b			f							lm						o	
		50%	50%	14%	21%	39%	25%	10%	11%	11%	23%	30%	30%	17%	23%	81%	9%	7%	4%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	68	28	40	10	13	28	17	9	2	9	11	10	28	12	18	58	5	3	2
	7%	6%	8%	7%	7%	7%	7%	9%	2%	8%	5%	4%	9%	7%	8%	7%	7%	5%	5%
								h		h			k		k				
		41%	59%	14%	20%	41%	25%	13%	2%	13%	16%	14%	41%	18%	27%	86%	8%	4%	2%
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	54	28	25	6	7	19	22	6	6	6	11	14	14	14	11	45	5	2	2
	6%	6%	5%	5%	3%	5%	9%	5%	6%	5%	5%	5%	5%	8%	5%	6%	6%	3%	6%
							d												
		52%	48%	12%	12%	35%	41%	10%	12%	11%	20%	25%	26%	27%	21%	84%	9%	4%	4%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 67

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

QH3. SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1170	567	603	149	205	440	376	140	148	154	216	274	365	257	271	806	100	137	127
Effective Weighted Sample	944	460	484	122	170	362	308	110	119	121	182	229	292	209	224	712	96	112	121
Total	971	473	498	140	200	377	254	104	102	108	214	272	293	178	226	795	79	63	33
		49%	51%	14%	21%	39%	26%	11%	11%	11%	22%	28%	30%	18%	23%	82%	8%	7%	3%
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	24	9	16	-	2	12	10	4	2	4	5	7	9	4	5	23	-	-	1
	2%	2%	3%	-%	1%	3%	4%	4%	2%	3%	2%	3%	3%	2%	2%	3%	-%	-%	3%
		36%	64%	-%	9%	50%	41%	16%	10%	16%	20%	29%	35%	17%	19%	96%	-%	-%	4%
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	7	1	5	2	2	2	1	-	1	1	1	2	2	3	-	7	-	-	-
	1%	*%	1%	1%	1%	1%	*%	-%	1%	1%	1%	1%	1%	1%	-%	1%	-%	-%	-%
		19%	81%	27%	31%	30%	13%	-%	9%	22%	19%	27%	35%	39%	-%	100%	-%	-%	-%
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	9	4	5	2	1	3	2	-	2	-	2	1	3	3	1	8	1	-	-
	1%	1%	1%	2%	1%	1%	1%	-%	2%	-%	1%	*%	1%	2%	1%	1%	1%	-%	-%
		48%	52%	25%	12%	37%	25%	-%	27%	-%	27%	10%	39%	38%	13%	90%	10%	-%	-%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 67

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

QH3. SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1170	567	603	149	205	440	376	140	148	154	216	274	365	257	271	806	100	137	127
Effective Weighted Sample	944	460	484	122	170	362	308	110	119	121	182	229	292	209	224	712	96	112	121
Total	971	473	498	140	200	377	254	104	102	108	214	272	293	178	226	795	79	63	33
		49%	51%	14%	21%	39%	26%	11%	11%	11%	22%	28%	30%	18%	23%	82%	8%	7%	3%
Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes	5 1%	2 *% 42%	3 1% 58%	1 1% 29%	1 1% 23%	1 *% 27%	1 *% 22%	1 1% 23%	1 1% 13%	* *% 10%	1 *% 17%	2 1% 32%	1 *% 12%	* *% 10%	2 1% 46%	4 1% 90%	* 1% 10%	- -% -%	- -% -%
PAY SATELLITE	806 83%	404 85%	402 81%	117 83%	174 87% f	315 84%	200 79%	80 77%	89 87%	87 81%	185 86% g	240 88% lmn	239 81%	142 80%	183 81%	652 82%	68 86%	57 90% o	28 86%
		50%	50%	14%	22%	39%	25%	10%	11%	11%	23%	30%	30%	18%	23%	81%	8%	7%	4%
Don't know	20 2%	5 1%	15 3% a	6 4%	3 1%	6 2%	6 2%	4 4%	3 2%	2 2%	3 2%	3 1%	6 2%	2 1%	9 4% m	18 2%	- -%	1 2%	* 1%
		26%	74%	30%	14%	28%	28%	22%	12%	11%	16%	17%	29%	9%	45%	92%	-%	6%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 67

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

QH3. SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1170	941	229	625	536	769	401
Effective Weighted Sample	944	767	184	522	437	630	315
Total	971	815	156	598	364	635	336
		84%	16%	62%	38%	65%	35%
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	799	669	130	514	284	526	273
	82%	82%	84%	86%	78%	83%	81%
		84%	16%	64%	36%	66%	34%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	68	60	8	36	32	39	29
	7%	7%	5%	6%	9%	6%	9%
		88%	12%	53%	47%	57%	43%
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	54	46	7	20	30	38	16
	6%	6%	5%	3%	8%	6%	5%
				c			
		86%	14%	38%	56%	70%	30%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 67

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

QH3. SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	1170	941	229	625	536	769	401
Effective Weighted Sample	944	767	184	522	437	630	315
Total	971	815	156	598	364	635	336
		84%	16%	62%	38%	65%	35%
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	24	18	6	15	9	19	5
	2%	2%	4%	3%	2%	3%	2%
		74%	26%	64%	36%	79%	21%
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	7	7	-	3	3	2	5
	1%	1%	-%	1%	1%	*%	1%
		100%	-%	52%	48%	28%	72%
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	9	8	1	6	2	5	4
	1%	1%	*%	1%	1%	1%	1%
		93%	7%	66%	22%	54%	46%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 67

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

QH3. SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1170	941	229	625	536	769	401
Effective Weighted Sample	944	767	184	522	437	630	315
Total	971	815	156	598	364	635	336
		84%	16%	62%	38%	65%	35%
Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes	5	3	2	2	2	4	1
	1%	*%	1%	*%	1%	1%	*%
		67%	33%	40%	45%	87%	13%
PAY SATELLITE	806	675	130	517	287	528	278
	83%	83%	84%	86%	79%	83%	83%
		84%	16%	64%	36%	66%	34%
Don't know	20	16	4	8	8	13	8
	2%	2%	3%	1%	2%	2%	2%
		78%	22%	40%	39%	63%	37%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 68

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

QH4. SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	q	r
Unweighted total	958	474	484	122	177	365	294	111	126	125	184	236	297	203	220	641	86	124	107
Effective Weighted Sample	766	382	385	98	147	297	238	86	100	98	154	197	235	163	180	565	82	101	102
Total	799	403	397	115	171	313	199	80	88	86	184	238	237	140	183	645	68	57	28
		50%	50%	14%	21%	39%	25%	10%	11%	11%	23%	30%	30%	17%	23%	81%	**	7%	4%
Sky Sports 1 only	17	11	6	2	4	7	5	-	2	5	4	2	8	5	3	14	**	1	1
	2%	3%	2%	2%	2%	2%	2%	-%	2%	6%	2%	1%	3%	4%	1%	2%	**	2%	4%
										g									
		64%	36%	13%	22%	38%	27%	-%	9%	29%	21%	11%	44%	30%	15%	79%	**	7%	6%
Sky Sports 2 only	7	4	3	-	4	3	-	1	-	-	2	3	-	-	3	5	**	1	*
	1%	1%	1%	-%	2%	1%	-%	2%	-%	-%	1%	1%	-%	-%	2%	1%	**	2%	1%
					f										l				
		55%	45%	-%	61%	39%	-%	20%	-%	-%	25%	48%	-%	-%	52%	78%	**	17%	5%
Sky Sports Pack (Sky Sports 1, 2, 3 and 4)	256	155	101	40	49	95	72	21	20	31	65	86	79	40	50	216	**	15	5
	32%	39%	25%	35%	28%	30%	36%	26%	23%	37%	35%	36%	33%	29%	27%	33%	**	26%	19%
		b								h	h					r			
		61%	39%	16%	19%	37%	28%	8%	8%	12%	25%	34%	31%	16%	20%	84%	**	6%	2%
Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance)	59	24	35	4	10	34	11	3	2	5	14	15	25	12	7	52	**	4	2
	7%	6%	9%	4%	6%	11%	6%	3%	2%	6%	8%	6%	11%	9%	4%	8%	**	8%	7%
						cf							n						
		41%	59%	7%	16%	57%	19%	5%	4%	9%	24%	25%	42%	20%	12%	88%	**	8%	3%
Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure)	14	5	9	2	3	4	6	2	3	2	5	6	4	1	3	12	**	1	*
	2%	1%	2%	2%	2%	1%	3%	3%	3%	2%	3%	3%	2%	1%	2%	2%	**	2%	1%
		36%	64%	15%	18%	25%	43%	16%	21%	12%	37%	42%	29%	5%	24%	85%	**	8%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 68

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

QH4. SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	q	r
Unweighted total	958	474	484	122	177	365	294	111	126	125	184	236	297	203	220	641	86	124	107
Effective Weighted Sample	766	382	385	98	147	297	238	86	100	98	154	197	235	163	180	565	82	101	102
Total	799	403	397	115	171	313	199	80	88	86	184	238	237	140	183	645	68	57	28
		50%	50%	14%	21%	39%	25%	10%	11%	11%	23%	30%	30%	17%	23%	81%	**	7%	4%
Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic)	188	102	85	39	55	63	31	17	17	20	39	54	58	31	44	157	**	11	6
	23%	25%	22%	34%	32%	20%	16%	22%	20%	23%	21%	23%	25%	22%	24%	24%	**	19%	21%
		55%	45%	ef	ef	33%	17%	9%	9%	11%	21%	29%	31%	16%	23%	83%	**	6%	3%
Sky+ HD (High Definition channels through Sky+ HD box)	316	160	156	56	69	120	71	29	31	30	87	106	97	54	59	262	**	22	8
	40%	40%	39%	49%	40%	38%	36%	37%	35%	35%	48%	44%	41%	39%	32%	41%	**	39%	27%
		51%	49%	f	f	38%	22%	9%	10%	10%	28%	33%	31%	17%	19%	83%	**	7%	2%
ANY SKY SPORTS	280	170	110	43	56	104	77	22	22	36	70	91	86	45	56	234	**	17	7
	35%	42%	28%	37%	33%	33%	39%	27%	25%	42%	38%	38%	37%	32%	31%	36%	**	30%	24%
		b								gh	h					r	**		
		61%	39%	15%	20%	37%	28%	8%	8%	13%	25%	32%	31%	16%	20%	84%	**	6%	2%
ANY SKY MOVIES	261	132	129	45	67	100	49	22	23	27	59	76	88	44	54	221	**	17	8
	33%	33%	33%	40%	39%	32%	25%	28%	26%	32%	32%	32%	37%	31%	30%	34%	**	29%	29%
		51%	49%	f	f												**		
				17%	26%	38%	19%	9%	9%	10%	23%	29%	34%	17%	21%	85%	**	6%	3%
SKY SPORTS AND SKY MOVIES	148	85	63	29	38	55	27	11	6	18	34	49	48	20	31	127	**	9	4
	18%	21%	16%	25%	22%	18%	13%	14%	7%	21%	18%	21%	20%	14%	17%	20%	**	15%	14%
				f	f					h	h						**		
		57%	43%	19%	26%	37%	18%	8%	4%	12%	23%	33%	33%	13%	21%	86%	**	6%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 68

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

QH4. SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	q	r
Unweighted total	958	474	484	122	177	365	294	111	126	125	184	236	297	203	220	641	86	124	107
Effective Weighted Sample	766	382	385	98	147	297	238	86	100	98	154	197	235	163	180	565	82	101	102
Total	799	403	397	115	171	313	199	80	88	86	184	238	237	140	183	645	68	57	28
		50%	50%	14%	21%	39%	25%	10%	11%	11%	23%	30%	30%	17%	23%	81%	**	7%	4%
Basic package only	218	100	118	28	41	91	58	29	28	26	36	54	57	38	69	166	**	19	13
	27%	25%	30%	24%	24%	29%	29%	36%	32%	30%	20%	23%	24%	27%	37%	26%	**	33%	45%
								j	j					klm				o	
		46%	54%	13%	19%	42%	27%	13%	13%	12%	17%	25%	26%	17%	31%	76%	**	9%	6%
None of these	17	10	7	3	7	5	2	1	2	-	4	7	5	3	2	13	**	-	-
	2%	2%	2%	2%	4%	2%	1%	1%	2%	-%	2%	3%	2%	2%	1%	2%	**	-%	-%
		57%	43%	17%	41%	28%	14%	3%	11%	-%	26%	43%	27%	18%	12%	76%	**	-%	-%
Don't know	17	6	11	3	3	7	4	2	2	2	2	7	5	1	4	16	**	1	*
	2%	2%	3%	3%	2%	2%	2%	2%	2%	3%	1%	3%	2%	1%	2%	2%	**	1%	1%
		36%	64%	20%	18%	39%	23%	9%	10%	13%	12%	40%	29%	7%	25%	94%	**	4%	1%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 68

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

QH4. SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	958	768	190	534	423	636	322
Effective Weighted Sample	766	620	152	443	343	515	252
Total	799	669	130	514	284	526	273
		84%	16%	64%	36%	66%	34%
Sky Sports 1 only	17	15	2	13	4	9	8
	2%	2%	2%	3%	1%	2%	3%
		88%	12%	77%	23%	54%	46%
Sky Sports 2 only	7	6	*	4	3	3	3
	1%	1%	*%	1%	1%	1%	1%
		95%	5%	60%	40%	52%	48%
Sky Sports Pack (Sky Sports 1, 2, 3 and 4)	256	214	42	170	85	169	87
	32%	32%	32%	33%	30%	32%	32%
		84%	16%	66%	33%	66%	34%
Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance)	59	54	5	51	8	40	19
	7%	8%	4%	10%	3%	8%	7%
		91%	9%	87%	13%	67%	33%
Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure)	14	10	5	11	3	9	5
	2%	1%	4%	2%	1%	2%	2%
		66%	34%	77%	23%	63%	37%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 68

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

QH4. SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	958	768	190	534	423	636	322
Effective Weighted Sample	766	620	152	443	343	515	252
Total	799	669	130	514	284	526	273
		84%	16%	64%	36%	66%	34%
Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic)	188	159	29	120	68	114	73
	23%	24%	22%	23%	24%	22%	27%
		84%	16%	64%	36%	61%	39%
Sky+ HD (High Definition channels through Sky+ HD box)	316	270	46	212	105	207	110
	40%	40%	35%	41%	37%	39%	40%
		85%	15%	67%	33%	65%	35%
ANY SKY SPORTS	280	236	44	187	92	182	98
	35%	35%	34%	36%	32%	35%	36%
		84%	16%	67%	33%	65%	35%
ANY SKY MOVIES	261	222	40	182	79	163	98
	33%	33%	30%	36%	28%	31%	36%
		85%	15%	d 70%	30%	62%	38%
SKY SPORTS AND SKY MOVIES	148	130	17	104	44	88	60
	18%	20%	13%	20%	16%	17%	22%
		88%	12%	70%	30%	59%	41%
Basic package only	218	187	31	125	94	137	82
	27%	28%	24%	24%	33%	26%	30%
		86%	14%	c 57%	43%	63%	37%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 68

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

QH4. SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	958	768	190	534	423	636	322
Effective Weighted Sample	766	620	152	443	343	515	252
Total	799	669	130	514	284	526	273
		84%	16%	64%	36%	66%	34%
None of these	17	9	8	12	5	14	3
	2%	1%	6%	2%	2%	3%	1%
		a					
		51%	49%	71%	29%	82%	18%
Don't know	17	13	4	9	8	12	5
	2%	2%	3%	2%	3%	2%	2%
		76%	24%	51%	49%	69%	31%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 69

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

QH5. SHOWCARD Which, if any, of these channels do you subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	~k	l	m	~n	o	~p	~q	~r
Unweighted total	443	220	223	66	66	156	155	44	61	58	72	97	141	105	99	341	57	17	28
Effective Weighted Sample	376	189	188	56	56	136	138	38	52	49	65	85	121	90	81	300	55	15	27
Total	387	190	197	61	67	150	109	33	49	53	74	100	120	83	83	326	46	8	7
		49%	51%	**	**	39%	28%	**	**	**	**	**	31%	22%	**	84%	**	**	**
Sky Sports channels	79	41	38	**	**	30	21	**	**	**	**	**	27	15	**	65	**	**	**
	20%	21%	19%	**	**	20%	20%	**	**	**	**	**	22%	18%	**	20%	**	**	**
		52%	48%	**	**	38%	27%	**	**	**	**	**	34%	19%	**	82%	**	**	**
Sky Movies channels	58	28	30	**	**	17	16	**	**	**	**	**	16	9	**	47	**	**	**
	15%	15%	15%	**	**	12%	15%	**	**	**	**	**	14%	11%	**	14%	**	**	**
		49%	51%	**	**	30%	28%	**	**	**	**	**	28%	16%	**	82%	**	**	**
High Definition channel through V+ HD box	142	74	69	**	**	60	28	**	**	**	**	**	44	23	**	109	**	**	**
	37%	39%	35%	**	**	40%	26%	**	**	**	**	**	37%	28%	**	34%	**	**	**
		52%	48%	**	**	42%	20%	**	**	**	**	**	31%	16%	**	77%	**	**	**
Basic package only	167	80	86	**	**	64	52	**	**	**	**	**	45	40	**	143	**	**	**
	43%	42%	44%	**	**	43%	48%	**	**	**	**	**	37%	48%	**	44%	**	**	**
		48%	52%	**	**	38%	31%	**	**	**	**	**	27%	24%	**	86%	**	**	**
None of these	32	14	17	**	**	13	9	**	**	**	**	**	14	8	**	31	**	**	**
	8%	8%	9%	**	**	9%	8%	**	**	**	**	**	11%	10%	**	9%	**	**	**
		45%	55%	**	**	40%	28%	**	**	**	**	**	43%	26%	**	97%	**	**	**
Don't know	14	7	8	**	**	4	6	**	**	**	**	**	4	3	**	13	**	**	**
	4%	3%	4%	**	**	3%	5%	**	**	**	**	**	4%	3%	**	4%	**	**	**
		46%	54%	**	**	28%	42%	**	**	**	**	**	31%	19%	**	91%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 69

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

QH5. SHOWCARD Which, if any, of these channels do you subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	443	431	12	241	201	249	194
Effective Weighted Sample	376	367	11	208	177	211	166
Total	387	372	16	240	146	214	173
		96%	**	62%	38%	55%	45%
Sky Sports channels	79	77	**	51	28	43	36
	20%	21%	**	21%	19%	20%	21%
		98%	**	64%	36%	55%	45%
Sky Movies channels	58	56	**	37	21	36	22
	15%	15%	**	15%	14%	17%	13%
		98%	**	64%	36%	62%	38%
High Definition channel through V+ HD box	142	138	**	99	43	68	74
	37%	37%	**	41%	30%	32%	43%
		97%	**	d	30%	48%	e
				70%			52%
Basic package only	167	163	**	95	70	86	80
	43%	44%	**	40%	48%	40%	46%
		98%	**	57%	42%	52%	48%
None of these	32	25	**	23	9	24	8
	8%	7%	**	9%	6%	11%	5%
		79%	**	72%	28%	74%	26%
Don't know	14	12	**	6	8	8	6
	4%	3%	**	3%	5%	4%	3%
		87%	**	45%	55%	58%	42%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 70

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

QH6A (QH67A). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to find out more about the programme you are watching? (SINGLE CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Every day	164	81	83	46	42	56	21	23	18	17	32	43	51	32	38	135	10	9	10
	7%	7%	7%	14%	10%	7%	3%	7%	7%	6%	8%	7%	8%	8%	6%	7%	5%	8%	15%
				ef	f	f												opq	
		49%	51%	28%	25%	34%	13%	14%	11%	10%	20%	26%	31%	19%	23%	82%	6%	6%	6%
Several times a week	290	150	140	77	69	106	38	22	31	34	62	94	99	45	51	247	26	7	10
	13%	14%	12%	24%	17%	13%	5%	7%	12%	13%	16%	16%	15%	11%	8%	13%	13%	6%	16%
				def	f	f			g	g	g	mn	mn			q	q	q	
		52%	48%	26%	24%	37%	13%	8%	11%	12%	21%	32%	34%	16%	17%	85%	9%	2%	3%
At least once a month	146	68	78	30	35	63	19	14	8	22	46	52	48	22	24	124	9	9	4
	6%	6%	7%	9%	9%	8%	2%	4%	3%	9%	11%	9%	7%	5%	4%	7%	4%	7%	7%
				f	f	f				gh	gh	mn	n						
		46%	54%	20%	24%	43%	13%	10%	6%	15%	31%	35%	33%	15%	16%	85%	6%	6%	3%
Several times a year	73	41	32	10	13	33	17	2	8	8	25	24	24	13	11	63	7	1	2
	3%	4%	3%	3%	3%	4%	2%	*%	3%	3%	6%	4%	4%	3%	2%	3%	4%	1%	3%
						f			g	g	gh	n	n			q	q		
		56%	44%	13%	18%	45%	23%	2%	11%	11%	35%	33%	33%	18%	15%	86%	10%	1%	3%
Less often	136	64	72	21	32	53	30	9	9	24	20	39	46	28	22	120	8	5	3
	6%	6%	6%	7%	8%	7%	4%	3%	3%	9%	5%	7%	7%	7%	4%	6%	4%	4%	5%
				f	f	f				ghj		n	n	n					
		47%	53%	15%	23%	39%	22%	7%	7%	18%	15%	29%	34%	21%	16%	89%	6%	3%	2%
EVER DO THIS	809	403	406	183	191	312	123	70	73	104	185	252	268	140	146	690	60	31	29
	36%	37%	34%	57%	48%	39%	16%	21%	28%	40%	46%	44%	41%	34%	24%	36%	30%	27%	45%
				def	ef	f			g	gh	gh	mn	mn	n		pq		opq	
		50%	50%	23%	24%	39%	15%	9%	9%	13%	23%	31%	33%	17%	18%	85%	7%	4%	4%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 70

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

QH6A (QH67A). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to find out more about the programme you are watching? (SINGLE CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Never	1445	676	769	131	205	483	625	255	187	152	211	322	390	274	455	1190	140	81	34
	64%	62%	65%	41%	52%	60%	83%	78%	72%	59%	53%	56%	59%	66%	75%	63%	70%	72%	54%
				c	cd	cde		ij	ij					kl	klm	r	or	or	
		47%	53%	9%	14%	33%	43%	18%	13%	10%	15%	22%	27%	19%	32%	82%	10%	6%	2%
Don't know	17	11	6	4	2	7	3	4	*	3	3	5	3	4	6	15	-	1	*
	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%	1%	-%	1%	*%
		63%	37%	26%	13%	43%	18%	21%	3%	17%	17%	27%	18%	21%	34%	89%	-%	9%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 70

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

QH6A (QH67A). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to find out more about the programme you are watching? (SINGLE CODE)

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Every day	164	145	19	103	57	115	49
	7%	7%	6%	8%	6%	8%	6%
		88%	12%	63%	35%	70%	30%
Several times a week	290	254	36	195	90	161	129
	13%	13%	12%	15%	9%	11%	15%
		88%	12%	67%	31%	55%	45%
At least once a month	146	122	24	101	45	95	51
	6%	6%	8%	8%	5%	7%	6%
		84%	16%	69%	31%	65%	35%
Several times a year	73	64	9	55	18	42	31
	3%	3%	3%	4%	2%	3%	4%
		87%	13%	75%	25%	58%	42%
Less often	136	111	25	86	47	79	56
	6%	6%	8%	7%	5%	6%	7%
		82%	18%	64%	35%	59%	41%
EVER DO THIS	809	696	113	540	258	493	316
	36%	35%	38%	42%	26%	35%	37%
		86%	14%	67%	32%	61%	39%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 70

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

QH6A (QH67A). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to find out more about the programme you are watching? (SINGLE CODE)

Base : Those with a TV in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Never	1445	1261	185	726	716	913	532
	64%	64%	62%	57%	73%	65%	62%
		87%	13%	50%	50%	63%	37%
Don't know	17	14	2	11	5	4	13
	1%	1%	1%	1%	1%	*%	2%
		86%	14%	67%	33%	22%	78%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 71

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

QH6B (QH67B). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to do something else? (SINGLE CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Every day	321	156	165	77	80	130	34	44	38	33	81	97	93	64	66	278	18	12	14
	14%	14%	14%	24%	20%	16%	5%	13%	14%	13%	20%	17%	14%	15%	11%	15%	9%	10%	22%
				ef	f	f					gi	n		n		p		opq	
		49%	51%	24%	25%	41%	11%	14%	12%	10%	25%	30%	29%	20%	20%	86%	6%	4%	4%
Several times a week	513	236	277	117	122	203	70	36	40	61	130	168	190	66	89	428	44	29	13
	23%	22%	23%	37%	31%	25%	9%	11%	15%	24%	33%	29%	29%	16%	15%	23%	22%	25%	20%
				ef	f	f				gh	ghi	mn	mn						
		46%	54%	23%	24%	40%	14%	7%	8%	12%	25%	33%	37%	13%	17%	83%	9%	6%	2%
At least once a month	150	73	78	15	33	66	36	13	16	22	34	42	53	27	28	116	23	9	3
	7%	7%	7%	5%	8%	8%	5%	4%	6%	8%	8%	7%	8%	7%	5%	6%	11%	8%	4%
				f	f	f				g	g		n				or		
		48%	52%	10%	22%	44%	24%	9%	10%	14%	22%	28%	35%	18%	18%	77%	15%	6%	2%
Several times a year	54	27	26	4	13	27	9	5	4	10	15	19	14	12	8	44	6	3	1
	2%	3%	2%	1%	3%	3%	1%	1%	2%	4%	4%	3%	2%	3%	1%	2%	3%	2%	2%
				f	f	f				g	g	n							
		51%	49%	8%	24%	51%	17%	9%	8%	19%	28%	36%	26%	23%	15%	82%	11%	5%	2%
Less often	92	47	45	10	25	37	20	6	13	15	14	23	24	28	17	86	4	1	2
	4%	4%	4%	3%	6%	5%	3%	2%	5%	6%	3%	4%	4%	7%	3%	5%	2%	1%	2%
				f	f	f			g	g				ln		q			
		51%	49%	11%	27%	40%	22%	6%	14%	16%	15%	25%	26%	30%	18%	93%	4%	1%	2%
EVER DO THIS	1131	539	592	224	273	465	170	103	110	140	274	349	375	197	208	951	94	53	32
	50%	49%	50%	70%	68%	58%	23%	32%	42%	54%	69%	60%	57%	47%	34%	50%	47%	47%	51%
				ef	ef	f			g	gh	ghi	mn	mn	n					
		48%	52%	20%	24%	41%	15%	9%	10%	12%	24%	31%	33%	17%	18%	84%	8%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 71

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

QH6B (QH67B). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to do something else? (SINGLE CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Never	1125	543	582	92	122	335	576	223	149	117	123	227	283	219	393	930	105	59	31
	50%	50%	49%	29%	31%	42%	77%	68%	57%	45%	31%	39%	43%	52%	65%	49%	53%	52%	49%
						cd	cde	hij	ij	j				kl	klm				
		48%	52%	8%	11%	30%	51%	20%	13%	10%	11%	20%	25%	19%	35%	83%	9%	5%	3%
Don't know	15	8	7	2	3	4	6	2	1	2	2	2	4	3	6	14	-	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		53%	47%	16%	20%	24%	40%	10%	4%	12%	16%	15%	24%	18%	43%	91%	-%	9%	-%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 71

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

QH6B (QH67B). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to do something else? (SINGLE CODE)

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Every day	321	287	34	227	93	211	110
	14%	15%	11%	18%	9%	15%	13%
		89%	11%	71%	29%	66%	34%
Several times a week	513	452	60	364	145	288	225
	23%	23%	20%	28%	15%	20%	26%
		88%	12%	71%	28%	56%	44%
At least once a month	150	130	20	97	54	94	56
	7%	7%	7%	8%	5%	7%	7%
		87%	13%	64%	36%	62%	38%
Several times a year	54	46	8	42	11	31	23
	2%	2%	3%	3%	1%	2%	3%
		85%	15%	79%	21%	57%	43%
Less often	92	75	17	62	27	51	42
	4%	4%	6%	5%	3%	4%	5%
		81%	19%	67%	29%	55%	45%
EVER DO THIS	1131	991	140	792	329	674	457
	50%	50%	47%	62%	34%	48%	53%
		88%	12%	70%	29%	60%	40%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 71

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

QH6B (QH67B). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to do something else? (SINGLE CODE)

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Never	1125	968	157	478	643	728	397
	50%	49%	52%	37%	66%	52%	46%
		86%	14%	42%	57%	65%	35%
Don't know	15	12	3	8	7	8	7
	1%	1%	1%	1%	1%	1%	1%
		78%	22%	51%	49%	54%	46%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 72

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

**QH6C (QH67C). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Use a desktop computer, laptop, tablet computer, without going online? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Every day	139	69	70	27	37	54	20	15	15	16	28	42	43	23	30	122	7	6	4
	6%	6%	6%	9%	9%	7%	3%	5%	6%	6%	7%	7%	7%	5%	5%	6%	4%	6%	6%
				f	f	f													
		50%	50%	20%	27%	39%	14%	11%	11%	11%	20%	30%	31%	16%	22%	88%	5%	5%	3%
Several times a week	300	145	154	69	80	118	34	29	28	39	72	85	116	46	53	267	21	6	6
	13%	13%	13%	22%	20%	15%	4%	9%	11%	15%	18%	15%	17%	11%	9%	14%	10%	5%	10%
				ef	ef	f				g	gh	n	mn			q	q		
		49%	51%	23%	27%	39%	11%	10%	9%	13%	24%	28%	39%	15%	18%	89%	7%	2%	2%
At least once a month	166	83	83	28	47	63	28	10	11	21	49	53	62	26	25	134	23	6	3
	7%	8%	7%	9%	12%	8%	4%	3%	4%	8%	12%	9%	9%	6%	4%	7%	12%	6%	4%
				f	ef	f				gh	gh	n	n				oqr		
		50%	50%	17%	29%	38%	17%	6%	7%	13%	30%	32%	37%	16%	15%	81%	14%	4%	2%
Several times a year	61	35	26	12	11	26	13	3	5	7	15	22	19	11	9	53	6	2	1
	3%	3%	2%	4%	3%	3%	2%	1%	2%	3%	4%	4%	3%	3%	2%	3%	3%	2%	2%
				f		f					g	n							
		57%	43%	20%	18%	42%	21%	6%	8%	11%	25%	36%	31%	18%	15%	86%	9%	3%	2%
Less often	142	75	68	33	37	49	24	6	7	23	26	41	47	32	21	123	10	4	5
	6%	7%	6%	10%	9%	6%	3%	2%	3%	9%	6%	7%	7%	8%	3%	7%	5%	4%	8%
				ef	f	f				gh	gh	n	n	n					
		53%	47%	23%	26%	34%	17%	4%	5%	16%	18%	29%	33%	23%	15%	87%	7%	3%	3%
EVER DO THIS	809	407	402	168	211	310	118	65	66	107	190	243	287	138	139	698	67	25	19
	36%	37%	34%	53%	53%	39%	16%	20%	25%	41%	47%	42%	43%	33%	23%	37%	33%	22%	30%
				ef	ef	f				gh	gh	mn	mn	n		qr	q		q
		50%	50%	21%	26%	38%	15%	8%	8%	13%	23%	30%	36%	17%	17%	86%	8%	3%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 72

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

**QH6C (QH67C). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Use a desktop computer, laptop, tablet computer, without going online? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Never	1431	670	761	145	177	484	626	257	190	149	206	327	369	273	458	1178	123	86	44
	63%	61%	64%	46%	44%	60%	83%	78%	73%	58%	51%	57%	56%	65%	75%	62%	62%	75%	70%
				cd		cd	cde	ij	ij					kl	klm			op	o
		47%	53%	10%	12%	34%	44%	18%	13%	10%	14%	23%	26%	19%	32%	82%	9%	6%	3%
Don't know	31	13	18	5	10	9	8	6	5	3	4	8	5	7	11	19	10	3	-
	1%	1%	2%	2%	3%	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	5%	3%	-%
				f													or	or	
		43%	57%	15%	32%	28%	25%	19%	15%	10%	13%	27%	15%	23%	34%	60%	30%	10%	-%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 72

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

**QH6C (QH67C). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Use a desktop computer, laptop, tablet computer, without going online? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Every day	139	120	19	100	39	89	50
	6%	6%	6%	8%	4%	6%	6%
		86%	14%	72%	28%	64%	36%
Several times a week	300	269	31	204	94	176	124
	13%	14%	10%	16%	10%	12%	14%
		90%	10%	68%	31%	59%	41%
At least once a month	166	142	24	116	48	105	61
	7%	7%	8%	9%	5%	7%	7%
		85%	15%	70%	29%	63%	37%
Several times a year	61	47	15	42	19	36	26
	3%	2%	5%	3%	2%	3%	3%
		76%	24%	69%	31%	58%	42%
Less often	142	120	22	96	43	88	55
	6%	6%	7%	8%	4%	6%	6%
		84%	16%	68%	30%	62%	38%
EVER DO THIS	809	697	112	559	244	493	315
	36%	35%	37%	44%	25%	35%	37%
		86%	14%	69%	30%	61%	39%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 72

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

**QH6C (QH67C). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Use a desktop computer, laptop, tablet computer, without going online? (SINGLE CODE)**

Base : Those with a TV in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Never	1431	1245	186	704	719	908	523
	63%	63%	62%	55%	73%	64%	61%
		87%	13%	49%	50%	63%	37%
Don't know	31	29	2	14	17	9	22
	1%	1%	1%	1%	2%	1%	3%
		92%	8%	46%	54%	29%	71%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 73

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

**QH6D (QH67D). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Listen to the radio? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Every day	47	25	22	8	13	13	14	8	5	4	5	8	17	3	19	36	5	5	2
	2%	2%	2%	3%	3%	2%	2%	3%	2%	1%	1%	1%	3%	1%	3%	2%	2%	4%	3%
		53%	47%	18%	27%	26%	29%	18%	11%	8%	11%	18%	35%	7%	40%	76%	10%	11%	4%
Several times a week	93	52	41	25	17	32	20	14	7	9	15	22	27	20	24	80	6	4	3
	4%	5%	3%	8%	4%	4%	3%	4%	3%	4%	4%	4%	4%	5%	4%	4%	3%	3%	5%
		56%	44%	26%	18%	34%	22%	15%	8%	10%	16%	24%	29%	21%	26%	86%	6%	4%	4%
At least once a month	62	34	28	10	11	25	16	7	4	11	15	22	25	7	8	57	1	2	2
	3%	3%	2%	3%	3%	3%	2%	2%	1%	4%	4%	4%	4%	2%	1%	3%	1%	1%	4%
		55%	45%	15%	18%	41%	26%	11%	6%	18%	25%	35%	41%	12%	13%	92%	2%	3%	4%
Several times a year	31	18	13	4	5	14	8	4	3	5	13	11	9	7	5	28	1	1	2
	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	3%	2%	1%	2%	1%	1%	*%	1%	2%
		58%	42%	12%	17%	47%	25%	12%	9%	15%	41%	35%	28%	22%	16%	91%	2%	2%	5%
Less often	110	61	48	14	26	47	22	8	10	13	23	27	44	20	17	95	8	3	4
	5%	6%	4%	4%	7%	6%	3%	2%	4%	5%	6%	5%	7%	5%	3%	5%	4%	3%	6%
		56%	44%	13%	24%	43%	20%	7%	9%	12%	21%	25%	41%	18%	16%	87%	7%	3%	3%
EVER DO THIS	343	191	153	60	72	131	79	41	29	42	72	90	122	57	74	297	19	14	13
	15%	17%	13%	19%	18%	16%	11%	12%	11%	16%	18%	16%	18%	14%	12%	16%	10%	13%	21%
		b	f	f	f	f	f	gh	mn	mn	mn	mn	mn	mn	p	p	opq	opq	4%
		56%	44%	18%	21%	38%	23%	12%	8%	12%	21%	26%	35%	17%	22%	86%	6%	4%	4%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 73

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

**QH6D (QH67D). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Listen to the radio? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Never	1905	888	1017	253	320	663	669	283	230	216	321	479	537	360	525	1579	179	98	50
	84%	81%	86%	80%	80%	83%	89%	86%	88%	84%	80%	83%	81%	86%	87%	83%	90%	86%	79%
		a	a				cde	j	j					l	l		or	r	
		47%	53%	13%	17%	35%	35%	15%	12%	11%	17%	25%	28%	19%	28%	83%	9%	5%	3%
Don't know	22	11	11	5	6	8	3	4	1	1	7	10	3	2	8	19	1	2	*
	1%	1%	1%	1%	2%	1%	*%	1%	1%	*%	2%	2%	*%	*%	1%	1%	1%	1%	*%
				f	f							l							
		51%	49%	21%	28%	37%	13%	20%	7%	4%	30%	44%	12%	9%	36%	87%	5%	7%	1%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 73

