

**OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER WAVE 2 2014 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 12th May to 26th July 2014.**

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|---|----|
| NATION.....   | 1  |
| Base : All respondents  |    |
| REGION .....  | 2  |
| Base : All respondents  |    |
| URBANITY .....  | 4  |
| Base : All respondents  |    |
| CABLE AREA.....   | 5  |
| Base : All respondents  |    |
| DEPRIVATION LEVEL.....  | 6  |
| Base : All respondents  |    |
| SE. GENDER .....  | 7  |
| Base : All respondents  |    |
| SF. AGE OF RESPONDENT .....   | 8  |
| Base : All respondents  |    |
| QSEG (QZ8). What is the occupation of the main wage earner in your household. CODE SOCIAL GRADE. (SINGLE CODE) .....  | 10 |
| Base : All respondents  |    |
| QZ7 (SG). WORKING STATUS (SINGLE CODE) .....  | 12 |
| Base : All respondents  |    |
| QZ8 (SH). HOUSEHOLD STATUS (SINGLE CODE) .....  | 14 |
| Base : All respondents  |    |
| SH (SI). Total number in household (including respondent and any children).....   | 16 |
| Base : All respondents  |    |
| SI (SK). Household size .....   | 17 |
| Base : All respondents  |    |
| SJ. Total number of children in household (under 18), including respondent (if respondent is under 18) .....  | 18 |
| Base : All respondents  |    |
| SK (SL). And are you the parent or guardian of any of the children in the household? (SINGLE CODE) .....  | 19 |
| 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 .....  | 20 |
| 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) .....  | 21 |
| 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) ..... | 22 |
| 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) .....   | 23 |
| 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).....   | 25 |
| Base : Those without a landline phone at home   |    |

**OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER WAVE 2 2014 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 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 .....   | 27 |
| 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) .....   | 30 |
| Base : All respondents  |    |
| QD1. How many mobile phones IN TOTAL do you AND members of your household use? (SINGLE CODE) .....  | 32 |
| 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) .....   | 33 |
| Base : All respondents  |    |
| QD3 (QD10). Which mobile network do you use most often? (SINGLE CODE) .....   | 35 |
| 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) .....  | 37 |
| 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) .....  | 38 |
| 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. .... | 39 |
| 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.....     | 40 |
| Base : All respondents  |    |
| QD7 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE) .....   | 41 |
| 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 .....   | 43 |
| 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) .....  | 46 |
| 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) .....  | 53 |
| 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) .....  | 60 |
| Base : All respondents  |    |
| QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE) .....  | 63 |
| Base : All respondents  |    |
| QE2 (QE35). How many tablet computers do you have in your household? (SINGLE CODE) .....  | 65 |
| Base : Those with any tablet computers in the household   |    |
| QE3 (QE36). Do you personally use this/ any of these tablet computer/s? (SINGLE CODE) .....   | 66 |
| 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) .....  | 67 |
| 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) .....  | 69 |
| Base : Those who use a tablet computer outside the home   |    |

**OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER WAVE 2 2014 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 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).....   | 70  |
| 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).....  | 71  |
| 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) .....   | 72  |
| 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).....  | 73  |
| Base : All respondents   |     |
| QE10 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE) .....   | 75  |
| 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).....  | 77  |
| 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? .. | 81  |
| 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).....                                  | 82  |
| 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) .....  | 83  |
| 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? .....  | 86  |
| 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? .....   | 87  |
| 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) .....  | 88  |
| 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) .....   | 96  |
| 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) .....   | 104 |
| 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 .....   | 106 |
| 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 .....  | 110 |
| 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) .....  | 113 |
| 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) .....  | 115 |
| 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).....   | 117 |
| Base : All respondents   |     |

**OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER WAVE 2 2014 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 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) .....   | 118 |
| Base : All respondents  |     |
| QE26 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE).....   | 119 |
| 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) .....  | 121 |
| 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) .....           | 123 |
| 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) .....  | 124 |
| Base : All respondents  |     |
| QB2. SHOWCARD And do you personally use this e-reader, or digital book reader? (SINGLE CODE).....   | 125 |
| 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) .....   | 126 |
| Base : All respondents  |     |
| QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE) .....  | 128 |
| 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.....  | 130 |
| Base : Those without a TV in the household  |     |
| QH3. SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE) .....   | 132 |
| Base : Those with Satellite TV  |     |
| QH4. SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE).....  | 135 |
| 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) .....  | 138 |
| 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) ..... | 139 |
| 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) .....                                  | 141 |
| 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).....  | 143 |
| 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) .....   | 145 |
| 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) .....  | 147 |
| 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) .....  | 149 |
| 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) .....   | 151 |
| Base : Those with a TV in the household   |     |

**OFCCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER WAVE 2 2014 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 12th May to 26th July 2014.**

|  |     |
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| 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) .....   | 153 |
| 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 ..... | 155 |
| 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) .....   | 156 |
| Base : All respondents   |     |
| QCHECK. Can I just check that you have the following services? (MULTI CODE).....   | 159 |
| 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).....  | 161 |
| 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) .....  | 163 |
| Base : All respondents   |     |
| QG2. Is this ONE deal or package, or more than one? (SINGLE CODE) .....  | 164 |
| 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).....   | 165 |
| 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).....   | 167 |
| Base : All respondents   |     |
| QG4 (QG3B). Do you receive a discount or special deal for subscribing to this package of services? (SINGLE CODE).....  | 169 |
| 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).....   | 170 |
| 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).....  | 172 |
| 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).....  | 174 |
| 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).....  | 175 |
| Base : Those who listen to radio   |     |
| QP2C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE).....  | 176 |
| 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).....  | 177 |
| 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) .....   | 178 |
| 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) .....  | 179 |
| Base : Those who listen to radio   |     |

**OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER WAVE 2 2014 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 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) .....   | 180 |
| 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) .....   | 181 |
| 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).....   | 182 |
| 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).....  | 183 |
| 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).....  | 184 |
| 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) .....                         | 185 |
| 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).....  | 186 |
| 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) ..... | 188 |
| 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) .....  | 190 |
| 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) .....  | 192 |
| 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) .....                    | 193 |
| 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) .....                    | 195 |
| 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) .....  | 197 |
| Base : All respondents  |     |
| QP11. How many of these motor vehicles have a radio? (SINGLE CODE) .....  | 198 |
| 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) .....  | 199 |
| 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) .....  | 201 |
| Base : All respondents  |     |
| QP15 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE) .....  | 203 |
| 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) .....  | 205 |
| 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).....  | 207 |
| Base : All with any type of digital radio   |     |

**OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER WAVE 2 2014 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 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).....                          | 209 |
| 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).....                                       | 211 |
| 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).....  | 213 |
| 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 .....  | 215 |
| 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) ..... | 217 |
| Base : All respondents   |     |
| QI2 (QI4). And did you go ahead and make a complaint about your landline service or supplier? (SINGLE CODE).....   | 218 |
| 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) .....  | 219 |
| 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).....                                  | 220 |
| Base : All respondents   |     |
| QZ2 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE).....   | 221 |
| Base : All respondents   |     |
| QZ3. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE).....   | 222 |
| Base : All respondents   |     |
| QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE).....   | 226 |
| Base : All respondents   |     |
| QZ5 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE).....   | 229 |
| Base : Those with poor vision, partial sight or blindness  |     |
| QZ6 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE) .....  | 231 |
| 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? .....         | 233 |
| 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).....                   | 234 |
| Base : All respondents   |     |

**OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER WAVE 2 2014 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 12th May to 26th July 2014.**

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| England                   | 260   | 312   | 282 | 595 | 978          | 1735 | 228 | 472        | 86     | 74           | 147           | 1642 |
|                           | 84%   | 84%   | 82% | 83% | 82%          | 82%  | 93% | 85%        | 87%    | 76%          | 82%           | 84%  |
|                           | 13%   | 16%   | 14% | 30% | 50%          | 88%  | 12% | 24%        | 4%     | 4%           | 7%            | 83%  |
| Scotland                  | 25    | 33    | 34  | 66  | 113          | 198  | 12  | 35         | 3      | 14           | 14            | 175  |
|                           | 8%    | 9%    | 10% | 9%  | 9%           | 9%   | 5%  | 6%         | 3%     | 14%          | 8%            | 9%   |
|                           | 12%   | 16%   | 17% | 32% | 55%          | 96%  | 6%  | 17%        | 2%     | 7%           | 7%            | 85%  |
| Wales                     | 16    | 18    | 19  | 38  | 70           | 115  | 3   | 34         | 9      | 6            | 14            | 92   |
|                           | 5%    | 5%    | 6%  | 5%  | 6%           | 5%   | 1%  | 6%         | 9%     | 6%           | 8%            | 5%   |
|                           | 14%   | 16%   | 16% | 32% | 60%          | 99%  | 3%  | 30%        | 7%     | 5%           | 12%           | 79%  |
| Northern Ireland          | 7     | 9     | 9   | 18  | 32           | 64   | 1   | 13         | 1      | 4            | 3             | 56   |
|                           | 2%    | 2%    | 3%  | 3%  | 3%           | 3%   | *%  | 2%         | 1%     | 4%           | 2%            | 3%   |
|                           | 11%   | 14%   | 14% | 28% | 49%          | 99%  | 1%  | 19%        | 1%     | 6%           | 5%            | 86%  |

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

**OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER WAVE 2 2014 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 12th May to 26th July 2014.**

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| North East                | 14    | 21    | 14  | 36  | 56           | 100  | -   | 33         | 1      | 6            | 8             | 78   |
|                           | 5%    | 6%    | 4%  | 5%  | 5%           | 5%   | -%  | 6%         | 1%     | 6%           | 4%            | 4%   |
|                           | 14%   | 21%   | 14% | 36% | 56%          | 100% | -%  | 33%        | 1%     | 6%           | 8%            | 78%  |
| North West                | 34    | 54    | 47  | 100 | 152          | 246  | 15  | 75         | 16     | 10           | 28            | 206  |
|                           | 11%   | 14%   | 14% | 14% | 13%          | 12%  | 6%  | 14%        | 16%    | 10%          | 16%           | 10%  |
|                           | 13%   | 21%   | 18% | 39% | 58%          | 95%  | 6%  | 29%        | 6%     | 4%           | 11%           | 79%  |
| Yorkshire                 | 22    | 29    | 26  | 55  | 103          | 185  | 16  | 67         | 10     | 12           | 14            | 155  |
|                           | 7%    | 8%    | 8%  | 8%  | 9%           | 9%   | 6%  | 12%        | 10%    | 13%          | 8%            | 8%   |
|                           | 11%   | 14%   | 13% | 27% | 51%          | 92%  | 8%  | 33%        | 5%     | 6%           | 7%            | 77%  |
| East Midlands             | 24    | 32    | 27  | 59  | 101          | 148  | 18  | 38         | 10     | 5            | 15            | 139  |
|                           | 8%    | 9%    | 8%  | 8%  | 8%           | 7%   | 8%  | 7%         | 10%    | 5%           | 8%            | 7%   |
|                           | 15%   | 19%   | 16% | 36% | 61%          | 90%  | 11% | 23%        | 6%     | 3%           | 9%            | 84%  |
| West Midlands             | 28    | 34    | 27  | 61  | 104          | 167  | 40  | 43         | 8      | 11           | 14            | 174  |
|                           | 9%    | 9%    | 8%  | 9%  | 9%           | 8%   | 17% | 8%         | 8%     | 11%          | 8%            | 9%   |
|                           | 14%   | 17%   | 13% | 30% | 51%          | 82%  | 20% | 21%        | 4%     | 5%           | 7%            | 85%  |
| East of England           | 31    | 33    | 36  | 69  | 107          | 207  | 6   | 45         | 6      | 7            | 16            | 183  |
|                           | 10%   | 9%    | 10% | 10% | 9%           | 10%  | 2%  | 8%         | 7%     | 7%           | 9%            | 9%   |
|                           | 14%   | 15%   | 17% | 32% | 50%          | 97%  | 3%  | 21%        | 3%     | 3%           | 8%            | 85%  |
| London                    | 37    | 33    | 31  | 64  | 122          | 176  | 107 | 42         | 11     | 4            | 7             | 267  |
|                           | 12%   | 9%    | 9%  | 9%  | 10%          | 8%   | 44% | 8%         | 11%    | 4%           | 4%            | 14%  |
|                           | 13%   | 11%   | 11% | 22% | 41%          | 60%  | 36% | 14%        | 4%     | 1%           | 3%            | 90%  |

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

**OFCEM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER WAVE 2 2014 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 12th May to 26th July 2014.**

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**REGION**

Base : All respondents

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| South East                | 43    | 43    | 43  | 85  | 144          | 312  | 16  | 85         | 18     | 14           | 24            | 270  |
|                           | 14%   | 12%   | 12% | 12% | 12%          | 15%  | 6%  | 15%        | 19%    | 14%          | 14%           | 14%  |
|                           |       |       |     |     |              | g    |     |            |        |              |               |      |
|                           | 13%   | 13%   | 13% | 26% | 44%          | 95%  | 5%  | 26%        | 6%     | 4%           | 7%            | 82%  |
| South West                | 27    | 34    | 32  | 66  | 90           | 193  | 10  | 45         | 4      | 4            | 21            | 171  |
|                           | 9%    | 9%    | 9%  | 9%  | 8%           | 9%   | 4%  | 8%         | 4%     | 4%           | 12%           | 9%   |
|                           |       |       |     |     |              | g    |     |            |        |              | j             |      |
|                           | 13%   | 17%   | 16% | 33% | 44%          | 96%  | 5%  | 22%        | 2%     | 2%           | 10%           | 85%  |
| Wales                     | 16    | 18    | 19  | 38  | 70           | 115  | 3   | 34         | 9      | 6            | 14            | 92   |
|                           | 5%    | 5%    | 6%  | 5%  | 6%           | 5%   | 1%  | 6%         | 9%     | 6%           | 8%            | 5%   |
|                           |       |       |     |     |              | g    |     |            |        |              | l             |      |
|                           | 14%   | 16%   | 16% | 32% | 60%          | 99%  | 3%  | 30%        | 7%     | 5%           | 12%           | 79%  |
| Scotland                  | 25    | 33    | 34  | 66  | 113          | 198  | 12  | 35         | 3      | 14           | 14            | 175  |
|                           | 8%    | 9%    | 10% | 9%  | 9%           | 9%   | 5%  | 6%         | 3%     | 14%          | 8%            | 9%   |
|                           |       |       |     |     |              | g    |     |            |        | hi           |               |      |
|                           | 12%   | 16%   | 17% | 32% | 55%          | 96%  | 6%  | 17%        | 2%     | 7%           | 7%            | 85%  |
| Northern Ireland          | 7     | 9     | 9   | 18  | 32           | 64   | 1   | 13         | 1      | 4            | 3             | 56   |
|                           | 2%    | 2%    | 3%  | 3%  | 3%           | 3%   | *%  | 2%         | 1%     | 4%           | 2%            | 3%   |
|                           |       |       |     |     |              | g    |     |            |        |              |               |      |
|                           | 11%   | 14%   | 14% | 28% | 49%          | 99%  | 1%  | 19%        | 1%     | 6%           | 5%            | 86%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Urban                     | 258   | 310   | 295 | 605 | 1035         | 1812 | 233 | 476        | 84     | 84           | 152           | 1712 |
|                           | 84%   | 83%   | 86% | 84% | 87%          | 86%  | 95% | 86%        | 86%    | 86%          | 85%           | 87%  |
|                           | 13%   | 15%   | 14% | 30% | 51%          | 88%  | 11% | 23%        | 4%     | 4%           | 7%            | 84%  |
| Rural                     | 50    | 62    | 50  | 112 | 157          | 300  | 11  | 79         | 14     | 14           | 26            | 253  |
|                           | 16%   | 17%   | 14% | 16% | 13%          | 14%  | 5%  | 14%        | 14%    | 14%          | 15%           | 13%  |
|                           | 16%   | 20%   | 16% | 36% | 51%          | 97%  | 4%  | 26%        | 5%     | 5%           | 9%            | 82%  |

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

**OFCOM DIGITAL PARTICIPATION CONSORTIUM TECH TRACKER WAVE 2 2014 - SUBSET 65+, DE, EMG, DISABILITY ONLY - 12th May to 26th July 2014.**

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**CABLE AREA**

Base : All respondents

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| TELEWEST                  | 51    | 51    | 55  | 106 | 196          | 330  | 59  | 83         | 12     | 16           | 27            | 321  |
|                           | 17%   | 14%   | 16% | 15% | 16%          | 16%  | 24% | 15%        | 12%    | 17%          | 15%           | 16%  |
|                           | 13%   | 13%   | 15% | 28% | 51%          | 87%  | 15% | 22%        | 3%     | 4%           | 7%            | 84%  |
| NTL                       | 96    | 122   | 107 | 229 | 407          | 712  | 90  | 191        | 34     | 26           | 56            | 676  |
|                           | 31%   | 33%   | 31% | 32% | 34%          | 34%  | 37% | 34%        | 34%    | 27%          | 32%           | 34%  |
|                           | 12%   | 15%   | 13% | 28% | 50%          | 88%  | 11% | 24%        | 4%     | 3%           | 7%            | 84%  |
| NEITHER                   | 161   | 199   | 183 | 382 | 590          | 1070 | 95  | 281        | 53     | 55           | 95            | 968  |
|                           | 52%   | 53%   | 53% | 53% | 49%          | 51%  | 39% | 51%        | 53%    | 56%          | 53%           | 49%  |
|                           | 14%   | 17%   | 16% | 33% | 51%          | 92%  | 8%  | 24%        | 5%     | 5%           | 8%            | 83%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Low                       | 212   | 267   | 238 | 505 | 715          | 1382 | 69  | 321        | 59     | 67           | 103           | 1219 |
|                           | 69%   | 72%   | 69% | 70% | 60%          | 65%  | 28% | 58%        | 60%    | 68%          | 58%           | 62%  |
|                           | 15%   | 18%   | 16% | 35% | 49%          | 95%  | 5%  | 22%        | 4%     | 5%           | 7%            | 84%  |
| Medium                    | 94    | 101   | 104 | 204 | 449          | 708  | 158 | 228        | 36     | 30           | 74            | 705  |
|                           | 30%   | 27%   | 30% | 29% | 38%          | 34%  | 65% | 41%        | 36%    | 31%          | 41%           | 36%  |
|                           | 11%   | 12%   | 12% | 24% | 52%          | 82%  | 18% | 26%        | 4%     | 4%           | 9%            | 82%  |
| High                      | 3     | 5     | 3   | 8   | 28           | 22   | 17  | 6          | 4      | 1            | 2             | 41   |
|                           | 1%    | 1%    | 1%  | 1%  | 2%           | 1%   | 7%  | 1%         | 4%     | 1%           | 1%            | 2%   |
|                           | 6%    | 10%   | 7%  | 17% | 61%          | 49%  | 37% | 13%        | 8%     | 1%           | 3%            | 91%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Male                      | 158   | 177   | 141 | 318 | 524          | 1008 | 122 | 283        | 55     | 51           | 79            | 940  |
|                           | 51%   | 48%   | 41% | 44% | 44%          | 48%  | 50% | 51%        | 56%    | 52%          | 44%           | 48%  |
|                           | cd    |       |     |     |              |      |     |            |        |              |               |      |
|                           | 14%   | 16%   | 12% | 28% | 46%          | 89%  | 11% | 25%        | 5%     | 5%           | 7%            | 83%  |
| Female                    | 150   | 195   | 204 | 399 | 668          | 1103 | 122 | 272        | 43     | 47           | 99            | 1026 |
|                           | 49%   | 52%   | 59% | 56% | 56%          | 52%  | 50% | 49%        | 44%    | 48%          | 56%           | 52%  |
|                           |       |       | a   | a   |              |      |     |            |        |              |               |      |
|                           | 12%   | 16%   | 17% | 33% | 54%          | 90%  | 10% | 22%        | 4%     | 4%           | 8%            | 84%  |