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

**QH6D (QH67D). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Listen to the radio? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Every day	47	43	4	23	25	29	18
	2%	2%	1%	2%	3%	2%	2%
		91%	9%	48%	52%	61%	39%
Several times a week	93	76	17	57	36	54	39
	4%	4%	6%	4%	4%	4%	4%
		81%	19%	61%	39%	58%	42%
At least once a month	62	56	6	37	25	41	21
	3%	3%	2%	3%	3%	3%	2%
		91%	9%	59%	41%	66%	34%
Several times a year	31	20	11	22	9	20	11
	1%	1%	4%	2%	1%	1%	1%
		a	a				
		66%	34%	73%	27%	63%	37%
Less often	110	86	24	71	35	66	43
	5%	4%	8%	6%	4%	5%	5%
		a	a	d			
		78%	22%	65%	32%	61%	39%
EVER DO THIS	343	281	62	210	130	211	133
	15%	14%	21%	16%	13%	15%	15%
		a	a	d			
		82%	18%	61%	38%	61%	39%
Never	1905	1670	235	1051	844	1186	720
	84%	85%	78%	82%	86%	84%	84%
		b	b	c			
		88%	12%	55%	44%	62%	38%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 73

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

**QH6D (QH67D). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Listen to the radio? (SINGLE CODE)**

Base : Those with a TV in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Don't know	22	20	2	16	7	13	9
	1%	1%	1%	1%	1%	1%	1%
		89%	11%	70%	30%	60%	40%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 74

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

**QH6E (QH67E). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Use a mobile phone, without going online? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Every day	455	216	240	122	123	164	47	60	53	53	81	106	139	96	113	400	24	17	15
	20%	20%	20%	38%	31%	20%	6%	18%	21%	20%	20%	18%	21%	23%	19%	21%	12%	15%	23%
				ef	ef	f										pq			pq
		47%	53%	27%	27%	36%	10%	13%	12%	12%	18%	23%	30%	21%	25%	88%	5%	4%	3%
Several times a week	524	245	279	96	139	217	71	50	61	70	127	158	167	84	115	425	52	31	16
	23%	22%	24%	30%	35%	27%	9%	15%	23%	27%	32%	27%	25%	20%	19%	22%	26%	27%	26%
				f	ef	f			g	g	gh	mn	mn						
		47%	53%	18%	27%	41%	14%	10%	12%	13%	24%	30%	32%	16%	22%	81%	10%	6%	3%
At least once a month	191	85	107	23	27	89	51	17	14	25	48	51	66	30	43	156	23	8	4
	8%	8%	9%	7%	7%	11%	7%	5%	5%	9%	12%	9%	10%	7%	7%	8%	11%	7%	6%
				df					g	gh							r		
		44%	56%	12%	14%	47%	27%	9%	7%	13%	25%	27%	35%	15%	23%	82%	12%	4%	2%
Several times a year	48	24	25	1	10	20	17	5	5	12	9	15	12	9	13	38	6	3	1
	2%	2%	2%	1%	3%	3%	2%	2%	2%	5%	2%	3%	2%	2%	2%	2%	3%	2%	2%
				c	c	c				g									
		49%	51%	2%	21%	42%	35%	11%	11%	24%	19%	32%	24%	18%	26%	79%	13%	5%	3%
Less often	82	47	35	10	12	24	36	8	8	10	13	20	28	18	15	72	5	2	3
	4%	4%	3%	3%	3%	3%	5%	2%	3%	4%	3%	4%	4%	4%	2%	4%	2%	2%	5%
		57%	43%	12%	15%	30%	43%	9%	9%	12%	16%	25%	34%	22%	18%	88%	6%	2%	4%
EVER DO THIS	1301	616	685	252	312	516	221	140	141	169	278	351	412	236	299	1092	110	60	39
	57%	56%	58%	79%	78%	64%	29%	43%	54%	65%	70%	61%	62%	56%	49%	58%	55%	53%	62%
				ef	ef	f			g	gh	gh	n	mn	n					
		47%	53%	19%	24%	40%	17%	11%	11%	13%	21%	27%	32%	18%	23%	84%	8%	5%	3%
Never	957	466	490	64	85	284	524	184	119	89	121	224	246	181	303	791	89	52	24
	42%	43%	42%	20%	21%	35%	70%	56%	46%	34%	30%	39%	37%	43%	50%	42%	45%	46%	38%
						cd	cde	hij	ij					l	klm				
		49%	51%	7%	9%	30%	55%	19%	12%	9%	13%	23%	26%	19%	32%	83%	9%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 74

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

**QH6E (QH67E). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Use a mobile phone, without going online? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Don't know	14	8	5	2	2	3	7	3	-	1	*	3	3	2	6	12	-	1	*
	1%	1%	*%	1%	*%	*%	1%	1%	-%	*%	*%	*%	*%	*%	1%	1%	-%	1%	*%
		61%	39%	17%	12%	22%	49%	25%	-%	6%	2%	20%	24%	14%	42%	91%	-%	8%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 74

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

**QH6E (QH67E). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Use a mobile phone, without going online? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Every day	455	412	44	316	133	274	181
	20%	21%	15%	25%	14%	19%	21%
		b	d	d			
		90%	10%	69%	29%	60%	40%
Several times a week	524	453	71	377	146	300	224
	23%	23%	24%	29%	15%	21%	26%
			d	d			e
		86%	14%	72%	28%	57%	43%
At least once a month	191	177	14	124	66	113	79
	8%	9%	5%	10%	7%	8%	9%
		b	d	d			
		93%	7%	65%	35%	59%	41%
Several times a year	48	36	12	30	18	29	19
	2%	2%	4%	2%	2%	2%	2%
			a				
		75%	25%	62%	38%	60%	40%
Less often	82	69	13	46	35	54	28
	4%	3%	4%	4%	4%	4%	3%
		84%	16%	56%	43%	66%	34%
EVER DO THIS	1301	1147	154	892	398	770	530
	57%	58%	51%	70%	41%	55%	62%
		b	d	d			e
		88%	12%	69%	31%	59%	41%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 74

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

**QH6E (QH67E). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Use a mobile phone, without going online? (SINGLE CODE)**

Base : Those with a TV in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Never	957	814	143	379	575	633	324
	42%	41%	48%	30%	59%	45%	38%
		a	c	f			
		85%	15%	40%	60%	66%	34%
Don't know	14	10	3	6	7	7	7
	1%	1%	1%	*%	1%	*%	1%
		76%	24%	42%	48%	50%	50%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 75

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

**QH6F (QH67F). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Use a landline phone? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Every day	170	84	87	21	34	62	52	26	20	17	27	51	48	27	44	149	9	9	4
	8%	8%	7%	7%	9%	8%	7%	8%	8%	6%	7%	9%	7%	6%	7%	8%	4%	8%	6%
		49%	51%	13%	20%	37%	31%	15%	12%	10%	16%	30%	28%	16%	26%	87%	5%	5%	2%
Several times a week	430	190	240	44	74	185	127	31	56	58	107	142	133	75	79	348	45	26	11
	19%	17%	20%	14%	19%	23%	17%	9%	21%	22%	27%	25%	20%	18%	13%	18%	22%	23%	18%
						cf			g	g	g	mn	n	n					
		44%	56%	10%	17%	43%	30%	7%	13%	13%	25%	33%	31%	17%	18%	81%	10%	6%	3%
At least once a month	281	128	153	31	38	112	100	27	27	34	61	79	85	53	63	226	35	16	3
	12%	12%	13%	10%	9%	14%	13%	8%	10%	13%	15%	14%	13%	13%	10%	12%	18%	14%	5%
						d				g	g					r	or	r	
		46%	54%	11%	13%	40%	35%	10%	10%	12%	22%	28%	30%	19%	22%	81%	13%	6%	1%
Several times a year	81	46	35	5	16	19	41	9	8	14	16	19	31	15	15	71	7	1	2
	4%	4%	3%	2%	4%	2%	5%	3%	3%	6%	4%	3%	5%	4%	3%	4%	4%	1%	3%
						ce							n						
		57%	43%	6%	20%	23%	50%	11%	9%	18%	19%	24%	39%	19%	19%	87%	9%	2%	2%
Less often	139	64	75	25	32	50	32	16	9	13	30	44	40	23	30	118	14	3	5
	6%	6%	6%	8%	8%	6%	4%	5%	3%	5%	8%	8%	6%	5%	5%	6%	7%	2%	8%
				f	f						h					q	q	q	
		46%	54%	18%	23%	36%	23%	12%	6%	9%	22%	32%	29%	16%	22%	85%	10%	2%	3%
EVER DO THIS	1102	512	590	126	194	429	352	109	119	136	240	336	338	192	232	912	110	55	25
	49%	47%	50%	40%	49%	53%	47%	33%	46%	53%	60%	58%	51%	46%	38%	48%	55%	49%	40%
				c	cf	c			g	g	gh	lmn	n	n		r	or		
		46%	54%	11%	18%	39%	32%	10%	11%	12%	22%	31%	31%	17%	21%	83%	10%	5%	2%
Never	1136	562	574	186	192	360	397	213	139	121	148	231	312	221	370	953	88	57	38
	50%	52%	49%	59%	48%	45%	53%	65%	53%	47%	37%	40%	47%	53%	61%	50%	44%	50%	60%
				de		e		hij	j	j			k	k	klm				opq
		49%	51%	16%	17%	32%	35%	19%	12%	11%	13%	20%	27%	19%	33%	84%	8%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 75

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

**QH6F (QH67F). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Use a landline phone? (SINGLE CODE)**

Base : Those with a TV in the household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090 48%	1181 52%	318 14%	398 18%	803 35%	752 33%	328 14%	260 11%	259 11%	399 18%	578 25%	661 29%	418 18%	607 27%	1895 83%	199 9%	114 5%	63 3%
Don't know	33 1%	16 2%	17 1%	5 2%	11 3%	14 2%	3 *%	6 2%	2 1%	1 *%	11 3%	11 2%	11 2%	5 1%	6 1%	30 2%	2 1%	2 1%	- -%
		50%	50%	16%	35%	41%	8%	18%	7%	3%	33%	34%	33%	15%	17%	90%	6%	5%	-%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 75

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

**QH6F (QH67F). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Use a landline phone? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Every day	170	155	15	101	69	113	57
	8%	8%	5%	8%	7%	8%	7%
		91%	9%	59%	40%	67%	33%
Several times a week	430	370	60	271	157	280	150
	19%	19%	20%	21%	16%	20%	17%
		86%	14%	63%	37%	65%	35%
At least once a month	281	246	34	169	111	173	108
	12%	13%	11%	13%	11%	12%	13%
		88%	12%	60%	39%	62%	38%
Several times a year	81	67	15	49	32	49	32
	4%	3%	5%	4%	3%	3%	4%
		82%	18%	60%	39%	60%	40%
Less often	139	113	26	89	49	80	59
	6%	6%	9%	7%	5%	6%	7%
		81%	19%	64%	35%	57%	43%
EVER DO THIS	1102	951	150	679	418	696	406
	49%	48%	50%	53%	43%	49%	47%
		86%	14%	62%	38%	63%	37%
Never	1136	989	147	574	555	701	435
	50%	50%	49%	45%	57%	50%	51%
		87%	13%	51%	49%	62%	38%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 75

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

**QH6F (QH67F). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Use a landline phone? (SINGLE CODE)**

Base : Those with a TV in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Don't know	33	31	2	24	7	14	20
	1%	2%	1%	2%	1%	1%	2%
				d			e
		93%	7%	73%	20%	41%	59%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 76

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

QH6G (QH67G). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Play games on a games console? (SINGLE CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Every day	55	36	19	16	19	14	7	10	4	2	10	13	11	12	19	47	2	3	3
	2%	3%	2%	5%	5%	2%	1%	3%	2%	1%	2%	2%	2%	3%	3%	2%	1%	3%	5%
		b		ef	ef														op
		66%	34%	28%	34%	26%	12%	19%	8%	4%	18%	23%	21%	22%	34%	85%	3%	6%	6%
Several times a week	108	59	49	34	34	28	12	9	9	13	14	23	37	23	24	87	14	4	3
	5%	5%	4%	11%	8%	4%	2%	3%	4%	5%	3%	4%	6%	6%	4%	5%	7%	3%	5%
				ef	ef	f													
		55%	45%	32%	31%	26%	11%	9%	9%	12%	13%	21%	35%	22%	23%	81%	13%	4%	3%
At least once a month	71	40	31	26	17	23	6	9	6	10	12	9	25	17	20	60	7	2	2
	3%	4%	3%	8%	4%	3%	1%	3%	2%	4%	3%	2%	4%	4%	3%	3%	4%	1%	3%
				def	f	f							k	k					
		56%	44%	36%	24%	32%	8%	13%	8%	14%	17%	13%	35%	24%	28%	85%	10%	2%	3%
Several times a year	32	17	15	8	6	14	5	1	3	4	10	7	17	5	3	28	2	2	1
	1%	2%	1%	2%	1%	2%	1%	*%	1%	2%	2%	1%	3%	1%	*%	1%	1%	2%	1%
				f						g	g		n						
		53%	47%	24%	17%	42%	17%	2%	9%	13%	30%	23%	53%	16%	8%	85%	8%	5%	2%
Less often	87	47	40	16	22	38	10	3	7	11	17	33	27	15	11	79	4	1	3
	4%	4%	3%	5%	6%	5%	1%	1%	3%	4%	4%	6%	4%	4%	2%	4%	2%	1%	4%
				f	f	f				g	g	n	n			q			q
		54%	46%	19%	26%	44%	12%	4%	8%	12%	19%	37%	31%	18%	13%	91%	5%	1%	3%
EVER DO THIS	352	199	153	100	97	116	40	33	29	40	62	85	117	73	76	300	29	12	11
	16%	18%	13%	31%	24%	14%	5%	10%	11%	16%	16%	15%	18%	18%	13%	16%	15%	10%	18%
		b		ef	ef	f				g	g		n	n		q			q
		57%	43%	28%	27%	33%	11%	9%	8%	11%	18%	24%	33%	21%	22%	85%	8%	3%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 76

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

**QH6G (QH67G). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Play games on a games console? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Never	1886	877	1010	213	292	675	706	292	228	216	329	483	535	338	524	1564	169	101	52
	83%	80%	86%	67%	73%	84%	94%	89%	88%	83%	82%	84%	81%	81%	86%	83%	85%	89%	82%
		a	a	cd	cd	cd	cde	ij							lm			or	
		46%	54%	11%	15%	36%	37%	15%	12%	11%	17%	26%	28%	18%	28%	83%	9%	5%	3%
Don't know	32	14	18	6	10	11	6	3	3	3	8	11	8	6	7	30	1	1	-
	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	*%	1%	-%
				f	f										r				
		45%	55%	17%	30%	35%	18%	10%	9%	9%	26%	33%	26%	20%	20%	94%	3%	3%	-%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 76

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

**QH6G (QH67G). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Play games on a games console? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Every day	55	51	4	29	25	28	26
	2%	3%	1%	2%	3%	2%	3%
		93%	7%	52%	45%	52%	48%
Several times a week	108	91	17	70	37	59	48
	5%	5%	6%	5%	4%	4%	6%
		84%	16%	65%	34%	55%	45%
At least once a month	71	62	9	42	28	46	25
	3%	3%	3%	3%	3%	3%	3%
		88%	12%	59%	39%	64%	36%
Several times a year	32	29	4	26	6	20	12
	1%	1%	1%	2%	1%	1%	1%
		89%	11%	80%	20%	61%	39%
Less often	87	68	19	64	22	47	40
	4%	3%	6%	5%	2%	3%	5%
		78%	22%	74%	25%	54%	46%
EVER DO THIS	352	300	52	231	118	200	152
	16%	15%	17%	18%	12%	14%	18%
		85%	15%	65%	33%	57%	43%
Never	1886	1641	246	1024	852	1191	695
	83%	83%	82%	80%	87%	84%	81%
		87%	13%	54%	45%	63%	37%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 76

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

**QH6G (QH67G). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Play games on a games console? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Don't know	32	30	2	23	10	18	14
	1%	2%	1%	2%	1%	1%	2%
		93%	7%	70%	30%	57%	43%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 77

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

**QH6H (QH67H). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Listen to music (on a stereo, an MP3 player, a mobile phone or a computer)? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Every day	66	41	25	32	12	12	10	9	6	5	8	14	20	12	19	51	8	4	3
	3%	4%	2%	10%	3%	2%	1%	3%	2%	2%	2%	2%	3%	3%	3%	3%	4%	3%	5%
		b		def															o
		63%	37%	49%	18%	18%	15%	14%	9%	7%	12%	21%	31%	18%	29%	78%	12%	6%	5%
Several times a week	121	59	62	39	29	43	11	18	9	11	20	30	33	22	37	102	11	3	5
	5%	5%	5%	12%	7%	5%	1%	5%	4%	4%	5%	5%	5%	5%	6%	5%	6%	3%	8%
				def	f	f													q
		49%	51%	32%	24%	36%	9%	15%	8%	9%	16%	25%	27%	18%	30%	84%	9%	3%	4%
At least once a month	96	52	44	28	26	31	11	9	8	15	22	28	33	16	18	80	13	2	2
	4%	5%	4%	9%	7%	4%	1%	3%	3%	6%	6%	5%	5%	4%	3%	4%	6%	2%	2%
				ef	ef	f											qr		
		54%	46%	30%	27%	32%	11%	10%	9%	15%	23%	29%	35%	17%	19%	83%	13%	2%	2%
Several times a year	32	16	16	4	7	16	6	2	3	6	13	7	13	6	6	26	3	1	1
	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	3%	1%	2%	2%	1%	1%	2%	1%	2%
						f				g	g								
		50%	50%	12%	22%	49%	17%	6%	10%	20%	41%	21%	41%	20%	18%	83%	10%	4%	3%
Less often	104	58	46	15	28	45	16	6	14	7	23	27	40	22	14	91	8	1	4
	5%	5%	4%	5%	7%	6%	2%	2%	5%	3%	6%	5%	6%	5%	2%	5%	4%	1%	7%
				f	f	f			g		g	n	n	n		q	q		q
		56%	44%	15%	27%	43%	16%	6%	13%	7%	22%	26%	38%	21%	14%	87%	8%	1%	4%
EVER DO THIS	419	227	193	118	101	147	53	44	40	44	86	106	139	78	94	350	43	11	15
	18%	21%	16%	37%	25%	18%	7%	14%	15%	17%	22%	18%	21%	19%	16%	18%	22%	10%	24%
		b		def	ef	f					g		n			q	q		oq
		54%	46%	28%	24%	35%	13%	11%	10%	10%	21%	25%	33%	19%	22%	83%	10%	3%	4%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 77

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

**QH6H (QH67H). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Listen to music (on a stereo, an MP3 player, a mobile phone or a computer)? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Never	1824	850	974	195	286	647	696	279	219	213	307	462	516	337	504	1520	155	101	48
	80%	78%	82%	61%	72%	81%	93%	85%	84%	82%	77%	80%	78%	81%	83%	80%	78%	89%	75%
		a	a	c	c	cd	cde	j	j					l				opr	
		47%	53%	11%	16%	35%	38%	15%	12%	12%	17%	25%	28%	18%	28%	83%	9%	6%	3%
Don't know	28	14	14	5	11	9	3	4	1	2	7	10	6	3	9	26	1	1	*
	1%	1%	1%	2%	3%	1%	*%	1%	*%	1%	2%	2%	1%	1%	1%	1%	*%	1%	1%
		48%	52%	19%	38%	32%	12%	15%	4%	8%	24%	36%	21%	11%	32%	92%	3%	4%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 77

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

**QH6H (QH67H). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Listen to music (on a stereo, an MP3 player, a mobile phone or a computer)? (SINGLE CODE)**

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Every day	66	62	4	29	37	38	28
	3%	3%	1%	2%	4%	3%	3%
		b		c			
		94%	6%	44%	56%	58%	42%
Several times a week	121	106	15	70	51	62	59
	5%	5%	5%	5%	5%	4%	7%
							e
		88%	12%	58%	42%	51%	49%
At least once a month	96	88	8	67	28	53	43
	4%	4%	3%	5%	3%	4%	5%
				d			
		92%	8%	70%	29%	55%	45%
Several times a year	32	27	5	24	8	17	15
	1%	1%	2%	2%	1%	1%	2%
				d			
		84%	16%	75%	25%	52%	48%
Less often	104	80	24	82	19	59	45
	5%	4%	8%	6%	2%	4%	5%
			a	d			
		77%	23%	79%	19%	57%	43%
EVER DO THIS	419	363	56	273	144	229	190
	18%	18%	19%	21%	15%	16%	22%
				d			e
		87%	13%	65%	34%	55%	45%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 77

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

**QH6H (QH67H). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...
Listen to music (on a stereo, an MP3 player, a mobile phone or a computer)? (SINGLE CODE)**

Base : Those with a TV in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Never	1824	1582	241	984	829	1165	659
	80%	80%	80%	77%	85%	83%	76%
		87%	13%	54%	45%	64%	36%
Don't know	28	25	3	21	7	16	12
	1%	1%	1%	2%	1%	1%	1%
		91%	9%	75%	25%	56%	44%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 78

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

QH7 (QH62). Are any of your TV sets "Smart TVs"? These are newer types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2770	1319	1451	349	404	903	1114	475	357	326	391	593	810	605	754	1999	254	262	255
Effective Weighted Sample	2264	1084	1180	290	338	754	934	387	291	261	334	499	665	492	626	1761	244	216	243
Total	2271	1090	1181	318	398	803	752	328	260	259	399	578	661	418	607	1895	199	114	63
		48%	52%	14%	18%	35%	33%	14%	11%	11%	18%	25%	29%	18%	27%	83%	9%	5%	3%
Yes	519	281	239	97	108	204	111	48	44	68	127	170	166	93	88	452	34	21	12
	23%	26%	20%	30%	27%	25%	15%	15%	17%	26%	32%	29%	25%	22%	15%	24%	17%	19%	19%
		b		f	f	f				gh	gh	mn	n	n		p			
		54%	46%	19%	21%	39%	21%	9%	8%	13%	24%	33%	32%	18%	17%	87%	6%	4%	2%
No	1688	778	909	212	281	582	612	270	208	186	266	395	480	309	501	1387	162	88	51
	74%	71%	77%	67%	71%	72%	81%	82%	80%	72%	67%	68%	73%	74%	82%	73%	81%	77%	80%
			a				cde	ij		ij					klm		o		o
		46%	54%	13%	17%	34%	36%	16%	12%	11%	16%	23%	28%	18%	30%	82%	10%	5%	3%
Don't know	64	31	33	9	9	17	29	10	8	6	6	13	15	17	18	55	4	5	1
	3%	3%	3%	3%	2%	2%	4%	3%	3%	2%	2%	2%	2%	4%	3%	3%	2%	4%	1%
						e												r	
		49%	51%	14%	14%	26%	45%	16%	13%	9%	10%	21%	24%	27%	29%	86%	6%	7%	1%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 78

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

QH7 (QH62). Are any of your TV sets "Smart TVs"? These are newer types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, Netflix and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2770	2312	458	1309	1447	1741	1029
Effective Weighted Sample	2264	1914	364	1112	1208	1428	837
Total	2271	1971	300	1277	980	1410	861
		87%	13%	56%	43%	62%	38%
Yes	519	437	82	355	161	323	197
	23%	22%	27%	28%	16%	23%	23%
		a	d				
		84%	16%	68%	31%	62%	38%
No	1688	1476	211	891	786	1050	638
	74%	75%	70%	70%	80%	74%	74%
				c			
		87%	13%	53%	47%	62%	38%
Don't know	64	57	7	32	32	37	27
	3%	3%	2%	2%	3%	3%	3%
		90%	10%	50%	50%	58%	42%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 79

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

QH8 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Difficulty hearing quiet parts of programmes	57	27	30	3	2	7	45	10	10	10	9	18	18	7	14	46	6	5	1
	2%	2%	2%	1%	1%	1%	6%	3%	4%	4%	2%	3%	3%	2%	2%	2%	3%	4%	1%
		48%	52%	4%	4%	13%	79%	17%	17%	17%	16%	32%	31%	13%	25%	79%	10%	9%	2%
Hearing quiet voices	47	23	24	1	2	7	37	5	10	7	6	14	13	6	13	37	6	3	1
	2%	2%	2%	*%	*%	1%	5%	1%	4%	3%	1%	2%	2%	1%	2%	2%	3%	3%	2%
		49%	51%	2%	4%	15%	79%	11%	20%	15%	13%	30%	28%	13%	28%	78%	13%	7%	3%
Hearing the television at a volume other people find acceptable	44	19	25	4	3	4	34	9	8	7	4	11	16	4	12	33	7	3	1
	2%	2%	2%	1%	1%	*%	4%	2%	3%	3%	1%	2%	2%	1%	2%	2%	4%	3%	2%
		44%	56%	8%	6%	8%	77%	19%	17%	16%	9%	26%	36%	10%	28%	74%	16%	7%	3%
Seeing small details on screen	34	12	23	1	2	8	24	10	6	3	9	8	12	3	11	30	2	2	1
	1%	1%	2%	*%	*%	1%	3%	3%	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%
		34%	66%	3%	6%	23%	68%	29%	16%	10%	26%	24%	35%	9%	31%	88%	5%	4%	3%
Using the interactive services on your television	30	9	21	1	-	4	24	6	4	4	5	8	12	3	7	27	1	1	-
	1%	1%	2%	*%	-%	1%	3%	2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	-%
		31%	69%	4%	-%	14%	82%	19%	15%	14%	15%	26%	41%	10%	23%	92%	5%	3%	-%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 79

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

QH8 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Seeing the buttons on the remote control	28	13	14	1	-	4	23	10	4	3	3	7	4	3	14	22	1	3	1
	1%	1%	1%	*%	-%	1%	3%	3%	1%	1%	1%	1%	1%	1%	2%	1%	1%	3%	1%
		48%	52%	3%	-%	15%	82%	37%	13%	9%	12%	25%	14%	12%	49%	81%	5%	10%	3%
Pressing the buttons on the remote control	21	8	13	2	2	4	14	7	1	1	5	6	3	3	9	17	1	2	1
	1%	1%	1%	1%	*%	*%	2%	2%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	2%
		37%	63%	9%	9%	17%	66%	36%	7%	4%	24%	28%	14%	15%	43%	79%	6%	7%	7%
Using the on-screen Electronic Programme Guide (EPG)	17	4	13	-	-	2	16	6	1	1	1	2	7	4	5	16	-	1	*
	1%	*%	1%	-%	-%	*%	2%	2%	*%	*%	*%	*%	1%	1%	1%	1%	-%	1%	*%
		24%	76%	-%	-%	9%	91%	37%	7%	6%	8%	9%	38%	23%	30%	92%	-%	7%	1%
Seeing the picture on the TV screen	17	5	12	1	-	5	11	7	1	3	3	4	4	2	6	14	1	1	1
	1%	*%	1%	*%	-%	1%	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%
		31%	69%	6%	-%	27%	67%	40%	4%	16%	20%	27%	21%	15%	38%	83%	5%	9%	3%
Holding the remote control	13	5	9	1	-	3	9	4	1	3	3	2	6	1	4	11	1	1	*
	1%	*%	1%	*%	-%	*%	1%	1%	*%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%
		35%	65%	10%	-%	22%	68%	31%	9%	20%	19%	15%	42%	10%	33%	80%	11%	6%	4%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 79

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

QH8 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Picking up the remote control	8	3	4	*	*	3	4	2	2	*	2	3	1	1	3	4	2	*	1
	*%	*%	*%	*%	*%	*%	1%	1%	1%	*%	1%	*%	*%	*%	1%	*%	1%	*%	1%
		45%	55%	4%	4%	34%	58%	26%	20%	3%	31%	33%	15%	11%	41%	58%	29%	3%	11%
Any other difficulties	13	5	8	-	2	4	7	1	1	1	3	5	*	3	5	12	1	*	*
	1%	*%	1%	-%	*%	*%	1%	*%	*%	*%	1%	1%	*%	1%	1%	1%	1%	*%	*%
		40%	60%	-%	14%	30%	55%	11%	8%	6%	26%	38%	2%	22%	38%	89%	8%	2%	1%
No, none	2186	1059	1128	333	413	781	659	308	239	250	388	548	649	410	575	1833	187	107	60
	93%	94%	92%	96%	98%	96%	85%	90%	90%	93%	95%	93%	93%	95%	91%	93%	91%	92%	92%
		48%	52%	15%	19%	36%	30%	14%	11%	11%	18%	25%	30%	19%	26%	84%	9%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 79

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

QH8 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Difficulty hearing quiet parts of programmes	57 2%	46 2%	11 4%	15 1%	42 4%	44 3%	14 1%
				c	f		
		81%	19%	26%	74%	76%	24%
Hearing quiet voices	47 2%	38 2%	10 3%	14 1%	34 3%	36 2%	12 1%
				c			
		80%	20%	29%	71%	75%	25%
Hearing the television at a volume other people find acceptable	44 2%	39 2%	5 2%	12 1%	32 3%	29 2%	15 2%
				c			
		89%	11%	27%	73%	66%	34%
Seeing small details on screen	34 1%	25 1%	9 3%	12 1%	23 2%	21 1%	13 1%
			a	c			
		73%	27%	34%	66%	61%	39%
Using the interactive services on your television	30 1%	27 1%	2 1%	11 1%	19 2%	19 1%	11 1%
				c			
		93%	7%	38%	62%	64%	36%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 79

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

QH8 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Seeing the buttons on the remote control	28	21	7	6	22	18	10
	1%	1%	2%	*%	2%	1%	1%
		a	a	c	c		
		74%	26%	21%	79%	65%	35%
Pressing the buttons on the remote control	21	13	8	8	13	13	8
	1%	1%	2%	1%	1%	1%	1%
		a	a				
		64%	36%	38%	62%	63%	37%
Using the on-screen Electronic Programme Guide (EPG)	17	17	-	5	13	9	8
	1%	1%	-%	*%	1%	1%	1%
		100%	-%	26%	74%	52%	48%
Seeing the picture on the TV screen	17	13	4	5	12	13	4
	1%	1%	1%	*%	1%	1%	*%
		c	c				
		77%	23%	28%	72%	76%	24%
Holding the remote control	13	9	5	5	8	7	6
	1%	*%	1%	*%	1%	*%	1%
		a	a				
		65%	35%	40%	60%	53%	47%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 79

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

QH8 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Picking up the remote control	8	3	5	4	4	6	2
	*%	*%	2%	*%	*%	*%	*%
		a					
		36%	64%	50%	50%	76%	24%
Any other difficulties	13	12	1	7	6	9	4
	1%	1%	*%	1%	1%	1%	*%
		91%	9%	53%	47%	66%	34%
No, none	2186	1913	274	1257	915	1338	848
	93%	93%	88%	96%	89%	92%	93%
		b		d			
		87%	13%	57%	42%	61%	39%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 80

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

QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Landline phone	1974	943	1031	249	303	708	714	223	212	230	379	562	587	355	464	1654	169	95	55
		84%	83%	84%	72%	87%	92%	65%	80%	86%	93%	95%	84%	82%	74%	84%	82%	82%	85%
						cd	cde		g	g	ghi	lmn	n	n					
		48%	52%	13%	15%	36%	36%	11%	11%	12%	19%	28%	30%	18%	24%	84%	9%	5%	3%
Mobile phone	2189	1047	1142	343	419	803	624	283	244	262	405	566	662	402	553	1837	186	105	60
		93%	93%	99%	99%	98%	81%	83%	92%	98%	99%	96%	95%	93%	88%	93%	91%	90%	93%
				f	f	f			g	gh	gh	n	n	n					
		48%	52%	16%	19%	37%	28%	13%	11%	12%	18%	26%	30%	18%	25%	84%	9%	5%	3%
Fixed broadband internet access	1784	868	916	290	333	685	477	141	176	231	381	537	579	316	347	1521	136	80	47
		76%	77%	84%	79%	84%	62%	41%	67%	86%	93%	91%	83%	73%	55%	77%	66%	69%	72%
				f	f	df			g	gh	ghi	lmn	mn	n		pq			
		49%	51%	16%	19%	38%	27%	8%	10%	13%	21%	30%	32%	18%	19%	85%	8%	4%	3%
Mobile broadband internet access	133	63	70	26	29	55	23	17	9	22	26	44	38	24	27	115	12	3	3
		6%	6%	7%	7%	7%	3%	5%	4%	8%	6%	7%	5%	6%	4%	6%	6%	3%	4%
				f	f	f				h		n							
		48%	52%	20%	22%	42%	17%	13%	7%	16%	19%	33%	29%	18%	20%	87%	9%	2%	2%
Narrowband internet access	15	6	9	1	1	7	6	4	2	*	1	1	3	4	7	12	1	1	-
		1%	1%	*%	*%	1%	1%	1%	1%	*%	*%	*%	*%	1%	1%	1%	*%	1%	-%
		39%	61%	7%	5%	49%	39%	24%	12%	2%	8%	6%	20%	29%	45%	85%	5%	10%	-%
TV service with additional channels you pay to receive	1393	682	711	200	277	542	374	142	158	165	303	403	414	255	318	1144	132	76	41
		59%	60%	58%	58%	66%	66%	42%	60%	61%	74%	68%	59%	59%	50%	58%	64%	65%	63%
				f	cf	cf			g	g	ghi	lmn	n	n			o		
		49%	51%	14%	20%	39%	27%	10%	11%	12%	22%	29%	30%	18%	23%	82%	9%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 80

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

QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
No, none of these	6	4	2	1	1	1	3	5	-	-	-	-	1	2	4	5	1	1	-
	*%	*%	*%	*%	*%	*%	*%	1%	-%	-%	-%	-%	*%	*%	1%	*%	*%	1%	-%
		63%	37%	12%	13%	21%	54%	hj 76%	-%	-%	-%	-%	9%	24%	67%	78%	12%	11%	-%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 80

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

QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Landline phone	1974	1692	282	1111	851	1277	696
	84%	83%	91%	84%	83%	88%	77%
		a				f	
		86%	14%	56%	43%	65%	35%
Mobile phone	2189	1903	287	1298	878	1344	845
	93%	93%	93%	99%	85%	93%	93%
				d			
		87%	13%	59%	40%	61%	39%
Fixed broadband internet access	1784	1550	235	1133	640	1130	655
	76%	76%	76%	86%	62%	78%	72%
				d		f	
		87%	13%	63%	36%	63%	37%
Mobile broadband internet access	133	120	13	95	38	71	61
	6%	6%	4%	7%	4%	5%	7%
				d			
		90%	10%	71%	29%	54%	46%
Narrowband internet access	15	11	4	7	8	10	5
	1%	1%	1%	1%	1%	1%	1%
		76%	24%	48%	52%	68%	32%
TV service with additional channels you pay to receive	1393	1208	185	876	512	877	516
	59%	59%	60%	67%	50%	61%	57%
				d			
		87%	13%	63%	37%	63%	37%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 80

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

QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
No, none of these	6	6	1	-	6	3	3
	*%	*%	*%	-%	1%	*%	*%
				c			
		89%	11%	-%	100%	54%	46%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 81

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

QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Landline phone	1628	778	850	78	242	646	662	200	193	205	324	467	486	289	382	1352	150	82	44
	69%	69%	69%	23%	57%	79%	86%	58%	73%	77%	79%	79%	70%	67%	61%	69%	73%	71%	67%
		48%	52%	5%	c	cd	cde	12%	g	g	g	lmn	n	n	23%	83%	9%	5%	3%
					40%	40%	41%		12%	13%	20%	29%	30%	18%					
Mobile phone	1899	900	999	245	371	720	564	256	224	231	355	483	576	349	486	1587	172	87	53
	81%	80%	81%	71%	88%	88%	73%	75%	85%	86%	87%	82%	83%	81%	77%	81%	84%	75%	82%
		47%	53%	13%	cf	cf		13%	g	g	g	25%	n	18%	26%	q	q	5%	q
					20%	38%	30%		12%	12%	19%		30%	18%		84%	9%		3%
Fixed broadband internet access	1412	691	721	100	267	619	426	112	156	203	320	435	457	249	268	1191	119	67	36
	60%	61%	59%	29%	63%	76%	55%	33%	59%	76%	78%	73%	65%	58%	42%	60%	58%	57%	55%
		49%	51%	7%	cf	cdf	c	8%	g	gh	gh	lmn	mn	n	19%	84%	8%	5%	3%
					19%	44%	30%		11%	14%	23%	31%	32%	18%					
Mobile broadband internet access	96	43	53	18	20	40	18	14	8	16	13	26	31	20	20	81	10	3	2
	4%	4%	4%	5%	5%	5%	2%	4%	3%	6%	3%	4%	4%	5%	3%	4%	5%	2%	4%
		45%	55%	f	f	f		15%	8%	17%	14%	27%	32%	20%	21%	84%	10%	3%	3%
Narrowband internet access	11	4	7	-	1	6	4	3	1	*	-	-	3	1	7	9	1	1	-
	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%
		34%	66%	-	7%	52%	41%	25%	10%	3%	0%	0%	27%	13%	60%	80%	7%	13%	0%
TV service with additional channels you pay to receive	1054	517	537	59	206	465	325	116	141	140	238	311	303	198	240	842	116	62	34
	45%	46%	44%	17%	49%	57%	42%	34%	53%	52%	58%	53%	44%	46%	38%	43%	57%	53%	52%
		49%	51%	6%	cf	cdf	c	11%	g	g	g	lmn	n	n	23%	80%	o	o	o
					20%	44%	31%		13%	13%	23%	30%	29%	19%					