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

Any break column with 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

|                           | AGE   |       |     |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d    | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717  | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586  | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717  | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30%  | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| 16 - 17                   | -     | -     | -   | -    | 15           | 51   | 9   | 9          | 2      | *            | -             | 55   |
|                           | -%    | -%    | -%  | -%   | 1%           | 2%   | 4%  | 2%         | 2%     | *%           | -%            | 3%   |
|                           |       |       |     |      |              |      |     |            |        |              |               | k    |
|                           | -%    | -%    | -%  | -%   | 24%          | 84%  | 15% | 14%        | 3%     | 1%           | -%            | 91%  |
| 18 - 24                   | -     | -     | -   | -    | 73           | 234  | 46  | 35         | 4      | 2            | 1             | 262  |
|                           | -%    | -%    | -%  | -%   | 6%           | 11%  | 19% | 6%         | 4%     | 2%           | 1%            | 13%  |
|                           |       |       |     |      |              |      | f   | k          |        |              |               | hijk |
|                           | -%    | -%    | -%  | -%   | 25%          | 82%  | 16% | 12%        | 1%     | 1%           | *%            | 91%  |
| 25 - 34                   | -     | -     | -   | -    | 125          | 359  | 64  | 35         | 9      | 1            | 9             | 395  |
|                           | -%    | -%    | -%  | -%   | 11%          | 17%  | 26% | 6%         | 9%     | 1%           | 5%            | 20%  |
|                           |       |       |     |      |              |      | f   | j          | j      |              |               | hijk |
|                           | -%    | -%    | -%  | -%   | 30%          | 85%  | 15% | 8%         | 2%     | *%           | 2%            | 94%  |
| 35 - 44                   | -     | -     | -   | -    | 105          | 377  | 64  | 55         | 8      | 2            | 12            | 406  |
|                           | -%    | -%    | -%  | -%   | 9%           | 18%  | 26% | 10%        | 8%     | 2%           | 7%            | 21%  |
|                           |       |       |     |      |              |      | f   | j          |        |              |               | hijk |
|                           | -%    | -%    | -%  | -%   | 24%          | 86%  | 14% | 13%        | 2%     | *%           | 3%            | 92%  |
| 45 - 54                   | -     | -     | -   | -    | 82           | 350  | 25  | 82         | 9      | 16           | 21            | 324  |
|                           | -%    | -%    | -%  | -%   | 7%           | 17%  | 10% | 15%        | 9%     | 16%          | 12%           | 16%  |
|                           |       |       |     |      |              |      | g   |            |        |              |               |      |
|                           | -%    | -%    | -%  | -%   | 22%          | 93%  | 7%  | 22%        | 2%     | 4%           | 5%            | 86%  |
| 55 - 64                   | 308   | -     | -   | -    | 75           | 289  | 21  | 98         | 8      | 6            | 30            | 252  |
|                           | 100%  | -%    | -%  | -%   | 6%           | 14%  | 9%  | 18%        | 8%     | 6%           | 17%           | 13%  |
|                           | bcd   |       |     |      |              |      | g   | ijl        |        |              | j             |      |
|                           | 100%  | -%    | -%  | -%   | 24%          | 94%  | 7%  | 32%        | 2%     | 2%           | 10%           | 82%  |
| 65 - 74                   | -     | 372   | -   | 372  | 372          | 221  | 7   | 89         | 15     | 17           | 37            | 157  |
|                           | -%    | 100%  | -%  | 52%  | 31%          | 10%  | 3%  | 16%        | 15%    | 17%          | 21%           | 8%   |
|                           |       | acd   |     | ac   |              | g    |     | l          | l      | l            | l             |      |
|                           | -%    | 164%  | -%  | 164% | 164%         | 97%  | 3%  | 39%        | 7%     | 7%           | 16%           | 69%  |

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

Any break column with 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

|                           | AGE   |       |      |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|------|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+  | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c    | d    | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371  | 717  | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307  | 586  | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345  | 717  | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15%  | 30%  | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| 75+                       | -     | -     | 345  | 345  | 345          | 230  | 8   | 152        | 44     | 54           | 69            | 116  |
|                           | -%    | -%    | 100% | 48%  | 29%          | 11%  | 3%  | 27%        | 45%    | 55%          | 38%           | 6%   |
|                           |       |       | abd  | ab   |              | g    |     | l          | hl     | hkl          | hl            |      |
|                           | -%    | -%    | 145% | 145% | 145%         | 97%  | 3%  | 64%        | 19%    | 23%          | 29%           | 49%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| A                         | 5     | 5     | 8   | 14  | 14           | 41   | 3   | 7          | -      | 2            | 2             | 38   |
|                           | 2%    | 1%    | 2%  | 2%  | 1%           | 2%   | 1%  | 1%         | -%     | 2%           | 1%            | 2%   |
|                           | 11%   | 12%   | 19% | 31% | 31%          | 93%  | 8%  | 17%        | -%     | 5%           | 5%            | 87%  |
| B                         | 74    | 79    | 64  | 143 | 143          | 493  | 58  | 91         | 12     | 24           | 25            | 482  |
|                           | 24%   | 21%   | 19% | 20% | 12%          | 23%  | 24% | 16%        | 12%    | 24%          | 14%           | 25%  |
|                           | 13%   | 14%   | 12% | 26% | 26%          | 90%  | 11% | 17%        | 2%     | 4%           | 4%            | 88%  |
| C1                        | 93    | 96    | 83  | 179 | 179          | 632  | 83  | 128        | 30     | 20           | 39            | 613  |
|                           | 30%   | 26%   | 24% | 25% | 15%          | 30%  | 34% | 23%        | 30%    | 21%          | 22%           | 31%  |
|                           | 13%   | 14%   | 12% | 26% | 26%          | 91%  | 12% | 18%        | 4%     | 3%           | 6%            | 88%  |
| C2                        | 61    | 75    | 60  | 135 | 135          | 387  | 43  | 102        | 18     | 15           | 24            | 369  |
|                           | 20%   | 20%   | 17% | 19% | 11%          | 18%  | 17% | 18%        | 18%    | 15%          | 13%           | 19%  |
|                           | 14%   | 17%   | 14% | 31% | 31%          | 90%  | 10% | 24%        | 4%     | 3%           | 5%            | 86%  |
| D                         | 37    | 32    | 29  | 60  | 337          | 263  | 42  | 65         | 8      | 10           | 16            | 267  |
|                           | 12%   | 9%    | 8%  | 8%  | 28%          | 12%  | 17% | 12%        | 8%     | 10%          | 9%            | 14%  |
|                           | 12%   | 10%   | 9%  | 19% | 107%         | 84%  | 13% | 21%        | 3%     | 3%           | 5%            | 85%  |
| E                         | 38    | 84    | 98  | 182 | 381          | 291  | 16  | 160        | 31     | 27           | 73            | 191  |
|                           | 12%   | 23%   | 28% | 25% | 32%          | 14%  | 6%  | 29%        | 32%    | 27%          | 41%           | 10%  |
|                           | 12%   | a     | a   | a   | 120%         | g    | 5%  | 51%        | 10%    | 8%           | 23%           | 60%  |
| Refused                   | 1     | 1     | 2   | 3   | 3            | 6    | -   | 1          | -      | -            | -             | 5    |
|                           | *%    | *%    | 1%  | *%  | *%           | *%   | -%  | *%         | -%     | -%           | -%            | *%   |
|                           | 21%   | 15%   | 41% | 56% | 56%          | 100% | -%  | 25%        | -%     | -%           | -%            | 87%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| <b>SOCIAL GROUP</b>       |       |       |     |     |              |      |     |            |        |              |               |      |
| AB                        | 79    | 84    | 73  | 157 | 157          | 533  | 61  | 98         | 12     | 26           | 27            | 520  |
|                           | 25%   | 23%   | 21% | 22% | 13%          | 25%  | 25% | 18%        | 12%    | 27%          | 15%           | 26%  |
|                           | 13%   | 14%   | 12% | 26% | 26%          | 90%  | 10% | 17%        | 2%     | 4%           | 5%            | 88%  |
| C1C2                      | 154   | 172   | 143 | 315 | 315          | 1018 | 126 | 230        | 48     | 35           | 63            | 982  |
|                           | 50%   | 46%   | 41% | 44% | 26%          | 48%  | 51% | 41%        | 48%    | 36%          | 35%           | 50%  |
|                           | c     |       |     |     |              |      |     |            | k      |              |               | hjk  |
|                           | 14%   | 15%   | 13% | 28% | 28%          | 90%  | 11% | 20%        | 4%     | 3%           | 6%            | 87%  |
| DE                        | 75    | 116   | 127 | 242 | 718          | 554  | 58  | 226        | 39     | 36           | 89            | 458  |
|                           | 24%   | 31%   | 37% | 34% | 60%          | 26%  | 24% | 41%        | 40%    | 37%          | 50%           | 23%  |
|                           |       |       | a   | a   |              |      |     | l          | l      | l            | hl            |      |
|                           | 12%   | 18%   | 20% | 38% | 114%         | 88%  | 9%  | 36%        | 6%     | 6%           | 14%           | 73%  |

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

Any break column with 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

|   | AGE   |       |     |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d    | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total  | 427   | 346   | 371 | 717  | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample   | 358   | 283   | 307 | 586  | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total   | 308   | 372   | 345 | 717  | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15% | 30%  | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Base for %  | 308   | 372   | 345 | 717  | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15% | 30%  | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Working full time (30hrs/wk+)   | 107   | 7     | 3   | 10   | 149          | 847  | 107 | 95         | 11     | 12           | 7             | 901  |
|   | 35%   | 2%    | 1%  | 1%   | 12%          | 40%  | 44% | 17%        | 11%    | 12%          | 4%            | 46%  |
|   | bcd   |       |     |      |              |      |     | k          | k      | k            |               | hijk |
|   | 11%   | 1%    | *%  | 1%   | 16%          | 89%  | 11% | 10%        | 1%     | 1%           | 1%            | 94%  |
| Working part time (8-29 hrs/wk)   | 51    | 12    | 5   | 18   | 101          | 319  | 41  | 32         | 4      | 4            | -             | 340  |
|   | 17%   | 3%    | 2%  | 2%   | 8%           | 15%  | 17% | 6%         | 4%     | 4%           | -%            | 17%  |
|   | bcd   |       |     |      |              |      |     | k          | k      | k            |               | hijk |
|   | 14%   | 3%    | 1%  | 5%   | 28%          | 89%  | 11% | 9%         | 1%     | 1%           | -%            | 95%  |
| Not working (i.e. under 8hrs/wk) - retired  | 107   | 343   | 322 | 665  | 689          | 528  | 20  | 279        | 61     | 68           | 120           | 335  |
|   | 35%   | 92%   | 94% | 93%  | 58%          | 25%  | 8%  | 50%        | 62%    | 69%          | 67%           | 17%  |
|   |       | a     | a   | a    |              | g    |     | l          | hl     | hl           | hl            |      |
|   | 20%   | 63%   | 59% | 122% | 126%         | 97%  | 4%  | 51%        | 11%    | 12%          | 22%           | 61%  |
| Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work) | 15    | 3     | 2   | 5    | 92           | 103  | 10  | 37         | 3      | 4            | 12            | 90   |
|   | 5%    | 1%    | 1%  | 1%   | 8%           | 5%   | 4%  | 7%         | 3%     | 4%           | 7%            | 5%   |
|   | bcd   |       |     |      |              |      |     |            |        |              |               |      |
|   | 12%   | 2%    | 2%  | 4%   | 78%          | 88%  | 9%  | 32%        | 3%     | 3%           | 10%           | 77%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total   | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample  | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total  | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Not working (i.e. under 8hrs/wk) - student                       | -     | -     | -   | -   | 22           | 118  | 32  | 16         | 6      | *            | -             | 140  |
|  | -%    | -%    | -%  | -%  | 2%           | 6%   | 13% | 3%         | 7%     | *%           | -%            | 7%   |
|  | -%    | -%    | -%  | -%  | 14%          | 78%  | 21% | k          | jk     | *%           | -%            | hjk  |
|  |       |       |     |     |              |      |     | 11%        | 4%     |              |               | 93%  |
| Not working (i.e. under 8hrs/wk) - housewife/<br>disabled/ other | 27    | 7     | 12  | 19  | 137          | 185  | 30  | 94         | 13     | 10           | 40            | 147  |
|  | 9%    | 2%    | 3%  | 3%  | 12%          | 9%   | 12% | 17%        | 13%    | 10%          | 22%           | 7%   |
|  | bcd   |       |     |     |              |      |     | l          |        |              | jl            |      |
|  | 13%   | 3%    | 5%  | 9%  | 65%          | 87%  | 14% | 44%        | 6%     | 5%           | 19%           | 69%  |
| Don't know   | 1     | -     | 1   | 1   | 2            | 12   | 3   | 2          | -      | -            | -             | 13   |
|  | *%    | -%    | *%  | *%  | *%           | 1%   | 1%  | *%         | -%     | -%           | -%            | 1%   |
|  | 10%   | -%    | 6%  | 6%  | 17%          | 83%  | 25% | 11%        | -%     | -%           | -%            | 96%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                                 | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total  | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample                               | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total   | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Base for %  | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Being bought on mortgage                                | 77    | 23    | 16  | 39  | 106          | 630  | 57  | 75         | 12     | 12           | 11            | 634  |
|   | 25%   | 6%    | 5%  | 5%  | 9%           | 30%  | 23% | 13%        | 12%    | 13%          | 6%            | 32%  |
|   | bcd   |       |     |     |              |      |     | k          |        |              |               | hjk  |
|   | 11%   | 3%    | 2%  | 6%  | 16%          | 93%  | 8%  | 11%        | 2%     | 2%           | 2%            | 93%  |
| Owned outright by household                             | 144   | 236   | 222 | 458 | 505          | 572  | 44  | 191        | 40     | 51           | 66            | 472  |
|   | 47%   | 63%   | 64% | 64% | 42%          | 27%  | 18% | 34%        | 41%    | 52%          | 37%           | 24%  |
|   |       | a     | a   | a   |              | g    |     | l          | l      | hkl          | l             |      |
|   | 24%   | 39%   | 36% | 75% | 83%          | 93%  | 7%  | 31%        | 7%     | 8%           | 11%           | 77%  |
| Rented from Local Authority/ Housing Association/ Trust | 52    | 89    | 81  | 170 | 385          | 477  | 48  | 202        | 34     | 26           | 76            | 387  |
|   | 17%   | 24%   | 23% | 24% | 32%          | 23%  | 20% | 36%        | 34%    | 27%          | 43%           | 20%  |
|   |       | a     | a   | a   |              |      |     | l          | l      |              | jl            |      |
|   | 10%   | 17%   | 15% | 32% | 72%          | 90%  | 9%  | 38%        | 6%     | 5%           | 14%           | 73%  |
| Rented from Private Landlord                            | 27    | 21    | 17  | 38  | 166          | 361  | 78  | 71         | 12     | 6            | 20            | 392  |
|   | 9%    | 6%    | 5%  | 5%  | 14%          | 17%  | 32% | 13%        | 12%    | 6%           | 11%           | 20%  |
|   | d     |       |     |     |              |      | f   |            |        |              |               | hjk  |
|   | 6%    | 5%    | 4%  | 9%  | 38%          | 82%  | 18% | 16%        | 3%     | 1%           | 5%            | 89%  |
| Other   | 7     | 2     | 8   | 10  | 18           | 47   | 13  | 11         | 1      | 1            | 2             | 52   |
|   | 2%    | 1%    | 2%  | 1%  | 2%           | 2%   | 5%  | 2%         | 1%     | 1%           | 1%            | 3%   |
|   |       |       |     |     |              |      | f   |            |        |              |               |      |
|   | 11%   | 3%    | 13% | 16% | 31%          | 78%  | 22% | 19%        | 2%     | 2%           | 4%            | 88%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Don't know                | 1     | 1     | 2   | 3   | 12           | 26   | 4   | 5          | -      | 1            | 3             | 29   |
|                           | *%    | *%    | 1%  | *%  | 1%           | 1%   | 2%  | 1%         | -%     | 1%           | 2%            | 1%   |
|                           | 4%    | 3%    | 6%  | 9%  | 36%          | 79%  | 13% | 15%        | -%     | 4%           | 9%            | 88%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |      | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|------|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES  | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g    | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244  | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193  | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244  | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10%  | 24%        | 4%     | 4%           | 8%            | 83%  |
| 1                         | 73    | 92    | 178 | 270 | 349          | 394  | 21   | 196        | 46     | 39           | 89            | 270  |
|                           | 24%   | 25%   | 52% | 38% | 29%          | 19%  | 9%   | 35%        | 47%    | 40%          | 50%           | 14%  |
|                           |       |       | abd | ab  |              | g    |      | l          | hl     | l            | hl            |      |
|                           | 18%   | 22%   | 43% | 65% | 84%          | 95%  | 5%   | 47%        | 11%    | 9%           | 21%           | 65%  |
| 2                         | 162   | 248   | 149 | 397 | 541          | 768  | 53   | 226        | 30     | 44           | 60            | 663  |
|                           | 52%   | 67%   | 43% | 55% | 45%          | 36%  | 22%  | 41%        | 31%    | 45%          | 33%           | 34%  |
|                           | c     | acd   |     | c   |              | g    |      | l          |        | l            |               |      |
|                           | 20%   | 30%   | 18% | 48% | 66%          | 94%  | 6%   | 28%        | 4%     | 5%           | 7%            | 81%  |
| 3                         | 40    | 24    | 12  | 36  | 129          | 365  | 41   | 64         | 8      | 10           | 18            | 367  |
|                           | 13%   | 6%    | 3%  | 5%  | 11%          | 17%  | 17%  | 12%        | 8%     | 10%          | 10%           | 19%  |
|                           | bcd   |       |     |     |              |      |      |            |        |              |               | hijk |
|                           | 10%   | 6%    | 3%  | 9%  | 31%          | 89%  | 10%  | 16%        | 2%     | 2%           | 4%            | 90%  |
| 4                         | 19    | 5     | 5   | 10  | 99           | 399  | 77   | 47         | 9      | 5            | 11            | 446  |
|                           | 6%    | 1%    | 1%  | 1%  | 8%           | 19%  | 32%  | 9%         | 9%     | 5%           | 6%            | 23%  |
|                           | bcd   |       |     |     |              |      | f    |            |        |              |               | hijk |
|                           | 4%    | 1%    | 1%  | 2%  | 21%          | 84%  | 16%  | 10%        | 2%     | 1%           | 2%            | 93%  |
| 5+                        | 15    | 3     | 1   | 4   | 75           | 185  | 52   | 22         | 4      | -            | 1             | 219  |
|                           | 5%    | 1%    | *%  | 1%  | 6%           | 9%   | 21%  | 4%         | 4%     | -%           | 1%            | 11%  |
|                           | bcd   |       |     |     |              |      | f    | k          | jk     |              |               | hjk  |
|                           | 6%    | 1%    | *%  | 2%  | 32%          | 79%  | 22%  | 9%         | 2%     | -%           | *%            | 94%  |
| Mean number of people     | 2.2   | 1.9   | 1.6 | 1.7 | 2.2          | 2.7  | 3.5  | 2.1        | 2.0    | 1.8          | 1.7           | 2.9  |
|                           | bcd   | cd    |     | c   |              |      | f    | jk         |        |              |               | hijk |
| Standard deviation        | 1.11  | .69   | .66 | .69 | 1.24         | 1.30 | 1.48 | 1.10       | 1.24   | .82          | .92           | 1.34 |
| Standard error            | .05   | .04   | .03 | .03 | .03          | .03  | .09  | .05        | .12    | .08          | .06           | .03  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Small (1-2 people)        | 235   | 340   | 327 | 667 | 890          | 1163 | 74  | 422        | 77     | 83           | 149           | 933  |
|                           | 76%   | 91%   | 95% | 93% | 75%          | 55%  | 30% | 76%        | 78%    | 84%          | 83%           | 47%  |
|                           | 19%   | 27%   | a   | a   | g            | l    | l   | l          | l      | l            | l             | l    |
|                           | 19%   | 27%   | 26% | 54% | 72%          | 94%  | 6%  | 34%        | 6%     | 7%           | 12%           | 75%  |
| Medium (3-4 people)       | 59    | 29    | 17  | 46  | 227          | 764  | 119 | 111        | 17     | 15           | 29            | 813  |
|                           | 19%   | 8%    | 5%  | 6%  | 19%          | 36%  | 49% | 20%        | 18%    | 16%          | 16%           | 41%  |
|                           | bcd   |       |     |     | f            |      |     |            |        |              |               | hijk |
|                           | 7%    | 3%    | 2%  | 5%  | 26%          | 86%  | 13% | 13%        | 2%     | 2%           | 3%            | 92%  |
| Large (5+ people)         | 15    | 3     | 1   | 4   | 75           | 185  | 52  | 22         | 4      | -            | 1             | 219  |
|                           | 5%    | 1%    | *%  | 1%  | 6%           | 9%   | 21% | 4%         | 4%     | -%           | 1%            | 11%  |
|                           | bcd   |       |     |     | f            |      |     | k          | jk     |              |               | hjk  |
|                           | 6%    | 1%    | *%  | 2%  | 32%          | 79%  | 22% | 9%         | 2%     | -%           | *%            | 94%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |      | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|------|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES  | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g    | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244  | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193  | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244  | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10%  | 24%        | 4%     | 4%           | 8%            | 83%  |
| None                      | 281   | 356   | 342 | 698 | 939          | 1366 | 125  | 459        | 84     | 88           | 158           | 1160 |
|                           | 91%   | 96%   | 99% | 97% | 79%          | 65%  | 51%  | 83%        | 85%    | 89%          | 89%           | 59%  |
|                           | 19%   | 24%   | 23% | 47% | 63%          | 92%  | 8%   | 31%        | 6%     | 6%           | 11%           | 78%  |
| 1                         | 16    | 12    | 2   | 14  | 103          | 326  | 41   | 56         | 7      | 9            | 12            | 331  |
|                           | 5%    | 3%    | 1%  | 2%  | 9%           | 15%  | 17%  | 10%        | 8%     | 10%          | 7%            | 17%  |
|                           | cd    | c     |     |     |              |      |      |            |        |              |               | hik  |
|                           | 4%    | 3%    | 1%  | 4%  | 28%          | 89%  | 11%  | 15%        | 2%     | 3%           | 3%            | 90%  |
| 2                         | 8     | 1     | -   | 1   | 97           | 311  | 52   | 28         | 5      | 1            | 8             | 345  |
|                           | 3%    | *%    | -%  | *%  | 8%           | 15%  | 21%  | 5%         | 5%     | 1%           | 5%            | 18%  |
|                           | bcd   |       |     |     |              | f    |      |            |        |              |               | hijk |
|                           | 2%    | *%    | -%  | *%  | 27%          | 85%  | 14%  | 8%         | 1%     | *%           | 2%            | 95%  |
| 3                         | 2     | 1     | 1   | 2   | 32           | 76   | 18   | 10         | 1      | -            | -             | 89   |
|                           | 1%    | *%    | *%  | *%  | 3%           | 4%   | 7%   | 2%         | 1%     | -%           | -%            | 5%   |
|                           |       |       |     |     |              | f    |      |            |        |              |               | hjk  |
|                           | 2%    | 1%    | 1%  | 2%  | 33%          | 80%  | 19%  | 10%        | 1%     | -%           | -%            | 94%  |
| 4                         | 1     | 1     | -   | 1   | 14           | 23   | 7    | 2          | 1      | -            | -             | 29   |
|                           | *%    | *%    | -%  | *%  | 1%           | 1%   | 3%   | *%         | 1%     | -%           | -%            | 1%   |
|                           |       |       |     |     |              | f    |      |            |        |              |               |      |
|                           | 3%    | 2%    | -%  | 2%  | 46%          | 75%  | 23%  | 7%         | 2%     | -%           | -%            | 95%  |
| 5+                        | -     | 1     | -   | 1   | 8            | 10   | 1    | 1          | -      | -            | -             | 11   |
|                           | -%    | *%    | -%  | *%  | 1%           | *%   | *%   | *%         | -%     | -%           | -%            | 1%   |
|                           | -%    | 10%   | -%  | 10% | 67%          | 88%  | 10%  | 7%         | -%     | -%           | -%            | 95%  |
| Mean number of children   | .1    | .1    | *   | *   | .4           | .6   | 1.0  | .3         | .2     | .1           | .2            | .7   |
|                           | bcd   | c     |     |     |              |      | f    | jk         |        |              |               | hijk |
| Standard deviation        | .50   | .41   | .18 | .32 | .92          | .99  | 1.16 | .69        | .67    | .35          | .48           | 1.05 |
| Standard error            | .02   | .02   | .01 | .01 | .03          | .02  | .07  | .03        | .07    | .03          | .03           | .02  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               |     |
|---------------------------|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | ~a    | ~b    | ~c  | ~d  | e            | f   | g   | ~h         | ~i     | ~j           | ~k            | l   |
| Unweighted total          | 35    | 12    | 3   | 15  | 269          | 837 | 124 | 80         | 11     | 7            | 19            | 882 |
| Effective Weighted Sample | 31    | 10    | 3   | 12  | 225          | 686 | 100 | 67         | 9      | 6            | 17            | 732 |
| Total                     | 27    | 16    | 3   | 19  | 253          | 746 | 119 | 96         | 15     | 10           | 20            | 805 |
|                           | **    | **    | **  | **  | 29%          | 86% | 14% | **         | **     | **           | **            | 93% |
| Yes                       | **    | **    | **  | **  | 202          | 631 | 95  | **         | **     | **           | **            | 678 |
|                           | **    | **    | **  | **  | 80%          | 85% | 79% | **         | **     | **           | **            | 84% |
|                           | **    | **    | **  | **  | 28%          | 87% | 13% | **         | **     | **           | **            | 93% |
| No                        | **    | **    | **  | **  | 44           | 101 | 24  | **         | **     | **           | **            | 113 |
|                           | **    | **    | **  | **  | 17%          | 13% | 20% | **         | **     | **           | **            | 14% |
|                           | **    | **    | **  | **  | 35%          | 79% | 19% | **         | **     | **           | **            | 89% |
| Refused                   | **    | **    | **  | **  | 7            | 14  | 1   | **         | **     | **           | **            | 15  |
|                           | **    | **    | **  | **  | 3%           | 2%  | 1%  | **         | **     | **           | **            | 2%  |
|                           | **    | **    | **  | **  | 43%          | 89% | 7%  | **         | **     | **           | **            | 95% |