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 81

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

QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
None of these	206	101	105	91	29	39	47	24	13	15	27	51	55	39	60	175	14	11	6
	9%	9%	9%	26%	7%	5%	6%	7%	5%	5%	7%	9%	8%	9%	10%	9%	7%	10%	9%
		49%	51%	44%	14%	19%	23%	12%	6%	7%	13%	25%	27%	19%	29%	85%	7%	6%	3%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 81

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

QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Landline phone	1628	1378	250	944	677	1075	553
	69%	67%	81%	72%	66%	74%	61%
		a	d	f			
		85%	15%	58%	42%	66%	34%
Mobile phone	1899	1646	253	1144	749	1182	718
	81%	80%	82%	87%	73%	82%	79%
		d					
		87%	13%	60%	39%	62%	38%
Fixed broadband internet access	1412	1206	206	947	459	922	490
	60%	59%	66%	72%	45%	64%	54%
		a	d	f			
		85%	15%	67%	33%	65%	35%
Mobile broadband internet access	96	84	12	70	26	54	42
	4%	4%	4%	5%	3%	4%	5%
		d					
		88%	12%	73%	27%	56%	44%
Narrowband internet access	11	7	4	4	7	6	5
	*%	*%	1%	*%	1%	*%	1%
		a					
		68%	32%	40%	60%	58%	42%
TV service with additional channels you pay to receive	1054	911	143	688	365	676	378
	45%	45%	46%	52%	35%	47%	42%
		d		f			
		86%	14%	65%	35%	64%	36%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 81

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

QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
None of these	206	185	21	84	118	118	88
	9%	9%	7%	6%	11%	8%	10%
				c			
		90%	10%	41%	57%	57%	43%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 82

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

QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Yes	1459	695	764	186	264	581	428	120	151	196	335	434	464	267	291	1228	123	67	41
	62%	62%	62%	54%	63%	71%	55%	35%	57%	73%	82%	73%	66%	62%	46%	62%	60%	58%	63%
				cf	cdf	cdf			g	gh	ghi	lmn	n	n					
		48%	52%	13%	18%	40%	29%	8%	10%	13%	23%	30%	32%	18%	20%	84%	8%	5%	3%
No	789	377	413	106	138	217	328	216	109	64	63	124	209	143	312	648	76	43	22
	33%	33%	34%	31%	33%	27%	42%	63%	41%	24%	15%	21%	30%	33%	49%	33%	37%	37%	34%
				e	e	cde		hij	ij	j			k	k	klm				
		48%	52%	13%	18%	28%	42%	27%	14%	8%	8%	16%	26%	18%	39%	82%	10%	5%	3%
Don't know	108	58	50	55	19	17	17	7	6	8	12	33	25	21	28	94	6	6	2
	5%	5%	4%	16%	5%	2%	2%	2%	2%	3%	3%	6%	4%	5%	4%	5%	3%	5%	3%
			def	def	ef														
		54%	46%	51%	18%	16%	16%	6%	5%	7%	11%	31%	23%	19%	26%	87%	6%	6%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 82

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

QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Yes	1459	1270	189	930	524	954	506
	62%	62%	61%	71%	51%	66%	56%
				d		f	
		87%	13%	64%	36%	65%	35%
No	789	680	110	335	452	442	347
	33%	33%	35%	25%	44%	31%	38%
				c			e
		86%	14%	42%	57%	56%	44%
Don't know	108	97	11	50	51	52	56
	5%	5%	4%	4%	5%	4%	6%
							e
		90%	10%	47%	47%	48%	52%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 83

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

QG2. Is this ONE deal or package, or more than one? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1721	807	914	202	269	647	603	169	202	245	330	446	552	371	348	1262	153	147	159
Effective Weighted Sample	1415	668	748	166	223	541	510	140	165	194	284	375	455	305	290	1114	147	122	152
Total	1459	695	764	186	264	581	428	120	151	196	335	434	464	267	291	1228	123	67	41
		48%	52%	13%	18%	40%	29%	8%	10%	13%	23%	30%	32%	18%	20%	84%	8%	5%	3%
One deal or package	1304	627	678	166	227	520	392	107	136	181	299	386	414	241	262	1094	113	62	35
		89%	90%	89%	89%	86%	90%	89%	91%	93%	89%	89%	89%	90%	90%	89%	92%	92%	87%
				d															
		48%	52%	13%	17%	40%	30%	8%	10%	14%	23%	30%	32%	18%	20%	84%	9%	5%	3%
Two packages from one supplier	106	52	55	11	25	44	26	9	8	9	24	35	33	15	22	95	6	3	3
		7%	7%	6%	9%	8%	6%	8%	5%	5%	7%	8%	7%	6%	7%	8%	5%	4%	7%
		49%	51%	11%	24%	41%	25%	9%	8%	9%	23%	33%	31%	15%	20%	89%	5%	3%	3%
Two packages from different suppliers	15	7	8	-	4	7	3	1	*	3	8	9	2	4	-	13	-	-	2
		1%	1%	-%	2%	1%	1%	1%	*%	1%	2%	2%	1%	1%	-%	1%	-%	-%	4%
												n		n					opq
		46%	54%	-%	30%	48%	22%	5%	1%	18%	56%	59%	17%	25%	-%	90%	-%	-%	10%
Three or more packages	19	5	14	3	7	6	3	2	4	1	3	1	6	7	5	15	2	2	1
		1%	1%	2%	3%	1%	1%	2%	2%	1%	1%	*%	1%	2%	2%	1%	1%	4%	1%
				f										k	k			o	
		28%	72%	15%	36%	34%	16%	11%	19%	7%	13%	4%	34%	34%	27%	77%	8%	12%	3%
Don't know	15	5	10	6	1	4	4	1	2	2	1	4	8	1	3	12	3	-	1
		1%	1%	3%	*%	1%	1%	1%	2%	1%	*%	1%	2%	*%	1%	1%	2%	-%	1%
				def															
		33%	67%	41%	7%	25%	27%	7%	15%	11%	5%	26%	50%	6%	17%	77%	19%	-%	4%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 83

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

QG2. Is this ONE deal or package, or more than one? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1721	1458	263	951	764	1133	588
Effective Weighted Sample	1415	1208	212	808	639	939	477
Total	1459	1270	189	930	524	954	506
		87%	13%	64%	36%	65%	35%
One deal or package	1304	1152	153	829	470	852	453
	89%	91%	81%	89%	90%	89%	89%
		b					
		88%	12%	64%	36%	65%	35%
Two packages from one supplier	106	77	29	66	40	74	33
	7%	6%	15%	7%	8%	8%	6%
		a					
		73%	27%	62%	38%	69%	31%
Two packages from different suppliers	15	11	3	12	2	9	6
	1%	1%	2%	1%	*%	1%	1%
		76%	24%	86%	14%	61%	39%
Three or more packages	19	15	4	13	6	11	8
	1%	1%	2%	1%	1%	1%	2%
		78%	22%	69%	31%	56%	44%
Don't know	15	15	-	10	5	9	6
	1%	1%	-%	1%	1%	1%	1%
		100%	-%	64%	36%	58%	42%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 84

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

QG3 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1721	807	914	202	269	647	603	169	202	245	330	446	552	371	348	1262	153	147	159
Effective Weighted Sample	1415	668	748	166	223	541	510	140	165	194	284	375	455	305	290	1114	147	122	152
Total	1459	695	764	186	264	581	428	120	151	196	335	434	464	267	291	1228	123	67	41
		48%	52%	13%	18%	40%	29%	8%	10%	13%	23%	30%	32%	18%	20%	84%	8%	5%	3%
Landline phone	1361	649	712	162	235	554	411	111	140	182	313	411	427	250	271	1145	116	63	38
	93%	93%	93%	87%	89%	95%	96%	92%	93%	93%	93%	95%	92%	94%	93%	93%	94%	93%	92%
		48%	52%	12%	17%	41%	30%	8%	10%	13%	23%	30%	31%	18%	20%	84%	9%	5%	3%
One mobile phone	85	37	48	7	13	40	25	5	9	14	19	29	25	11	20	76	6	2	1
	6%	5%	6%	4%	5%	7%	6%	5%	6%	7%	6%	7%	5%	4%	7%	6%	4%	3%	3%
		43%	57%	8%	15%	47%	30%	6%	11%	16%	23%	34%	29%	13%	23%	90%	7%	2%	2%
More than one mobile phone	30	15	15	2	5	13	9	*	3	4	7	10	12	3	6	28	-	1	1
	2%	2%	2%	1%	2%	2%	2%	*%	2%	2%	2%	2%	2%	1%	2%	2%	-%	2%	1%
		51%	49%	8%	17%	44%	31%	1%	11%	15%	25%	33%	39%	10%	19%	94%	-%	4%	2%
Internet - Fixed Broadband access	1350	644	706	175	245	551	379	100	136	183	323	412	438	246	251	1139	112	61	38
	92%	93%	92%	94%	93%	95%	88%	83%	90%	93%	96%	95%	94%	92%	86%	93%	91%	91%	94%
		48%	52%	13%	18%	41%	28%	7%	10%	14%	24%	31%	32%	18%	19%	84%	8%	5%	3%
Internet - Mobile Broadband access	21	5	16	5	6	5	5	4	2	3	2	6	5	5	5	17	3	1	*
	1%	1%	2%	2%	2%	1%	1%	3%	1%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%
		26%	74%	22%	29%	26%	23%	j	10%	16%	9%	27%	26%	25%	22%	80%	13%	6%	1%
Internet - not broadband access	1	-	1	-	-	1	-	-	-	*	-	-	-	*	*	-	-	1	-
	*%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	1%	-%
		-%	100%	-%	-%	100%	-%	-%	-%	43%	-%	-%	-%	43%	57%	-%	-%	100%	-%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 84

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

QG3 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1721	807	914	202	269	647	603	169	202	245	330	446	552	371	348	1262	153	147	159
Effective Weighted Sample	1415	668	748	166	223	541	510	140	165	194	284	375	455	305	290	1114	147	122	152
Total	1459	695	764	186	264	581	428	120	151	196	335	434	464	267	291	1228	123	67	41
		48%	52%	13%	18%	40%	29%	8%	10%	13%	23%	30%	32%	18%	20%	84%	8%	5%	3%
TV service	740	357	383	97	154	304	185	69	87	98	163	216	217	149	158	596	88	35	20
	51%	51%	50%	52%	58%	52%	43%	57%	58%	50%	49%	50%	47%	56%	54%	49%	71%	52%	50%
				f	f	f								l			oqr		
		48%	52%	13%	21%	41%	25%	9%	12%	13%	22%	29%	29%	20%	21%	81%	12%	5%	3%
Don't know	13	7	6	4	4	1	4	1	1	1	4	5	4	1	2	12	-	1	*
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				e	e														
		56%	44%	34%	30%	5%	30%	9%	5%	7%	30%	41%	34%	11%	14%	94%	1%	5%	1%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 84

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

QG3 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	1721	1458	263	951	764	1133	588
Effective Weighted Sample	1415	1208	212	808	639	939	477
Total	1459	1270	189	930	524	954	506
		87%	13%	64%	36%	65%	35%
Landline phone	1361	1176	185	862	494	902	459
	93%	93%	98%	93%	94%	95%	91%
		a				f	
		86%	14%	63%	36%	66%	34%
One mobile phone	85	75	10	52	32	52	33
	6%	6%	5%	6%	6%	5%	7%
		89%	11%	62%	38%	61%	39%
More than one mobile phone	30	28	2	24	6	17	13
	2%	2%	1%	3%	1%	2%	3%
		92%	8%	79%	21%	56%	44%
Internet - Fixed Broadband access	1350	1173	177	881	463	890	460
	92%	92%	93%	95%	88%	93%	91%
				d			
		87%	13%	65%	34%	66%	34%
Internet - Mobile Broadband access	21	20	1	12	9	14	7
	1%	2%	1%	1%	2%	1%	1%
		93%	7%	57%	43%	65%	35%
Internet - not broadband access	1	*	*	*	*	-	1
	*%	*%	*%	*%	*%	-%	*%
		57%	43%	43%	57%	-%	100%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 84

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

QG3 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	1721	1458	263	951	764	1133	588
Effective Weighted Sample	1415	1208	212	808	639	939	477
Total	1459	1270	189	930	524	954	506
		87%	13%	64%	36%	65%	35%
TV service	740	670	70	485	255	466	274
	51%	53%	37%	52%	49%	49%	54%
		b					
		91%	9%	66%	34%	63%	37%
Don't know	13	12	1	7	6	7	5
	1%	1%	*%	1%	1%	1%	1%
		95%	5%	54%	46%	59%	41%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 85

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

QG3 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Landline phone	1361	649	712	162	235	554	411	111	140	182	313	411	427	250	271	1145	116	63	38
	58%	57%	58%	47%	56%	68%	53%	32%	53%	68%	76%	69%	61%	58%	43%	58%	56%	54%	58%
		48%	52%	12%	17%	41%	30%	8%	10%	13%	23%	30%	31%	18%	20%	84%	9%	5%	3%
One mobile phone	85	37	48	7	13	40	25	5	9	14	19	29	25	11	20	76	6	2	1
	4%	3%	4%	2%	3%	5%	3%	2%	3%	5%	5%	5%	4%	3%	3%	4%	3%	2%	2%
		43%	57%	8%	15%	47%	30%	6%	11%	16%	23%	34%	29%	13%	23%	90%	7%	2%	2%
More than one mobile phone	30	15	15	2	5	13	9	*	3	4	7	10	12	3	6	28	-	1	1
	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%
		51%	49%	8%	17%	44%	31%	1%	11%	15%	25%	33%	39%	10%	19%	94%	7%	4%	2%
Internet - Fixed Broadband access	1350	644	706	175	245	551	379	100	136	183	323	412	438	246	251	1139	112	61	38
	57%	57%	58%	50%	58%	68%	49%	29%	51%	68%	79%	70%	63%	57%	40%	58%	54%	52%	59%
		48%	52%	13%	18%	41%	28%	7%	10%	14%	24%	31%	32%	18%	19%	84%	8%	5%	3%
Internet - Mobile Broadband access	21	5	16	5	6	5	5	4	2	3	2	6	5	5	5	17	3	1	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		26%	74%	22%	29%	26%	23%	20%	10%	16%	9%	27%	26%	25%	22%	80%	13%	6%	1%
Internet - not broadband access	1	-	1	-	-	1	-	-	-	*	-	-	-	*	*	-	-	1	-
	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%
		0%	100%	0%	0%	100%	0%	0%	0%	43%	0%	0%	0%	43%	57%	0%	0%	100%	0%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 85

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

QG3 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
TV service	740	357	383	97	154	304	185	69	87	98	163	216	217	149	158	596	88	35	20
	31%	32%	31%	28%	37%	37%	24%	20%	33%	37%	40%	36%	31%	35%	25%	30%	43%	30%	31%
				cf	cf	cf			g	g	g	n	n	n			oqr		
		48%	52%	13%	21%	41%	25%	9%	12%	13%	22%	29%	29%	20%	21%	81%	12%	5%	3%
Don't know	13	7	6	4	4	1	4	1	1	1	4	5	4	1	2	12	-	1	*
	1%	1%	*%	1%	1%	*%	*%	*%	*%	*%	1%	1%	1%	*%	*%	1%	-%	1%	*%
				e	e														
		56%	44%	34%	30%	5%	30%	9%	5%	7%	30%	41%	34%	11%	14%	94%	-%	5%	1%
DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES	898	435	463	161	157	234	345	222	115	72	75	157	234	164	339	742	82	49	24
	38%	38%	38%	46%	37%	29%	45%	65%	43%	27%	18%	27%	34%	38%	54%	38%	40%	42%	37%
				de	e	de	de	hij	ij	j			k	k	klm				
		48%	52%	18%	18%	26%	38%	25%	13%	8%	8%	18%	26%	18%	38%	83%	9%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 85

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

QG3 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Landline phone	1361	1176	185	862	494	902	459
	58%	57%	60%	66%	48%	62%	50%
		86%	14%	63%	36%	66%	34%
One mobile phone	85	75	10	52	32	52	33
	4%	4%	3%	4%	3%	4%	4%
		89%	11%	62%	38%	61%	39%
More than one mobile phone	30	28	2	24	6	17	13
	1%	1%	1%	2%	1%	1%	1%
		92%	8%	79%	21%	56%	44%
Internet - Fixed Broadband access	1350	1173	177	881	463	890	460
	57%	57%	57%	67%	45%	61%	51%
		87%	13%	65%	34%	66%	34%
Internet - Mobile Broadband access	21	20	1	12	9	14	7
	1%	1%	*%	1%	1%	1%	1%
		93%	7%	57%	43%	65%	35%
Internet - not broadband access	1	*	*	*	*	-	1
	*%	*%	*%	*%	*%	-%	*%
		57%	43%	43%	57%	-%	100%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 85

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

QG3 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
TV service	740	670	70	485	255	466	274
	31%	33%	23%	37%	25%	32%	30%
		b		d			
		91%	9%	66%	34%	63%	37%
Don't know	13	12	1	7	6	7	5
	1%	1%	*%	1%	1%	1%	1%
		95%	5%	54%	46%	59%	41%
DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES	898	777	121	386	503	494	404
	38%	38%	39%	29%	49%	34%	44%
				c	e		
		87%	13%	43%	56%	55%	45%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 86

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

QG4 (QG3B). Do you receive a discount or special deal for subscribing to this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1721	807	914	202	269	647	603	169	202	245	330	446	552	371	348	1262	153	147	159
Effective Weighted Sample	1415	668	748	166	223	541	510	140	165	194	284	375	455	305	290	1114	147	122	152
Total	1459	695	764	186	264	581	428	120	151	196	335	434	464	267	291	1228	123	67	41
		48%	52%	13%	18%	40%	29%	8%	10%	13%	23%	30%	32%	18%	20%	84%	8%	5%	3%
Yes	923	431	492	93	168	398	263	78	95	125	223	265	296	179	181	772	89	36	27
	63%	62%	64%	50%	64%	69%	62%	65%	63%	64%	66%	61%	64%	67%	62%	63%	72%	53%	65%
				c	c	cf	c									q	oq		q
		47%	53%	10%	18%	43%	29%	9%	10%	13%	24%	29%	32%	19%	20%	84%	10%	4%	3%
No	292	148	144	23	55	122	92	27	36	45	74	84	94	50	62	249	16	19	8
	20%	21%	19%	12%	21%	21%	22%	23%	24%	23%	22%	19%	20%	19%	21%	20%	13%	28%	20%
				c	c	c	c									p	op		
		51%	49%	8%	19%	42%	32%	9%	12%	15%	25%	29%	32%	17%	21%	85%	5%	6%	3%
Don't know	245	116	128	70	41	61	72	15	20	27	38	86	73	38	48	208	18	13	6
	17%	17%	17%	38%	15%	11%	17%	12%	13%	14%	11%	20%	16%	14%	16%	17%	15%	19%	15%
				def		e	e												
		48%	52%	29%	17%	25%	30%	6%	8%	11%	16%	35%	30%	16%	19%	85%	7%	5%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 86

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

QG4 (QG3B). Do you receive a discount or special deal for subscribing to this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1721	1458	263	951	764	1133	588
Effective Weighted Sample	1415	1208	212	808	639	939	477
Total	1459	1270	189	930	524	954	506
		87%	13%	64%	36%	65%	35%
Yes	923	817	106	614	305	581	342
	63%	64%	56%	66%	58%	61%	68%
		b		d		e	
		89%	11%	67%	33%	63%	37%
No	292	259	33	184	106	198	93
	20%	20%	17%	20%	20%	21%	18%
		89%	11%	63%	36%	68%	32%
Don't know	245	195	50	132	113	174	70
	17%	15%	27%	14%	22%	18%	14%
			a	c		f	
		80%	20%	54%	46%	71%	29%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 87

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

QG5 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1721	807	914	202	269	647	603	169	202	245	330	446	552	371	348	1262	153	147	159
Effective Weighted Sample	1415	668	748	166	223	541	510	140	165	194	284	375	455	305	290	1114	147	122	152
Total	1459	695 48%	764 52%	186 13%	264 18%	581 40%	428 29%	120 8%	151 10%	196 13%	335 23%	434 30%	464 32%	267 18%	291 20%	1228 84%	123 8%	67 5%	41 3%
Virgin Media (previously NTL/ Telewest)	394 27%	194 28%	200 26%	57 31%	69 26%	167 29%	101 24%	26 21%	48 32%	55 28%	87 26%	110 25%	123 27%	82 31%	79 27%	334 27%	46 37%	8 12%	6 16%
		49%	51%	14%	18%	42%	26%	6%	12%	14%	22%	28%	31%	21%	20%	85%	12%	2%	2%
Sky	385 26%	179 26%	206 27%	49 27%	101 38%	154 27%	81 19%	39 33%	46 30%	46 23%	81 24%	101 23%	119 26%	79 29%	86 30%	312 25%	31 25%	30 44%	13 32%
		47%	53%	13%	26%	40%	21%	10%	12%	12%	21%	26%	31%	20%	22%	81%	8%	opr 8%	3%
BT	369 25%	199 29%	170 22%	35 19%	51 19%	141 24%	142 33%	24 20%	27 18%	48 24%	100 30%	138 32%	112 24%	58 22%	59 20%	312 25%	30 24%	11 17%	15 38%
		b 54%	b 46%			cde 38%	cde 38%			gh 13%	gh 27%	lmn 37%	lmn 30%		q 16%	q 85%		opq 3%	4%
Talk Talk/ Carphone Warehouse	189 13%	74 11%	115 15%	26 14%	28 11%	73 12%	62 15%	19 15%	25 17%	27 14%	40 12%	48 11%	69 15%	26 10%	44 15%	160 13%	12 10%	11 17%	5 12%
		39%	a 61%	14%	15%	38%	33%	10%	13%	14%	21%	25%	m 37%	14%	23%	85%	6%	6%	3%
Plusnet	22 1%	11 2%	10 1%	1 *%	1 *%	12 2%	9 2%	2 2%	1 *%	4 2%	5 2%	6 1%	6 1%	4 1%	5 2%	20 2%	- -%	2 3%	- -%
		53%	47%	3%	3%	54%	41%	9%	3%	20%	25%	30%	30%	17%	24%	91%	-%	9%	-%
Orange	16 1%	7 1%	9 1%	2 1%	2 1%	8 1%	4 1%	1 1%	1 1%	4 2%	2 1%	3 1%	5 1%	3 1%	5 2%	14 1%	- -%	1 2%	* 1%
		43%	57%	13%	11%	50%	26%	7%	6%	28%	11%	20%	30%	17%	33%	90%	-%	8%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 87

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

QG5 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1721	807	914	202	269	647	603	169	202	245	330	446	552	371	348	1262	153	147	159
Effective Weighted Sample	1415	668	748	166	223	541	510	140	165	194	284	375	455	305	290	1114	147	122	152
Total	1459	695	764	186	264	581	428	120	151	196	335	434	464	267	291	1228	123	67	41
		48%	52%	13%	18%	40%	29%	8%	10%	13%	23%	30%	32%	18%	20%	84%	8%	5%	3%
AOL	12	6	6	2	1	2	7	1	1	2	3	4	6	1	2	10	1	1	*
	1%	1%	1%	1%	*%	*%	2%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	2%	*%
		51%	49%	14%	8%	20%	58%	6%	11%	13%	23%	31%	49%	5%	14%	84%	5%	9%	2%
Post Office	9	6	3	-	-	3	6	2	-	1	2	4	2	1	2	9	-	*	-
	1%	1%	*%	-%	-%	1%	1%	2%	-%	1%	1%	1%	*%	*%	1%	1%	-%	*%	-%
		67%	33%	-%	-%	32%	68%	22%	-%	13%	26%	48%	19%	13%	20%	98%	-%	2%	-%
Other	53	17	35	12	11	20	10	6	2	8	13	15	18	12	7	48	4	1	*
	4%	2%	5%	7%	4%	3%	2%	5%	1%	4%	4%	3%	4%	5%	3%	4%	3%	2%	1%
		33%	a	f												r			
			67%	23%	21%	37%	18%	12%	4%	15%	24%	29%	34%	23%	14%	91%	7%	2%	1%
Don't know	11	2	10	2	*	2	7	1	-	1	2	4	3	2	2	9	-	2	*
	1%	*%	1%	1%	*%	*%	2%	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	3%	1%
		16%	a																
			84%	17%	2%	22%	59%	7%	-%	10%	16%	37%	30%	18%	16%	82%	-%	15%	4%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 87

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

QG5 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1721	1458	263	951	764	1133	588
Effective Weighted Sample	1415	1208	212	808	639	939	477
Total	1459	1270	189	930	524	954	506
		87%	13%	64%	36%	65%	35%
Virgin Media (previously NTL/ Telewest)	394	379	16	257	137	225	169
	27%	30%	8%	28%	26%	24%	33%
		b					e
		96%	4%	65%	35%	57%	43%
Sky	385	335	50	254	127	256	129
	26%	26%	27%	27%	24%	27%	26%
		87%	13%	66%	33%	67%	33%
BT	369	290	79	234	133	259	110
	25%	23%	42%	25%	25%	27%	22%
			a			f	
		79%	21%	64%	36%	70%	30%
Talk Talk/ Carphone Warehouse	189	163	25	115	74	128	61
	13%	13%	13%	12%	14%	13%	12%
		87%	13%	61%	39%	68%	32%
Plusnet	22	18	3	14	7	15	7
	1%	1%	2%	2%	1%	2%	1%
		85%	15%	66%	34%	68%	32%
Orange	16	11	4	10	6	11	4
	1%	1%	2%	1%	1%	1%	1%
		72%	28%	62%	38%	73%	27%
AOL	12	8	4	3	9	10	2
	1%	1%	2%	*%	2%	1%	*%
				c			
		70%	30%	28%	72%	81%	19%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 87

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

QG5 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1721	1458	263	951	764	1133	588
Effective Weighted Sample	1415	1208	212	808	639	939	477
Total	1459	1270	189	930	524	954	506
		87%	13%	64%	36%	65%	35%
Post Office	9	7	2	4	5	5	4
	1%	1%	1%	*%	1%	1%	1%
		76%	24%	41%	59%	57%	43%
Other	53	49	4	33	20	35	17
	4%	4%	2%	4%	4%	4%	3%
		92%	8%	62%	38%	67%	33%
Don't know	11	10	1	6	5	9	2
	1%	1%	1%	1%	1%	1%	*%
		87%	13%	51%	44%	79%	21%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 88

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

QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION						
		Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI		
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r		
Significance Level: 95%																						
Unweighted total		2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262		
Effective Weighted Sample		2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250		
Total		2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65		
			48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%		
7 days a week	(7.0)	1038	521	517	96	152	382	408	132	110	115	217	303	299	186	246	885	61	59	33		
			44%	46%	42%	28%	36%	47%	53%	39%	41%	43%	53%	51%	43%	43%	39%	45%	30%	50%	51%	
						c	cd	cde				ghi	lmn				p	p	p			
6 days a week	(6.0)	92			9%	15%	37%	39%	13%	11%	11%	21%	29%	29%	18%	24%	85%	6%	6%	3%		
			39	53	8	19	30	34	11	9	18	20	26	26	10	29	75	9	7	2		
			4%	3%	4%	2%	5%	4%	4%	3%	3%	7%	5%	4%	4%	2%	5%	4%	4%	6%	3%	
5 days a week	(5.0)	224			43%	57%	9%	21%	33%	37%	11%	10%	20%	22%	29%	28%	11%	32%	81%	10%	7%	2%
			116	108	35	46	99	45	20	21	28	61	63	75	46	40	180	28	11	5		
			10%	10%	9%	10%	11%	12%	6%	6%	8%	10%	15%	11%	11%	11%	6%	9%	13%	9%	8%	
3 or 4 days a week	(3.5)	184			f	f	f				g	gh	n	n	n		o					
					52%	48%	15%	20%	44%	20%	9%	9%	12%	27%	28%	33%	21%	18%	80%	12%	5%	2%
			90	94	35	34	66	48	21	26	19	31	55	57	31	42	152	18	8	6		
1 or 2 days a week	(1.5)	218	8%	8%	10%	8%	8%	6%	6%	10%	7%	8%	9%	8%	7%	7%	8%	9%	7%	9%		
					49%	51%	19%	18%	36%	26%	12%	14%	10%	17%	30%	31%	17%	23%	83%	10%	4%	3%
			109	109	42	50	64	62	42	17	28	31	57	64	35	63	182	20	10	6		
Less often	(0.5)	135	9%	10%	12%	12%	8%	8%	12%	7%	10%	7%	10%	9%	8%	10%	9%	10%	9%	9%		
					50%	50%	19%	23%	30%	28%	19%	8%	13%	14%	26%	29%	16%	29%	83%	9%	5%	3%
			66	69	40	20	28	47	22	16	10	12	26	44	26	39	122	8	2	2		
			6%	6%	12%	5%	3%	6%	7%	6%	4%	3%	4%	6%	6%	6%	6%	4%	2%	4%		
					def	e		j									q					
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r			49%	51%	30%	15%	21%	34%	17%	12%	7%	9%	19%	33%	19%	29%	91%	6%	1%	2%		

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 88

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

QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Significance Level: 95%																				
Unweighted total		2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample		2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total		2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
			48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Never/ do not listen to the radio																				
(0.0)	462	188	275	89	100	145	129	94	67	49	37	61	132	97	171	372	60	20	10	
	20%	17%	22%	26%	24%	18%	17%	28%	25%	18%	9%	10%	19%	23%	27%	19%	29%	17%	16%	
			a	ef	ef			ij	ij	j		k	k	kl		oqr				
			41%	59%	19%	22%	31%	28%	20%	15%	11%	8%	13%	29%	21%	37%	80%	13%	4%	2%
Don't know		4	2	2	2	-	1	1	-	-	2	-	1	1	1	1	2	2	-	*
		*%	*%	*%	1%	-%	*%	*%	-%	-%	1%	-%	*%	*%	*%	*%	*%	1%	-%	*%
			44%	56%	48%	-%	21%	32%	-%	-%	48%	-%	17%	21%	27%	36%	52%	42%	-%	5%
Mean number of days during an average week		4.2	4.4	4.1	3.2	3.8	4.5	4.6	3.6	4.0	4.4	5.1	4.9	4.2	4.1	3.7	4.3	3.5	4.7	4.7
			b			c	cd	cd			g	ghi	lmn	n	n		p		op	p
Standard deviation		2.93	2.87	2.99	2.90	2.95	2.83	2.92	3.08	3.03	2.87	2.48	2.64	2.91	2.99	3.07	2.93	2.94	2.83	2.84
Standard error		.05	.08	.08	.15	.14	.09	.09	.14	.16	.16	.12	.11	.10	.12	.11	.06	.18	.17	.18
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																				

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 88

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

QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
		Total	URBAN	RURAL	YES	NO	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	f
Unweighted total		2877	2407	470	1345	1518	1790
Effective Weighted Sample		2357	1995	374	1146	1271	1472
Total		2357	2047	310	1316	1027	1448
			87%	13%	56%	44%	61%
7 days a week		1038	903	135	594	440	720
		44%	44%	44%	45%	43%	50%
						f	
			87%	13%	57%	42%	69%
6 days a week		92	77	15	58	33	66
		4%	4%	5%	4%	3%	5%
						f	
			84%	16%	63%	36%	71%
5 days a week		224	191	33	172	53	130
		10%	9%	11%	13%	5%	9%
					d		
			85%	15%	77%	23%	58%
3 or 4 days a week		184	156	28	100	79	89
		8%	8%	9%	8%	8%	6%
							e
			85%	15%	55%	43%	49%
1 or 2 days a week		218	200	18	109	109	123
		9%	10%	6%	8%	11%	9%
			b				
			92%	8%	50%	50%	57%
Less often		135	116	19	51	80	82
		6%	6%	6%	4%	8%	6%
					c		
			86%	14%	38%	60%	61%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 88

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

QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL		
		Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f
Unweighted total		2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample		2357	1995	374	1146	1271	1472	886
Total		2357	2047	310	1316	1027	1448	909
			87%	13%	56%	44%	61%	39%
Never/ do not listen to the radio	(0.0)	462	401	61	230	230	234	229
		20%	20%	20%	18%	22%	16%	25%
			87%	13%	50%	50%	51%	e 49%
Don't know		4	3	1	1	3	4	*
		*%	*%	*%	*%	*%	*%	*%
			79%	21%	22%	78%	95%	5%
Mean number of days during an average week		4.2	4.2	4.3	4.5	3.9	4.6	3.7
					d		f	
Standard deviation		2.93	2.94	2.91	2.82	3.05	2.87	2.95
Standard error		.05	.06	.13	.08	.08	.07	.09
Columns Tested: a,b - c,d - e,f								

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 89

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

QP2A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Radio set with AM Stereo - either at home, in the car or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2300	1129	1171	281	322	753	944	366	280	278	361	541	695	484	573	1673	184	222	221
Effective Weighted Sample	1871	929	942	231	269	625	789	295	228	219	309	455	570	390	471	1474	177	182	211
Total	1891	941	950	256	321	670	643	249	198	218	372	530	564	333	458	1597	144	96	54
		50%	50%	14%	17%	35%	34%	13%	10%	12%	20%	28%	30%	18%	24%	84%	8%	5%	3%
Every day	242	122	119	12	23	79	127	53	30	30	40	54	72	43	72	205	15	11	10
	13%	13%	13%	5%	7%	12%	20%	21%	15%	14%	11%	10%	13%	13%	16%	13%	11%	11%	18%
		51%	49%	5%	10%	33%	cde	ij							k				op
							53%	22%	12%	12%	17%	22%	30%	18%	30%	85%	6%	5%	4%
At least weekly	184	97	87	24	33	69	59	25	18	30	34	52	51	35	46	161	14	5	5
	10%	10%	9%	9%	10%	10%	9%	10%	9%	14%	9%	10%	9%	10%	10%	10%	10%	5%	9%
		53%	47%	13%	18%	37%	32%	13%	10%	16%	19%	29%	28%	19%	25%	q	8%	2%	3%
At least monthly	85	51	34	14	15	27	29	10	8	9	26	34	22	10	18	75	8	1	1
	4%	5%	4%	5%	5%	4%	5%	4%	4%	4%	7%	6%	4%	3%	4%	5%	5%	1%	2%
		60%	40%	16%	17%	32%	35%	11%	9%	11%	30%	m				qr	qr		
												40%	26%	12%	21%	88%	9%	2%	1%
Have tried it once	70	39	30	9	14	18	29	8	5	7	20	25	19	12	13	63	1	5	1
	4%	4%	3%	4%	4%	3%	4%	3%	3%	3%	5%	5%	3%	4%	3%	4%	1%	5%	2%
		56%	44%	13%	21%	25%	41%	12%	7%	11%	28%	36%	28%	17%	19%	p		p	
																90%	2%	7%	1%
EVER	580	310	270	59	85	193	244	95	60	77	120	166	164	100	149	504	39	22	16
	31%	33%	28%	23%	26%	29%	38%	38%	30%	35%	32%	31%	29%	30%	32%	32%	27%	22%	30%
		53%	47%	10%	15%	33%	cde	16%	10%	13%	21%	29%	28%	17%	26%	q	7%	4%	3%
Never	1033	499	534	155	187	371	320	128	104	106	194	279	317	187	246	855	82	61	35
	55%	53%	56%	61%	58%	55%	50%	52%	53%	49%	52%	53%	56%	56%	54%	54%	57%	64%	64%
		48%	52%	f	f	f											o	o	
				15%	18%	36%	31%	12%	10%	10%	19%	27%	31%	18%	24%	83%	8%	6%	3%
Do not have access to device	277	131	146	42	49	107	79	25	33	35	59	84	83	46	63	237	23	13	3
	15%	14%	15%	16%	15%	16%	12%	10%	17%	16%	16%	16%	15%	14%	14%	15%	16%	14%	6%
		47%	53%	15%	18%	38%	29%	9%	g	g	g					r	r	r	
									12%	13%	21%	30%	30%	17%	23%	86%	8%	5%	1%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 89

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

QP2A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Radio set with AM Stereo - either at home, in the car or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2300	1922	378	1100	1189	1484	816
Effective Weighted Sample	1871	1583	299	935	988	1217	655
Total	1891	1643	248	1085	794	1210	681
		87%	13%	57%	42%	64%	36%
Every day	242	202	39	110	131	173	69
	13%	12%	16%	10%	17%	14%	10%
				c	f		
		84%	16%	45%	54%	72%	28%
At least weekly	184	167	17	107	77	104	80
	10%	10%	7%	10%	10%	9%	12%
						e	
		91%	9%	58%	42%	57%	43%
At least monthly	85	68	17	54	31	58	27
	4%	4%	7%	5%	4%	5%	4%
			a				
		80%	20%	64%	36%	68%	32%
Have tried it once	70	65	5	38	29	39	31
	4%	4%	2%	4%	4%	3%	5%
		93%	7%	55%	42%	55%	45%
EVER	580	502	78	309	268	374	207
	31%	31%	31%	28%	34%	31%	30%
				c			
		87%	13%	53%	46%	64%	36%
Never	1033	907	127	611	416	664	370
	55%	55%	51%	56%	52%	55%	54%
		88%	12%	59%	40%	64%	36%
Do not have access to device	277	233	44	165	110	173	104
	15%	14%	18%	15%	14%	14%	15%
		84%	16%	60%	40%	62%	38%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 90

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

QP2B (QP11B). SHOWCARD How often, if at all, do you access the radio via - Radio set with FM stereo - either at home, in the car or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2300	1129	1171	281	322	753	944	366	280	278	361	541	695	484	573	1673	184	222	221
Effective Weighted Sample	1871	929	942	231	269	625	789	295	228	219	309	455	570	390	471	1474	177	182	211
Total	1891	941	950	256	321	670	643	249	198	218	372	530	564	333	458	1597	144	96	54
		50%	50%	14%	17%	35%	34%	13%	10%	12%	20%	28%	30%	18%	24%	84%	8%	5%	3%
Every day	544	267	277	46	63	179	257	83	72	58	89	146	154	94	148	469	22	38	15
	29%	28%	29%	18%	20%	27%	40%	33%	36%	26%	24%	27%	27%	28%	32%	29%	15%	40%	28%
		49%	51%	8%	12%	cd	cde	j	ij	13%	11%	27%	28%	17%	27%	p		opr	p
						33%	47%	15%	13%	11%	16%	27%	28%	17%	27%	86%	4%	7%	3%
At least weekly	335	182	154	52	54	118	112	41	36	44	67	87	102	64	82	279	34	16	6
	18%	19%	16%	20%	17%	18%	17%	17%	18%	20%	18%	17%	18%	19%	18%	18%	23%	16%	12%
		54%	46%	16%	16%	35%	33%	12%	11%	13%	20%	26%	30%	19%	24%	r	r	5%	2%
At least monthly	112	55	57	22	24	29	39	15	9	8	26	37	37	16	22	98	7	4	3
	6%	6%	6%	8%	7%	4%	6%	6%	5%	3%	7%	7%	7%	5%	5%	6%	5%	4%	5%
		49%	51%	19%	21%	25%	34%	13%	8%	7%	23%	33%	33%	14%	20%	87%	6%	4%	2%
Have tried it once	46	25	21	8	13	16	9	5	6	7	9	14	14	8	10	41	1	3	1
	2%	3%	2%	3%	4%	2%	1%	2%	3%	3%	2%	3%	3%	2%	2%	3%	1%	3%	1%
		54%	46%	17%	29%	34%	20%	10%	13%	16%	20%	30%	31%	16%	22%	90%	2%	7%	2%
EVER	1038	528	509	128	153	341	416	144	123	116	191	284	307	182	262	888	63	61	25
	55%	56%	54%	50%	48%	51%	65%	58%	62%	53%	51%	54%	54%	54%	57%	56%	44%	64%	46%
		51%	49%	12%	15%	33%	40%	14%	12%	11%	18%	27%	30%	18%	25%	pr		opr	
																86%	6%	6%	2%
Never	662	326	335	101	123	258	180	84	56	73	131	183	201	117	159	543	67	26	26
	35%	35%	35%	40%	38%	38%	28%	34%	28%	34%	35%	34%	36%	35%	35%	34%	46%	27%	48%
		49%	51%	15%	19%	39%	27%	13%	9%	11%	20%	28%	30%	18%	24%	oq	oq	4%	4%
Do not have access to device	191	86	105	27	45	72	47	21	18	28	50	63	56	35	37	166	14	8	3
	10%	9%	11%	11%	14%	11%	7%	8%	9%	13%	14%	12%	10%	10%	8%	10%	9%	9%	6%
		45%	55%	14%	23%	38%	24%	11%	10%	15%	26%	33%	29%	18%	19%	87%	7%	4%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 90

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

QP2B (QP11B). SHOWCARD How often, if at all, do you access the radio via - Radio set with FM stereo - either at home, in the car or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2300	1922	378	1100	1189	1484	816
Effective Weighted Sample	1871	1583	299	935	988	1217	655
Total	1891	1643	248	1085	794	1210	681
		87%	13%	57%	42%	64%	36%
Every day	544	479	66	269	275	363	181
	29%	29%	26%	25%	35%	30%	27%
				c			
		88%	12%	49%	51%	67%	33%
At least weekly	335	297	38	192	140	192	143
	18%	18%	15%	18%	18%	16%	21%
		89%	11%	57%	42%	57%	43%
At least monthly	112	95	17	65	48	74	38
	6%	6%	7%	6%	6%	6%	6%
		85%	15%	58%	42%	66%	34%
Have tried it once	46	43	3	28	15	22	24
	2%	3%	1%	3%	2%	2%	4%
		93%	7%	62%	32%	47%	53%
EVER	1038	913	124	554	478	651	386
	55%	56%	50%	51%	60%	54%	57%
		88%	12%	53%	46%	63%	37%
Never	662	563	99	407	250	440	221
	35%	34%	40%	38%	31%	36%	33%
		85%	15%	62%	38%	67%	33%
Do not have access to device	191	166	25	123	67	119	73
	10%	10%	10%	11%	8%	10%	11%
		87%	13%	64%	35%	62%	38%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 91

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

QP2C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2300	1129	1171	281	322	753	944	366	280	278	361	541	695	484	573	1673	184	222	221
Effective Weighted Sample	1871	929	942	231	269	625	789	295	228	219	309	455	570	390	471	1474	177	182	211
Total	1891	941	950	256	321	670	643	249	198	218	372	530	564	333	458	1597	144	96	54
		50%	50%	14%	17%	35%	34%	13%	10%	12%	20%	28%	30%	18%	24%	84%	8%	5%	3%
Every day	66	35	31	14	18	22	11	11	7	9	8	13	17	13	24	54	5	5	2
	3%	4%	3%	f	6%	3%	2%	5%	4%	4%	2%	2%	3%	4%	5%	3%	4%	5%	3%
				f	f										k				
		53%	47%	21%	27%	34%	17%	17%	11%	13%	12%	19%	25%	20%	36%	82%	8%	7%	3%
At least weekly	154	80	75	54	37	51	12	21	11	20	28	39	51	30	35	134	8	6	6
	8%	8%	8%	21%	12%	8%	2%	9%	6%	9%	8%	7%	9%	9%	8%	8%	6%	7%	10%
				def	ef	f													
		52%	48%	35%	24%	33%	8%	14%	7%	13%	18%	25%	33%	20%	23%	87%	5%	4%	4%
At least monthly	94	49	45	22	28	34	11	7	8	14	26	35	31	14	13	84	8	1	1
	5%	5%	5%	8%	9%	5%	2%	3%	4%	6%	7%	7%	5%	4%	3%	5%	6%	2%	1%
				f	ef	f				g	g	n	n			qr	qr		
		52%	48%	23%	29%	36%	11%	7%	8%	14%	28%	37%	33%	15%	14%	89%	9%	2%	1%
Have tried it once	96	56	40	18	28	37	13	6	9	15	23	31	32	17	16	80	11	3	1
	5%	6%	4%	7%	9%	5%	2%	2%	5%	7%	6%	6%	6%	5%	3%	5%	8%	3%	3%
				f	f	f				g	g						qr		
		58%	42%	18%	30%	38%	14%	6%	10%	16%	24%	33%	33%	18%	16%	84%	12%	3%	2%
EVER	410	220	190	108	111	144	47	45	35	57	85	118	130	74	88	353	32	15	10
	22%	23%	20%	42%	35%	21%	7%	18%	18%	26%	23%	22%	23%	22%	19%	22%	23%	16%	17%
				ef	ef	f				gh									
		54%	46%	26%	27%	35%	11%	11%	9%	14%	21%	29%	32%	18%	21%	86%	8%	4%	2%
Never	1331	653	678	141	199	502	488	163	134	152	282	382	402	234	310	1113	101	74	43
	70%	69%	71%	55%	62%	75%	76%	66%	68%	70%	76%	72%	71%	70%	68%	70%	70%	77%	79%
				cd	cd	cd					gh							o	op
		49%	51%	11%	15%	38%	37%	12%	10%	11%	21%	29%	30%	18%	23%	84%	8%	6%	3%
Do not have access to device	150	68	81	7	10	24	108	40	29	8	6	30	33	25	61	131	11	7	2
	8%	7%	9%	3%	3%	4%	17%	16%	14%	4%	2%	6%	6%	8%	13%	8%	7%	7%	3%
							cde	ij	ij						klm	r			
		46%	54%	5%	7%	16%	72%	27%	19%	6%	4%	20%	22%	17%	41%	87%	7%	4%	1%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 91

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

QP2C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2300	1922	378	1100	1189	1484	816
Effective Weighted Sample	1871	1583	299	935	988	1217	655
Total	1891	1643	248	1085	794	1210	681
		87%	13%	57%	42%	64%	36%
Every day	66	59	7	35	30	41	26
	3%	4%	3%	3%	4%	3%	4%
		89%	11%	54%	45%	61%	39%
At least weekly	154	135	19	97	58	83	71
	8%	8%	8%	9%	7%	7%	10%
		87%	13%	63%	37%	54%	46%
At least monthly	94	83	11	67	25	54	40
	5%	5%	5%	6%	3%	4%	6%
		88%	12%	71%	26%	57%	43%
Have tried it once	96	81	14	73	23	57	38
	5%	5%	6%	7%	3%	5%	6%
		85%	15%	76%	24%	60%	40%
EVER	410	358	52	271	135	235	175
	22%	22%	21%	25%	17%	19%	26%
		87%	13%	66%	33%	57%	43%
Never	1331	1154	177	782	541	894	437
	70%	70%	71%	72%	68%	74%	64%
		87%	13%	59%	41%	67%	33%
Do not have access to device	150	130	19	31	118	81	69
	8%	8%	8%	3%	15%	7%	10%
		87%	13%	21%	79%	54%	46%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 92

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

QP2D (QP11D). SHOWCARD How often, if at all, do you access the radio via - Digital radio through TV. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2300	1129	1171	281	322	753	944	366	280	278	361	541	695	484	573	1673	184	222	221
Effective Weighted Sample	1871	929	942	231	269	625	789	295	228	219	309	455	570	390	471	1474	177	182	211
Total	1891	941	950	256	321	670	643	249	198	218	372	530	564	333	458	1597	144	96	54
		50%	50%	14%	17%	35%	34%	13%	10%	12%	20%	28%	30%	18%	24%	84%	8%	5%	3%
Every day	87	42	45	9	19	31	28	13	7	10	13	19	23	20	25	70	6	8	3
	5%	4%	5%	4%	6%	5%	4%	5%	4%	5%	3%	4%	4%	6%	5%	4%	4%	8%	5%
																		o	
		48%	52%	11%	22%	35%	32%	15%	8%	12%	15%	22%	27%	23%	29%	80%	7%	9%	3%
At least weekly	173	77	96	27	35	73	38	27	16	22	41	56	46	28	42	145	13	9	5
	9%	8%	10%	10%	11%	11%	6%	11%	8%	10%	11%	11%	8%	8%	9%	9%	9%	10%	9%
				f	f	f													
		44%	56%	16%	20%	42%	22%	16%	9%	13%	24%	32%	27%	16%	25%	84%	7%	5%	3%
At least monthly	149	82	68	20	33	57	39	11	10	19	48	59	49	20	21	130	13	4	3
	8%	9%	7%	8%	10%	9%	6%	5%	5%	9%	13%	11%	9%	6%	5%	8%	9%	4%	5%
				f							gh	mn	n						
		55%	45%	13%	22%	38%	26%	8%	7%	13%	32%	40%	33%	14%	14%	87%	8%	3%	2%
Have tried it once	149	73	76	16	32	55	45	6	16	29	35	56	49	26	18	136	6	5	3
	8%	8%	8%	6%	10%	8%	7%	2%	8%	13%	9%	11%	9%	8%	4%	8%	4%	5%	5%
									g	g	g	n	n	n		p			
		49%	51%	11%	22%	37%	30%	4%	11%	19%	23%	38%	33%	17%	12%	91%	4%	3%	2%
EVER	558	274	285	72	120	216	150	57	49	80	137	190	168	93	106	481	38	26	13
	30%	29%	30%	28%	37%	32%	23%	23%	25%	37%	37%	36%	30%	28%	23%	30%	26%	27%	25%
				cf	f					gh	gh	lmn	n						
		49%	51%	13%	22%	39%	27%	10%	9%	14%	25%	34%	30%	17%	19%	86%	7%	5%	2%
Never	1239	621	618	174	192	434	439	167	131	132	232	321	371	225	317	1039	96	64	40
	66%	66%	65%	68%	60%	65%	68%	67%	66%	61%	62%	61%	66%	67%	69%	65%	67%	67%	73%
				d										k	k			o	
		50%	50%	14%	15%	35%	35%	14%	11%	11%	19%	26%	30%	18%	26%	84%	8%	5%	3%
Do not have access to device	94	47	47	10	9	21	54	24	18	6	3	18	26	15	35	77	10	6	1
	5%	5%	5%	4%	3%	3%	8%	10%	9%	3%	1%	3%	5%	5%	8%	5%	7%	6%	3%
							cde	ij	ij						kl		r		
		50%	50%	11%	10%	22%	57%	26%	19%	6%	4%	19%	27%	16%	37%	82%	11%	6%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 92

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

QP2D (QP11D). SHOWCARD How often, if at all, do you access the radio via - Digital radio through TV. (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2300	1922	378	1100	1189	1484	816
Effective Weighted Sample	1871	1583	299	935	988	1217	655
Total	1891	1643	248	1085	794	1210	681
		87%	13%	57%	42%	64%	36%
Every day	87	77	10	47	40	52	35
	5%	5%	4%	4%	5%	4%	5%
		89%	11%	54%	46%	60%	40%
At least weekly	173	157	16	102	69	111	62
	9%	10%	6%	9%	9%	9%	9%
		91%	9%	59%	40%	64%	36%
At least monthly	149	124	25	100	48	97	52
	8%	8%	10%	9%	6%	8%	8%
		83%	17%	67%	32%	65%	35%
Have tried it once	149	120	29	102	46	93	56
	8%	7%	12%	9%	6%	8%	8%
		80%	20%	68%	31%	63%	37%
EVER	558	478	80	350	203	354	204
	30%	29%	32%	32%	26%	29%	30%
		86%	14%	63%	36%	63%	37%
Never	1239	1084	155	705	527	811	427
	66%	66%	62%	65%	66%	67%	63%
		88%	12%	57%	43%	66%	34%
Do not have access to device	94	81	13	29	64	45	49
	5%	5%	5%	3%	8%	4%	7%
		86%	14%	31%	68%	48%	52%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 93

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

QP2E (QP11E). SHOWCARD How often, if at all, do you access the radio via - Digital radio through the internet. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2300	1129	1171	281	322	753	944	366	280	278	361	541	695	484	573	1673	184	222	221
Effective Weighted Sample	1871	929	942	231	269	625	789	295	228	219	309	455	570	390	471	1474	177	182	211
Total	1891	941	950	256	321	670	643	249	198	218	372	530	564	333	458	1597	144	96	54
		50%	50%	14%	17%	35%	34%	13%	10%	12%	20%	28%	30%	18%	24%	84%	8%	5%	3%
Every day	44	31	13	4	9	19	13	6	2	3	13	19	12	4	9	37	2	5	1
	2%	3%	1%	1%	3%	3%	2%	2%	1%	1%	3%	4%	2%	1%	2%	2%	1%	5%	2%
		b										m					o		
		71%	29%	9%	20%	43%	29%	14%	5%	7%	29%	42%	28%	10%	19%	83%	4%	11%	2%
At least weekly	121	71	50	30	27	47	18	8	5	13	45	55	35	14	16	112	2	3	4
	6%	8%	5%	12%	8%	7%	3%	3%	3%	6%	12%	10%	6%	4%	4%	7%	1%	3%	7%
		b		ef	f	f					ghi	lmn	n			pq		p	
		59%	41%	24%	22%	39%	15%	7%	4%	11%	37%	46%	29%	11%	13%	93%	1%	3%	3%
At least monthly	112	59	53	25	26	39	23	5	7	18	33	46	39	17	10	98	10	2	2
	6%	6%	6%	10%	8%	6%	4%	2%	3%	8%	9%	9%	7%	5%	2%	6%	7%	2%	3%
				ef	f	f				gh	gh	mn	n	n		q	qr		
		53%	47%	22%	23%	35%	20%	4%	6%	16%	30%	41%	35%	15%	9%	88%	9%	2%	1%
Have tried it once	107	59	47	17	23	50	16	7	9	14	32	39	43	16	9	93	10	3	1
	6%	6%	5%	7%	7%	8%	3%	3%	4%	6%	8%	7%	8%	5%	2%	6%	7%	3%	2%
				f	f	f				g	g	n	n	n		r	r		
		55%	45%	16%	22%	47%	15%	6%	8%	13%	30%	36%	41%	15%	8%	87%	9%	3%	1%
EVER	384	221	163	75	84	155	69	26	23	47	122	158	130	51	44	340	23	12	8
	20%	23%	17%	29%	26%	23%	11%	10%	11%	22%	33%	30%	23%	15%	10%	21%	16%	13%	14%
		b		f	f	f				gh	ghi	lmn	mn	n		qr			
		58%	42%	20%	22%	40%	18%	7%	6%	12%	32%	41%	34%	13%	11%	89%	6%	3%	2%
Never	1329	643	686	172	221	475	461	166	142	162	245	352	396	243	334	1104	104	76	44
	70%	68%	72%	67%	69%	71%	72%	67%	72%	75%	66%	67%	70%	73%	73%	69%	73%	79%	81%
										j				k	k		o	op	
		48%	52%	13%	17%	36%	35%	12%	11%	12%	18%	27%	30%	18%	25%	83%	8%	6%	3%
Do not have access to device	178	78	101	10	16	40	113	57	33	8	6	19	38	39	81	152	16	8	2
	9%	8%	11%	4%	5%	6%	18%	23%	17%	4%	2%	4%	7%	12%	18%	10%	11%	8%	5%
							cde	ij	ij				k	kl	klm	r	r		
		43%	57%	5%	9%	22%	63%	32%	19%	4%	3%	11%	21%	22%	46%	85%	9%	4%	1%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 93

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

QP2E (QP11E). SHOWCARD How often, if at all, do you access the radio via - Digital radio through the internet. (SINGLE CODE)

Base : Those who listen to radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2300	1922	378	1100	1189	1484	816
Effective Weighted Sample	1871	1583	299	935	988	1217	655
Total	1891	1643	248	1085	794	1210	681
		87%	13%	57%	42%	64%	36%
Every day	44	36	8	25	19	28	16
	2%	2%	3%	2%	2%	2%	2%
		82%	18%	58%	42%	63%	37%
At least weekly	121	116	5	85	35	86	35
	6%	7%	2%	8%	4%	7%	5%
		b	d				
		96%	4%	70%	29%	71%	29%
At least monthly	112	94	18	70	41	66	46
	6%	6%	7%	6%	5%	5%	7%
		84%	16%	63%	37%	59%	41%
Have tried it once	107	88	19	84	22	65	42
	6%	5%	8%	8%	3%	5%	6%
		d					
		82%	18%	79%	21%	61%	39%
EVER	384	334	49	265	117	245	139
	20%	20%	20%	24%	15%	20%	20%
		d					
		87%	13%	69%	31%	64%	36%
Never	1329	1154	175	769	551	863	465
	70%	70%	71%	71%	69%	71%	68%
		87%	13%	58%	41%	65%	35%
Do not have access to device	178	155	24	51	126	102	76
	9%	9%	10%	5%	16%	8%	11%
				c			
		87%	13%	29%	71%	57%	43%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 94

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

QP2F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2300	1129	1171	281	322	753	944	366	280	278	361	541	695	484	573	1673	184	222	221
Effective Weighted Sample	1871	929	942	231	269	625	789	295	228	219	309	455	570	390	471	1474	177	182	211
Total	1891	941	950	256	321	670	643	249	198	218	372	530	564	333	458	1597	144	96	54
		50%	50%	14%	17%	35%	34%	13%	10%	12%	20%	28%	30%	18%	24%	84%	8%	5%	3%
Every day	319	169	150	25	39	115	140	23	35	29	89	123	97	49	49	287	13	16	3
	17%	18%	16%	10%	12%	17%	22%	9%	18%	13%	24%	23%	17%	15%	11%	18%	9%	16%	6%
						c	cde		g		gi	lmn	n			pr		pr	
		53%	47%	8%	12%	36%	44%	7%	11%	9%	28%	39%	30%	15%	15%	90%	4%	5%	1%
At least weekly	161	84	77	23	31	63	44	7	12	22	58	73	52	22	14	146	8	5	2
	9%	9%	8%	9%	10%	9%	7%	3%	6%	10%	15%	14%	9%	7%	3%	9%	6%	6%	3%
										g	gh	lmn	n	n		r			
		52%	48%	14%	19%	39%	27%	4%	7%	14%	36%	45%	32%	14%	9%	91%	5%	3%	1%
At least monthly	84	52	32	13	12	37	22	11	8	9	26	27	28	14	16	69	8	4	3
	4%	6%	3%	5%	4%	6%	3%	4%	4%	4%	7%	5%	5%	4%	3%	4%	6%	4%	6%
		b																	
		62%	38%	16%	14%	44%	26%	13%	9%	11%	31%	32%	33%	16%	19%	82%	10%	4%	4%
Have tried it once	19	13	7	5	8	4	2	1	1	3	4	7	7	5	1	15	2	2	1
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%
				f	ef							n		n					
		64%	36%	25%	40%	23%	11%	3%	3%	16%	20%	35%	35%	26%	4%	77%	9%	12%	3%
EVER	584	317	267	66	90	219	208	41	56	64	177	230	184	90	79	517	31	27	9
	31%	34%	28%	26%	28%	33%	32%	16%	28%	29%	48%	43%	33%	27%	17%	32%	22%	28%	16%
		b							g	g	ghi	lmn	n	n		pr		r	
		54%	46%	11%	15%	38%	36%	7%	10%	11%	30%	39%	32%	15%	14%	89%	5%	5%	1%
Never	800	395	405	113	144	291	252	130	82	80	116	184	243	144	226	646	78	40	36
	42%	42%	43%	44%	45%	43%	39%	52%	42%	37%	31%	35%	43%	43%	49%	40%	54%	42%	66%
								hij	j				k	k	kl		oq		opq
		49%	51%	14%	18%	36%	31%	16%	10%	10%	14%	23%	30%	18%	28%	81%	10%	5%	4%
Do not have access to device	507	229	278	77	87	160	183	78	60	73	79	116	137	100	153	433	35	29	10
	27%	24%	29%	30%	27%	24%	28%	31%	30%	34%	21%	22%	24%	30%	33%	27%	24%	30%	19%
		a					e	j	j	j				kl	kl	r		r	
		45%	55%	15%	17%	32%	36%	15%	12%	14%	16%	23%	27%	20%	30%	85%	7%	6%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 94

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

QP2F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2300	1922	378	1100	1189	1484	816
Effective Weighted Sample	1871	1583	299	935	988	1217	655
Total	1891	1643	248	1085	794	1210	681
		87%	13%	57%	42%	64%	36%
Every day	319	285	34	179	138	237	82
	17%	17%	14%	16%	17%	20%	12%
						f	
		89%	11%	56%	43%	74%	26%
At least weekly	161	131	31	117	44	108	53
	9%	8%	12%	11%	6%	9%	8%
			a	d			
		81%	19%	73%	27%	67%	33%
At least monthly	84	73	12	54	29	61	23
	4%	4%	5%	5%	4%	5%	3%
		86%	14%	64%	35%	72%	28%
Have tried it once	19	16	4	14	6	12	8
	1%	1%	2%	1%	1%	1%	1%
		81%	19%	71%	29%	61%	39%
EVER	584	504	80	363	217	418	166
	31%	31%	32%	34%	27%	35%	24%
				d		f	
		86%	14%	62%	37%	72%	28%
Never	800	682	118	450	343	522	278
	42%	42%	48%	42%	43%	43%	41%
		85%	15%	56%	43%	65%	35%
Do not have access to device	507	457	50	271	234	270	237
	27%	28%	20%	25%	29%	22%	35%
		b		c			e
		90%	10%	53%	46%	53%	47%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 95

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

QP2G (QP11G) SHOWCARD How often, if at all, do you access the radio via - A car radio (FM). (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2300	1129	1171	281	322	753	944	366	280	278	361	541	695	484	573	1673	184	222	221
Effective Weighted Sample	1871	929	942	231	269	625	789	295	228	219	309	455	570	390	471	1474	177	182	211
Total	1891	941	950	256	321	670	643	249	198	218	372	530	564	333	458	1597	144	96	54
		50%	50%	14%	17%	35%	34%	13%	10%	12%	20%	28%	30%	18%	24%	84%	8%	5%	3%
Every day	694	385	309	68	121	318	188	40	63	89	189	225	218	138	112	592	32	42	28
	37%	41%	33%	26%	38%	47%	29%	16%	32%	41%	51%	42%	39%	41%	24%	37%	22%	44%	52%
		b		cf		cdf		g		gh		n	n	n		p		p	op
		55%	45%	10%	17%	46%	27%	6%	9%	13%	27%	32%	31%	20%	16%	85%	5%	6%	4%
At least weekly	445	198	248	75	88	145	138	33	43	62	101	155	141	79	68	383	34	18	11
	24%	21%	26%	29%	27%	22%	21%	13%	22%	28%	27%	29%	25%	24%	15%	24%	23%	19%	20%
			a	ef	f			g	g	g		n	n	n					
		44%	56%	17%	20%	32%	31%	7%	10%	14%	23%	35%	32%	18%	15%	86%	8%	4%	2%
At least monthly	99	52	46	22	17	30	30	12	8	8	20	21	33	19	25	87	7	4	1
	5%	6%	5%	8%	5%	4%	5%	5%	4%	4%	5%	4%	6%	6%	5%	5%	5%	4%	2%
				ef												r			
				53%	47%	22%	30%	12%	8%	8%	21%	21%	34%	19%	26%	88%	7%	4%	1%
Have tried it once	25	16	9	12	5	4	4	1	4	6	-	8	8	2	7	22	2	1	-
	1%	2%	1%	5%	1%	1%	1%	*%	2%	3%	-%	2%	1%	1%	1%	1%	1%	1%	-%
				def					j	gj									
		64%	36%	47%	19%	17%	17%	4%	17%	23%	-%	33%	32%	9%	27%	90%	8%	2%	-%
EVER	1263	651	612	176	231	497	359	85	118	164	310	408	400	239	212	1084	74	64	40
	67%	69%	64%	69%	72%	74%	56%	34%	60%	76%	83%	77%	71%	72%	46%	68%	52%	67%	73%
		b		f	f	f		g	g	gh	ghi	ln	n	n		p		p	p
		52%	48%	14%	18%	39%	28%	7%	9%	13%	25%	32%	32%	19%	17%	86%	6%	5%	3%
Never	424	205	219	57	65	128	174	100	45	37	53	88	121	63	150	345	46	21	11
	22%	22%	23%	22%	20%	19%	27%	40%	23%	17%	14%	17%	21%	19%	33%	22%	32%	22%	21%
							de	hij	j						klm		oqr		
		48%	52%	13%	15%	30%	41%	24%	11%	9%	12%	21%	29%	15%	35%	81%	11%	5%	3%
Do not have access to device	204	85	119	23	25	45	110	63	34	16	10	33	43	32	96	167	23	10	3
	11%	9%	12%	9%	8%	7%	17%	25%	17%	7%	3%	6%	8%	9%	21%	10%	16%	11%	6%
			a				cde	hij	ij	j					klm	r	or		
		42%	58%	11%	12%	22%	54%	31%	17%	8%	5%	16%	21%	16%	47%	82%	11%	5%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 95

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

QP2G (QP11G) SHOWCARD How often, if at all, do you access the radio via - A car radio (FM). (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2300	1922	378	1100	1189	1484	816
Effective Weighted Sample	1871	1583	299	935	988	1217	655
Total	1891	1643	248	1085	794	1210	681
		87%	13%	57%	42%	64%	36%
Every day	694	604	90	507	185	485	209
	37%	37%	36%	47%	23%	40%	31%
				d		f	
		87%	13%	73%	27%	70%	30%
At least weekly	445	393	52	271	172	276	170
	24%	24%	21%	25%	22%	23%	25%
		88%	12%	61%	39%	62%	38%
At least monthly	99	84	14	56	41	59	39
	5%	5%	6%	5%	5%	5%	6%
		86%	14%	57%	42%	60%	40%
Have tried it once	25	21	4	11	12	8	17
	1%	1%	1%	1%	1%	1%	3%
							e
		85%	15%	46%	48%	31%	69%
EVER	1263	1103	160	845	410	828	435
	67%	67%	65%	78%	52%	68%	64%
				d		f	
		87%	13%	67%	32%	66%	34%
Never	424	358	66	180	242	282	142
	22%	22%	26%	17%	30%	23%	21%
				c			
		85%	15%	42%	57%	66%	34%
Do not have access to device	204	182	22	60	143	101	103
	11%	11%	9%	6%	18%	8%	15%
				c			e
		89%	11%	29%	70%	49%	51%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 96

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

QP2H (QP11H) SHOWCARD How often, if at all, do you access the radio via - A car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2300	1129	1171	281	322	753	944	366	280	278	361	541	695	484	573	1673	184	222	221
Effective Weighted Sample	1871	929	942	231	269	625	789	295	228	219	309	455	570	390	471	1474	177	182	211
Total	1891	941	950	256	321	670	643	249	198	218	372	530	564	333	458	1597	144	96	54
		50%	50%	14%	17%	35%	34%	13%	10%	12%	20%	28%	30%	18%	24%	84%	8%	5%	3%
Every day	214	129	85	26	33	93	62	11	26	32	73	66	67	44	36	181	16	7	9
	11%	14%	9%	10%	10%	14%	10%	4%	13%	15%	20%	13%	12%	13%	8%	11%	11%	8%	17%
		b				f			g	g	gh	n	n	n					oq
		60%	40%	12%	16%	44%	29%	5%	12%	15%	34%	31%	31%	21%	17%	85%	7%	3%	4%
At least weekly	150	85	64	17	24	55	53	10	16	27	43	62	46	24	17	131	9	4	5
	8%	9%	7%	7%	7%	8%	8%	4%	8%	13%	12%	12%	8%	7%	4%	8%	7%	4%	10%
									g	g	g	mn	n	n		q			q
		57%	43%	11%	16%	37%	36%	7%	11%	18%	29%	41%	31%	16%	11%	88%	6%	3%	4%
At least monthly	69	35	34	12	14	23	19	5	4	10	17	20	25	12	12	61	6	1	1
	4%	4%	4%	5%	4%	3%	3%	2%	2%	4%	4%	4%	4%	4%	3%	4%	4%	1%	2%
																q	q		
		51%	49%	17%	21%	34%	28%	7%	6%	14%	24%	29%	36%	18%	18%	89%	9%	1%	1%
Have tried it once	58	37	20	12	12	19	14	3	6	11	14	26	15	8	9	49	3	5	-
	3%	4%	2%	5%	4%	3%	2%	1%	3%	5%	4%	5%	3%	3%	2%	3%	2%	5%	-%
		b		f						g	g	n				r	r	r	
		64%	36%	22%	20%	34%	24%	5%	10%	20%	25%	44%	26%	15%	15%	85%	6%	9%	-%
EVER	490	286	204	67	83	191	149	29	52	80	147	173	153	89	74	422	35	17	16
	26%	30%	21%	26%	26%	29%	23%	11%	26%	37%	40%	33%	27%	27%	16%	26%	24%	18%	29%
		b				f			g	gh	gh	n	n	n		q			q
		58%	42%	14%	17%	39%	30%	6%	11%	16%	30%	35%	31%	18%	15%	86%	7%	3%	3%
Never	1062	504	557	143	196	382	341	148	99	104	190	280	325	189	263	883	80	64	36
	56%	54%	59%	56%	61%	57%	53%	60%	50%	48%	51%	53%	58%	57%	57%	55%	55%	66%	65%
			a		f			hij										op	op
		48%	52%	13%	19%	36%	32%	14%	9%	10%	18%	26%	31%	18%	25%	83%	7%	6%	3%
Do not have access to device	340	150	189	47	42	98	153	72	47	33	35	76	86	55	121	291	29	16	3
	18%	16%	20%	18%	13%	15%	24%	29%	24%	15%	9%	14%	15%	17%	26%	18%	20%	16%	6%
			a			de		ij	ij	j					klm	r	r	r	
		44%	56%	14%	12%	29%	45%	21%	14%	10%	10%	22%	25%	16%	36%	86%	9%	5%	1%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 96

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

QP2H (QP11H) SHOWCARD How often, if at all, do you access the radio via - A car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2300	1922	378	1100	1189	1484	816
Effective Weighted Sample	1871	1583	299	935	988	1217	655
Total	1891	1643	248	1085	794	1210	681
		87%	13%	57%	42%	64%	36%
Every day	214	195	19	155	59	150	64
	11%	12%	8%	14%	7%	12%	9%
		b		d		f	
		91%	9%	72%	28%	70%	30%
At least weekly	150	130	20	99	51	86	64
	8%	8%	8%	9%	6%	7%	9%
				d			
		87%	13%	66%	34%	57%	43%
At least monthly	69	64	5	47	20	37	32
	4%	4%	2%	4%	3%	3%	5%
				d			
		93%	7%	69%	29%	54%	46%
Have tried it once	58	52	6	40	16	27	30
	3%	3%	2%	4%	2%	2%	4%
				d			e
		90%	10%	70%	28%	47%	53%
EVER	490	440	50	341	146	300	190
	26%	27%	20%	31%	18%	25%	28%
		b		d			
		90%	10%	70%	30%	61%	39%
Never	1062	910	152	601	453	727	334
	56%	55%	61%	55%	57%	60%	49%
						f	
		86%	14%	57%	43%	69%	31%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 96

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

QP2H (QP11H) SHOWCARD How often, if at all, do you access the radio via - A car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2300	1922	378	1100	1189	1484	816
Effective Weighted Sample	1871	1583	299	935	988	1217	655
Total	1891	1643	248	1085	794	1210	681
		87%	13%	57%	42%	64%	36%
Do not have access to device	340	293	47	142	195	183	156
	18%	18%	19%	13%	25%	15%	23%
				c	e		
		86%	14%	42%	58%	54%	46%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 97

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

QP21 (QP11I) SHOWCARD How often, if at all, do you access the radio via - A car radio (DAB). (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2300	1129	1171	281	322	753	944	366	280	278	361	541	695	484	573	1673	184	222	221
Effective Weighted Sample	1871	929	942	231	269	625	789	295	228	219	309	455	570	390	471	1474	177	182	211
Total	1891	941	950	256	321	670	643	249	198	218	372	530	564	333	458	1597	144	96	54
		50%	50%	14%	17%	35%	34%	13%	10%	12%	20%	28%	30%	18%	24%	84%	8%	5%	3%
Every day	162	87	76	19	36	67	40	12	12	20	50	64	51	20	28	136	12	11	4
	9%	9%	8%	8%	11%	10%	6%	5%	6%	9%	14%	12%	9%	6%	6%	9%	8%	11%	8%
				f	f	f				g	gh	mn							
		53%	47%	12%	22%	41%	25%	7%	7%	13%	31%	39%	31%	12%	17%	84%	7%	7%	3%
At least weekly	131	64	67	18	22	53	38	6	10	15	30	55	42	16	18	110	13	8	1
	7%	7%	7%	7%	7%	8%	6%	3%	5%	7%	8%	10%	7%	5%	4%	7%	9%	8%	2%
										g	g	mn	n			r	r	r	
		49%	51%	13%	17%	40%	29%	5%	7%	12%	23%	42%	32%	12%	14%	84%	10%	6%	1%
At least monthly	27	12	15	8	4	8	7	3	3	2	6	9	8	7	4	25	2	-	*
	1%	1%	2%	3%	1%	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%	-%	1%
				f															
		45%	55%	28%	16%	29%	27%	9%	11%	8%	23%	31%	29%	26%	14%	90%	9%	-%	1%
Have tried it once	9	7	2	2	3	1	3	2	-	2	1	3	4	1	1	9	-	*	-
	*%	1%	*%	1%	1%	*%	*%	1%	-%	1%	*%	*%	1%	*%	*%	1%	-%	*%	-%
		81%	19%	27%	34%	10%	29%	19%	-%	20%	9%	29%	51%	10%	10%	97%	-%	3%	-%
EVER	330	170	160	47	66	129	88	23	25	40	88	130	105	44	51	279	27	19	5
	17%	18%	17%	18%	21%	19%	14%	9%	12%	18%	24%	24%	19%	13%	11%	17%	19%	20%	10%
				f	f	f				g	gh	lmn	mn			r	r	r	
		52%	48%	14%	20%	39%	27%	7%	7%	12%	27%	39%	32%	13%	15%	84%	8%	6%	2%
Never	942	479	463	127	154	337	324	138	98	88	157	231	289	175	242	780	76	47	39
	50%	51%	49%	49%	48%	50%	50%	56%	50%	41%	42%	44%	51%	53%	53%	49%	53%	49%	71%
								ij					k	k	k				opq
		51%	49%	13%	16%	36%	34%	15%	10%	9%	17%	25%	31%	19%	26%	83%	8%	5%	4%
Do not have access to device	619	292	327	83	101	205	230	88	75	90	128	169	170	114	165	538	41	30	10
	33%	31%	34%	32%	32%	31%	36%	35%	38%	41%	34%	32%	30%	34%	36%	34%	28%	31%	19%
				e											l	r	r	r	
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r		47%	53%	13%	16%	33%	37%	14%	12%	15%	21%	27%	28%	18%	27%	87%	7%	5%	2%