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

Any break column with 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

|   | AGE      |       |           |          | AGE/SEG      | MEG  |     | DISABILITY |          |              |               |      |
|---|----------|-------|-----------|----------|--------------|------|-----|------------|----------|--------------|---------------|------|
|   | 55-64    | 65-74 | 75+       | 65+      | 65+<br>OR DE | NO   | YES | ANY        | VISION   | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                         | a        | b     | c         | d        | e            | f    | g   | h          | i        | j            | k             | l    |
| Unweighted total                                | 427      | 346   | 371       | 717      | 1268         | 2626 | 244 | 555        | 102      | 114          | 202           | 2322 |
| Effective Weighted Sample                       | 358      | 283   | 307       | 586      | 1041         | 2133 | 193 | 433        | 83       | 88           | 170           | 1914 |
| Total   | 308      | 372   | 345       | 717      | 1192         | 2112 | 244 | 555        | 99       | 98           | 179           | 1965 |
|   | 13%      | 16%   | 15%       | 30%      | 51%          | 90%  | 10% | 24%        | 4%       | 4%           | 8%            | 83%  |
| Can use to make and receive calls               | 276      | 341   | 330       | 671      | 991          | 1749 | 193 | 457        | 82       | 88           | 150           | 1612 |
|   | 89%      | 92%   | 96%       | 94%      | 83%          | 83%  | 79% | 82%        | 83%      | 90%          | 84%           | 82%  |
|   | 14%      | 18%   | ab<br>17% | a<br>35% | 51%          | 90%  | 10% | 24%        | 4%       | 5%           | 8%            | 83%  |
| Can receive but not make calls/ incoming only   | 1        | 3     | 1         | 4        | 9            | 23   | 2   | 5          | 3        | 2            | -             | 24   |
|   | *%       | 1%    | *%        | 1%       | 1%           | 1%   | 1%  | 1%         | 3%       | 2%           | -%            | 1%   |
|   | 3%       | 12%   | 5%        | 16%      | 32%          | 85%  | 9%  | 20%        | k<br>10% | 6%           | -%            | 89%  |
| Line not working properly/ needs to be repaired | 1        | 1     | -         | 1        | 3            | 10   | -   | 5          | -        | -            | 1             | 6    |
|   | *%       | *%    | -%        | *%       | *%           | *%   | -%  | 1%         | -%       | -%           | 1%            | *%   |
|   | 6%       | 11%   | -%        | 11%      | 30%          | 100% | -%  | 55%        | -%       | -%           | 10%           | 65%  |
| No, do not have landline phone                  | 32       | 27    | 14        | 41       | 190          | 329  | 49  | 87         | 14       | 9            | 28            | 321  |
|   | 10%      | 7%    | 4%        | 6%       | 16%          | 16%  | 20% | 16%        | 15%      | 9%           | 16%           | 16%  |
|   | cd<br>8% | 7%    | 4%        | 11%      | 50%          | 86%  | 13% | 23%        | 4%       | 2%           | 7%            | 84%  |
| Don't know                                      | -        | -     | -         | -        | -            | 2    | -   | -          | -        | -            | -             | 2    |
|   | -%       | -%    | -%        | -%       | -%           | *%   | -%  | -%         | -%       | -%           | -%            | *%   |
|   | -%       | -%    | -%        | -%       | -%           | 100% | -%  | -%         | -%       | -%           | -%            | 100% |