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 97

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

QP2I (QP11I) SHOWCARD How often, if at all, do you access the radio via - A car radio (DAB). (SINGLE CODE)

Base : Those who listen to radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2300	1922	378	1100	1189	1484	816
Effective Weighted Sample	1871	1583	299	935	988	1217	655
Total	1891	1643	248	1085	794	1210	681
		87%	13%	57%	42%	64%	36%
Every day	162	143	19	118	43	111	52
	9%	9%	8%	11%	5%	9%	8%
				d			
		88%	12%	73%	27%	68%	32%
At least weekly	131	111	20	80	51	84	47
	7%	7%	8%	7%	6%	7%	7%
		85%	15%	61%	39%	64%	36%
At least monthly	27	23	5	16	12	13	15
	1%	1%	2%	1%	1%	1%	2%
		83%	17%	58%	42%	46%	54%
Have tried it once	9	6	3	5	3	6	3
	*%	*%	1%	*%	*%	*%	*%
		a					
		64%	36%	56%	30%	64%	36%
EVER	330	283	47	219	108	213	117
	17%	17%	19%	20%	14%	18%	17%
				d			
		86%	14%	66%	33%	65%	35%
Never	942	813	129	524	409	649	293
	50%	49%	52%	48%	52%	54%	43%
				f			
		86%	14%	56%	43%	69%	31%
Do not have access to device	619	547	72	342	276	348	271
	33%	33%	29%	32%	35%	29%	40%
				e			
		88%	12%	55%	45%	56%	44%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 98

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

QP3 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)

Base : Those who listen to radio via a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	~j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	439	237	202	116	109	157	57	58	43	63	82	107	147	90	94	337	38	31	33
Effective Weighted Sample	373	202	171	97	94	134	50	50	37	51	73	94	125	76	80	303	37	25	32
Total	410	220	190	108	111	144	47	45	35	57	85	118	130	74	88	353	32	15	10
		54%	46%	26%	27%	35%	**	**	**	**	**	29%	32%	**	**	86%	**	**	**
Live via a built in FM radio app	192	111	82	53	51	65	**	**	**	**	**	64	54	**	**	171	**	**	**
	47%	50%	43%	49%	46%	45%	**	**	**	**	**	54%	41%	**	**	49%	**	**	**
		58%	42%	28%	27%	34%	**	**	**	**	**	33%	28%	**	**	89%	**	**	**
Live via a station website	148	74	74	33	45	56	**	**	**	**	**	41	44	**	**	122	**	**	**
	36%	34%	39%	31%	40%	39%	**	**	**	**	**	35%	34%	**	**	35%	**	**	**
		50%	50%	23%	31%	38%	**	**	**	**	**	28%	30%	**	**	83%	**	**	**
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer, Tunein or apps downloaded for specific radio stations	80	44	36	27	23	24	**	**	**	**	**	24	35	**	**	67	**	**	**
	20%	20%	19%	26%	21%	17%	**	**	**	**	**	20%	27%	**	**	19%	**	**	**
		55%	45%	34%	29%	30%	**	**	**	**	**	30%	44%	**	**	83%	**	**	**
Via podcasts	21	15	6	5	9	5	**	**	**	**	**	8	7	**	**	16	**	**	**
	5%	7%	3%	5%	8%	3%	**	**	**	**	**	7%	6%	**	**	5%	**	**	**
		71%	29%	26%	43%	22%	**	**	**	**	**	41%	36%	**	**	78%	**	**	**
Other ways	5	*	5	2	-	3	**	**	**	**	**	1	-	**	**	4	**	**	**
	1%	*%	3%	2%	-%	2%	**	**	**	**	**	1%	-%	**	**	1%	**	**	**
		5%	a 95%	45%	-%	55%	**	**	**	**	**	20%	-%	**	**	74%	**	**	**
Don't know	47	27	20	9	12	15	**	**	**	**	**	11	18	**	**	46	**	**	**
	11%	12%	11%	8%	11%	11%	**	**	**	**	**	9%	14%	**	**	13%	**	**	**
		57%	43%	18%	26%	32%	**	**	**	**	**	23%	38%	**	**	97%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 98

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

QP3 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)

Base : Those who listen to radio via a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	439	375	64	260	176	252	187
Effective Weighted Sample	373	321	52	227	150	214	159
Total	410	358	52	271	135	235	175
		87%	**	66%	33%	57%	43%
Live via a built in FM radio app	192	172	**	128	63	103	90
	47%	48%	**	47%	47%	44%	51%
		89%	**	67%	33%	53%	47%
Live via a station website	148	133	**	101	46	87	61
	36%	37%	**	37%	34%	37%	35%
		90%	**	68%	31%	59%	41%
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer, Tunein or apps downloaded for specific radio stations	80	70	**	55	25	43	37
	20%	19%	**	20%	18%	18%	21%
		87%	**	69%	31%	54%	46%
Via podcasts	21	18	**	13	7	12	8
	5%	5%	**	5%	5%	5%	5%
		89%	**	65%	35%	61%	39%
Other ways	5	5	**	3	2	5	*
	1%	1%	**	1%	2%	2%	*%
		100%	**	52%	48%	95%	5%
Don't know	47	37	**	30	16	27	20
	11%	10%	**	11%	12%	12%	11%
		79%	**	63%	34%	58%	42%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 99

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

QP4 (QP2). Before today, had you heard of digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Yes	2027	1026	1001	295	368	741	622	254	221	241	390	542	631	372	477	1704	172	97	54
	86%	91%	82%	85%	87%	91%	81%	74%	83%	90%	95%	92%	90%	86%	76%	86%	84%	84%	82%
		b			f	cf			g	gh	ghi	mn	mn	n					
		51%	49%	15%	18%	37%	31%	13%	11%	12%	19%	27%	31%	18%	24%	84%	9%	5%	3%
No	287	90	197	49	43	69	127	78	39	23	19	40	57	52	139	235	26	17	10
	12%	8%	16%	14%	10%	8%	16%	23%	15%	9%	5%	7%	8%	12%	22%	12%	13%	14%	15%
			a	e		de		hij	ij	j				kl	klm				
		31%	69%	17%	15%	24%	44%	27%	13%	8%	6%	14%	20%	18%	48%	82%	9%	6%	3%
Unsure	43	14	29	3	10	6	24	11	6	4	1	10	10	8	15	32	7	2	2
	2%	1%	2%	1%	2%	1%	3%	3%	2%	2%	*%	2%	1%	2%	2%	2%	3%	2%	3%
			a	e		ce		j	j										
		32%	68%	6%	24%	14%	55%	27%	14%	10%	3%	22%	24%	19%	35%	74%	16%	5%	4%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 99

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

QP4 (QP2). Before today, had you heard of digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Yes	2027	1758	269	1210	805	1274	753
	86%	86%	87%	92%	78%	88%	83%
				d		f	
		87%	13%	60%	40%	63%	37%
No	287	256	32	95	189	146	141
	12%	12%	10%	7%	18%	10%	16%
				c			e
		89%	11%	33%	66%	51%	49%
Unsure	43	33	10	10	33	27	16
	2%	2%	3%	1%	3%	2%	2%
				c			
		78%	22%	24%	76%	63%	37%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 100

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

QP5 (QB1). Do you, or does anyone in your household, have digital radio channels in your home at the moment - whether through a specialist DAB radio receiver, through a digital television or over the internet? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Yes	1566	774	792	221	279	583	483	181	159	193	339	483	471	270	338	1336	124	73	33
	66%	68%	65%	64%	66%	71%	62%	53%	60%	72%	83%	82%	68%	63%	54%	68%	60%	63%	51%
		b				cf				gh	ghi	lmn	n	n		pr	r	r	
		49%	51%	14%	18%	37%	31%	12%	10%	12%	22%	31%	30%	17%	22%	85%	8%	5%	2%
No	748	336	412	113	137	225	273	155	102	70	69	103	214	153	276	604	74	40	29
	32%	30%	34%	33%	33%	28%	35%	45%	38%	26%	17%	17%	31%	35%	44%	31%	36%	35%	45%
			a			e		ij	ij	j			k	k	klm				opq
		45%	55%	15%	18%	30%	36%	21%	14%	9%	9%	14%	29%	20%	37%	81%	10%	5%	4%
Don't know	43	20	23	13	6	7	17	7	4	5	2	5	12	9	17	30	7	3	2
	2%	2%	2%	4%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	3%	2%	4%	3%	3%
			de			e								k		o	o		
		47%	53%	30%	13%	17%	40%	16%	9%	12%	5%	11%	29%	20%	40%	71%	17%	7%	5%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 100

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

QP5 (QB1). Do you, or does anyone in your household, have digital radio channels in your home at the moment - whether through a specialist DAB radio receiver, through a digital television or over the internet? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Yes	1566	1364	202	934	623	994	572
	66%	67%	65%	71%	61%	69%	63%
				d		f	
		87%	13%	60%	40%	63%	37%
No	748	644	105	369	376	435	313
	32%	31%	34%	28%	37%	30%	34%
				c		e	
		86%	14%	49%	50%	58%	42%
Don't know	43	40	3	13	29	18	24
	2%	2%	1%	1%	3%	1%	3%
				c		e	
		94%	6%	30%	67%	43%	57%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 101

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

QP6 (QP4). SHOWCARD I'm now going to ask about any radio sets that you have at home. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Kitchen/ Kitchen diner	853	411	442	108	125	294	327	111	87	92	161	263	250	149	189	739	44	42	28
	36%	36%	36%	31%	30%	36%	42%	32%	33%	34%	39%	45%	36%	35%	30%	37%	21%	36%	44%
		48%	52%	13%	15%	34%	cde	13%	10%	11%	g	lmn	n		p	87%	5%	p	p
							38%				19%	31%	29%	18%	22%			5%	3%
Living room/ Lounge	766	397	368	85	108	249	324	132	87	89	125	179	207	150	230	643	63	41	19
	32%	35%	30%	25%	26%	30%	42%	38%	33%	33%	30%	30%	30%	35%	36%	33%	31%	35%	28%
		b				c	cde	j							kl				
		52%	48%	11%	14%	32%	42%	17%	11%	12%	16%	23%	27%	20%	30%	84%	8%	5%	2%
Adult's bedroom	553	289	264	74	56	194	229	59	53	59	124	170	167	91	124	496	17	29	12
	23%	26%	22%	21%	13%	24%	30%	17%	20%	22%	30%	29%	24%	21%	20%	25%	8%	25%	19%
		b		d		d	cde				ghi	mn			pr			p	p
		52%	48%	13%	10%	35%	41%	11%	10%	11%	22%	31%	30%	16%	22%	90%	3%	5%	2%
Dining room	125	60	64	12	22	42	48	11	12	22	33	56	31	17	20	117	3	2	3
	5%	5%	5%	3%	5%	5%	6%	3%	4%	8%	8%	9%	4%	4%	3%	6%	1%	2%	4%
		48%	52%	9%	18%	34%	39%	9%	9%	18%	g	lmn	45%	25%	14%	pq			
											27%				16%	94%	2%	2%	2%
Child's bedroom	97	39	58	16	11	62	7	10	12	9	25	28	32	15	22	91	2	4	1
	4%	3%	5%	5%	3%	8%	1%	3%	5%	3%	6%	5%	5%	3%	4%	5%	1%	3%	2%
				f	f	df					g					pr			
		40%	60%	17%	12%	64%	7%	11%	12%	9%	25%	28%	33%	15%	23%	94%	2%	4%	1%
Study/ Home office	56	32	24	5	3	14	34	1	6	8	21	29	17	5	5	54	-	1	1
	2%	3%	2%	1%	1%	2%	4%	*%	2%	3%	5%	5%	2%	1%	1%	3%	-%	1%	2%
		57%	43%	9%	6%	25%	cde		g	g	gh	lmn	n		p				p
							60%	1%	10%	14%	37%	51%	30%	9%	9%	96%	-%	2%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 101

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

QP6 (QP4). SHOWCARD I'm now going to ask about any radio sets that you have at home. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Bathroom/ Shower room/ WC	51	29	22	3	6	16	26	1	4	4	18	24	13	6	9	43	2	4	2
	2%	3%	2%	1%	1%	2%	3%	1%	2%	2%	4%	4%	2%	1%	1%	2%	1%	4%	4%
							c		g	g	g	lmn							p
		57%	43%	6%	12%	32%	50%	1%	9%	9%	34%	47%	25%	11%	17%	83%	4%	8%	5%
Conservatory	43	24	18	5	3	16	18	2	4	2	16	24	9	8	2	40	2	1	1
	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	4%	4%	1%	2%	1%	2%	1%	1%	1%
											gi	lmn		n					
		57%	43%	11%	8%	39%	43%	4%	10%	5%	38%	56%	21%	18%	5%	93%	4%	2%	1%
Garage	38	27	11	5	1	16	16	1	8	2	8	15	10	6	8	35	1	1	1
	2%	2%	1%	1%	1%	2%	2%	1%	3%	1%	2%	3%	1%	1%	1%	2%	1%	1%	2%
						d	d		g		g								
		71%	29%	12%	4%	42%	43%	2%	20%	5%	20%	40%	26%	15%	20%	92%	3%	2%	3%
Spare bedroom	31	20	11	3	-	7	22	1	3	2	9	14	8	6	4	27	1	2	2
	1%	2%	1%	1%	0%	1%	3%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	4%
							cde				g	n							op
		65%	35%	8%	0%	23%	69%	3%	10%	6%	27%	44%	26%	18%	11%	85%	3%	5%	7%
Hallway/ Landing	14	12	2	3	3	2	6	1	2	2	4	6	4	2	2	12	2	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		b																	
		83%	17%	21%	21%	12%	46%	8%	14%	15%	29%	40%	29%	15%	16%	84%	11%	2%	3%
Move around as needed/ portable	66	28	38	6	8	28	24	8	5	7	19	19	24	12	10	55	5	5	1
	3%	2%	3%	2%	2%	3%	3%	2%	2%	3%	5%	3%	3%	3%	2%	3%	2%	4%	2%
													n						
		42%	58%	9%	12%	43%	37%	12%	8%	10%	28%	29%	37%	18%	15%	84%	7%	7%	2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 101

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

QP6 (QP4). SHOWCARD I'm now going to ask about any radio sets that you have at home. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Other	44	26	18	2	5	17	19	4	4	4	9	17	9	7	11	39	1	3	-
	2%	2%	1%	1%	1%	2%	3%	1%	2%	1%	2%	3%	1%	2%	2%	2%	1%	3%	-%
							c									r		r	
		60%	40%	4%	12%	40%	44%	10%	10%	8%	22%	38%	21%	16%	24%	89%	3%	8%	-%
None - do not have any radio sets at home	674	285	389	135	167	236	135	101	84	81	86	128	208	130	208	529	96	26	22
	29%	25%	32%	39%	40%	29%	17%	29%	32%	30%	21%	22%	30%	30%	33%	27%	47%	22%	34%
			a	ef	ef	f		j	j	j			k	k	k		oqr		oq
		42%	58%	20%	25%	35%	20%	15%	13%	12%	13%	19%	31%	19%	31%	79%	14%	4%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 101

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

QP6 (QP4). SHOWCARD I'm now going to ask about any radio sets that you have at home. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Kitchen/ Kitchen diner	853	725	128	480	368	586	267
	36%	35%	41%	36%	36%	40%	29%
		a				f	
		85%	15%	56%	43%	69%	31%
Living room/ Lounge	766	671	95	373	391	471	295
	32%	33%	31%	28%	38%	33%	32%
		88%	12%	49%	c	62%	38%
					51%		
Adult's bedroom	553	501	53	293	259	355	199
	23%	24%	17%	22%	25%	24%	22%
		b					
		90%	10%	53%	47%	64%	36%
Dining room	125	107	17	68	57	90	35
	5%	5%	6%	5%	6%	6%	4%
						f	
		86%	14%	54%	46%	72%	28%
Child's bedroom	97	89	8	64	32	64	33
	4%	4%	3%	5%	3%	4%	4%
				d			
		92%	8%	67%	33%	66%	34%
Study/ Home office	56	44	12	34	21	46	10
	2%	2%	4%	3%	2%	3%	1%
						f	
		79%	21%	61%	37%	83%	17%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 101

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

QP6 (QP4). SHOWCARD I'm now going to ask about any radio sets that you have at home. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Bathroom/ Shower room/ WC	51	44	7	25	25	36	15
	2%	2%	2%	2%	2%	2%	2%
		86%	14%	48%	49%	71%	29%
Conservatory	43	36	7	25	18	32	10
	2%	2%	2%	2%	2%	2%	1%
		85%	15%	58%	42%	76%	24%
Garage	38	28	10	23	16	34	4
	2%	1%	3%	2%	2%	2%	*%
			a			f	
		74%	26%	59%	41%	89%	11%
Spare bedroom	31	29	3	12	20	23	9
	1%	1%	1%	1%	2%	2%	1%
				c			
		91%	9%	38%	62%	72%	28%
Hallway/ Landing	14	11	3	11	3	9	5
	1%	1%	1%	1%	*%	1%	1%
		79%	21%	75%	25%	63%	37%
Move around as needed/ portable	66	54	12	40	26	46	19
	3%	3%	4%	3%	3%	3%	2%
		82%	18%	61%	39%	71%	29%
Other	44	37	7	25	18	31	13
	2%	2%	2%	2%	2%	2%	1%
		84%	16%	58%	42%	70%	30%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 101

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

QP6 (QP4). SHOWCARD I'm now going to ask about any radio sets that you have at home. In which of these rooms at home do you have any radios? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
None - do not have any radio sets at home	674	602	71	399	266	363	311
	29%	29%	23%	30%	26%	25%	34%
		b		d		e	
		89%	11%	59%	39%	54%	46%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 102

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

QP7 (QP19). In total, how many radio sets do you have in your home? Please include any mains or battery powered radio sets or wind-up radios. For now, please don't include car radios, radio listening through computers, TVs or phones. (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
None	668	282	386	134	164	235	134	101	84	80	84	126	206	128	207	524	95	26	22
	28%	25%	31%	39%	39%	29%	17%	29%	32%	30%	21%	21%	30%	30%	33%	27%	46%	22%	34%
		a	ef	ef	ef	f		j	j	j		k	k	k		oqr		oq	
		42%	58%	20%	25%	35%	20%	15%	13%	12%	13%	19%	31%	19%	31%	78%	14%	4%	3%
1	871	426	444	115	163	298	294	159	103	98	152	198	250	163	255	725	73	50	23
	37%	38%	36%	33%	39%	37%	38%	46%	39%	36%	37%	33%	36%	38%	41%	37%	36%	43%	36%
								ij							k				
		49%	51%	13%	19%	34%	34%	18%	12%	11%	17%	23%	29%	19%	29%	83%	8%	6%	3%
2-3	669	335	334	80	83	225	282	75	62	74	142	205	203	120	140	584	31	36	18
	28%	30%	27%	23%	20%	28%	37%	22%	23%	28%	35%	35%	29%	28%	22%	30%	15%	31%	27%
				d		d	cde				gh	lmn	n	n		p		p	p
		50%	50%	12%	12%	34%	42%	11%	9%	11%	21%	31%	30%	18%	21%	87%	5%	5%	3%
4-5	112	65	48	14	5	46	47	9	12	13	23	47	29	13	24	103	5	3	2
	5%	6%	4%	4%	1%	6%	6%	3%	4%	5%	6%	8%	4%	3%	4%	5%	2%	3%	3%
		b		d		d	d				g	lmn				p			
		58%	42%	13%	5%	41%	42%	8%	10%	12%	20%	42%	26%	11%	21%	91%	4%	3%	2%
6-10	26	17	9	1	1	10	13	-	3	2	7	14	6	4	2	25	-	1	-
	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	2%	1%	1%	1%	1%	-	1%	-
							d		g		g	ln							
		64%	36%	5%	4%	39%	51%	-	11%	9%	27%	53%	23%	17%	7%	96%	-	4%	-
11 or more	3	2	1	-	1	1	1	-	1	-	-	-	-	1	2	3	-	-	-
	1%	1%	1%	-	1%	1%	1%	-	1%	-	-	-	-	1%	2%	3%	-	-	-
		77%	23%	-	52%	25%	23%	-	48%	-	-	-	-	25%	75%	100%	-	-	-
ANY RADIO SETS IN THE HOME	1681	845	836	210	254	579	638	242	181	187	323	464	488	301	423	1440	109	90	43
	71%	75%	68%	61%	60%	71%	83%	71%	68%	70%	79%	78%	70%	70%	67%	73%	53%	78%	66%
		b		cd		cd	cde				ghi	lmn				pr		pr	p
		50%	50%	13%	15%	34%	38%	14%	11%	11%	19%	28%	29%	18%	25%	86%	6%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 102

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

QP7 (QP19). In total, how many radio sets do you have in your home? Please include any mains or battery powered radio sets or wind-up radios. For now, please don't include car radios, radio listening through computers, TVs or phones. (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Don't know	8	2	5	2	3	1	1	-	-	1	2	1	3	2	1	7	1	-	-
	***	***	***	1%	1%	***	***	-%	-%	***	1%	***	***	1%	***	***	1%	-%	-%
		33%	67%	30%	42%	13%	15%	-%	-%	13%	29%	15%	42%	29%	14%	86%	14%	-%	-%
Mean number of radio sets	1.3	1.4	1.2	1.1	.9	1.3	1.6	1.0	1.2	1.3	1.5	1.6	1.3	1.2	1.1	1.4	.8	1.3	1.1
		b				cd	cde		g	g	ghi	lmn	n			pr		p	p
Standard deviation	1.32	1.42	1.22	1.18	1.14	1.37	1.36	.94	1.48	1.26	1.31	1.48	1.23	1.28	1.24	1.36	.93	1.12	1.13
Standard error	.02	.04	.03	.06	.06	.05	.04	.04	.08	.07	.07	.06	.04	.05	.04	.03	.06	.07	.07
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 102

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

QP7 (QP19). In total, how many radio sets do you have in your home? Please include any mains or battery powered radio sets or wind-up radios. For now, please don't include car radios, radio listening through computers, TVs or phones. (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
None	668	597	71	396	264	361	307
	28%	29%	23%	30%	26%	25%	34%
		b	d	d	e	e	e
		89%	11%	59%	40%	54%	46%
1	871	751	119	478	389	535	335
	37%	37%	39%	36%	38%	37%	37%
		86%	14%	55%	45%	61%	39%
2-3	669	569	101	357	312	447	222
	28%	28%	33%	27%	30%	31%	24%
				f	f	f	f
		85%	15%	53%	47%	67%	33%
4-5	112	98	15	67	46	78	34
	5%	5%	5%	5%	4%	5%	4%
		87%	13%	59%	41%	70%	30%
6-10	26	23	3	13	12	19	7
	1%	1%	1%	1%	1%	1%	1%
		87%	13%	48%	46%	74%	26%
11 or more	3	3	-	1	2	3	-
	*%	*%	-%	*%	*%	*%	-%
		100%	-%	25%	75%	100%	-%
ANY RADIO SETS IN THE HOME	1681	1443	238	916	761	1083	598
	71%	70%	77%	70%	74%	75%	66%
			a	c	f	f	f
		86%	14%	54%	45%	64%	36%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 102

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

QP7 (QP19). In total, how many radio sets do you have in your home? Please include any mains or battery powered radio sets or wind-up radios. For now, please don't include car radios, radio listening through computers, TVs or phones. (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Don't know	8	8	-	5	2	4	4
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	59%	32%	46%	54%
Mean number of radio sets	1.3	1.3	1.4	1.3	1.3	1.4 f	1.1
Standard deviation	1.32	1.33	1.26	1.31	1.33	1.39	1.19
Standard error	.02	.03	.06	.04	.03	.03	.04
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 103

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

QP8 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
None	910	380	530	179	212	314	205	150	111	111	118	166	270	184	287	729	117	37	27
	39%	34%	43%	52%	50%	38%	26%	44%	42%	41%	29%	28%	39%	43%	46%	37%	57%	32%	42%
			a	ef	ef	f		j	j	j			k	k	kl		oqr		q
		42%	58%	20%	23%	35%	22%	17%	12%	12%	13%	18%	30%	20%	32%	80%	13%	4%	3%
1	831	430	401	105	143	298	286	131	96	92	155	220	240	151	215	702	59	47	23
	35%	38%	33%	30%	34%	36%	37%	38%	36%	34%	38%	37%	34%	35%	34%	36%	29%	41%	35%
		b				c	c									p		p	
		52%	48%	13%	17%	36%	34%	16%	12%	11%	19%	27%	29%	18%	26%	84%	7%	6%	3%
2-3	528	272	256	58	58	170	242	57	50	53	115	164	167	85	111	461	25	28	14
	22%	24%	21%	17%	14%	21%	31%	17%	19%	20%	28%	28%	24%	20%	18%	23%	12%	24%	21%
						d	cde				ghi	mn	n			p		p	
		52%	48%	11%	11%	32%	46%	11%	10%	10%	22%	31%	32%	16%	21%	87%	5%	5%	3%
4-5	57	31	26	4	1	23	28	4	5	6	12	27	15	4	10	49	5	2	1
	2%	3%	2%	1%	*%	3%	4%	1%	2%	2%	3%	5%	2%	1%	2%	2%	2%	2%	2%
						d	cd					lmn							
		55%	45%	8%	3%	41%	49%	7%	9%	11%	22%	48%	27%	7%	18%	86%	8%	3%	2%
6-10	10	8	2	-	-	4	6	-	1	2	1	5	1	2	1	10	-	-	-
	*%	1%	*%	-%	-%	*%	1%	-%	*%	1%	*%	1%	*%	1%	*%	*%	-%	-%	-%
		78%	22%	-%	-%	39%	61%	-%	7%	17%	12%	56%	9%	25%	11%	100%	-%	-%	-%
11 or more	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-
	*%	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
		100%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1426	742	684	167	203	495	561	191	152	153	284	417	423	243	339	1223	89	77	38
	61%	66%	56%	48%	48%	61%	73%	56%	57%	57%	69%	71%	61%	56%	54%	62%	43%	66%	58%
		b				cd	cde				ghi	lmn	n			p		p	
		52%	48%	12%	14%	35%	39%	13%	11%	11%	20%	29%	30%	17%	24%	86%	6%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 103

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

QP8 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Don't know	21	8	13	1	6	7	7	1	2	5	7	8	4	5	4	18	-	3	-
	1%	1%	1%	*%	2%	1%	1%	*%	1%	2%	2%	1%	1%	1%	1%	1%	-%	2%	-%
		40%	60%	4%	30%	32%	34%	6%	10%	22%	35%	40%	18%	23%	18%	87%	-%	pr 13%	-%
Mean number of 'active' radio sets	1.0	1.1	.9	.7	.7	1.0	1.3	.8	.9	.9	1.2	1.3	1.0	.9	.8	1.0	.6	1.0	.9
		b				cd	cde			g	ghi	lmn	mn			p		p	p
Standard deviation	1.12	1.20	1.04	.95	1.01	1.13	1.18	.88	1.00	1.12	1.11	1.26	1.05	.99	1.10	1.15	.93	.97	1.02
Standard error	.02	.03	.03	.05	.05	.04	.04	.04	.05	.06	.06	.05	.04	.04	.04	.03	.06	.06	.06
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 103

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

QP8 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
None	910	812	98	529	373	493	417
	39%	40%	32%	40%	36%	34%	46%
		b		d		e	
		89%	11%	58%	41%	54%	46%
1	831	705	125	462	364	524	307
	35%	34%	40%	35%	35%	36%	34%
			a				
		85%	15%	56%	44%	63%	37%
2-3	528	450	78	277	251	370	158
	22%	22%	25%	21%	24%	26%	17%
				f			
		85%	15%	53%	47%	70%	30%
4-5	57	50	7	31	24	35	21
	2%	2%	2%	2%	2%	2%	2%
		88%	12%	55%	43%	62%	38%
6-10	10	9	1	4	6	9	1
	*%	*%	*%	*%	1%	1%	*%
				f			
		93%	7%	39%	61%	93%	7%
11 or more	1	1	-	-	1	1	-
	*%	*%	-%	-%	*%	*%	-%
		100%	-%	-%	100%	100%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1426	1216	210	774	646	939	487
	61%	59%	68%	59%	63%	65%	54%
			a		c	f	
		85%	15%	54%	45%	66%	34%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 103

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

QP8 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Don't know	21	20	1	13	8	16	5
	1%	1%	*%	1%	1%	1%	1%
		94%	6%	61%	39%	75%	25%
Mean number of 'active' radio sets	1.0	1.0	1.1	1.0	1.1	1.1	.8
					c	f	
Standard deviation	1.12	1.13	1.05	1.08	1.17	1.17	1.01
Standard error	.02	.02	.05	.03	.03	.03	.03
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 104

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

QP8 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1769	907	862	183	203	557	826	286	217	197	276	428	529	369	438	1313	116	181	159
Effective Weighted Sample	1443	747	697	152	171	464	691	231	177	156	239	362	435	298	364	1161	111	147	151
Total	1426	742	684	167	203	495	561	191	152	153	284	417	423	243	339	1223	89	77	38
		52%	48%	12%	14%	35%	39%	13%	11%	11%	20%	29%	30%	17%	24%	86%	6%	5%	3%
1	831	430	401	105	143	298	286	131	96	92	155	220	240	151	215	702	59	47	23
	58%	58%	59%	63%	70%	60%	51%	68%	63%	60%	55%	53%	57%	62%	63%	57%	66%	61%	60%
		52%	48%	13%	17%	36%	34%	16%	12%	11%	19%	27%	29%	18%	26%	84%	7%	6%	3%
2-3	528	272	256	58	58	170	242	57	50	53	115	164	167	85	111	461	25	28	14
	37%	37%	37%	35%	28%	34%	43%	30%	33%	35%	41%	39%	39%	35%	33%	38%	28%	36%	37%
		52%	48%	11%	11%	32%	46%	11%	10%	10%	22%	31%	32%	16%	21%	87%	5%	5%	3%
4-5	57	31	26	4	1	23	28	4	5	6	12	27	15	4	10	49	5	2	1
	4%	4%	4%	3%	1%	5%	5%	2%	3%	4%	4%	6%	4%	2%	3%	4%	5%	3%	3%
		55%	45%	8%	3%	41%	49%	7%	9%	11%	22%	48%	27%	7%	18%	86%	8%	3%	2%
6-10	10	8	2	-	-	4	6	-	1	2	1	5	1	2	1	10	-	-	-
	1%	1%	*%	-%	-%	1%	1%	-%	*%	1%	*%	1%	*%	1%	*%	1%	-%	-%	-%
		78%	22%	-%	-%	39%	61%	-%	7%	17%	12%	56%	9%	25%	11%	100%	-%	-%	-%
11 or more	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-
	*%	*%	-%	-%	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
		100%	-%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1426	742	684	167	203	495	561	191	152	153	284	417	423	243	339	1223	89	77	38
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		52%	48%	12%	14%	35%	39%	13%	11%	11%	20%	29%	30%	17%	24%	86%	6%	5%	3%
Mean number of 'active' radio sets	1.6	1.7	1.6	1.5	1.4	1.6	1.8	1.4	1.5	1.6	1.7	1.8	1.6	1.5	1.6	1.7	1.5	1.5	1.6
						d	cd			g	gh	lmn							
Standard deviation	1.00	1.10	.89	.80	1.01	1.01	1.04	.70	.86	1.03	.95	1.14	.88	.85	1.05	1.03	.86	.80	.85
Standard error	.02	.04	.03	.06	.07	.04	.04	.04	.06	.07	.06	.06	.04	.04	.05	.03	.08	.06	.07
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 104

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

QP8 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)

Base : Those with any 'active' radio sets in the home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1769	1453	316	787	976	1161	608
Effective Weighted Sample	1443	1199	251	674	813	953	490
Total	1426	1216	210	774	646	939	487
		85%	15%	54%	45%	66%	34%
1	831	705	125	462	364	524	307
	58%	58%	60%	60%	56%	56%	63%
						e	
		85%	15%	56%	44%	63%	37%
2-3	528	450	78	277	251	370	158
	37%	37%	37%	36%	39%	39%	32%
						f	
		85%	15%	53%	47%	70%	30%
4-5	57	50	7	31	24	35	21
	4%	4%	3%	4%	4%	4%	4%
		88%	12%	55%	43%	62%	38%
6-10	10	9	1	4	6	9	1
	1%	1%	*%	*%	1%	1%	*%
		93%	7%	39%	61%	93%	7%
11 or more	1	1	-	-	1	1	-
	*%	*%	-%	-%	*%	*%	-%
		100%	-%	-%	100%	100%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1426	1216	210	774	646	939	487
	100%	100%	100%	100%	100%	100%	100%
		85%	15%	54%	45%	66%	34%
Mean number of 'active' radio sets	1.6	1.7	1.6	1.6	1.7	1.7	1.6
						f	
Standard deviation	1.00	1.02	.91	.95	1.07	1.05	.89
Standard error	.02	.03	.05	.03	.03	.03	.04
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 105

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

QP9. You said earlier that you have (NUMBER AT QP8) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
None	1573	701	871	241	300	536	496	279	195	176	206	304	450	306	508	1287	159	74	52
	67%	62%	71%	69%	71%	66%	64%	81%	74%	66%	50%	51%	64%	71%	81%	65%	77%	64%	80%
			a		f			hij	ij	j			k	kl	klm		oq		oq
		45%	55%	15%	19%	34%	32%	18%	12%	11%	13%	19%	29%	19%	32%	82%	10%	5%	3%
1	580	316	264	74	95	204	207	46	55	71	154	202	188	96	94	505	34	32	9
	25%	28%	22%	21%	23%	25%	27%	13%	21%	27%	38%	34%	27%	22%	15%	26%	17%	27%	14%
		b							g	g	ghi	lmn	n	n		pr		pr	
		55%	45%	13%	16%	35%	36%	8%	10%	12%	27%	35%	32%	16%	16%	87%	6%	5%	2%
2	135	76	59	16	20	49	49	8	11	15	32	56	40	21	17	117	8	7	3
	6%	7%	5%	5%	5%	6%	6%	2%	4%	6%	8%	9%	6%	5%	3%	6%	4%	6%	4%
		b								g	gh	lmn	n						
		56%	44%	12%	15%	36%	37%	6%	8%	11%	24%	42%	30%	15%	12%	87%	6%	5%	2%
3	25	12	12	5	-	12	8	3	1	*	12	14	6	1	2	22	2	*	*
	1%	1%	1%	1%	-%	1%	1%	1%	*%	*%	3%	2%	1%	*%	*%	1%	1%	*%	1%
				d		d					ghi	lmn							
		49%	51%	21%	-%	48%	31%	13%	3%	1%	49%	58%	26%	6%	10%	90%	7%	1%	2%
4-5	15	10	5	1	1	8	4	-	2	1	4	8	2	1	4	13	1	*	*
	1%	1%	*%	*%	*%	1%	1%	-%	1%	*%	1%	1%	*%	*%	1%	1%	1%	*%	*%
												m							
		69%	31%	9%	10%	54%	27%	-%	11%	6%	24%	50%	16%	4%	30%	88%	9%	2%	1%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	755	415	340	97	117	273	268	58	68	87	201	280	237	118	118	658	45	39	13
	32%	37%	28%	28%	28%	33%	35%	17%	26%	33%	49%	47%	34%	27%	19%	33%	22%	34%	20%
		b					cd		g	g	ghi	lmn	mn	n		pr		pr	
		55%	45%	13%	15%	36%	36%	8%	9%	12%	27%	37%	31%	16%	16%	87%	6%	5%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 105

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

QP9. You said earlier that you have (NUMBER AT QP8) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Don't know	30	14	16	9	5	7	8	6	1	5	2	8	10	7	5	25	1	3	*
	1%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%
		47%	53%	30%	17%	25%	28%	20%	4%	16%	7%	26%	35%	23%	16%	85%	4%	10%	1%
Mean number of 'active' digital radio sets	.4	.5	.4	.4	.3	.5	.4	.2	.3	.4	.7	.7	.4	.3	.2	.4	.3	.4	.3
		b				d	d		g	g	ghi	lmn	mn	n		pr		pr	
Standard deviation	.71	.76	.66	.68	.60	.77	.71	.52	.62	.63	.81	.86	.68	.60	.59	.72	.65	.64	.59
Standard error	.01	.02	.02	.03	.03	.03	.02	.02	.03	.03	.04	.03	.02	.02	.02	.02	.04	.04	.04
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 105

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

QP9. You said earlier that you have (NUMBER AT QP8) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
None	1573	1383	190	844	720	905	668
	67%	68%	61%	64%	70%	63%	73%
		b		c		e	
		88%	12%	54%	46%	58%	42%
1	580	505	76	355	221	397	183
	25%	25%	24%	27%	22%	27%	20%
				d		f	
		87%	13%	61%	38%	68%	32%
2	135	103	32	74	60	103	31
	6%	5%	10%	6%	6%	7%	3%
		a		f			
		76%	24%	55%	45%	77%	23%
3	25	21	4	18	7	15	9
	1%	1%	1%	1%	1%	1%	1%
		84%	16%	72%	28%	62%	38%
4-5	15	13	2	9	6	12	3
	1%	1%	1%	1%	1%	1%	*%
		87%	13%	58%	42%	78%	22%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	755	641	114	456	295	527	227
	32%	31%	37%	35%	29%	36%	25%
		a		d		f	
		85%	15%	60%	39%	70%	30%
Don't know	30	24	6	16	13	15	15
	1%	1%	2%	1%	1%	1%	2%
		80%	20%	54%	42%	51%	49%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 105

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

QP9. You said earlier that you have (NUMBER AT QP8) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e
Mean number of 'active' digital radio sets	.4	.4	.5	.5	.4	.5
			a	d		f
Standard deviation	.71	.70	.78	.73	.68	.75
Standard error	.01	.01	.04	.02	.02	.02
Columns Tested: a,b - c,d - e,f						

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 106

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

QP9. You said earlier that you have (NUMBER AT QP8) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2300	1129	1171	281	322	753	944	366	280	278	361	541	695	484	573	1673	184	222	221
Effective Weighted Sample	1871	929	942	231	269	625	789	295	228	219	309	455	570	390	471	1474	177	182	211
Total	1891	941	950	256	321	670	643	249	198	218	372	530	564	333	458	1597	144	96	54
		50%	50%	14%	17%	35%	34%	13%	10%	12%	20%	28%	30%	18%	24%	84%	8%	5%	3%
None	1148	534	615	164	205	402	377	187	134	131	174	254	334	215	342	948	103	56	42
	61%	57%	65%	64%	64%	60%	59%	75%	67%	60%	47%	48%	59%	64%	75%	59%	71%	58%	77%
		a	a					ij	j	j			k	k	klm		oq		oq
		46%	54%	14%	18%	35%	33%	16%	12%	11%	15%	22%	29%	19%	30%	83%	9%	5%	4%
1	552	301	250	65	91	197	199	45	50	67	150	193	177	92	90	483	29	31	9
	29%	32%	26%	26%	28%	29%	31%	18%	25%	31%	40%	36%	31%	28%	20%	30%	20%	32%	17%
		b							g	g	ghi	mn	n	n		pr		pr	
		55%	45%	12%	16%	36%	36%	8%	9%	12%	27%	35%	32%	17%	16%	88%	5%	6%	2%
2	127	73	54	14	18	46	48	8	11	15	32	55	36	20	16	110	8	7	2
	7%	8%	6%	6%	6%	7%	8%	3%	5%	7%	9%	10%	6%	6%	3%	7%	5%	7%	5%
											g	lmn	n						
		57%	43%	11%	14%	36%	38%	7%	8%	12%	25%	43%	28%	16%	12%	87%	6%	5%	2%
3	25	12	12	5	-	12	8	3	1	*	12	14	6	1	2	22	2	*	*
	1%	1%	1%	2%	-%	2%	1%	1%	*%	*%	3%	3%	1%	*%	1%	1%	1%	*%	1%
				d		d					hi	mn							
		49%	51%	21%	-%	48%	31%	13%	3%	1%	49%	58%	26%	6%	10%	90%	7%	1%	2%
4-5	14	10	5	1	1	8	3	-	2	1	4	8	2	-	4	13	1	*	*
	1%	1%	*%	1%	*%	1%	1%	-%	1%	*%	1%	1%	*%	-%	1%	1%	1%	*%	*%
												m			m				
		68%	32%	9%	10%	57%	24%	-%	11%	7%	25%	53%	16%	-%	31%	87%	9%	2%	1%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	718	396	322	86	111	262	258	56	63	83	197	269	221	113	113	627	40	38	12
	38%	42%	34%	34%	34%	39%	40%	23%	32%	38%	53%	51%	39%	34%	25%	39%	28%	40%	22%
		b							g	g	ghi	lmn	n	n		pr		pr	
		55%	45%	12%	15%	37%	36%	8%	9%	12%	27%	38%	31%	16%	16%	87%	6%	5%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 106

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

QP9. You said earlier that you have (NUMBER AT QP8) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2300	1129	1171	281	322	753	944	366	280	278	361	541	695	484	573	1673	184	222	221
Effective Weighted Sample	1871	929	942	231	269	625	789	295	228	219	309	455	570	390	471	1474	177	182	211
Total	1891	941	950	256	321	670	643	249	198	218	372	530	564	333	458	1597	144	96	54
		50%	50%	14%	17%	35%	34%	13%	10%	12%	20%	28%	30%	18%	24%	84%	8%	5%	3%
Don't know	25	11	13	6	5	6	8	5	1	3	2	7	9	5	4	21	1	2	*
	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	*%
		45%	55%	24%	21%	24%	31%	22%	5%	13%	8%	27%	36%	20%	17%	86%	5%	8%	1%
Mean number of 'active' digital radio sets	.5	.6	.4	.4	.4	.5	.5	.3	.4	.5	.7	.7	.5	.4	.3	.5	.4	.5	.3
		b				d	d		g	g	ghi	lmn	mn	n		pr		r	
Standard deviation	.75	.79	.71	.74	.64	.81	.73	.59	.68	.67	.83	.88	.70	.62	.66	.76	.73	.67	.62
Standard error	.02	.02	.02	.04	.04	.03	.02	.03	.04	.04	.04	.04	.03	.03	.03	.02	.05	.05	.04
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 106

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

QP9. You said earlier that you have (NUMBER AT QP8) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who listen to radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2300	1922	378	1100	1189	1484	816
Effective Weighted Sample	1871	1583	299	935	988	1217	655
Total	1891	1643	248	1085	794	1210	681
		87%	13%	57%	42%	64%	36%
None	1148	1012	136	634	507	693	456
	61%	62%	55%	58%	64%	57%	67%
		b		c		e	
		88%	12%	55%	44%	60%	40%
1	552	479	73	341	207	380	171
	29%	29%	29%	31%	26%	31%	25%
				d		f	
		87%	13%	62%	38%	69%	31%
2	127	99	29	69	58	98	30
	7%	6%	12%	6%	7%	8%	4%
		a		f			
		77%	23%	54%	46%	77%	23%
3	25	21	4	18	7	15	9
	1%	1%	2%	2%	1%	1%	1%
		84%	16%	72%	28%	62%	38%
4-5	14	13	1	8	6	11	3
	1%	1%	1%	1%	1%	1%	*%
		91%	9%	57%	43%	77%	23%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	718	611	107	436	278	504	213
	38%	37%	43%	40%	35%	42%	31%
				d		f	
		85%	15%	61%	39%	70%	30%
Don't know	25	19	5	15	9	13	11
	1%	1%	2%	1%	1%	1%	2%
		79%	21%	59%	36%	54%	46%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 106

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

QP9. You said earlier that you have (NUMBER AT QP8) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who listen to radio

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	f
Mean number of 'active' digital radio sets	.5	.5	.6	.5	.5	.4
			a			f
Standard deviation	.75	.74	.80	.76	.74	.78
Standard error	.02	.02	.04	.02	.02	.02
Columns Tested: a,b - c,d - e,f						

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 107

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

QP10. In most weeks, how many motor vehicles do you personally use - as a driver or a passenger? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
None	540	235	305	97	89	133	222	193	63	40	28	50	129	80	279	427	73	29	11
	23%	21%	25%	28%	21%	16%	29%	56%	24%	15%	7%	8%	19%	19%	44%	22%	35%	25%	17%
			a	de	e		de	hij	ij	j			k	k	klm		oqr	r	
		44%	56%	18%	16%	25%	41%	36%	12%	7%	5%	9%	24%	15%	52%	79%	13%	5%	2%
1	1301	590	711	172	246	452	430	132	160	168	224	338	406	265	289	1098	105	62	36
	55%	52%	58%	50%	58%	55%	56%	39%	61%	63%	55%	57%	58%	61%	46%	56%	51%	53%	56%
			a		c				g	gj	g	n	n	n					
		45%	55%	13%	19%	35%	33%	10%	12%	13%	17%	26%	31%	20%	22%	84%	8%	5%	3%
2	435	246	188	59	73	202	101	16	31	53	136	185	128	76	45	375	24	20	16
	18%	22%	15%	17%	17%	25%	13%	5%	12%	20%	33%	31%	18%	18%	7%	19%	12%	17%	25%
			b			cdf			g	gh	ghi	lmn	n	n		p			opq
		57%	43%	14%	17%	47%	23%	4%	7%	12%	31%	43%	30%	17%	10%	86%	5%	5%	4%
3	40	29	11	11	6	13	10	2	6	5	9	10	14	7	8	35	1	3	1
	2%	3%	1%	3%	1%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	2%	1%	3%	1%
		b		f														p	
		73%	27%	28%	16%	32%	24%	5%	14%	14%	23%	26%	36%	18%	21%	88%	2%	8%	2%
4 or more	34	24	10	7	7	12	8	-	5	2	11	6	16	3	9	27	3	2	1
	1%	2%	1%	2%	2%	2%	1%	-%	2%	1%	3%	1%	2%	1%	1%	1%	2%	2%	2%
		b							g		g		m						
		70%	30%	20%	20%	37%	23%	-%	16%	5%	31%	18%	46%	10%	26%	80%	9%	7%	4%
Don't know	8	6	2	1	1	3	3	-	*	-	3	3	4	*	1	8	-	*	-
	0%	1%	0%	0%	0%	0%	0%	-%	0%	-%	1%	0%	1%	0%	0%	0%	-%	0%	-%
		74%	26%	10%	14%	41%	36%	-%	3%	-%	35%	34%	53%	3%	10%	97%	-%	3%	-%
Mean number of motor vehicles	1.0	1.1	1.0	1.0	1.1	1.2	.9	.5	1.0	1.1	1.4	1.3	1.1	1.0	.7	1.1	.8	1.1	1.2
		b		f	f	cdf			g	g	ghi	lmn	n	n		p		p	op
Standard deviation	.84	.91	.76	1.04	.85	.78	.79	.61	1.05	.69	.85	.78	.84	.72	.88	.84	.79	.95	.88
Standard error	.02	.02	.02	.05	.04	.03	.02	.03	.06	.04	.04	.03	.03	.03	.03	.02	.05	.06	.05

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 107

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

QP10. In most weeks, how many motor vehicles do you personally use - as a driver or a passenger? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
None	540	497	43	177	361	233	307
	23%	24%	14%	13%	35%	16%	34%
		b			c		e
		92%	8%	33%	67%	43%	57%
1	1301	1124	177	753	539	838	463
	55%	55%	57%	57%	52%	58%	51%
				d		f	
		86%	14%	58%	41%	64%	36%
2	435	355	80	330	102	324	111
	18%	17%	26%	25%	10%	22%	12%
			a	d		f	
		82%	18%	76%	23%	74%	26%
3	40	33	7	31	9	25	15
	2%	2%	2%	2%	1%	2%	2%
				d			
		83%	17%	78%	22%	63%	37%
4 or more	34	31	3	21	13	23	11
	1%	2%	1%	2%	1%	2%	1%
		92%	8%	60%	40%	68%	32%
Don't know	8	8	*	5	3	4	3
	*%	*%	*%	*%	*%	*%	*%
		97%	3%	61%	39%	56%	44%
Mean number of motor vehicles	1.0	1.0	1.2	1.2	.8	1.2	.9
			a	d		f	
Standard deviation	.84	.85	.76	.84	.80	.83	.84
Standard error	.02	.02	.04	.02	.02	.02	.03
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 108

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

QP11. How many of these motor vehicles have a radio? (SINGLE CODE)

Base : Those who use at least one motor vehicle in most weeks

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2164	1061	1103	269	338	755	802	219	277	293	373	551	686	503	418	1583	170	198	213
Effective Weighted Sample	1764	869	895	225	280	627	670	171	226	232	318	462	565	410	343	1398	163	162	204
Total	1809	889	920	249	332	680	548	150	202	229	379	539	564	351	351	1535	132	87	54
		49%	51%	14%	18%	38%	30%	8%	11%	13%	21%	30%	31%	19%	19%	85%	7%	5%	3%
None	36	21	16	2	8	12	14	8	6	6	4	6	8	6	17	33	1	2	*
	2%	2%	2%	1%	2%	2%	3%	5%	3%	3%	1%	1%	1%	2%	5%	2%	1%	3%	1%
								j							klm				
		57%	43%	6%	22%	33%	39%	21%	17%	16%	12%	16%	21%	16%	46%	91%	2%	7%	1%
1	1273	574	700	171	239	443	421	125	158	163	222	335	400	259	276	1073	104	60	36
	70%	65%	76%	69%	72%	65%	77%	83%	78%	71%	58%	62%	71%	74%	79%	70%	79%	69%	66%
			a		e		ce	ij	j	j			k	k	kl		or		
		45%	55%	13%	19%	35%	33%	10%	12%	13%	17%	26%	31%	20%	22%	84%	8%	5%	3%
2	430	244	186	59	72	201	98	16	28	53	135	183	128	75	44	371	24	20	16
	24%	27%	20%	24%	22%	30%	18%	10%	14%	23%	36%	34%	23%	21%	13%	24%	18%	23%	29%
		b				df				gh	ghi	lmn	n	n					p
		57%	43%	14%	17%	47%	23%	4%	7%	12%	31%	43%	30%	17%	10%	86%	6%	5%	4%
3	39	29	10	11	6	14	8	2	6	5	10	10	15	7	7	34	1	4	1
	2%	3%	1%	4%	2%	2%	1%	1%	3%	2%	3%	2%	3%	2%	2%	2%	1%	4%	1%
		b		f														p	
		74%	26%	28%	16%	36%	20%	5%	14%	14%	24%	26%	38%	18%	18%	86%	2%	10%	2%
4 or more	26	19	7	6	7	6	7	-	4	2	8	5	11	3	7	21	3	1	1
	1%	2%	1%	3%	2%	1%	1%	-%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%
		b																	
		74%	26%	24%	26%	23%	26%	-%	17%	6%	29%	18%	42%	13%	27%	79%	12%	4%	5%
Don't know	4	2	1	-	-	3	1	*	-	-	2	-	3	1	*	4	-	-	*
	1%	1%	1%	-%	-%	1%	1%	1%	-%	-%	1%	-%	1%	1%	1%	1%	-%	-%	1%
		b																	
		64%	36%	-%	-%	80%	20%	6%	-%	-%	39%	-%	80%	14%	6%	94%	-%	-%	6%
Mean number of motor vehicles	1.3	1.4	1.2	1.4	1.3	1.3	1.2	1.1	1.3	1.3	1.5	1.4	1.3	1.3	1.2	1.3	1.3	1.3	1.4
		b		f		f			g	g	ghi	mn	n						p
Standard deviation	.67	.76	.56	.92	.68	.60	.61	.45	.95	.58	.69	.63	.68	.59	.78	.68	.60	.66	.78
Standard error	.01	.02	.02	.06	.04	.02	.02	.03	.06	.03	.04	.03	.03	.03	.04	.02	.05	.05	.05

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 108

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

QP11. How many of these motor vehicles have a radio? (SINGLE CODE)

Base : Those who use at least one motor vehicle in most weeks

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2164	1766	398	1166	986	1458	706
Effective Weighted Sample	1764	1459	317	985	819	1195	570
Total	1809	1543	267	1133	663	1210	599
		85%	15%	63%	37%	67%	33%
None	36	30	6	18	18	26	10
	2%	2%	2%	2%	3%	2%	2%
		84%	16%	50%	50%	72%	28%
1	1273	1101	172	740	524	821	452
	70%	71%	65%	65%	79%	68%	75%
		b		c		e	
		86%	14%	58%	41%	64%	36%
2	430	351	79	327	100	320	111
	24%	23%	30%	29%	15%	26%	18%
			a	d		f	
			82%	18%	76%	23%	26%
3	39	33	7	32	7	25	15
	2%	2%	3%	3%	1%	2%	2%
			d				
		83%	17%	82%	18%	63%	37%
4 or more	26	24	2	14	12	16	10
	1%	2%	1%	1%	2%	1%	2%
		94%	6%	55%	45%	60%	40%
Don't know	4	3	1	2	2	3	1
	*%	*%	*%	*%	*%	*%	*%
		76%	24%	58%	42%	67%	33%
Mean number of motor vehicles	1.3	1.3	1.3	1.4	1.2	1.3	1.3
				d			
Standard deviation	.67	.68	.60	.69	.63	.65	.72
Standard error	.01	.02	.03	.02	.02	.02	.03
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 109

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

QP12/13. Is the radio in this vehicle a digital radio?/ How many of the radios in those vehicles are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who use at least one motor vehicle with a radio in most weeks

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2116	1037	1079	266	331	740	779	207	270	288	369	544	675	495	396	1544	169	192	211
Effective Weighted Sample	1726	849	876	222	274	614	651	161	221	228	315	456	557	404	325	1364	162	157	202
Total	1769	866	903	247	324	665	533	142	196	223	374	533	553	345	334	1498	132	85	54
		49%	51%	14%	18%	38%	30%	8%	11%	13%	21%	30%	31%	19%	19%	85%	7%	5%	3%
None	1062	555	507	120	192	438	312	88	130	143	238	314	329	217	199	924	55	49	33
	60%	64%	56%	49%	59%	66%	58%	62%	66%	64%	64%	59%	59%	63%	60%	62%	42%	58%	62%
		b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
		52%	48%	11%	18%	41%	29%	8%	12%	13%	22%	30%	31%	20%	19%	87%	5%	5%	3%
1	389	178	211	60	75	135	119	26	36	45	81	138	122	69	59	323	43	16	8
	22%	21%	23%	24%	23%	20%	22%	19%	19%	20%	22%	26%	22%	20%	18%	22%	32%	19%	14%
		46%	54%	15%	19%	35%	31%	7%	9%	11%	21%	35%	31%	18%	15%	83%	11%	4%	2%
2	83	51	32	16	11	37	19	5	4	8	28	29	36	10	9	69	6	5	3
	5%	6%	4%	7%	3%	6%	4%	3%	2%	4%	7%	5%	6%	3%	3%	5%	5%	6%	6%
		b	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v
		61%	39%	20%	13%	45%	23%	6%	5%	10%	33%	35%	43%	12%	10%	83%	7%	6%	4%
3	4	2	2	-	-	3	2	-	2	*	1	2	1	*	2	3	1	1	-
	*%	*%	*%	-%	-%	*%	*%	-%	1%	*%	*%	*%	*%	*%	1%	*%	1%	1%	-%
		54%	46%	-%	-%	65%	35%	-%	40%	7%	33%	35%	18%	7%	40%	60%	18%	22%	-%
4 or more	4	2	2	1	2	-	1	-	1	-	-	2	*	-	1	3	-	-	*
	*%	*%	*%	1%	*%	-%	*%	-%	1%	-%	-%	*%	*%	-%	*%	*%	-%	-%	*%
		55%	45%	37%	45%	-%	19%	-%	30%	-%	-%	63%	7%	-%	30%	93%	-%	-%	7%
ANY DIGITAL RADIO IN VEHICLES	480	234	247	78	87	176	140	31	43	53	110	170	159	80	71	398	50	22	11
	27%	27%	27%	32%	27%	26%	26%	22%	22%	24%	29%	32%	29%	23%	21%	27%	38%	26%	21%
		49%	51%	16%	18%	37%	29%	6%	9%	11%	23%	35%	33%	17%	15%	83%	10%	5%	2%
Don't know	226	78	148	49	44	51	82	23	23	26	25	49	66	48	64	176	27	14	9
	13%	9%	16%	20%	14%	8%	15%	16%	12%	12%	7%	9%	12%	14%	19%	12%	21%	16%	18%
		a	e	e	e	e	e	j	j	j	j	k	k	k	kl	o	o	o	o
		34%	66%	22%	19%	23%	36%	10%	10%	12%	11%	21%	29%	21%	28%	78%	12%	6%	4%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 109

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

QP12/13. Is the radio in this vehicle a digital radio?/ How many of the radios in those vehicles are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who use at least one motor vehicle with a radio in most weeks

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Mean number of 'ACTIVE' digital radios in vehicles	.3	.3	.3	.4 f	.3	.3	.3	.3	.3	.3	.4 gi	.4 mn	.4 m	.3	.3	.3	.4 or	.3	.3
Standard deviation	.63	.70	.57	.88	.58	.60	.56	.50	.89	.53	.64	.64	.61	.51	.76	.64	.62	.64	.61
Standard error	.01	.02	.02	.05	.03	.02	.02	.04	.05	.03	.03	.03	.02	.02	.04	.02	.05	.05	.04
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 109

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

QP12/13. Is the radio in this vehicle a digital radio?/ How many of the radios in those vehicles are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who use at least one motor vehicle with a radio in most weeks

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2116	1728	388	1147	957	1426	690
Effective Weighted Sample	1726	1427	310	969	795	1169	557
Total	1769	1509	260	1113	643	1181	588
		85%	15%	63%	36%	67%	33%
None	1062	917	145	690	368	746	316
	60%	61%	56%	62%	57%	63%	54%
				d		f	
		86%	14%	65%	35%	70%	30%
1	389	339	50	236	150	247	142
	22%	22%	19%	21%	23%	21%	24%
		87%	13%	61%	39%	63%	37%
2	83	61	22	67	15	60	23
	5%	4%	8%	6%	2%	5%	4%
			a	d			
		74%	26%	80%	18%	72%	28%
3	4	2	2	3	1	2	2
	*%	*%	1%	*%	*%	*%	*%
		58%	42%	80%	20%	53%	47%
4 or more	4	4	-	3	1	*	3
	*%	*%	-%	*%	*%	*%	1%
							e
		100%	-%	75%	25%	7%	93%
ANY DIGITAL RADIO IN VEHICLES	480	406	74	309	167	309	171
	27%	27%	28%	28%	26%	26%	29%
		85%	15%	64%	35%	64%	36%
Don't know	226	186	40	115	108	126	101
	13%	12%	16%	10%	17%	11%	17%
				c			e
		82%	18%	51%	48%	56%	44%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 109

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

QP12/13. Is the radio in this vehicle a digital radio?/ How many of the radios in those vehicles are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : Those who use at least one motor vehicle with a radio in most weeks

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Mean number of 'ACTIVE' digital radios in vehicles	.3	.3	.4	.4 d	.3	.3	.4
Standard deviation	.63	.63	.67	.69	.53	.58	.74
Standard error	.01	.02	.03	.02	.02	.02	.03
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 110

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

QP14 (QP13). SHOWCARD Before today, were you aware that you can listen to radio programmes as they are broadcast in these ways? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Through a TV service - such as Freeview, Sky, Virgin, BT Vision	1559	793	766	257	289	611	403	164	163	193	344	450	500	280	325	1352	104	66	37
	66%	70%	62%	74%	69%	75%	52%	48%	62%	72%	84%	76%	72%	65%	52%	69%	51%	57%	57%
		b		f	f	df			g	gh	ghi	mn	mn	n		pqr			
		51%	49%	16%	19%	39%	26%	11%	10%	12%	22%	29%	32%	18%	21%	87%	7%	4%	2%
Using a computer connected to the internet	1477	754	723	263	305	572	336	139	144	183	340	443	485	255	289	1290	101	51	34
	63%	67%	59%	76%	72%	70%	44%	41%	54%	68%	83%	75%	70%	59%	46%	65%	49%	44%	53%
		b		f	f	f			g	gh	ghi	lmn	mn	n		pqr			q
		51%	49%	18%	21%	39%	23%	9%	10%	12%	23%	30%	33%	17%	20%	87%	7%	3%	2%
Using a smartphone - such as an iPhone or BlackBerry	1424	717	707	281	301	554	289	148	138	170	337	422	456	249	295	1262	83	48	31
	60%	63%	58%	81%	71%	68%	37%	43%	52%	64%	82%	71%	65%	58%	47%	64%	40%	41%	48%
		b		def	f	f			g	gh	ghi	lmn	mn	n		pqr			
		50%	50%	20%	21%	39%	20%	10%	10%	12%	24%	30%	32%	17%	21%	89%	6%	3%	2%
Using an MP3 player - such as an iPod	1210	631	579	236	250	476	248	113	110	148	288	368	385	209	248	1067	75	39	28
	51%	56%	47%	68%	59%	58%	32%	33%	41%	55%	70%	62%	55%	48%	39%	54%	37%	34%	44%
		b		def	f	f			g	gh	ghi	lmn	mn	n		pqr			q
		52%	48%	19%	21%	39%	20%	9%	9%	12%	24%	30%	32%	17%	20%	88%	6%	3%	2%
Using a games console - such as a PlayStation or Wii	849	451	398	176	178	349	146	80	77	103	200	252	278	144	174	745	54	29	21
	36%	40%	32%	51%	42%	43%	19%	23%	29%	38%	49%	43%	40%	33%	28%	38%	26%	25%	32%
		b		def	f	f				gh	ghi	mn	mn	n		pq			
		53%	47%	21%	21%	41%	17%	9%	9%	12%	24%	30%	33%	17%	20%	88%	6%	3%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 110

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

QP14 (QP13). SHOWCARD Before today, were you aware that you can listen to radio programmes as they are broadcast in these ways? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
AWARE CAN LISTEN IN ANY OF THESE WAYS	1812	904	909	304	352	688	468	202	191	224	377	501	573	332	401	1559	138	74	42
	77%	80%	74%	88%	84%	84%	61%	59%	72%	83%	92%	85%	82%	77%	64%	79%	67%	63%	65%
		b		f	f	f			g	gh	ghi	mn	mn	n		pqr			
		50%	50%	17%	19%	38%	26%	11%	11%	12%	21%	28%	32%	18%	22%	86%	8%	4%	2%
AWARE CAN LISTEN THROUGH COMPUTER & INTERNET, DIGITAL TV OR GAMES CONSOLE	1743	872	871	288	338	670	447	190	183	211	369	494	556	313	374	1500	130	72	41
	74%	77%	71%	83%	80%	82%	58%	55%	69%	79%	90%	84%	80%	73%	59%	76%	63%	62%	63%
		b		f	f	f			g	gh	ghi	mn	mn	n		pqr			
		50%	50%	17%	19%	38%	26%	11%	10%	12%	21%	28%	32%	18%	21%	86%	7%	4%	2%
No, none of these	545	226	318	42	69	128	305	141	74	44	32	91	125	99	229	412	67	42	23
	23%	20%	26%	12%	16%	16%	39%	41%	28%	17%	8%	15%	18%	23%	36%	21%	33%	37%	35%
		a					cde	hij	ij	j				kl	klm		o	o	o
		42%	58%	8%	13%	23%	56%	26%	14%	8%	6%	17%	23%	18%	42%	76%	12%	8%	4%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 110

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

QP14 (QP13). SHOWCARD Before today, were you aware that you can listen to radio programmes as they are broadcast in these ways? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Through a TV service - such as Freeview, Sky, Virgin, BT Vision	1559	1369	190	985	568	967	593
	66%	67%	61%	75%	55%	67%	65%
		b		d			
		88%	12%	63%	36%	62%	38%
Using a computer connected to the internet	1477	1296	180	961	510	913	564
	63%	63%	58%	73%	50%	63%	62%
			d				
		88%	12%	65%	35%	62%	38%
Using a smartphone - such as an iPhone or BlackBerry	1424	1267	157	941	477	851	573
	60%	62%	51%	72%	46%	59%	63%
		b		d			e
		89%	11%	66%	34%	60%	40%
Using an MP3 player - such as an iPod	1210	1071	139	804	400	731	479
	51%	52%	45%	61%	39%	50%	53%
		b		d			
		88%	12%	66%	33%	60%	40%
Using a games console - such as a PlayStation or Wii	849	765	84	575	271	528	321
	36%	37%	27%	44%	26%	36%	35%
		b		d			
		90%	10%	68%	32%	62%	38%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 110

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

QP14 (QP13). SHOWCARD Before today, were you aware that you can listen to radio programmes as they are broadcast in these ways? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
AWARE CAN LISTEN IN ANY OF THESE WAYS	1812	1584	229	1136	670	1096	717
	77%	77%	74%	86%	65%	76%	79%
		87%	13%	63%	37%	60%	40%
AWARE CAN LISTEN THROUGH COMPUTER & INTERNET, DIGITAL TV OR GAMES CONSOLE	1743	1525	218	1098	638	1063	680
	74%	74%	70%	83%	62%	73%	75%
		88%	12%	63%	37%	61%	39%
No, none of these	545	464	81	180	357	352	193
	23%	23%	26%	14%	35%	24%	21%
		85%	15%	33%	66%	65%	35%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 111

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

QP15 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2592	1268	1324	369	404	872	947	382	329	322	394	578	803	567	636	1914	227	229	222
Effective Weighted Sample	2139	1052	1087	308	340	727	803	316	269	258	338	489	667	467	530	1691	219	189	212
Total	2169	1069	1100	337	398	775	660	275	239	256	403	568	664	402	528	1830	181	103	56
		49%	51%	16%	18%	36%	30%	13%	11%	12%	19%	26%	31%	19%	24%	84%	8%	5%	3%
Clear and high quality sound/ interference free	1267	666	601	175	243	503	345	139	128	157	288	389	400	219	254	1071	103	63	30
	58%	62%	55%	52%	61%	65%	52%	50%	54%	61%	71%	68%	60%	55%	48%	59%	57%	62%	53%
		b			cf	cf				g	ghi	lmn	n	n					
		53%	47%	14%	19%	40%	27%	11%	10%	12%	23%	31%	32%	17%	20%	85%	8%	5%	2%
A wider choice of radio stations/ digital-only radio stations	1208	653	556	194	251	465	299	129	114	141	292	352	395	212	248	1019	107	52	31
	56%	61%	51%	58%	63%	60%	45%	47%	48%	55%	72%	62%	59%	53%	47%	56%	59%	51%	55%
		b		f	f	f				g	ghi	mn	mn						
		54%	46%	16%	21%	38%	25%	11%	9%	12%	24%	29%	33%	18%	21%	84%	9%	4%	3%
Ease of use (e.g. find your station by name, not frequency)	659	376	283	99	143	248	169	68	58	95	170	210	216	110	122	583	39	23	14
	30%	35%	26%	29%	36%	32%	26%	25%	24%	37%	42%	37%	33%	27%	23%	32%	22%	22%	25%
		b		f	f	f				gh	gh	mn	n			pqr			
		57%	43%	15%	22%	38%	26%	10%	9%	14%	26%	32%	33%	17%	18%	88%	6%	3%	2%
Extra features (including ability to pause and rewind live radio, programme guides)	508	283	226	77	117	209	105	61	42	79	135	156	144	95	113	439	36	23	10
	23%	26%	21%	23%	29%	27%	16%	22%	18%	31%	34%	27%	22%	24%	21%	24%	20%	22%	18%
		b		f	f	f				gh	gh	ln							
		56%	44%	15%	23%	41%	21%	12%	8%	16%	27%	31%	28%	19%	22%	86%	7%	4%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 111

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

QP15 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2592	1268	1324	369	404	872	947	382	329	322	394	578	803	567	636	1914	227	229	222
Effective Weighted Sample	2139	1052	1087	308	340	727	803	316	269	258	338	489	667	467	530	1691	219	189	212
Total	2169	1069	1100	337	398	775	660	275	239	256	403	568	664	402	528	1830	181	103	56
		49%	51%	16%	18%	36%	30%	13%	11%	12%	19%	26%	31%	19%	24%	84%	8%	5%	3%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	431	262	170	66	97	171	97	46	42	50	123	152	122	75	81	382	23	16	11
	20%	24%	15%	20%	24%	22%	15%	17%	17%	20%	31%	27%	18%	19%	15%	21%	12%	15%	20%
		b		f	f	f					ghi	lmn				p			p
		61%	39%	15%	22%	40%	23%	11%	10%	12%	29%	35%	28%	17%	19%	89%	5%	4%	3%
Future-proof/ ready for switchover	290	177	113	49	65	118	58	30	29	36	84	104	79	47	60	242	29	12	8
	13%	17%	10%	15%	16%	15%	9%	11%	12%	14%	21%	18%	12%	12%	11%	13%	16%	12%	13%
		b		f	f	f					ghi	lmn							
		61%	39%	17%	22%	41%	20%	10%	10%	12%	29%	36%	27%	16%	21%	83%	10%	4%	3%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1704	875	829	265	329	643	467	196	181	213	373	487	539	304	370	1443	138	80	43
	79%	82%	75%	79%	83%	83%	71%	71%	76%	83%	93%	86%	81%	76%	70%	79%	76%	78%	77%
		b		f	f	f				gh	ghi	lmn	mn						
		51%	49%	16%	19%	38%	27%	11%	11%	13%	22%	29%	32%	18%	22%	85%	8%	5%	3%
None of these	462	193	269	72	67	131	193	79	57	43	30	80	123	99	159	383	43	23	13
	21%	18%	24%	21%	17%	17%	29%	29%	24%	17%	7%	14%	19%	24%	30%	21%	24%	22%	23%
			a				cde	ij	ij	j			k	kl	kl				
		42%	58%	16%	14%	28%	42%	17%	12%	9%	6%	17%	27%	21%	34%	83%	9%	5%	3%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 111

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

QP15 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2592	2178	414	1302	1278	1621	971
Effective Weighted Sample	2139	1815	334	1110	1077	1345	795
Total	2169	1886	284	1275	882	1345	824
		87%	13%	59%	41%	62%	38%
Clear and high quality sound/ interference free	1267	1111	156	806	454	770	497
	58%	59%	55%	63%	52%	57%	60%
		88%	12%	64%	36%	61%	39%
A wider choice of radio stations/ digital-only radio stations	1208	1065	144	785	416	716	492
	56%	56%	51%	62%	47%	53%	60%
		b	d	d	e		
		88%	12%	65%	34%	59%	41%
Ease of use (e.g. find your station by name, not frequency)	659	579	79	436	219	376	283
	30%	31%	28%	34%	25%	28%	34%
		88%	12%	66%	33%	57%	43%
Extra features (including ability to pause and rewind live radio, programme guides)	508	457	52	343	164	267	241
	23%	24%	18%	27%	19%	20%	29%
		b	d	d	e		
		90%	10%	68%	32%	53%	47%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 111

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

QP15 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2592	2178	414	1302	1278	1621	971
Effective Weighted Sample	2139	1815	334	1110	1077	1345	795
Total	2169	1886	284	1275	882	1345	824
		87%	13%	59%	41%	62%	38%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	431	391	40	290	141	251	180
	20%	21%	14%	23%	16%	19%	22%
		b		d			
		91%	9%	67%	33%	58%	42%
Future-proof/ ready for switchover	290	259	31	198	90	139	151
	13%	14%	11%	16%	10%	10%	18%
			d				e
		89%	11%	68%	31%	48%	52%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1704	1490	214	1063	630	1052	651
	79%	79%	75%	83%	71%	78%	79%
			d				
		87%	13%	62%	37%	62%	38%
None of these	462	394	68	210	250	290	172
	21%	21%	24%	16%	28%	22%	21%
				c			
		85%	15%	45%	54%	63%	37%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 112

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

QP15 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	Total	RADIO		
		LISTEN TO DIGITAL RADIO a	DAB OWNERS b	NON-DAB OWNERS c
Significance Level: 95%				
Unweighted total	2592	1240	872	1694
Effective Weighted Sample	2139	1030	731	1385
Total	2169	1077	755	1392
		50%	35%	64%
Clear and high quality sound/ interference free	1267	771	555	701
	58%	72%	74%	50%
		c	c	
		61%	44%	55%
A wider choice of radio stations/ digital-only radio stations	1208	739	530	668
	56%	69%	70%	48%
		c	c	
		61%	44%	55%
Ease of use (e.g. find your station by name, not frequency)	659	453	344	304
	30%	42%	46%	22%
		c	c	
		69%	52%	46%
Extra features (including ability to pause and rewind live radio, programme guides)	508	320	236	267
	23%	30%	31%	19%
		c	c	
		63%	47%	52%

Columns Tested: a,b,c

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 112

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

QP15 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	Total	RADIO		
		LISTEN TO DIGITAL RADIO	DAB OWNERS	NON-DAB OWNERS
Significance Level: 95%		a	b	c
Unweighted total	2592	1240	872	1694
Effective Weighted Sample	2139	1030	731	1385
Total	2169	1077	755	1392
		50%	35%	64%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	431	311	236	191
	20%	29%	31%	14%
		c	c	
		72%	55%	44%
Future-proof/ ready for switchover	290	207	155	133
	13%	19%	21%	10%
		c	c	
		71%	53%	46%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1704	968	686	1001
	79%	90%	91%	72%
		c	c	
		57%	40%	59%
None of these	462	107	67	390
	21%	10%	9%	28%
				ab
		23%	14%	84%
Columns Tested: a,b,c				

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 113

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

QP16 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)