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

Any break column with 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

|                                | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                                | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%        | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total               | 381   | 322   | 352 | 674 | 1049         | 2221 | 191 | 470        | 89     | 102          | 174           | 1947 |
| Effective Weighted Sample      | 322   | 262   | 293 | 552 | 862          | 1797 | 151 | 364        | 71     | 79           | 148           | 1597 |
| Total                          | 277   | 345   | 331 | 676 | 1002         | 1781 | 195 | 468        | 84     | 89           | 150           | 1642 |
|                                | 14%   | 17%   | 17% | 34% | 51%          | 90%  | 10% | 24%        | **     | 5%           | 8%            | 83%  |
| Yes to make calls              | 267   | 331   | 324 | 655 | 952          | 1623 | 182 | 426        | **     | 84           | 144           | 1497 |
|                                | 97%   | 96%   | 98% | 97% | 95%          | 91%  | 93% | 91%        | **     | 94%          | 96%           | 91%  |
|                                | 15%   | 18%   | 18% | 36% | 53%          | 90%  | 10% | 24%        | **     | 5%           | 8%            | 83%  |
| Yes to receive calls           | 262   | 329   | 318 | 647 | 937          | 1608 | 182 | 420        | **     | 83           | 142           | 1487 |
|                                | 95%   | 95%   | 96% | 96% | 93%          | 90%  | 93% | 90%        | **     | 93%          | 94%           | 91%  |
|                                | 15%   | 18%   | 18% | 36% | 52%          | 90%  | 10% | 24%        | **     | 5%           | 8%            | 83%  |
| Yes for internet access        | 166   | 164   | 84  | 248 | 427          | 1045 | 93  | 235        | **     | 33           | 63            | 980  |
|                                | 60%   | 48%   | 25% | 37% | 43%          | 59%  | 48% | 50%        | **     | 37%          | 42%           | 60%  |
|                                | bcd   | cd    |     | c   |              | g    |     | j          |        |              |               | hjk  |
|                                | 15%   | 14%   | 7%  | 22% | 38%          | 92%  | 8%  | 21%        | **     | 3%           | 6%            | 86%  |
| TOTAL PERSONALLY USE           | 271   | 335   | 326 | 662 | 975          | 1733 | 188 | 456        | **     | 85           | 145           | 1596 |
|                                | 98%   | 97%   | 99% | 98% | 97%          | 97%  | 96% | 97%        | **     | 95%          | 97%           | 97%  |
|                                | 14%   | 17%   | 17% | 34% | 51%          | 90%  | 10% | 24%        | **     | 4%           | 8%            | 83%  |
| No do not use landline at home | 4     | 9     | 5   | 14  | 24           | 43   | 5   | 9          | **     | 4            | 5             | 42   |
|                                | 2%    | 3%    | 1%  | 2%  | 2%           | 2%   | 3%  | 2%         | **     | 5%           | 3%            | 3%   |
|                                | 9%    | 18%   | 10% | 28% | 50%          | 89%  | 10% | 17%        | **     | 8%           | 10%           | 87%  |
| Don't know                     | 1     | 1     | -   | 1   | 3            | 4    | 2   | 3          | **     | -            | -             | 4    |
|                                | 1%    | *%    | -%  | *%  | *%           | *%   | 1%  | 1%         | **     | -%           | -%            | *%   |
|                                | 22%   | 15%   | -%  | 15% | 48%          | 72%  | 33% | 52%        | **     | -%           | -%            | 65%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total  | 379   | 318   | 351 | 669 | 1036         | 2186 | 187 | 463        | 87     | 101          | 173           | 1915 |
| Effective Weighted Sample   | 320   | 258   | 292 | 547 | 851          | 1768 | 148 | 360        | 69     | 78           | 147           | 1570 |
| Total   | 276   | 341   | 330 | 671 | 991          | 1749 | 193 | 457        | 82     | 88           | 150           | 1612 |
|   | 14%   | 18%   | 17% | 35% | 51%          | 90%  | 10% | 24%        | **     | 5%           | 8%            | 83%  |
| On a monthly or quarterly basis, alongside call charges and other costs   | 254   | 308   | 289 | 597 | 896          | 1565 | 167 | 415        | **     | 79           | 140           | 1438 |
|   | 92%   | 90%   | 88% | 89% | 90%          | 89%  | 87% | 91%        | **     | 90%          | 94%           | 89%  |
|   | 15%   | 18%   | 17% | 34% | 52%          | 90%  | 10% | 24%        | **     | 5%           | 8%            | 83%  |
| 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 | 17    | 30    | 23  | 53  | 57           | 85   | 13  | 19         | **     | 6            | 4             | 80   |
|   | 6%    | 9%    | 7%  | 8%  | 6%           | 5%   | 7%  | 4%         | **     | 7%           | 3%            | 5%   |
|   | 19%   | 31%   | 24% | 56% | 61%          | 90%  | 14% | 20%        | **     | 6%           | 4%            | 85%  |
| Don't know  | 4     | 4     | 18  | 21  | 37           | 99   | 12  | 23         | **     | 2            | 6             | 94   |
|   | 1%    | 1%    | 5%  | 3%  | 4%           | 6%   | 6%  | 5%         | **     | 3%           | 4%            | 6%   |
|   | 4%    | 3%    | ab  | 19% | 34%          | 89%  | 11% | 21%        | **     | 2%           | 5%            | 85%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total                          | 381   | 322   | 352 | 674 | 1049         | 2221 | 191 | 470        | 89     | 102          | 174           | 1947 |
| Effective Weighted Sample                 | 322   | 262   | 293 | 552 | 862          | 1797 | 151 | 364        | 71     | 79           | 148           | 1597 |
| Total                                     | 277   | 345   | 331 | 676 | 1002         | 1781 | 195 | 468        | 84     | 89           | 150           | 1642 |
|   | 14%   | 17%   | 17% | 34% | 51%          | 90%  | 10% | 24%        | **     | 5%           | 8%            | 83%  |
| BT  | 131   | 172   | 208 | 380 | 489          | 749  | 66  | 225        | **     | 48           | 68            | 651  |
|   | 47%   | 50%   | 63% | 56% | 49%          | 42%  | 34% | 48%        | **     | 53%          | 45%           | 40%  |
|   |       |       | ab  | a   |              | g    |     | l          |        | l            |               |      |
|   | 16%   | 21%   | 25% | 47% | 60%          | 92%  | 8%  | 28%        | **     | 6%           | 8%            | 80%  |
| Virgin Media (including NTL and Telewest) | 51    | 55    | 38  | 93  | 160          | 363  | 36  | 71         | **     | 15           | 25            | 350  |
|   | 19%   | 16%   | 11% | 14% | 16%          | 20%  | 19% | 15%        | **     | 17%          | 16%           | 21%  |
|   |       |       | c   |     |              |      |     |            |        |              |               | h    |
|   | 13%   | 14%   | 9%  | 23% | 40%          | 91%  | 9%  | 18%        | **     | 4%           | 6%            | 88%  |
| SkyTalk                                   | 39    | 46    | 12  | 58  | 136          | 320  | 36  | 64         | **     | 6            | 18            | 314  |
|   | 14%   | 13%   | 4%  | 9%  | 14%          | 18%  | 18% | 14%        | **     | 6%           | 12%           | 19%  |
|   |       | cd    | cd  | c   |              |      |     |            |        |              |               | hjk  |
|   | 11%   | 13%   | 3%  | 16% | 38%          | 90%  | 10% | 18%        | **     | 2%           | 5%            | 89%  |
| Talk Talk/ Carphone Warehouse             | 33    | 41    | 42  | 82  | 132          | 207  | 35  | 59         | **     | 11           | 19            | 199  |
|   | 12%   | 12%   | 13% | 12% | 13%          | 12%  | 18% | 13%        | **     | 12%          | 13%           | 12%  |
|   |       |       |     |     |              | f    |     |            |        |              |               |      |
|   | 14%   | 17%   | 17% | 34% | 55%          | 85%  | 15% | 25%        | **     | 5%           | 8%            | 82%  |
| Plusnet                                   | 7     | 4     | 2   | 6   | 10           | 25   | 3   | 12         | **     | 2            | 6             | 19   |
|   | 3%    | 1%    | 1%  | 1%  | 1%           | 1%   | 2%  | 3%         | **     | 3%           | 4%            | 1%   |
|   |       | d     |     |     |              |      |     | l          |        |              | l             |      |
|   | 26%   | 13%   | 8%  | 21% | 38%          | 92%  | 12% | 44%        | **     | 9%           | 21%           | 71%  |
| EE/ Everything Everywhere                 | 4     | -     | 3   | 3   | 8            | 19   | 7   | 7          | **     | 1            | 2             | 21   |
|   | 1%    | -%    | 1%  | *%  | 1%           | 1%   | 4%  | 1%         | **     | 2%           | 1%            | 1%   |
|   |       |       | b   |     |              |      | f   |            |        |              |               |      |
|   | 16%   | -%    | 11% | 11% | 31%          | 75%  | 28% | 27%        | **     | 6%           | 8%            | 82%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 381   | 322   | 352 | 674 | 1049         | 2221 | 191 | 470        | 89     | 102          | 174           | 1947 |
| Effective Weighted Sample | 322   | 262   | 293 | 552 | 862          | 1797 | 151 | 364        | 71     | 79           | 148           | 1597 |
| Total                     | 277   | 345   | 331 | 676 | 1002         | 1781 | 195 | 468        | 84     | 89           | 150           | 1642 |
|                           | 14%   | 17%   | 17% | 34% | 51%          | 90%  | 10% | 24%        | **     | 5%           | 8%            | 83%  |
| Post Office               | 5     | 7     | 8   | 15  | 19           | 21   | 1   | 9          | **     | 3            | 4             | 16   |
|                           | 2%    | 2%    | 2%  | 2%  | 2%           | 1%   | *%  | 2%         | **     | 3%           | 2%            | 1%   |
|                           | 21%   | 31%   | 35% | 66% | 85%          | 94%  | 3%  | 39%        | **     | 12%          | 17%           | 72%  |
| Kingston Communications   | 1     | 2     | 3   | 5   | 5            | 12   | -   | 1          | **     | -            | 1             | 11   |
|                           | *%    | 1%    | 1%  | 1%  | 1%           | 1%   | -%  | *%         | **     | -%           | *%            | 1%   |
|                           | 9%    | 16%   | 28% | 43% | 43%          | 100% | -%  | 6%         | **     | -%           | 6%            | 95%  |
| Other                     | 4     | 10    | 7   | 17  | 23           | 41   | 4   | 11         | **     | 1            | 5             | 36   |
|                           | 1%    | 3%    | 2%  | 2%  | 2%           | 2%   | 2%  | 2%         | **     | 2%           | 4%            | 2%   |
|                           | 8%    | 22%   | 16% | 38% | 53%          | 92%  | 9%  | 24%        | **     | 3%           | 12%           | 82%  |
| Don't know                | 2     | 9     | 9   | 18  | 20           | 26   | 7   | 10         | **     | 2            | 3             | 26   |
|                           | 1%    | 3%    | 3%  | 3%  | 2%           | 1%   | 4%  | 2%         | **     | 2%           | 2%            | 2%   |
|                           | 6%    | 28%   | 28% | 55% | 61%          | 79%  | 21% | 29%        | **     | 6%           | 10%           | 78%  |

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

Any break column with 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

|                           | AGE         |             |           |           | AGE/SEG           | MEG     |           | DISABILITY |              |                    |                     | NO<br>l |
|---------------------------|-------------|-------------|-----------|-----------|-------------------|---------|-----------|------------|--------------|--------------------|---------------------|---------|
|                           | 55-64<br>~a | 65-74<br>~b | 75+<br>~c | 65+<br>~d | 65+<br>OR DE<br>e | NO<br>f | YES<br>~g | ANY<br>~h  | VISION<br>~i | HEAR-<br>ING<br>~j | MOBI-<br>LITY<br>~k |         |
| Significance Level: 95%   |             |             |           |           |                   |         |           |            |              |                    |                     |         |
| Unweighted total          | 46          | 24          | 19        | 43        | 219               | 403     | 53        | 85         | 13           | 12                 | 28                  | 373     |
| Effective Weighted Sample | 36          | 21          | 15        | 34        | 180               | 334     | 42        | 69         | 12           | 10                 | 23                  | 315     |
| Total                     | 32          | 27          | 14        | 41        | 190               | 329     | 49        | 87         | 14           | 9                  | 28                  | 321     |
|                           | **          | **          | **        | **        | 50%               | 86%     | **        | **         | **           | **                 | **                  | 84%     |
| Certain to                | **          | **          | **        | **        | 5                 | 10      | **        | **         | **           | **                 | **                  | 9       |
|                           | **          | **          | **        | **        | 3%                | 3%      | **        | **         | **           | **                 | **                  | 3%      |
|                           | **          | **          | **        | **        | 40%               | 76%     | **        | **         | **           | **                 | **                  | 73%     |
| Very likely               | **          | **          | **        | **        | 3                 | 7       | **        | **         | **           | **                 | **                  | 7       |
|                           | **          | **          | **        | **        | 2%                | 2%      | **        | **         | **           | **                 | **                  | 2%      |
|                           | **          | **          | **        | **        | 35%               | 88%     | **        | **         | **           | **                 | **                  | 83%     |
| Likely                    | **          | **          | **        | **        | 12                | 16      | **        | **         | **           | **                 | **                  | 15      |
|                           | **          | **          | **        | **        | 6%                | 5%      | **        | **         | **           | **                 | **                  | 5%      |
|                           | **          | **          | **        | **        | 65%               | 90%     | **        | **         | **           | **                 | **                  | 86%     |
| TOTAL LIKELY              | **          | **          | **        | **        | 20                | 33      | **        | **         | **           | **                 | **                  | 32      |
|                           | **          | **          | **        | **        | 10%               | 10%     | **        | **         | **           | **                 | **                  | 10%     |
|                           | **          | **          | **        | **        | 51%               | 85%     | **        | **         | **           | **                 | **                  | 81%     |
| Unlikely                  | **          | **          | **        | **        | 22                | 40      | **        | **         | **           | **                 | **                  | 42      |
|                           | **          | **          | **        | **        | 11%               | 12%     | **        | **         | **           | **                 | **                  | 13%     |
|                           | **          | **          | **        | **        | 45%               | 83%     | **        | **         | **           | **                 | **                  | 87%     |
| Very unlikely             | **          | **          | **        | **        | 46                | 76      | **        | **         | **           | **                 | **                  | 77      |
|                           | **          | **          | **        | **        | 24%               | 23%     | **        | **         | **           | **                 | **                  | 24%     |
|                           | **          | **          | **        | **        | 51%               | 83%     | **        | **         | **           | **                 | **                  | 84%     |
| Certain not to            | **          | **          | **        | **        | 85                | 152     | **        | **         | **           | **                 | **                  | 141     |
|                           | **          | **          | **        | **        | 45%               | 46%     | **        | **         | **           | **                 | **                  | 44%     |
|                           | **          | **          | **        | **        | 51%               | 91%     | **        | **         | **           | **                 | **                  | 84%     |
| TOTAL UNLIKELY            | **          | **          | **        | **        | 153               | 268     | **        | **         | **           | **                 | **                  | 259     |
|                           | **          | **          | **        | **        | 80%               | 81%     | **        | **         | **           | **                 | **                  | 81%     |
|                           | **          | **          | **        | **        | 50%               | 87%     | **        | **         | **           | **                 | **                  | 84%     |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               | NO  |
|---------------------------|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY |     |
| Significance Level: 95%   | ~a    | ~b    | ~c  | ~d  | e            | f   | ~g  | ~h         | ~i     | ~j           | ~k            | l   |
| Unweighted total          | 46    | 24    | 19  | 43  | 219          | 403 | 53  | 85         | 13     | 12           | 28            | 373 |
| Effective Weighted Sample | 36    | 21    | 15  | 34  | 180          | 334 | 42  | 69         | 12     | 10           | 23            | 315 |
| Total                     | 32    | 27    | 14  | 41  | 190          | 329 | 49  | 87         | 14     | 9            | 28            | 321 |
|                           | **    | **    | **  | **  | 50%          | 86% | **  | **         | **     | **           | **            | 84% |
| Don't know                | **    | **    | **  | **  | 18           | 28  | **  | **         | **     | **           | **            | 30  |
|                           | **    | **    | **  | **  | 9%           | 8%  | **  | **         | **     | **           | **            | 9%  |
|                           | **    | **    | **  | **  | 49%          | 79% | **  | **         | **     | **           | **            | 86% |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               | NO   |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY |      |
| Significance Level: 95%  | ~a    | ~b    | ~c  | ~d  | e            | f    | ~g  | ~h         | ~i     | ~j           | ~k            | l    |
| Unweighted total   | 42    | 22    | 18  | 40  | 182          | 335  | 40  | 71         | 12     | 9            | 25            | 306  |
| Effective Weighted Sample                                      | 33    | 19    | 14  | 33  | 149          | 277  | 33  | 58         | 11     | 8            | 21            | 258  |
| Total  | 28    | 23    | 13  | 36  | 153          | 268  | 39  | 69         | 13     | 6            | 24            | 259  |
|  | **    | **    | **  | **  | 50%          | 87%  | **  | **         | **     | **           | **            | 84%  |
| Happy to use mobile phone instead                              | **    | **    | **  | **  | 79           | 154  | **  | **         | **     | **           | **            | 157  |
|  | **    | **    | **  | **  | 52%          | 57%  | **  | **         | **     | **           | **            | 61%  |
|  | **    | **    | **  | **  | 45%          | 88%  | **  | **         | **     | **           | **            | 90%  |
| No need  | **    | **    | **  | **  | 64           | 129  | **  | **         | **     | **           | **            | 135  |
|  | **    | **    | **  | **  | 42%          | 48%  | **  | **         | **     | **           | **            | 52%  |
|  | **    | **    | **  | **  | 42%          | 84%  | **  | **         | **     | **           | **            | 88%  |
| Line rental is too expensive                                   | **    | **    | **  | **  | 23           | 39   | **  | **         | **     | **           | **            | 33   |
|  | **    | **    | **  | **  | 15%          | 14%  | **  | **         | **     | **           | **            | 13%  |
|  | **    | **    | **  | **  | 56%          | 93%  | **  | **         | **     | **           | **            | 79%  |
| Too expensive generally  | **    | **    | **  | **  | 24           | 30   | **  | **         | **     | **           | **            | 26   |
|  | **    | **    | **  | **  | 16%          | 11%  | **  | **         | **     | **           | **            | 10%  |
|  | **    | **    | **  | **  | 68%          | 84%  | **  | **         | **     | **           | **            | 72%  |
| Call charges are too expensive                                 | **    | **    | **  | **  | 13           | 16   | **  | **         | **     | **           | **            | 15   |
|  | **    | **    | **  | **  | 8%           | 6%   | **  | **         | **     | **           | **            | 6%   |
|  | **    | **    | **  | **  | 61%          | 74%  | **  | **         | **     | **           | **            | 71%  |
| Can't afford it  | **    | **    | **  | **  | 8            | 11   | **  | **         | **     | **           | **            | 8    |
|  | **    | **    | **  | **  | 5%           | 4%   | **  | **         | **     | **           | **            | 3%   |
|  | **    | **    | **  | **  | 66%          | 100% | **  | **         | **     | **           | **            | 69%  |
| I am renting the property and unable to get permanent landline | **    | **    | **  | **  | 2            | 5    | **  | **         | **     | **           | **            | 6    |
|  | **    | **    | **  | **  | 2%           | 2%   | **  | **         | **     | **           | **            | 2%   |
|  | **    | **    | **  | **  | 39%          | 82%  | **  | **         | **     | **           | **            | 100% |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                       | ~a    | ~b    | ~c  | ~d  | e            | f    | ~g  | ~h         | ~i     | ~j           | ~k            | l    |
| Unweighted total                              | 42    | 22    | 18  | 40  | 182          | 335  | 40  | 71         | 12     | 9            | 25            | 306  |
| Effective Weighted Sample                     | 33    | 19    | 14  | 33  | 149          | 277  | 33  | 58         | 11     | 8            | 21            | 258  |
| Total   | 28    | 23    | 13  | 36  | 153          | 268  | 39  | 69         | 13     | 6            | 24            | 259  |
|   | **    | **    | **  | **  | 50%          | 87%  | **  | **         | **     | **           | **            | 84%  |
| Connection charge is too expensive            | **    | **    | **  | **  | 3            | 6    | **  | **         | **     | **           | **            | 5    |
|   | **    | **    | **  | **  | 2%           | 2%   | **  | **         | **     | **           | **            | 2%   |
|   | **    | **    | **  | **  | 47%          | 100% | **  | **         | **     | **           | **            | 86%  |
| Inconvenient/would never be at home to use it | **    | **    | **  | **  | 1            | 4    | **  | **         | **     | **           | **            | 4    |
|   | **    | **    | **  | **  | *%           | 2%   | **  | **         | **     | **           | **            | 2%   |
|   | **    | **    | **  | **  | 15%          | 100% | **  | **         | **     | **           | **            | 100% |
| To avoid unsolicited calls                    | **    | **    | **  | **  | 2            | 4    | **  | **         | **     | **           | **            | 4    |
|   | **    | **    | **  | **  | 1%           | 2%   | **  | **         | **     | **           | **            | 2%   |
|   | **    | **    | **  | **  | 52%          | 100% | **  | **         | **     | **           | **            | 100% |
| Do not want to be contactable                 | **    | **    | **  | **  | 1            | 4    | **  | **         | **     | **           | **            | 4    |
|   | **    | **    | **  | **  | 1%           | 1%   | **  | **         | **     | **           | **            | 2%   |
|   | **    | **    | **  | **  | 32%          | 100% | **  | **         | **     | **           | **            | 100% |
| Have no need to make telephone calls          | **    | **    | **  | **  | 3            | 4    | **  | **         | **     | **           | **            | 3    |
|   | **    | **    | **  | **  | 2%           | 1%   | **  | **         | **     | **           | **            | 1%   |
|   | **    | **    | **  | **  | 67%          | 100% | **  | **         | **     | **           | **            | 84%  |
| I am moving address in the near future        | **    | **    | **  | **  | 1            | 2    | **  | **         | **     | **           | **            | 3    |
|   | **    | **    | **  | **  | *%           | 1%   | **  | **         | **     | **           | **            | 1%   |
|   | **    | **    | **  | **  | 18%          | 51%  | **  | **         | **     | **           | **            | 82%  |
| Complicated billing                           | **    | **    | **  | **  | 1            | 2    | **  | **         | **     | **           | **            | 2    |
|   | **    | **    | **  | **  | 1%           | 1%   | **  | **         | **     | **           | **            | 1%   |
|   | **    | **    | **  | **  | 53%          | 100% | **  | **         | **     | **           | **            | 100% |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |     |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | ~a    | ~b    | ~c  | ~d  | e            | f    | ~g  | ~h         | ~i     | ~j           | ~k            | l   |
| Unweighted total          | 42    | 22    | 18  | 40  | 182          | 335  | 40  | 71         | 12     | 9            | 25            | 306 |
| Effective Weighted Sample | 33    | 19    | 14  | 33  | 149          | 277  | 33  | 58         | 11     | 8            | 21            | 258 |
| Total                     | 28    | 23    | 13  | 36  | 153          | 268  | 39  | 69         | 13     | 6            | 24            | 259 |
|                           | **    | **    | **  | **  | 50%          | 87%  | **  | **         | **     | **           | **            | 84% |
| Other                     | **    | **    | **  | **  | 6            | 8    | **  | **         | **     | **           | **            | 5   |
|                           | **    | **    | **  | **  | 4%           | 3%   | **  | **         | **     | **           | **            | 2%  |
|                           | **    | **    | **  | **  | 80%          | 100% | **  | **         | **     | **           | **            | 61% |
| ANY INVOLUNTARY REASONS   | **    | **    | **  | **  | 58           | 84   | **  | **         | **     | **           | **            | 71  |
|                           | **    | **    | **  | **  | 38%          | 31%  | **  | **         | **     | **           | **            | 27% |
|                           | **    | **    | **  | **  | 62%          | 90%  | **  | **         | **     | **           | **            | 76% |
| ANY VOLUNTARY REASONS     | **    | **    | **  | **  | 125          | 234  | **  | **         | **     | **           | **            | 238 |
|                           | **    | **    | **  | **  | 81%          | 87%  | **  | **         | **     | **           | **            | 92% |
|                           | **    | **    | **  | **  | 46%          | 86%  | **  | **         | **     | **           | **            | 88% |
| ONLY VOLUNTARY REASONS    | **    | **    | **  | **  | 93           | 180  | **  | **         | **     | **           | **            | 186 |
|                           | **    | **    | **  | **  | 61%          | 67%  | **  | **         | **     | **           | **            | 72% |
|                           | **    | **    | **  | **  | 44%          | 86%  | **  | **         | **     | **           | **            | 89% |
| Don't know                | **    | **    | **  | **  | 1            | 2    | **  | **         | **     | **           | **            | 2   |
|                           | **    | **    | **  | **  | 1%           | 1%   | **  | **         | **     | **           | **            | 1%  |
|                           | **    | **    | **  | **  | 53%          | 76%  | **  | **         | **     | **           | **            | 92% |