Base : All with any type of digital radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	q	~r
Unweighted total	1125	581	544	138	152	378	457	100	127	139	230	345	363	227	188	852	94	104	75
Effective Weighted Sample	940	486	454	119	131	321	388	84	105	112	200	296	307	190	156	758	90	85	71
Total	975	512	463	141	156	348	330	76	89	109	236	342	313	158	161	834	75	47	19
		53%	47%	14%	16%	36%	34%	8%	9%	11%	24%	35%	32%	16%	16%	86%	**	5%	**
Clear and high quality sound/ interference free	602	338	264	79	98	234	191	47	50	70	160	235	186	90	90	515	**	29	**
	62%	66%	57%	56%	63%	67%	58%	61%	56%	65%	68%	69%	60%	57%	56%	62%	**	61%	**
		b				cf					h	lmn					**		**
		56%	44%	13%	16%	39%	32%	8%	8%	12%	27%	39%	31%	15%	15%	85%	**	5%	**
A wider choice of radio stations/ digital-only radio stations	561	314	248	74	102	219	166	42	44	60	156	211	175	85	89	486	**	19	**
	58%	61%	53%	53%	65%	63%	50%	56%	49%	55%	66%	62%	56%	54%	56%	58%	**	39%	**
		b			cf	cf					h					q	**		**
		56%	44%	13%	18%	39%	30%	8%	8%	11%	28%	38%	31%	15%	16%	87%	**	3%	**
Ease of use (e.g. find your station by name, not frequency)	351	209	141	42	72	131	106	25	25	38	107	137	114	49	50	321	**	9	**
	36%	41%	31%	30%	46%	38%	32%	33%	28%	35%	46%	40%	37%	31%	31%	38%	**	19%	**
		b			cf						h	m				q	**		**
		60%	40%	12%	20%	37%	30%	7%	7%	11%	31%	39%	33%	14%	14%	92%	**	3%	**
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	234	148	86	35	58	86	55	21	16	29	76	95	64	40	35	212	**	8	**
	24%	29%	19%	25%	37%	25%	17%	28%	17%	26%	32%	28%	21%	25%	22%	25%	**	17%	**
		b		f	cef	f					h	l					**		**
		63%	37%	15%	25%	37%	23%	9%	7%	12%	32%	40%	28%	17%	15%	91%	**	4%	**
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 113

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

QP16 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)

Base : All with any type of digital radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	~p	q	~r
Unweighted total	1125	581	544	138	152	378	457	100	127	139	230	345	363	227	188	852	94	104	75
Effective Weighted Sample	940	486	454	119	131	321	388	84	105	112	200	296	307	190	156	758	90	85	71
Total	975	512	463	141	156	348	330	76	89	109	236	342	313	158	161	834	75	47	19
		53%	47%	14%	16%	36%	34%	8%	9%	11%	24%	35%	32%	16%	16%	86%	**	5%	**
Extra features (including ability to pause and rewind live radio, programme guides)	215	129	86	39	49	82	45	21	9	32	67	87	55	36	36	184	**	13	**
	22%	25%	19%	28%	31%	24%	14%	27%	10%	29%	28%	26%	18%	22%	23%	22%	**	28%	**
		b		f	f	f		h		h	h	l							
		60%	40%	18%	23%	38%	21%	10%	4%	15%	31%	41%	26%	17%	17%	86%	**	6%	**
EXPERIENCED ANY FEATURES WHEN LISTENING	767	417	350	105	127	288	247	58	67	89	208	284	240	120	122	659	**	33	**
	79%	81%	76%	75%	81%	83%	75%	77%	75%	82%	88%	83%	77%	76%	76%	79%	**	70%	**
		b				f					gh	l				q			
		54%	46%	14%	17%	37%	32%	8%	9%	12%	27%	37%	31%	16%	16%	86%	**	4%	**
None of these	208	95	113	36	29	60	83	18	22	19	28	58	73	38	38	175	**	14	**
	21%	19%	24%	25%	19%	17%	25%	23%	25%	18%	12%	17%	23%	24%	24%	21%	**	30%	**
			a			e		j	j				k					o	
		46%	54%	17%	14%	29%	40%	8%	11%	9%	14%	28%	35%	18%	18%	84%	**	7%	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 113

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

QP16 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)

Base : All with any type of digital radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1125	928	197	583	537	766	359
Effective Weighted Sample	940	781	163	505	455	645	295
Total	975	832	143	588	380	660	315
		85%	15%	60%	39%	68%	32%
Clear and high quality sound/ interference free	602	528	74	385	214	387	215
	62%	63%	52%	65%	56%	59%	68%
		b	d	e			
		88%	12%	64%	36%	64%	36%
A wider choice of radio stations/ digital-only radio stations	561	485	77	369	191	359	202
	58%	58%	54%	63%	50%	54%	64%
			d	e			
		86%	14%	66%	34%	64%	36%
Ease of use (e.g. find your station by name, not frequency)	351	302	48	241	108	216	135
	36%	36%	34%	41%	28%	33%	43%
			d	e			
		86%	14%	69%	31%	62%	38%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	234	205	29	166	68	133	101
	24%	25%	20%	28%	18%	20%	32%
			d	e			
		88%	12%	71%	29%	57%	43%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 113

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

QP16 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)

Base : All with any type of digital radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	1125	928	197	583	537	766	359
Effective Weighted Sample	940	781	163	505	455	645	295
Total	975	832	143	588	380	660	315
		85%	15%	60%	39%	68%	32%
Extra features (including ability to pause and rewind live radio, programme guides)	215	188	27	150	65	112	103
	22%	23%	19%	25%	17%	17%	33%
		87%	13%	70%	30%	52%	48%
EXPERIENCED ANY FEATURES WHEN LISTENING	767	662	105	486	279	514	253
	79%	80%	74%	83%	73%	78%	80%
		86%	14%	63%	36%	67%	33%
None of these	208	170	38	103	102	146	62
	21%	20%	26%	17%	27%	22%	20%
		82%	18%	49%	49%	70%	30%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 114

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

QP17. SHOWCARD Before today, were you aware that you can listen to radio programmes after they are broadcast in these ways? 9MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Via the 'listen again' function on radio apps such as Radio Player and BBC Radio Player	1005	534	471	187	208	408	203	93	78	122	257	319	319	172	192	881	66	34	24
	43%	47%	38%	54%	49%	50%	26%	27%	29%	46%	63%	54%	46%	40%	30%	45%	32%	29%	36%
		b		f	f	f				gh	ghi	lmn	mn	n		pqr			
		53%	47%	19%	21%	41%	20%	9%	8%	12%	26%	32%	32%	17%	19%	88%	7%	3%	2%
Via radio station websites	962	515	447	187	208	396	170	85	76	122	275	314	315	162	169	847	68	29	18
	41%	46%	36%	54%	49%	49%	22%	25%	28%	45%	67%	53%	45%	38%	27%	43%	33%	25%	28%
		b		f	f	f				gh	ghi	lmn	mn	n		pqr	q		
		54%	46%	19%	22%	41%	18%	9%	8%	13%	29%	33%	33%	17%	18%	88%	7%	3%	2%
Via radio station apps	835	440	395	173	189	332	140	72	69	114	227	265	269	146	153	740	58	22	14
	35%	39%	32%	50%	45%	41%	18%	21%	26%	43%	55%	45%	39%	34%	24%	38%	28%	19%	22%
		b		ef	f	f				gh	ghi	lmn	n	n		pqr	q		
		53%	47%	21%	23%	40%	17%	9%	8%	14%	27%	32%	32%	17%	18%	89%	7%	3%	2%
Via podcasts	770	428	342	149	168	327	126	65	66	92	221	265	244	118	141	672	53	27	18
	33%	38%	28%	43%	40%	40%	16%	19%	25%	34%	54%	45%	35%	27%	22%	34%	26%	23%	27%
		b		f	f	f				gh	ghi	lmn	mn	n		pqr			
		56%	44%	19%	22%	43%	16%	8%	9%	12%	29%	34%	32%	15%	18%	87%	7%	4%	2%
AWARE CAN LISTEN IN ANY OF THESE WAYS	1281	665	615	249	267	501	264	125	110	161	322	394	420	214	248	1118	89	44	30
	54%	59%	50%	72%	63%	61%	34%	36%	42%	60%	79%	67%	60%	50%	39%	57%	43%	38%	47%
		b		def	f	f				gh	ghi	lmn	mn	n		pqr			q
		52%	48%	19%	21%	39%	21%	10%	9%	13%	25%	31%	33%	17%	19%	87%	7%	3%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 114

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

QP17. SHOWCARD Before today, were you aware that you can listen to radio programmes after they are broadcast in these ways? 9MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
None of these	1076	465	611	98	155	315	509	218	155	108	88	197	278	217	382	853	116	73	35
		46%	41%	50%	28%	37%	39%	66%	58%	40%	21%	33%	40%	50%	61%	43%	57%	62%	53%
			a	c	c	c	cde	ij	ij	j		k	kl	klm		o	or	o	
		43%	57%	9%	14%	29%	47%	20%	14%	10%	8%	18%	26%	20%	36%	79%	11%	7%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 114

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

QP17. SHOWCARD Before today, were you aware that you can listen to radio programmes after they are broadcast in these ways? 9MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Via the 'listen again' function on radio apps such as Radio Player and BBC Radio Player	1005	887	118	673	327	636	369
	43%	43%	38%	51%	32%	44%	41%
		88%	12%	67%	33%	63%	37%
Via radio station websites	962	848	114	671	286	610	352
	41%	41%	37%	51%	28%	42%	39%
		88%	12%	70%	30%	63%	37%
Via radio station apps	835	745	90	579	252	521	314
	35%	36%	29%	44%	25%	36%	34%
		b	d	d			
		89%	11%	69%	30%	62%	38%
Via podcasts	770	682	88	542	224	491	279
	33%	33%	28%	41%	22%	34%	31%
		89%	11%	70%	29%	64%	36%
AWARE CAN LISTEN IN ANY OF THESE WAYS	1281	1124	157	851	422	800	481
	54%	55%	51%	65%	41%	55%	53%
		88%	12%	66%	33%	62%	38%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 114

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

QP17. SHOWCARD Before today, were you aware that you can listen to radio programmes after they are broadcast in these ways? 9MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
None of these	1076	923	153	464	605	648	428
	46%	45%	49%	35%	59%	45%	47%
				c			
		86%	14%	43%	56%	60%	40%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 115

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

QP18. SHOWCARD And do you ever listen to radio programmes after they have been broadcast in any of these ways? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Via the 'listen again' function on radio apps such as Radio Player and BBC Radio Player	287	164	123	56	71	100	60	22	20	37	89	126	84	40	37	259	10	10	8
	12%	14%	10%	16%	17%	12%	8%	6%	8%	14%	22%	21%	12%	9%	6%	13%	5%	8%	13%
		b		f	ef	f				gh	ghi	lmn	n	n		pq			p
		57%	43%	19%	25%	35%	21%	8%	7%	13%	31%	44%	29%	14%	13%	90%	4%	3%	3%
Via radio station websites	235	143	92	62	59	77	37	12	16	37	63	99	71	34	29	211	14	5	5
	10%	13%	8%	18%	14%	9%	5%	3%	6%	14%	15%	17%	10%	8%	5%	11%	7%	4%	7%
		b		ef	ef	f				gh	gh	lmn	n	n		q			
		61%	39%	26%	25%	33%	16%	5%	7%	16%	27%	42%	30%	14%	12%	90%	6%	2%	2%
Via radio station apps	181	104	77	51	53	53	24	13	13	26	57	73	54	27	27	161	12	4	4
	8%	9%	6%	15%	13%	6%	3%	4%	5%	10%	14%	12%	8%	6%	4%	8%	6%	4%	6%
		b		ef	ef	f				gh	gh	lmn	n			q			
		58%	42%	28%	29%	29%	13%	7%	7%	15%	31%	40%	30%	15%	15%	89%	7%	2%	2%
Via podcasts	151	96	55	30	46	59	15	8	13	19	56	66	46	22	17	131	9	3	7
	6%	8%	4%	9%	11%	7%	2%	2%	5%	7%	14%	11%	7%	5%	3%	7%	5%	3%	11%
		b		f	ef	f				g	ghi	lmn	n	n		q			opq
		64%	36%	20%	30%	39%	10%	5%	8%	13%	37%	44%	31%	14%	11%	87%	6%	2%	5%
EVER LISTEN IN ANY OF THESE WAYS	495	274	221	112	121	177	85	37	37	73	145	193	152	77	71	437	28	15	15
	21%	24%	18%	32%	29%	22%	11%	11%	14%	27%	35%	33%	22%	18%	11%	22%	13%	13%	24%
		b		ef	ef	f				gh	ghi	lmn	n	n		pq			pq
		55%	45%	23%	24%	36%	17%	8%	7%	15%	29%	39%	31%	16%	14%	88%	6%	3%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 115

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

QP18. SHOWCARD And do you ever listen to radio programmes after they have been broadcast in any of these ways? (MULTI CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
None of these	1862	856	1005	235	301	639	688	305	228	196	265	399	546	354	559	1533	178	101	50
	79%	76%	82%	68%	71%	78%	89%	89%	86%	73%	65%	67%	78%	82%	89%	78%	87%	87%	76%
		a	a			cd	cde	ij	ij	j		k	k	k	klm	or	or	or	
		46%	54%	13%	16%	34%	37%	16%	12%	11%	14%	21%	29%	19%	30%	82%	10%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 115

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

QP18. SHOWCARD And do you ever listen to radio programmes after they have been broadcast in any of these ways? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Via the 'listen again' function on radio apps such as Radio Player and BBC Radio Player	287	249	38	196	88	185	101
	12%	12%	12%	15%	9%	13%	11%
		87%	13%	69%	31%	65%	35%
Via radio station websites	235	202	33	157	76	150	85
	10%	10%	11%	12%	7%	10%	9%
		86%	14%	67%	32%	64%	36%
Via radio station apps	181	149	32	123	57	112	70
	8%	7%	10%	9%	6%	8%	8%
		82%	18%	68%	31%	62%	38%
Via podcasts	151	130	21	113	35	94	56
	6%	6%	7%	9%	3%	7%	6%
		86%	14%	75%	23%	63%	37%
EVER LISTEN IN ANY OF THESE WAYS	495	421	75	342	152	310	186
	21%	21%	24%	26%	15%	21%	20%
		85%	15%	69%	31%	63%	37%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 115

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

QP18. SHOWCARD And do you ever listen to radio programmes after they have been broadcast in any of these ways? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
None of these	1862	1627	235	974	876	1138	724
	79%	79%	76%	74%	85%	79%	80%
				c			
		87%	13%	52%	47%	61%	39%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 116

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

QP19 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those who listen to radio but do not have any DAB sets at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	k	l	m	n	o	~p	~q	r
Unweighted total	880	434	446	80	97	264	439	193	117	95	92	151	252	187	287	620	58	98	104
Effective Weighted Sample	700	353	348	64	79	213	363	154	94	74	77	123	201	146	235	543	56	78	99
Total	665	329	336	64	92	224	284	124	81	71	96	141	188	120	213	556	44	40	24
		49%	51%	**	**	34%	43%	19%	12%	**	**	21%	28%	18%	32%	84%	**	**	4%
Certain to	12	11	1	**	**	8	3	1	1	**	**	7	2	2	2	11	**	**	1
	2%	3%	*%	**	**	4%	1%	1%	1%	**	**	5%	1%	2%	1%	2%	**	**	3%
		b				f						ln							
		93%	7%	**	**	69%	24%	7%	7%	**	**	56%	14%	16%	13%	93%	**	**	7%
Very likely	31	15	17	**	**	14	7	3	6	**	**	4	10	9	9	30	**	**	1
	5%	4%	5%	**	**	6%	2%	2%	7%	**	**	3%	5%	7%	4%	5%	**	**	3%
						f			g										
		47%	53%	**	**	44%	22%	8%	19%	**	**	13%	31%	28%	27%	95%	**	**	2%
Likely	54	28	26	**	**	15	19	9	9	**	**	12	20	11	11	47	**	**	2
	8%	8%	8%	**	**	6%	7%	7%	11%	**	**	9%	10%	9%	5%	9%	**	**	7%
						f			g			n							
		52%	48%	**	**	27%	35%	16%	16%	**	**	23%	37%	21%	20%	88%	**	**	3%
TOTAL LIKELY	97	54	43	**	**	36	28	12	16	**	**	23	31	22	21	88	**	**	3
	15%	16%	13%	**	**	16%	10%	10%	19%	**	**	16%	17%	18%	10%	16%	**	**	13%
						f			g			n	n						
		55%	45%	**	**	38%	29%	13%	16%	**	**	24%	32%	23%	22%	91%	**	**	3%
Unlikely	97	56	42	**	**	40	33	17	9	**	**	26	27	14	29	82	**	**	4
	15%	17%	12%	**	**	18%	12%	14%	11%	**	**	19%	14%	12%	14%	15%	**	**	16%
						f													
		57%	43%	**	**	41%	34%	18%	9%	**	**	27%	28%	14%	30%	84%	**	**	4%
Very unlikely	121	61	60	**	**	40	52	28	21	**	**	23	37	13	47	105	**	**	3
	18%	18%	18%	**	**	18%	18%	23%	26%	**	**	17%	20%	11%	22%	19%	**	**	11%
						f						m	m			r			
		50%	50%	**	**	33%	43%	23%	17%	**	**	19%	30%	11%	39%	87%	**	**	2%
Certain not to	172	78	94	**	**	40	105	42	20	**	**	25	44	34	68	146	**	**	7
	26%	24%	28%	**	**	18%	37%	34%	25%	**	**	18%	23%	28%	32%	26%	**	**	30%
						e						k							
		45%	55%	**	**	23%	61%	24%	12%	**	**	15%	26%	20%	39%	85%	**	**	4%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 116

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

QP19 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those who listen to radio but do not have any DAB sets at home

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	h	~i	~j	k	l	m	n	o	~p	~q	r
Unweighted total	880	434	446	80	97	264	439	193	117	95	92	151	252	187	287	620	58	98	104
Effective Weighted Sample	700	353	348	64	79	213	363	154	94	74	77	123	201	146	235	543	56	78	99
Total	665	329	336	64	92	224	284	124	81	71	96	141	188	120	213	556	44	40	24
		49%	51%	**	**	34%	43%	19%	12%	**	**	21%	28%	18%	32%	84%	**	**	4%
TOTAL UNLIKELY	391	194	196	**	**	120	189	87	50	**	**	75	108	61	144	333	**	**	14
	59%	59%	58%	**	**	54%	67%	71%	62%	**	**	53%	57%	51%	67%	60%	**	**	56%
		50%	50%	**	**	31%	e 48%	22%	13%	**	**	19%	28%	16%	klm 37%	85%	**	**	3%
Don't know	177	81	96	**	**	67	66	24	15	**	**	43	49	37	49	136	**	**	8
	27%	25%	29%	**	**	30%	23%	20%	18%	**	**	30%	26%	31%	23%	24%	**	**	31%
		46%	54%	**	**	38%	37%	14%	8%	**	**	24%	28%	21%	27%	77%	**	**	4%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 116

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

QP19 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those who listen to radio but do not have any DAB sets at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	880	732	148	338	539	556	324
Effective Weighted Sample	700	592	113	285	442	446	254
Total	665	578	86	326	337	418	247
		87%	13%	49%	51%	63%	37%
Certain to	12	11	1	10	2	6	6
	2%	2%	1%	3%	1%	1%	3%
				d			
		93%	7%	82%	18%	47%	53%
Very likely	31	29	2	21	11	23	8
	5%	5%	3%	6%	3%	5%	3%
				d			
		93%	7%	66%	34%	74%	26%
Likely	54	47	7	31	23	34	20
	8%	8%	8%	9%	7%	8%	8%
		86%	14%	57%	43%	63%	37%
TOTAL LIKELY	97	86	10	61	36	62	35
	15%	15%	12%	19%	11%	15%	14%
				d			
		89%	11%	63%	37%	64%	36%
Unlikely	97	84	14	57	40	70	28
	15%	14%	16%	17%	12%	17%	11%
				d		f	
		86%	14%	58%	41%	72%	28%
Very unlikely	121	108	13	58	63	76	45
	18%	19%	15%	18%	19%	18%	18%
		89%	11%	48%	52%	63%	37%
Certain not to	172	139	34	54	117	118	54
	26%	24%	39%	17%	35%	28%	22%
			a		c		
		80%	20%	31%	68%	68%	32%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 116

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

QP19 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those who listen to radio but do not have any DAB sets at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	880	732	148	338	539	556	324
Effective Weighted Sample	700	592	113	285	442	446	254
Total	665	578	86	326	337	418	247
		87%	13%	49%	51%	63%	37%
TOTAL UNLIKELY	391	330	61	168	220	264	127
	59%	57%	70%	52%	65%	63%	52%
		a	b	c	d	e	f
		84%	16%	43%	56%	67%	33%
Don't know	177	162	15	96	81	92	85
	27%	28%	18%	29%	24%	22%	34%
		b	c	d	e	f	g
		91%	9%	54%	46%	52%	48%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 117

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

QP20 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	~i	~j	~k	l	~m	n	o	~p	~q	~r
Unweighted total	525	259	266	44	47	145	289	140	71	54	56	83	141	99	199	381	29	56	59
Effective Weighted Sample	422	212	210	37	39	118	237	111	57	46	47	67	117	76	164	336	27	45	56
Total	391	194	196	37	44	120	189	87	50	38	57	75	108	61	144	333	22	23	14
		50%	50%	**	**	31%	48%	22%	**	**	**	**	28%	**	37%	85%	**	**	**
No need	234	117	117	**	**	67	114	52	**	**	**	**	65	**	86	196	**	**	**
	60%	60%	59%	**	**	56%	60%	60%	**	**	**	**	61%	**	60%	59%	**	**	**
		50%	50%	**	**	29%	49%	22%	**	**	**	**	28%	**	37%	84%	**	**	**
Happy to use existing service	148	64	83	**	**	44	82	40	**	**	**	**	41	**	62	123	**	**	**
	38%	33%	42%	**	**	37%	43%	45%	**	**	**	**	38%	**	43%	37%	**	**	**
		a																	
		44%	56%	**	**	30%	56%	27%	**	**	**	**	27%	**	42%	83%	**	**	**
Happy to use analogue radio service	22	11	11	**	**	7	14	7	**	**	**	**	7	**	6	16	**	**	**
	6%	6%	6%	**	**	6%	8%	8%	**	**	**	**	6%	**	4%	5%	**	**	**
		51%	49%	**	**	33%	64%	33%	**	**	**	**	31%	**	25%	73%	**	**	**
Would never listen	17	6	11	**	**	4	9	2	**	**	**	**	3	**	8	13	**	**	**
	4%	3%	5%	**	**	3%	5%	3%	**	**	**	**	3%	**	6%	4%	**	**	**
		36%	64%	**	**	25%	52%	14%	**	**	**	**	21%	**	51%	80%	**	**	**
Too expensive generally	16	6	10	**	**	8	4	9	**	**	**	**	2	**	9	14	**	**	**
	4%	3%	5%	**	**	6%	2%	10%	**	**	**	**	2%	**	6%	4%	**	**	**
						f													
		37%	63%	**	**	47%	24%	54%	**	**	**	**	15%	**	52%	83%	**	**	**
Can receive through digital TV service	15	10	6	**	**	6	3	2	**	**	**	**	2	**	5	11	**	**	**
	4%	5%	3%	**	**	5%	2%	2%	**	**	**	**	2%	**	4%	3%	**	**	**
		62%	38%	**	**	41%	22%	12%	**	**	**	**	14%	**	34%	72%	**	**	**
Can't afford it	14	4	10	**	**	4	3	7	**	**	**	**	4	**	8	12	**	**	**
	4%	2%	5%	**	**	3%	1%	8%	**	**	**	**	3%	**	6%	4%	**	**	**
		31%	69%	**	**	29%	19%	46%	**	**	**	**	25%	**	58%	85%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 117

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

QP20 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	g	~h	~i	~j	~k	l	~m	n	o	~p	~q	~r
Unweighted total	525	259	266	44	47	145	289	140	71	54	56	83	141	99	199	381	29	56	59
Effective Weighted Sample	422	212	210	37	39	118	237	111	57	46	47	67	117	76	164	336	27	45	56
Total	391	194	196	37	44	120	189	87	50	38	57	75	108	61	144	333	22	23	14
		50%	50%	**	**	31%	48%	22%	**	**	**	**	28%	**	37%	85%	**	**	**
Poor reception in our area	14	11	3	**	**	6	5	1	**	**	**	**	3	**	5	13	**	**	**
	4%	6%	2%	**	**	5%	2%	1%	**	**	**	**	3%	**	4%	4%	**	**	**
		b																	
		78%	22%	**	**	43%	32%	9%	**	**	**	**	23%	**	36%	89%	**	**	**
Don't know why I should	8	5	3	**	**	3	4	2	**	**	**	**	5	**	2	7	**	**	**
	2%	2%	2%	**	**	2%	2%	2%	**	**	**	**	4%	**	1%	2%	**	**	**
		59%	41%	**	**	38%	49%	24%	**	**	**	**	58%	**	22%	91%	**	**	**
Other	19	8	11	**	**	8	7	1	**	**	**	**	3	**	4	17	**	**	**
	5%	4%	5%	**	**	7%	4%	1%	**	**	**	**	3%	**	3%	5%	**	**	**
		43%	57%	**	**	44%	38%	5%	**	**	**	**	18%	**	21%	94%	**	**	**
ANY INVOLUNTARY REASONS	42	20	22	**	**	17	11	14	**	**	**	**	9	**	19	36	**	**	**
	11%	10%	11%	**	**	14%	6%	16%	**	**	**	**	9%	**	13%	11%	**	**	**
						f													
		47%	53%	**	**	40%	27%	34%	**	**	**	**	22%	**	45%	86%	**	**	**
ANY VOLUNTARY REASONS	353	171	182	**	**	107	175	79	**	**	**	**	95	**	130	297	**	**	**
	90%	88%	93%	**	**	89%	92%	91%	**	**	**	**	88%	**	91%	89%	**	**	**
		49%	51%	**	**	30%	50%	22%	**	**	**	**	27%	**	37%	84%	**	**	**
ONLY VOLUNTARY REASONS	336	166	170	**	**	101	170	71	**	**	**	**	92	**	121	284	**	**	**
	86%	86%	86%	**	**	84%	90%	81%	**	**	**	**	85%	**	84%	86%	**	**	**
		49%	51%	**	**	30%	51%	21%	**	**	**	**	27%	**	36%	85%	**	**	**
Don't know	8	6	1	**	**	1	4	2	**	**	**	**	5	**	3	7	**	**	**
	2%	3%	1%	**	**	1%	2%	3%	**	**	**	**	4%	**	2%	2%	**	**	**
		b																	
		85%	15%	**	**	19%	52%	31%	**	**	**	**	61%	**	39%	95%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 117

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

QP20 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	525	422	103	177	345	353	172
Effective Weighted Sample	422	345	80	150	284	284	138
Total	391	330	61	168	220	264	127
		84%	16%	43%	56%	67%	33%
No need	234	196	38	92	139	155	79
	60%	60%	62%	55%	63%	59%	62%
		84%	16%	40%	59%	66%	34%
Happy to use existing service	148	124	23	53	95	95	53
	38%	38%	38%	31%	43%	36%	42%
				c			
		84%	16%	36%	64%	64%	36%
Happy to use analogue radio service	22	14	8	9	13	16	6
	6%	4%	14%	5%	6%	6%	5%
			a				
		63%	37%	40%	60%	73%	27%
Would never listen	17	15	2	6	11	12	4
	4%	5%	3%	4%	5%	5%	3%
		91%	9%	36%	64%	75%	25%
Too expensive generally	16	15	2	5	11	7	10
	4%	4%	3%	3%	5%	3%	7%
							e
		90%	10%	32%	68%	42%	58%
Can receive through digital TV service	15	15	1	8	7	8	7
	4%	4%	1%	5%	3%	3%	5%
		96%	4%	53%	47%	55%	45%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 117

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

QP20 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those who listen to radio who are unlikely to get DAB radio in the next 12 months

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	525	422	103	177	345	353	172
Effective Weighted Sample	422	345	80	150	284	284	138
Total	391	330	61	168	220	264	127
		84%	16%	43%	56%	67%	33%
Can't afford it	14	12	2	5	9	8	6
	4%	4%	4%	3%	4%	3%	5%
		85%	15%	36%	64%	56%	44%
Poor reception in our area	14	10	4	10	4	12	2
	4%	3%	7%	6%	2%	5%	2%
		72%	28%	71%	29%	84%	16%
Don't know why I should	8	6	2	4	4	4	4
	2%	2%	3%	2%	2%	2%	3%
		74%	26%	48%	52%	53%	47%
Other	19	14	4	12	7	14	4
	5%	4%	7%	7%	3%	5%	3%
		76%	24%	63%	37%	77%	23%
ANY INVOLUNTARY REASONS	42	34	7	20	22	26	16
	11%	10%	12%	12%	10%	10%	12%
		83%	17%	48%	52%	62%	38%
ANY VOLUNTARY REASONS	353	300	53	147	203	235	118
	90%	91%	87%	88%	92%	89%	93%
		85%	15%	42%	58%	67%	33%
ONLY VOLUNTARY REASONS	336	288	48	142	192	226	110
	86%	87%	80%	84%	87%	86%	87%
		86%	14%	42%	57%	67%	33%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 117

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

QP20 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those who listen to radio who are unlikely to get DAB radio in the next 12 months

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	525	422	103	177	345	353	172
Effective Weighted Sample	422	345	80	150	284	284	138
Total	391	330	61	168	220	264	127
		84%	16%	43%	56%	67%	33%
Don't know	8	5	2	4	4	6	1
	2%	2%	4%	2%	2%	2%	1%
		68%	32%	51%	49%	81%	19%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 118

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

Q11 (Q12). Have you personally had a reason to make a complaint about your landline, mobile, or internet service or supplier in the last 12 months? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Yes landline	209	101	108	18	33	89	69	17	33	17	55	63	56	37	53	187	13	6	4
	9%	9%	9%	5%	8%	11%	9%	5%	12%	6%	13%	11%	8%	9%	8%	9%	6%	5%	6%
						c	c		gi		gi					q			
		48%	52%	9%	16%	43%	33%	8%	16%	8%	26%	30%	27%	18%	25%	89%	6%	3%	2%
Yes mobile	151	81	69	27	38	58	28	23	18	11	39	40	48	26	35	132	9	5	6
	6%	7%	6%	8%	9%	7%	4%	7%	7%	4%	10%	7%	7%	6%	6%	7%	4%	4%	9%
				f	f	f					i								pq
		54%	46%	18%	25%	38%	19%	15%	12%	7%	26%	27%	32%	18%	23%	88%	6%	3%	4%
Yes internet - fixed broadband/ narrowband	263	145	118	35	48	118	62	18	31	32	69	86	93	36	47	238	8	10	8
	11%	13%	10%	10%	11%	14%	8%	5%	12%	12%	17%	15%	13%	8%	7%	12%	4%	8%	12%
		b				f			g	g	g	mn	mn			p		p	p
		55%	45%	13%	18%	45%	24%	7%	12%	12%	26%	33%	35%	14%	18%	90%	3%	4%	3%
Yes internet - mobile broadband	4	3	1	-	-	2	2	2	*	-	-	1	1	*	1	4	-	-	-
	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	-%	-%
		83%	17%	-%	-%	57%	43%	48%	13%	-%	-%	40%	30%	13%	17%	100%	-%	-%	-%
ANY INTERNET	265	146	119	35	48	118	63	20	31	32	69	86	94	36	47	240	8	10	8
	11%	13%	10%	10%	11%	14%	8%	6%	12%	12%	17%	15%	13%	8%	8%	12%	4%	8%	12%
		b				cf			g	g	g	mn	mn			p		p	p
		55%	45%	13%	18%	45%	24%	8%	12%	12%	26%	32%	36%	14%	18%	91%	3%	4%	3%
No none of these	1873	879	994	279	333	619	641	292	210	220	290	451	539	355	523	1539	182	100	52
	79%	78%	81%	81%	79%	76%	83%	85%	79%	82%	71%	76%	77%	82%	83%	78%	89%	86%	80%
						e		hj	j	j				kl	kl		or	o	
		47%	53%	15%	18%	33%	34%	16%	11%	12%	15%	24%	29%	19%	28%	82%	10%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 118

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

Q11 (Q12). Have you personally had a reason to make a complaint about your landline, mobile, or internet service or supplier in the last 12 months? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Yes landline	209	187	22	136	73	124	85
	9%	9%	7%	10%	7%	9%	9%
				d			
		89%	11%	65%	35%	59%	41%
Yes mobile	151	124	27	104	46	83	67
	6%	6%	9%	8%	4%	6%	7%
				d			
		82%	18%	69%	31%	55%	45%
Yes internet - fixed broadband/ narrowband	263	218	45	187	76	159	104
	11%	11%	15%	14%	7%	11%	11%
			a	d			
		83%	17%	71%	29%	60%	40%
Yes internet - mobile broadband	4	4	-	1	2	*	3
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	40%	60%	13%	87%
ANY INTERNET	265	220	45	187	77	159	106
	11%	11%	15%	14%	8%	11%	12%
			a	d			
		83%	17%	71%	29%	60%	40%
No none of these	1873	1639	234	994	866	1154	719
	79%	80%	76%	76%	84%	80%	79%
				c			
		87%	13%	53%	46%	62%	38%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 119

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

Q12 (Q14). And did you go ahead and make a complaint about your landline service or supplier? (SINGLE CODE)

Base : Those with a reason to complain about their landline service or supplier in the last 12 months

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	231	112	119	16	29	91	95	22	36	22	53	60	63	51	57	182	17	16	16
Effective Weighted Sample	190	95	96	14	27	75	79	19	30	17	45	50	53	40	49	162	16	13	15
Total	209	101	108	18	33	89	69	17	33	17	55	63	56	37	53	187	13	6	4
		48%	52%	**	**	**	**	**	**	**	**	**	**	**	**	89%	**	**	**
Yes	184	89	95	**	**	**	**	**	**	**	**	**	**	**	**	165	**	**	**
	88%	88%	89%	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
		48%	52%	**	**	**	**	**	**	**	**	**	**	**	**	90%	**	**	**
No	25	13	12	**	**	**	**	**	**	**	**	**	**	**	**	22	**	**	**
	12%	12%	11%	**	**	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
		51%	49%	**	**	**	**	**	**	**	**	**	**	**	**	87%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 119

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

Q12 (Q14). And did you go ahead and make a complaint about your landline service or supplier? (SINGLE CODE)

Base : Those with a reason to complain about their landline service or supplier in the last 12 months

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	~f
Unweighted total	231	200	31	125	106	137	94
Effective Weighted Sample	190	167	24	110	87	112	78
Total	209	187	22	136	73	124	85
		89%	**	65%	35%	59%	**
Yes	184	164	**	123	61	113	**
	88%	88%	**	90%	84%	91%	**
		89%	**	67%	33%	61%	**
No	25	23	**	13	12	11	**
	12%	12%	**	10%	16%	9%	**
		93%	**	53%	47%	44%	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 120

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

Q13 (Q17). And did you go ahead and make a complaint about your mobile service or supplier? (SINGLE CODE)

Base : Those with a reason to complain about their mobile service or supplier in the last 12 months

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	172	94	78	30	36	69	37	30	25	14	38	37	59	34	41	132	10	10	20
Effective Weighted Sample	142	78	64	26	30	57	31	25	22	12	31	32	48	28	34	118	10	9	19
Total	151	81	69	27	38	58	28	23	18	11	39	40	48	26	35	132	9	5	6
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	88%	**	**	**
Yes	110	**	**	**	**	**	**	**	**	**	**	**	**	**	**	94	**	**	**
	73%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	71%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
No	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	38	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	29%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	94%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 120

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

Q13 (Q17). And did you go ahead and make a complaint about your mobile service or supplier? (SINGLE CODE)

Base : Those with a reason to complain about their mobile service or supplier in the last 12 months

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	~d	~e	~f
Unweighted total	172	132	40	104	67	93	79
Effective Weighted Sample	142	113	30	88	58	77	65
Total	151	124	27	104	46	83	67
		82%	**	69%	**	**	**
Yes	110	89	**	78	**	**	**
	73%	72%	**	75%	**	**	**
		81%	**	71%	**	**	**
No	41	35	**	26	**	**	**
	27%	28%	**	25%	**	**	**
		86%	**	64%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 121

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

QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Married/ civil partnership	1161	606	556	23	187	502	449	80	135	152	281	369	326	239	224	980	94	59	29
		49%	54%	45%	7%	44%	62%	23%	51%	57%	69%	62%	47%	55%	36%	50%	46%	51%	44%
		b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
		52%	48%	2%	16%	43%	39%	7%	12%	13%	24%	32%	28%	21%	19%	84%	8%	5%	2%
Co-habiting	229	94	135	40	93	82	14	21	24	35	64	45	83	50	50	198	17	10	4
		10%	8%	11%	22%	10%	2%	6%	9%	13%	16%	8%	12%	12%	8%	10%	8%	8%	7%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		41%	59%	17%	41%	36%	6%	9%	11%	15%	28%	20%	36%	22%	22%	87%	7%	4%	2%
Single	610	317	294	281	124	132	74	119	51	49	51	112	199	90	208	508	51	30	21
		26%	28%	24%	81%	29%	16%	35%	19%	18%	12%	19%	28%	21%	33%	26%	25%	26%	33%
		b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
		52%	48%	46%	20%	22%	12%	19%	8%	8%	8%	18%	33%	15%	34%	83%	8%	5%	3%
Widowed, divorced or separated	346	107	238	2	13	95	235	121	53	31	13	60	87	50	147	275	42	17	11
		15%	10%	19%	1%	3%	30%	35%	20%	12%	3%	10%	12%	12%	23%	14%	21%	15%	16%
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
		31%	69%	1%	4%	28%	68%	35%	15%	9%	4%	17%	25%	15%	43%	80%	12%	5%	3%
Refused	10	6	4	1	4	4	1	1	1	2	1	5	3	2	1	9	1	-	*
		*%	1%	*%	1%	1%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%	-%	*%
		62%	38%	14%	37%	40%	9%	13%	9%	17%	8%	45%	30%	16%	9%	90%	7%	-%	3%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 121

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

QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Married/ civil partnership	1161	988	174	715	442	783	378
	49%	48%	56%	54%	43%	54%	42%
			a	d		f	
		85%	15%	62%	38%	67%	33%
Co-habiting	229	199	30	186	42	140	89
	10%	10%	10%	14%	4%	10%	10%
			d				
		87%	13%	81%	19%	61%	39%
Single	610	554	57	301	303	306	304
	26%	27%	18%	23%	29%	21%	33%
		b		c		e	
		91%	9%	49%	50%	50%	50%
Widowed, divorced or separated	346	298	47	107	236	209	137
	15%	15%	15%	8%	23%	14%	15%
			c				
		86%	14%	31%	68%	60%	40%
Refused	10	9	1	6	4	10	1
	*%	*%	*%	*%	*%	1%	*%
					f		
		86%	14%	62%	38%	91%	9%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 122

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

QZ2 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
English	1427	693	734	190	216	488	533	222	156	140	233	358	435	254	375	1404	8	14	1
		61%	61%	60%	55%	51%	60%	65%	59%	52%	57%	60%	62%	59%	60%	71%	4%	12%	2%
						d	cde	ij								pqr		pr	
		49%	51%	13%	15%	34%	37%	16%	11%	10%	16%	25%	30%	18%	26%	98%	1%	1%	*%
Scottish	191	95	96	23	33	69	66	34	31	25	27	43	47	42	60	22	168	1	*
		8%	8%	7%	8%	9%	8%	10%	12%	9%	6%	7%	7%	10%	9%	1%	82%	1%	*%
									j								oqr		
		50%	50%	12%	17%	36%	34%	18%	16%	13%	14%	22%	25%	22%	31%	12%	88%	1%	*%
Welsh	103	50	53	13	22	33	34	17	10	20	13	20	30	17	36	18	-	85	-
		4%	4%	4%	5%	4%	4%	5%	4%	8%	3%	3%	4%	4%	6%	1%	-%	73%	-%
									j									opr	
		48%	52%	13%	21%	33%	33%	17%	10%	20%	12%	19%	29%	17%	35%	17%	-%	83%	-%
Northern Irish	51	25	26	7	8	18	18	13	9	9	6	11	15	11	13	7	2	1	40
		2%	2%	2%	2%	2%	2%	4%	3%	3%	1%	2%	2%	3%	2%	*%	1%	1%	62%
																			opq
		49%	51%	15%	16%	35%	35%	26%	17%	17%	12%	22%	30%	21%	26%	15%	4%	2%	79%
British	394	182	211	76	70	139	109	36	39	48	99	125	112	69	87	347	17	10	19
		17%	16%	17%	22%	17%	14%	11%	15%	18%	24%	21%	16%	16%	14%	18%	8%	9%	30%
				f						g	gh	lmn				pq			opq
		46%	54%	19%	18%	35%	28%	9%	10%	12%	25%	32%	28%	18%	22%	88%	4%	3%	5%
Other	191	85	106	37	73	68	13	21	20	26	32	35	59	38	59	173	10	4	4
		8%	7%	9%	11%	17%	8%	6%	7%	10%	8%	6%	8%	9%	9%	9%	5%	4%	6%
				f	cef	f									k	pq			
		44%	56%	20%	38%	36%	7%	11%	10%	14%	17%	18%	31%	20%	31%	90%	5%	2%	2%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 122

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

QZ2 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
English	1427	1237	190	772	646	970	457
	61%	60%	61%	59%	63%	67%	50%
		87%	13%	54%	45%	68%	32%
Scottish	191	161	30	100	91	109	82
	8%	8%	10%	8%	9%	8%	9%
		84%	16%	52%	47%	57%	43%
Welsh	103	84	19	53	50	61	42
	4%	4%	6%	4%	5%	4%	5%
		81%	19%	51%	49%	59%	41%
Northern Irish	51	33	18	26	25	30	21
	2%	2%	6%	2%	2%	2%	2%
		a	a	50%	50%	59%	41%
British	394	355	39	243	151	203	191
	17%	17%	13%	18%	15%	14%	21%
		b	d	62%	38%	52%	48%
Other	191	178	13	123	65	75	116
	8%	9%	4%	9%	6%	5%	13%
		b	d	64%	34%	39%	61%
		93%	7%	64%	34%	39%	61%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 123

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

QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
WHITE																			
British	1179	552	627	171	198	405	406	175	111	123	215	314	370	210	283	1080	35	29	35
	50%	49%	51%	49%	47%	50%	52%	51%	42%	46%	52%	53%	53%	49%	45%	55%	17%	25%	54%
		47%	53%	14%	17%	34%	34%	15%	9%	10%	18%	27%	31%	18%	24%	92%	3%	2%	3%
English	559	285	274	69	77	187	225	76	69	50	107	151	162	95	148	549	4	5	-
	24%	25%	22%	20%	18%	23%	29%	22%	26%	19%	26%	25%	23%	22%	23%	28%	2%	5%	-%
		51%	49%	12%	14%	33%	40%	14%	12%	9%	19%	27%	29%	17%	27%	98%	1%	1%	-%
Scottish	169	81	88	21	26	62	60	31	29	25	22	32	46	36	55	15	153	1	*
	7%	7%	7%	6%	6%	8%	8%	9%	11%	9%	5%	5%	7%	8%	9%	1%	75%	1%	1%
		48%	52%	12%	16%	37%	36%	18%	17%	15%	13%	19%	27%	22%	32%	9%	91%	1%	*%
Welsh	87	42	45	7	18	30	32	16	9	18	11	19	20	15	33	9	1	76	-
	4%	4%	4%	2%	4%	4%	4%	5%	3%	7%	3%	3%	3%	3%	5%	*%	1%	66%	-%
		48%	52%	8%	20%	35%	37%	19%	10%	20%	12%	22%	23%	17%	38%	10%	2%	88%	-%
Irish	34	15	19	5	6	12	11	8	6	4	4	5	10	8	12	9	1	*	24
	1%	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%	2%	*%	*%	*%	37%
		45%	55%	14%	18%	34%	33%	25%	18%	13%	11%	16%	28%	22%	34%	27%	2%	1%	opq 70%
Any other white background	84	33	51	13	34	31	6	11	8	15	18	13	25	22	24	73	3	3	5
	4%	3%	4%	4%	8%	4%	1%	3%	3%	6%	4%	2%	4%	5%	4%	4%	1%	2%	8%
		39%	61%	15%	41%	37%	7%	13%	9%	18%	21%	15%	30%	27%	28%	87%	3%	3%	opq 6%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 123

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

QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
MIXED																			
White and Black Caribbean	6	3	3	2	-	2	2	2	1	-	1	1	2	1	2	6	-	-	-
	*%	*%	*%	1%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	-%
		52%	48%	35%	-%	37%	29%	26%	14%	-%	21%	13%	37%	24%	26%	100%	-%	-%	-%
White and Black African	7	5	2	1	3	3	-	-	1	-	1	4	-	1	2	7	-	-	-
	*%	*%	*%	*%	1%	*%	-%	-%	*%	-%	*%	1%	-%	*%	*%	*%	-%	-%	-%
		66%	34%	18%	35%	47%	-%	-%	13%	-%	20%	55%	-%	18%	28%	100%	-%	-%	-%
White and Asian	4	2	2	1	-	3	-	1	-	-	1	1	1	1	1	4	-	-	-
	*%	*%	*%	*%	-%	*%	-%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%	-%
		58%	42%	23%	-%	77%	-%	22%	-%	-%	35%	35%	20%	23%	22%	100%	-%	-%	-%
Any other mixed/ multiple ethnic background	7	2	5	4	1	2	1	2	-	-	1	3	-	2	2	7	-	-	-
	*%	*%	*%	1%	*%	*%	*%	1%	-%	-%	*%	*%	-%	*%	*%	*%	-%	-%	-%
		30%	70%	54%	12%	22%	13%	29%	-%	-%	12%	37%	-%	30%	33%	100%	-%	-%	-%
ASIAN AND BRITISH ASIAN																			
Indian	44	25	19	9	14	12	9	4	7	10	7	10	12	9	13	41	2	1	-
	2%	2%	2%	3%	3%	1%	1%	1%	3%	4%	2%	2%	2%	2%	2%	2%	1%	1%	-%
		56%	44%	21%	32%	27%	20%	10%	16%	22%	16%	22%	28%	20%	30%	93%	5%	2%	-%
Pakistani	40	22	18	8	7	15	9	4	5	6	4	9	8	8	15	38	1	1	-
	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	-%
		55%	45%	21%	18%	39%	22%	9%	13%	15%	9%	22%	21%	20%	37%	96%	3%	1%	-%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 123

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

QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Bangladeshi	6	4	2	4	2	1	-	2	1	-	-	-	1	1	4	6	-	-	-
	*%	*%	*%	1%	*%	*%	-%	*%	*%	-%	-%	-%	*%	*%	1%	*%	-%	-%	-%
				ef															
		62%	38%	62%	25%	13%	-%	25%	13%	-%	-%	-%	12%	22%	65%	100%	-%	-%	-%
Any other Asian background	8	7	2	1	4	2	-	1	1	2	-	1	3	2	2	8	-	-	-
	*%	1%	*%	*%	1%	*%	-%	*%	*%	1%	-%	*%	*%	1%	*%	*%	-%	-%	-%
				f															
		81%	19%	14%	56%	30%	-%	11%	10%	20%	-%	10%	36%	30%	25%	100%	-%	-%	-%
BLACK AND BLACK BRITISH																			
Caribbean	33	16	17	6	8	15	5	4	7	2	2	8	14	4	6	33	-	-	-
	1%	1%	1%	2%	2%	2%	1%	1%	3%	1%	1%	1%	2%	1%	1%	2%	-%	-%	-%
				f	f	f			j							pr			
		48%	52%	18%	23%	46%	14%	12%	20%	7%	7%	25%	43%	13%	19%	100%	-%	-%	-%
African	62	23	39	19	17	21	4	2	5	10	15	17	19	8	18	62	-	-	-
	3%	2%	3%	6%	4%	3%	1%	1%	2%	4%	4%	3%	3%	2%	3%	3%	-%	-%	-%
				ef	f	f				g	g					pqr			
		37%	63%	31%	27%	35%	7%	4%	8%	17%	25%	28%	30%	13%	29%	100%	-%	-%	-%
Any other black background	8	6	2	4	-	4	-	2	-	2	-	2	1	-	6	7	1	-	-
	*%	1%	*%	1%	-%	1%	-%	1%	-%	1%	-%	*%	*%	-%	1%	*%	*%	-%	-%
				df		f									lm				
		79%	21%	47%	-%	53%	-%	22%	-%	21%	-%	20%	10%	-%	71%	90%	10%	-%	-%

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

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 123

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

QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
MIDDLE EAST AND ARABIC ORIGIN																			
Middle Eastern, including Arabic origin	3	3	-	-	2	1	-	1	-	-	-	1	-	1	1	2	1	-	-
	*%	*%	-%	-%	1% f	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	1%	-%	-%
		100%	-%	-%	72%	28%	-%	28%	-%	-%	-%	33%	-%	39%	28%	67%	33%	-%	-%
CHINESE OR OTHER ETHNIC GROUP																			
Chinese	7	-	7	2	2	3	-	1	3	-	-	-	3	1	3	4	2	*	*
	*%	-%	1%	1%	*%	*%	-%	*%	1%	-%	-%	-%	*%	*%	*%	*%	1%	*%	*%
			a	f	f				j										
		-%	100%	33%	27%	40%	-%	12%	49%	-%	-%	-%	52%	8%	40%	64%	28%	3%	5%
Any other background	6	2	3	-	3	1	1	-	2	1	-	1	2	2	1	5	1	-	-
	*%	*%	*%	-%	1%	*%	*%	-%	1%	*%	-%	*%	*%	1%	*%	*%	*%	-%	-%
		42%	58%	-%	49%	26%	26%	-%	31%	11%	-%	16%	29%	40%	14%	89%	11%	-%	-%
Refused	5	2	3	-	-	2	2	1	1	*	-	1	*	1	2	4	-	-	*
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	-%	1%
		32%	68%	-%	-%	50%	50%	24%	13%	4%	-%	22%	4%	32%	42%	93%	-%	-%	7%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 123

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
WHITE							
British	1179	1002	176	672	498	815	364
	50%	49%	57%	51%	48%	56%	40%
			a			f	
		85%	15%	57%	42%	69%	31%
English	559	494	64	289	270	381	178
	24%	24%	21%	22%	26%	26%	20%
			c			f	
		88%	12%	52%	48%	68%	32%
Scottish	169	144	25	88	81	87	82
	7%	7%	8%	7%	8%	6%	9%
			e				
		85%	15%	52%	48%	52%	48%
Welsh	87	72	15	42	44	47	40
	4%	4%	5%	3%	4%	3%	4%
		83%	17%	49%	51%	54%	46%
Irish	34	21	13	15	19	18	16
	1%	1%	4%	1%	2%	1%	2%
			a				
		62%	38%	45%	55%	54%	46%
Any other white background	84	77	6	60	22	33	50
	4%	4%	2%	5%	2%	2%	6%
			d				e
		92%	8%	71%	26%	40%	60%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 123

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
MIXED							
White and Black Caribbean	6	5	1	3	2	2	4
	*%	*%	*%	*%	*%	*%	*%
		86%	14%	51%	36%	27%	73%
White and Black African	7	6	1	7	-	1	6
	*%	*%	*%	1%	-%	*%	1%
		80%	20%	100%	-%	20%	80%
White and Asian	4	3	1	2	2	1	3
	*%	*%	*%	*%	*%	*%	*%
		80%	20%	58%	42%	20%	80%
Any other mixed/ multiple ethnic background	7	6	2	2	5	3	4
	*%	*%	*%	*%	*%	*%	*%
		79%	21%	30%	70%	47%	53%
ASIAN AND BRITISH ASIAN							
Indian	44	44	-	29	13	15	30
	2%	2%	-%	2%	1%	1%	3%
		b					e
		100%	-%	66%	30%	33%	67%
Pakistani	40	40	-	24	16	4	36
	2%	2%	-%	2%	2%	*%	4%
		b					e
		100%	-%	60%	40%	10%	90%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.
Table 123

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Bangladeshi	6	6	-	-	6	1	5
	*%	*%	-%	-%	1%	*%	1%
		100%	-%	-%	100%	22%	78%
Any other Asian background	8	8	-	5	3	1	7
	*%	*%	-%	*%	*%	*%	1%
		100%	-%	67%	33%	10%	90%
BLACK AND BLACK BRITISH							
Caribbean	33	33	-	23	10	9	24
	1%	2%	-%	2%	1%	1%	3%
		b					e
		100%	-%	69%	31%	28%	72%
African	62	59	3	38	23	17	45
	3%	3%	1%	3%	2%	1%	5%
		b					e
		96%	4%	62%	38%	27%	73%
Any other black background	8	8	-	4	4	2	6
	*%	*%	-%	*%	*%	*%	1%
		100%	-%	51%	49%	29%	71%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 123

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
MIDDLE EAST AND ARABIC ORIGIN							
Middle Eastern, including Arabic origin	3	3	-	2	1	-	3
	*%	*%	-%	*%	*%	-%	*%
		100%	-%	72%	28%	-%	e 100%
CHINESE OR OTHER ETHNIC GROUP							
Chinese	7	6	1	3	4	3	3
	*%	*%	*%	*%	*%	*%	*%
		87%	13%	45%	55%	53%	47%
Any other background	6	4	1	3	2	3	2
	*%	*%	*%	*%	*%	*%	*%
		74%	26%	60%	40%	59%	41%
Refused	5	5	-	3	2	3	2
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	54%	46%	54%	46%
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 124

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Cannot walk far or manage stairs or can only do so with difficulty	116	46	70	1	5	17	94	48	13	8	7	20	27	13	56	94	10	9	3
	5%	4%	6%	*%	1%	2%	12%	14%	5%	3%	2%	3%	4%	3%	9%	5%	5%	8%	4%
		40%	60%	*%	4%	15%	81%	41%	11%	7%	6%	17%	24%	11%	48%	81%	9%	8%	2%
Breathlessness or chest pains	93	55	38	5	1	17	70	38	13	5	6	17	19	15	42	77	10	3	3
	4%	5%	3%	1%	*%	2%	9%	11%	5%	2%	2%	3%	3%	3%	7%	4%	5%	3%	4%
		b				d	cde	hij	j					klm					
		59%	41%	5%	1%	18%	76%	41%	14%	6%	7%	19%	20%	16%	45%	83%	11%	3%	3%
Poor hearing, partial hearing or deafness	75	37	38	2	*	12	61	20	10	7	5	21	14	11	29	55	13	5	3
	3%	3%	3%	1%	*%	1%	8%	6%	4%	3%	1%	4%	2%	2%	5%	3%	6%	4%	4%
		49%	51%	3%	*%	16%	81%	27%	13%	10%	7%	28%	19%	14%	39%	73%	17%	6%	4%
Poor vision, partial sight or blindness	72	38	34	4	6	10	51	25	10	6	3	9	21	12	30	62	3	7	1
	3%	3%	3%	1%	2%	1%	7%	7%	4%	2%	1%	2%	3%	3%	5%	3%	1%	6%	1%
		53%	47%	6%	9%	14%	71%	35%	14%	8%	4%	13%	29%	17%	42%	86%	4%	pr	1%
Mental health problems or difficulties	37	15	22	5	7	17	8	15	2	3	2	3	4	4	25	29	5	2	1
	2%	1%	2%	1%	2%	2%	1%	4%	1%	1%	1%	1%	1%	1%	4%	1%	2%	2%	1%
		40%	60%	14%	18%	46%	22%	hij							klm				
								41%	6%	7%	7%	9%	12%	12%	67%	79%	13%	5%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 124

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Limited ability to reach	33	13	21	-	1	10	23	10	1	1	1	6	4	3	20	28	3	2	1
	1%	1%	2%	-%	*%	1%	3%	3%	1%	*%	*%	1%	1%	1%	3%	1%	1%	1%	1%
		38%	62%	-%	3%	29%	68%	hij	31%	4%	3%	4%	19%	12%	10%	59%	86%	8%	5%
Dyslexia	26	12	14	7	4	9	6	3	5	2	4	9	3	4	8	24	-	1	*
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	*%	1%	1%	1%	-%	1%	*%
		46%	54%	28%	17%	33%	21%	10%	21%	7%	15%	35%	13%	17%	32%	95%	-%	4%	1%
Cannot walk at all / use a wheelchair	17	8	10	1	1	5	10	8	2	1	1	1	2	3	12	14	2	1	-
	1%	1%	1%	*%	*%	1%	1%	2%	1%	*%	*%	*%	*%	1%	2%	1%	1%	1%	-%
		44%	56%	3%	9%	29%	59%	ij	47%	14%	6%	4%	8%	10%	15%	67%	81%	12%	6%
Difficulty in speaking or in communicating	2	1	1	-	-	1	1	*	1	*	-	1	*	*	1	2	-	*	*
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%
		29%	71%	-%	-%	29%	71%	12%	27%	24%	-%	39%	24%	8%	29%	80%	-%	12%	8%
Other illnesses or health problems which limit your daily activities or the work that you can do	121	56	65	9	7	34	71	39	19	7	5	13	30	22	55	105	6	6	3
	5%	5%	5%	2%	2%	4%	9%	11%	7%	3%	1%	2%	4%	5%	9%	5%	3%	5%	5%
		46%	54%	7%	6%	28%	59%	ij	16%	6%	4%	11%	25%	18%	46%	87%	5%	5%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 124

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
None	1965	940	1026	316	395	730	524	216	206	238	390	520	613	369	458	1642	175	92	56
	83%	83%	84%	91%	94%	89%	68%	63%	78%	89%	95%	88%	88%	86%	73%	83%	85%	79%	86%
				f	ef	f			g	gh	ghi	n	n	n					q
		48%	52%	16%	20%	37%	27%	11%	10%	12%	20%	26%	31%	19%	23%	84%	9%	5%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 124

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Cannot walk far or manage stairs or can only do so with difficulty	116	100	16	2	114	67	49
	5%	5%	5%	*%	11%	5%	5%
		86%	14%	2%	98%	58%	42%
Breathlessness or chest pains	93	78	16	16	77	51	42
	4%	4%	5%	1%	7%	4%	5%
		83%	17%	18%	82%	55%	45%
Poor hearing, partial hearing or deafness	75	64	11	10	66	52	23
	3%	3%	4%	1%	6%	4%	3%
		85%	15%	13%	87%	70%	30%
Poor vision, partial sight or blindness	72	61	11	9	63	43	29
	3%	3%	3%	1%	6%	3%	3%
		85%	15%	13%	87%	60%	40%
Mental health problems or difficulties	37	28	9	5	32	19	18
	2%	1%	3%	*%	3%	1%	2%
		76%	24%	13%	87%	52%	48%

Columns Tested: a,b - c,d - e,f

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 124

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Limited ability to reach	33	29	4	2	31	21	13
	1%	1%	1%	*%	3%	1%	1%
				c			
		87%	13%	7%	93%	62%	38%
Dyslexia	26	23	3	14	11	20	6
	1%	1%	1%	1%	1%	1%	1%
		90%	10%	56%	44%	76%	24%
Cannot walk at all / use a wheelchair	17	15	3	-	17	12	6
	1%	1%	1%	-%	2%	1%	1%
				c			
		84%	16%	-%	100%	67%	33%
Difficulty in speaking or in communicating	2	2	*	-	2	1	1
	*%	*%	*%	-%	*%	*%	*%
		88%	12%	-%	100%	35%	65%
Other illnesses or health problems which limit your daily activities or the work that you can do	121	105	16	28	92	59	62
	5%	5%	5%	2%	9%	4%	7%
				c			e
		87%	13%	24%	76%	49%	51%

Columns Tested: a,b - c,d - e,f

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 124

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
None	1965	1712	253	1241	711	1219	747
	83%	84%	82%	94%	69%	84%	82%
				d			
		87%	13%	63%	36%	62%	38%

Columns Tested: a,b - c,d - e,f

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 125

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	102	51	51	4	5	17	76	36	16	8	2	11	27	21	43	76	4	19	3
Effective Weighted Sample	84	42	42	4	4	15	65	31	15	6	2	8	22	18	37	67	4	18	3
Total	72	38	34	4	6	10	51	25	10	6	3	9	21	12	30	62	3	7	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot tell by the light where the windows are	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 125

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	102	51	51	4	5	17	76	36	16	8	2	11	27	21	43	76	4	19	3
Effective Weighted Sample	84	42	42	4	4	15	65	31	15	6	2	8	22	18	37	67	4	18	3
Total	72	38	34	4	6	10	51	25	10	6	3	9	21	12	30	62	3	7	1
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty seeing ordinary newspaper print	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 125

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	102	87	15	9	93	59	43
Effective Weighted Sample	84	73	11	7	79	47	38
Total	72	61	11	9	63	43	29
		**	**	**	**	**	**
Cannot tell by the light where the windows are	2	**	**	**	**	**	**
	3%	**	**	**	**	**	**
		**	**	**	**	**	**
Cannot see the shapes of furniture in the room	1	**	**	**	**	**	**
	2%	**	**	**	**	**	**
		**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	2	**	**	**	**	**	**
	2%	**	**	**	**	**	**
		**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	2	**	**	**	**	**	**
	3%	**	**	**	**	**	**
		**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	10	**	**	**	**	**	**
	13%	**	**	**	**	**	**
		**	**	**	**	**	**

Columns Tested: a,b - c,d - e,f

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 125

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	102	87	15	9	93	59	43
Effective Weighted Sample	84	73	11	7	79	47	38
Total	72	61	11	9	63	43	29
		**	**	**	**	**	**
Cannot see well enough to read a large print book	2	**	**	**	**	**	**
	2%	**	**	**	**	**	**
		**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	1	**	**	**	**	**	**
	1%	**	**	**	**	**	**
		**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	2	**	**	**	**	**	**
	2%	**	**	**	**	**	**
		**	**	**	**	**	**
Have difficulty seeing ordinary newspaper print	26	**	**	**	**	**	**
	36%	**	**	**	**	**	**
		**	**	**	**	**	**
Other	13	**	**	**	**	**	**
	18%	**	**	**	**	**	**
		**	**	**	**	**	**
Don't know	13	**	**	**	**	**	**
	18%	**	**	**	**	**	**
		**	**	**	**	**	**

Columns Tested: a,b - c,d - e,f

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 126

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	114	55	59	3	1	15	95	32	17	10	5	26	23	21	44	70	17	14	13
Effective Weighted Sample	92	44	48	2	1	12	78	26	12	8	4	22	19	17	36	62	16	13	12
Total	75	37	38	2	*	12	61	20	10	7	5	21	14	11	29	55	13	5	3
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear sounds at all	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 126

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%			~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	114	55	59	3	1	15	95	32	17	10	5	26	23	21	44	70	17	14	13	
Effective Weighted Sample	92	44	48	2	1	12	78	26	12	8	4	22	19	17	36	62	16	13	12	
Total	75	37	38	2	*	12	61	20	10	7	5	21	14	11	29	55	13	5	3	
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Difficulty hearing someone talking in a normal voice in a quiet room	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Difficulty following a conversation against background noise	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Other	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Don't know	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 126

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	d	~e	~f
Unweighted total	114	93	21	9	105	77	37
Effective Weighted Sample	92	76	17	8	87	64	29
Total	75	64	11	10	66	52	23
		**	**	**	87%	**	**
Cannot hear sounds at all	2	**	**	**	1	**	**
	2%	**	**	**	1%	**	**
		**	**	**	39%	**	**
Cannot follow a TV programme with the volume turned up	9	**	**	**	7	**	**
	12%	**	**	**	11%	**	**
		**	**	**	81%	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	4	**	**	**	3	**	**
	6%	**	**	**	5%	**	**
		**	**	**	78%	**	**
Cannot hear a doorbell, alarm clock or telephone bell	5	**	**	**	5	**	**
	6%	**	**	**	7%	**	**
		**	**	**	100%	**	**
Cannot follow a TV programme at a volume others find acceptable	10	**	**	**	9	**	**
	13%	**	**	**	14%	**	**
		**	**	**	91%	**	**

Columns Tested: a,b - c,d - e,f

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 126

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	d	~e	~f
Unweighted total	114	93	21	9	105	77	37
Effective Weighted Sample	92	76	17	8	87	64	29
Total	75	64	11	10	66	52	23
		**	**	**	87%	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	5	**	**	**	5	**	**
	7%	**	**	**	8%	**	**
		**	**	**	100%	**	**
Difficulty following a conversation against background noise	22	**	**	**	20	**	**
	29%	**	**	**	31%	**	**
		**	**	**	91%	**	**
Other	8	**	**	**	6	**	**
	11%	**	**	**	10%	**	**
		**	**	**	77%	**	**
Don't know	10	**	**	**	9	**	**
	14%	**	**	**	14%	**	**
		**	**	**	86%	**	**

Columns Tested: a,b - c,d - e,f

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 127

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ9 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Under £11,500	343	142	201	45	56	82	160	343	-	-	-	23	50	28	241	272	37	20	15
	15%	13%	16%	13%	13%	10%	21%	100%	-%	-%	-%	4%	7%	6%	38%	14%	18%	17%	22%
		a	a				cde	hij				k	k		klm				o
		41%	59%	13%	16%	24%	47%	100%	-%	-%	-%	7%	15%	8%	70%	79%	11%	6%	4%
Above £11,500	1330	682	648	122	265	568	375	-	260	262	401	413	428	283	203	1104	126	67	33
	56%	60%	53%	35%	63%	70%	49%	-%	98%	98%	98%	70%	61%	66%	32%	56%	61%	57%	51%
		b			cf	cdf	c		g	g	g	ln	n	n			r		
		51%	49%	9%	20%	43%	28%	-%	20%	20%	30%	31%	32%	21%	15%	83%	9%	5%	2%
Don't know	201	93	108	114	31	20	36	-	2	1	4	31	64	33	73	169	8	15	9
	9%	8%	9%	33%	7%	2%	5%	-%	1%	*%	1%	5%	9%	8%	12%	9%	4%	12%	14%
			def	e			e				g		k		km	p		p	op
		46%	54%	57%	15%	10%	18%	-%	1%	*%	2%	15%	32%	16%	36%	84%	4%	7%	4%
Refused	483	213	270	65	70	146	201	-	3	5	4	124	156	88	113	425	34	15	8
	20%	19%	22%	19%	17%	18%	26%	-%	1%	2%	1%	21%	22%	20%	18%	22%	17%	13%	13%
							cde		g	g	g		n		qr				
		44%	56%	14%	15%	30%	42%	-%	1%	1%	1%	26%	32%	18%	23%	88%	7%	3%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 127

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ9 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Under £11,500	343	296	46	71	271	164	179
	15%	14%	15%	5%	26%	11%	20%
				c			e
		86%	14%	21%	79%	48%	52%
Above £11,500	1330	1163	167	955	373	830	500
	56%	57%	54%	73%	36%	57%	55%
		87%	13%	72%	28%	62%	38%
Don't know	201	186	15	69	126	114	87
	9%	9%	5%	5%	12%	8%	10%
		b			c		
		93%	7%	34%	63%	57%	43%
Refused	483	401	82	222	258	339	144
	20%	20%	26%	17%	25%	23%	16%
			a		c		f
		83%	17%	46%	53%	70%	30%

Columns Tested: a,b - c,d - e,f

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 128

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ9 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2877	1369	1508	384	428	921	1144	497	366	336	402	608	855	621	785	2084	261	270	262
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
Total	2357	1130	1227	347	422	816	773	343	265	268	410	592	698	432	630	1970	205	116	65
		48%	52%	15%	18%	35%	33%	15%	11%	11%	17%	25%	30%	18%	27%	84%	9%	5%	3%
Under £11,500	343	142	201	45	56	82	160	343	-	-	-	23	50	28	241	272	37	20	15
	15%	13%	16%	13%	13%	10%	21%	100%	-%	-%	-%	4%	7%	6%	38%	14%	18%	17%	22%
			a				cde	hij					k		klm				o
		41%	59%	13%	16%	24%	47%	100%	-%	-%	-%	7%	15%	8%	70%	79%	11%	6%	4%
£11,500 - £17,499	265	120	145	22	44	89	110	-	265	-	-	32	63	77	93	208	34	14	9
	11%	11%	12%	6%	11%	11%	14%	-%	100%	-%	-%	5%	9%	18%	15%	11%	17%	12%	14%
				c		c	ce		gij				k	kl	kl		o		
		45%	55%	8%	17%	34%	42%	-%	100%	-%	-%	12%	24%	29%	35%	78%	13%	5%	3%
£17,500 - £29,999	268	134	134	25	66	106	71	-	-	268	-	45	95	91	37	211	28	17	12
	11%	12%	11%	7%	16%	13%	9%	-%	-%	100%	-%	8%	14%	21%	6%	11%	14%	15%	18%
				cf		cf			ghj				kn	klm					o
		50%	50%	9%	25%	39%	26%	-%	-%	100%	-%	17%	35%	34%	14%	79%	10%	6%	4%
£30,000 - £49,999	236	118	118	15	63	110	48	-	-	-	236	106	76	40	14	203	15	12	6
	10%	10%	10%	4%	15%	13%	6%	-%	-%	-%	58%	18%	11%	9%	2%	10%	7%	10%	9%
				cf		cf					ghi	lmn	n	n					
		50%	50%	6%	27%	46%	20%	-%	-%	-%	100%	45%	32%	17%	6%	86%	6%	5%	3%
£50,000+	174	109	64	11	25	120	18	-	-	-	174	109	52	6	6	158	9	5	2
	7%	10%	5%	3%	6%	15%	2%	-%	-%	-%	42%	18%	7%	1%	1%	8%	4%	5%	3%
			b		f	cdf					ghi	lmn	mn			pr			
		63%	37%	6%	14%	69%	11%	-%	-%	-%	100%	63%	30%	4%	3%	91%	5%	3%	1%
REFUSED BUT ABOVE £11.5K	407	210	197	52	68	152	136	-	-	-	-	126	150	71	58	339	42	21	4
	17%	19%	16%	15%	16%	19%	18%	-%	-%	-%	-%	21%	22%	17%	9%	17%	21%	18%	7%
												n	mn	n		r	r	r	
		52%	48%	13%	17%	37%	33%	-%	-%	-%	-%	31%	37%	18%	14%	83%	10%	5%	1%
DK/ Refused	664	296	368	177	100	158	229	-	-	-	-	151	212	118	181	579	41	27	17
	28%	26%	30%	51%	24%	19%	30%	-%	-%	-%	-%	26%	30%	27%	29%	29%	20%	24%	26%
			a	def			de									p			
		45%	55%	27%	15%	24%	35%	-%	-%	-%	-%	23%	32%	18%	27%	87%	6%	4%	3%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 128

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ9 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Effective Weighted Sample	2357	1127	1230	320	360	768	960	407	298	269	345	512	704	505	652	1839	251	223	250
HOUSEHOLD INCOME																			
UNDER £11.5K	343 15%	142 13%	201 16%	45 13%	56 13%	82 10%	160 21%	343 100%	- -%	- -%	- -%	23 4%	50 7%	28 6%	241 38%	272 14%	37 18%	20 17%	15 22%
		41%	59%	13%	16%	24%	47%	100%	-	-	-	7%	15%	8%	70%	79%	11%	6%	4%
£11.5K- £17.5K	265 11%	120 11%	145 12%	22 6%	44 11%	89 11%	110 14%	- -%	265 100%	- -%	- -%	32 5%	63 9%	77 18%	93 15%	208 11%	34 17%	14 12%	9 14%
		45%	55%	8%	17%	34%	42%	-	100%	-	-	12%	24%	29%	35%	78%	13%	5%	3%
£17.5K- £29.9K	268 11%	134 12%	134 11%	25 7%	66 16%	106 13%	71 9%	- -%	- -%	268 100%	- -%	45 8%	95 14%	91 21%	37 6%	211 11%	28 14%	17 15%	12 18%
		50%	50%	9%	25%	39%	26%	-	-	100%	-	17%	35%	34%	14%	79%	10%	6%	4%
£30K+	410 17%	227 20%	182 15%	26 7%	87 21%	230 28%	67 9%	- -%	- -%	- -%	410 100%	215 36%	128 18%	47 11%	20 3%	361 18%	23 11%	17 15%	8 12%
		55%	45%	6%	21%	56%	16%	-	-	-	100%	53%	31%	11%	5%	88%	6%	4%	2%

Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 128

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ9 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
Under £11,500	343	296	46	71	271	164	179
	15%	14%	15%	5%	26%	11%	20%
				c			e
		86%	14%	21%	79%	48%	52%
£11,500 - £17,499	265	227	38	131	133	156	109
	11%	11%	12%	10%	13%	11%	12%
				c			
		85%	15%	49%	50%	59%	41%
£17,500 - £29,999	268	239	29	205	63	148	121
	11%	12%	9%	16%	6%	10%	13%
				d			e
		89%	11%	76%	24%	55%	45%
£30,000 - £49,999	236	210	26	204	32	173	63
	10%	10%	8%	16%	3%	12%	7%
				d		f	
		89%	11%	86%	14%	73%	27%
£50,000+	174	155	19	162	12	123	51
	7%	8%	6%	12%	1%	8%	6%
				d		f	
		89%	11%	93%	7%	71%	29%
REFUSED BUT ABOVE £11.5K	407	351	56	262	143	243	164
	17%	17%	18%	20%	14%	17%	18%
				d			
		86%	14%	64%	35%	60%	40%

Columns Tested: a,b - c,d - e,f

OFCOM TECHNOLOGY TRACKER - MAIN SET - WAVE 2 2014. 12th May to 26th July 2014.

Table 128

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ9 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2877	2407	470	1345	1518	1790	1087
Effective Weighted Sample	2357	1995	374	1146	1271	1472	886
Total	2357	2047	310	1316	1027	1448	909
		87%	13%	56%	44%	61%	39%
DK/ Refused	664	570	94	281	373	441	223
	28%	28%	30%	21%	36%	30%	25%
		86%	14%	42%	56%	66%	34%
HOUSEHOLD INCOME							
UNDER							
£11.5K	343	296	46	71	271	164	179
	15%	14%	15%	5%	26%	11%	20%
		86%	14%	21%	79%	48%	52%
£11.5K- £17.5K	265	227	38	131	133	156	109
	11%	11%	12%	10%	13%	11%	12%
		85%	15%	49%	50%	59%	41%
£17.5K- £29.9K	268	239	29	205	63	148	121
	11%	12%	9%	16%	6%	10%	13%
		89%	11%	76%	24%	55%	45%
£30K+	410	364	45	366	44	296	114
	17%	18%	15%	28%	4%	20%	13%
		89%	11%	89%	11%	72%	28%

Columns Tested: a,b - c,d - e,f