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

Any break column with 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

|  | AGE     |          |          |          | AGE/SEG      | MEG      |         | DISABILITY |           |              |               |          |
|--|---------|----------|----------|----------|--------------|----------|---------|------------|-----------|--------------|---------------|----------|
|  | 55-64   | 65-74    | 75+      | 65+      | 65+<br>OR DE | NO       | YES     | ANY        | VISION    | HEAR-<br>ING | MOBI-<br>LITY | NO       |
| Significance Level: 95%  | a       | b        | c        | d        | e            | f        | g       | h          | i         | j            | k             | l        |
| Unweighted total   | 427     | 346      | 371      | 717      | 1268         | 2626     | 244     | 555        | 102       | 114          | 202           | 2322     |
| Effective Weighted Sample  | 358     | 283      | 307      | 586      | 1041         | 2133     | 193     | 433        | 83        | 88           | 170           | 1914     |
| Total  | 308     | 372      | 345      | 717      | 1192         | 2112     | 244     | 555        | 99        | 98           | 179           | 1965     |
|  | 13%     | 16%      | 15%      | 30%      | 51%          | 90%      | 10%     | 24%        | 4%        | 4%           | 8%            | 83%      |
| Hearing the person on the other end of the line in a conversation even with the volume turned up | 3<br>1% | 12<br>3% | 29<br>9% | 42<br>6% | 46<br>4%     | 43<br>2% | 2<br>1% | 31<br>6%   | 8<br>8%   | 27<br>28%    | 10<br>6%      | 19<br>1% |
|  | 7%      | 27%      | 66%      | 93%      | 103%         | 96%      | 4%      | 70%        | 17%       | 60%          | 22%           | 43%      |
|  |         | a        | ab       | a        |              |          |         | l          | l         | hijkl        | l             |          |
| Hearing the phone ring, even with the volume turned up   | 6<br>2% | 5<br>1%  | 24<br>7% | 29<br>4% | 34<br>3%     | 32<br>2% | 4<br>2% | 29<br>5%   | 9<br>9%   | 24<br>25%    | 9<br>5%       | 13<br>1% |
|  | 15%     | 13%      | 66%      | 79%      | 94%          | 88%      | 10%     | 79%        | 25%       | 66%          | 25%           | 35%      |
|  |         | ab       | b        |          |              |          |         | l          | l         | hijkl        | l             |          |
| Seeing the numbers used to dial with   | 1<br>*% | 6<br>2%  | 16<br>5% | 22<br>3% | 24<br>2%     | 21<br>1% | 3<br>1% | 22<br>4%   | 19<br>19% | 7<br>7%      | 12<br>7%      | 7<br>*%  |
|  | 3%      | 26%      | 67%      | 93%      | 102%         | 89%      | 12%     | 94%        | 81%       | 31%          | 53%           | 28%      |
|  |         | a        | ab       | a        |              |          |         | l          | hijkl     | l            | l             |          |
| Seeing a digital display   | 4<br>1% | 5<br>1%  | 20<br>6% | 25<br>3% | 28<br>2%     | 21<br>1% | 1<br>*% | 24<br>4%   | 18<br>18% | 5<br>5%      | 11<br>6%      | 5<br>*%  |
|  | 20%     | 23%      | 89%      | 112%     | 129%         | 97%      | 2%      | 108%       | 79%       | 21%          | 50%           | 21%      |
|  |         | ab       | l        |          |              |          |         | l          | hijkl     | l            | l             |          |
| Picking up the handset when the phone rings  | 3<br>1% | 3<br>1%  | 5<br>1%  | 8<br>1%  | 13<br>1%     | 17<br>1% | 2<br>1% | 7<br>1%    | 4<br>4%   | 3<br>3%      | 4<br>2%       | 15<br>1% |
|  | 15%     | 16%      | 23%      | 38%      | 65%          | 87%      | 9%      | 36%        | 19%       | 13%          | 18%           | 72%      |
|  |         |          |          |          |              |          |         |            | l         |              |               |          |

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

Any break column with 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

|                                   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|-----------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                                   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%           | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total                  | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample         | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                             | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                                   | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Pressing the buttons on the phone | -     | 3     | 13  | 15  | 17           | 16   | 1   | 15         | 10     | 5            | 7             | 6    |
|                                   | -%    | 1%    | 4%  | 2%  | 1%           | 1%   | *%  | 3%         | 10%    | 5%           | 4%            | *%   |
|                                   |       |       | ab  | a   |              |      |     | l          | hl     | l            | l             |      |
|                                   | -%    | 16%   | 71% | 88% | 96%          | 92%  | 5%  | 88%        | 56%    | 28%          | 40%           | 33%  |
| Holding the handset to your ear   | 2     | -     | 6   | 6   | 8            | 9    | 4   | 9          | 3      | 1            | 3             | 6    |
|                                   | 1%    | -%    | 2%  | 1%  | 1%           | *%   | 2%  | 2%         | 3%     | 1%           | 2%            | *%   |
|                                   |       |       | b   |     |              |      | f   | l          | l      |              | l             |      |
|                                   | 20%   | -%    | 47% | 47% | 62%          | 75%  | 31% | 73%        | 27%    | 10%          | 26%           | 50%  |
| Any other difficulties            | 5     | 9     | 12  | 20  | 30           | 32   | 2   | 24         | 2      | 6            | 7             | 17   |
|                                   | 2%    | 2%    | 3%  | 3%  | 2%           | 2%   | 1%  | 4%         | 3%     | 6%           | 4%            | 1%   |
|                                   |       |       |     |     |              |      |     | l          | l      | l            | l             |      |
|                                   | 15%   | 26%   | 36% | 62% | 90%          | 97%  | 5%  | 74%        | 7%     | 18%          | 20%           | 51%  |
| No, none                          | 289   | 341   | 260 | 601 | 1046         | 1956 | 227 | 450        | 62     | 50           | 142           | 1874 |
|                                   | 94%   | 92%   | 75% | 84% | 88%          | 93%  | 93% | 81%        | 63%    | 51%          | 80%           | 95%  |
|                                   | cd    | cd    | c   |     |              |      |     | ij         |        |              | ij            | hijk |
|                                   | 13%   | 16%   | 12% | 27% | 48%          | 89%  | 10% | 21%        | 3%     | 2%           | 7%            | 86%  |
| Don't know                        | 2     | -     | 4   | 4   | 11           | 23   | 3   | 4          | -      | 1            | 1             | 22   |
|                                   | 1%    | -%    | 1%  | 1%  | 1%           | 1%   | 1%  | 1%         | -%     | 1%           | *%            | 1%   |
|                                   | 9%    | -%    | 15% | 15% | 44%          | 93%  | 13% | 16%        | -%     | 3%           | 3%            | 88%  |

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

Any break column with 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

|                           | AGE   |       |      |          | AGE/SEG      | MEG      |      | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|------|----------|--------------|----------|------|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+  | 65+      | 65+<br>OR DE | NO       | YES  | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c    | d        | e            | f        | g    | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371  | 717      | 1268         | 2626     | 244  | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307  | 586      | 1041         | 2133     | 193  | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345  | 717      | 1192         | 2112     | 244  | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15%  | 30%      | 51%          | 90%      | 10%  | 24%        | 4%     | 4%           | 8%            | 83%  |
| One                       | (1.0) | 92    | 135  | 147      | 282          | 432      | 31   | 193        | 36     | 32           | 77            | 383  |
|                           |       | 30%   | 36%  | 43%      | 39%          | 36%      | 13%  | 35%        | 36%    | 32%          | 43%           | 19%  |
|                           |       | 18%   | 26%  | a<br>28% | a<br>54%     | g<br>83% | 6%   | 37%        | 7%     | 6%           | 15%           | 73%  |
| Two                       | (2.0) | 140   | 172  | 73       | 245          | 426      | 91   | 163        | 26     | 26           | 43            | 837  |
|                           |       | 45%   | 46%  | 21%      | 34%          | 36%      | 37%  | 29%        | 27%    | 26%          | 24%           | 43%  |
|                           |       | cd    | cd   | c        | hijk         | hijk     |      |            |        |              |               | 88%  |
|                           |       | 15%   | 18%  | 8%       | 26%          | 45%      | 10%  | 17%        | 3%     | 3%           | 5%            | 88%  |
| Three                     | (3.0) | 38    | 24   | 11       | 35           | 105      | 51   | 69         | 10     | 13           | 13            | 339  |
|                           |       | 12%   | 6%   | 3%       | 5%           | 9%       | 21%  | 12%        | 10%    | 14%          | 7%            | 17%  |
|                           |       | bcd   |      |          |              |          |      |            |        |              |               | hk   |
|                           |       | 10%   | 6%   | 3%       | 9%           | 27%      | 13%  | 18%        | 3%     | 3%           | 3%            | 88%  |
| Four or more              | (4.0) | 29    | 9    | 4        | 14           | 80       | 67   | 52         | 5      | 3            | 11            | 354  |
|                           |       | 10%   | 3%   | 1%       | 2%           | 7%       | 27%  | 9%         | 5%     | 3%           | 6%            | 18%  |
|                           |       | bcd   |      |          |              |          | f    | j          |        |              |               | hijk |
|                           |       | 8%    | 2%   | 1%       | 4%           | 21%      | 17%  | 13%        | 1%     | 1%           | 3%            | 91%  |
| None                      | (0.0) | 9     | 32   | 109      | 142          | 149      | 4    | 78         | 21     | 25           | 35            | 52   |
|                           |       | 3%    | 9%   | 32%      | 20%          | 13%      | 2%   | 14%        | 22%    | 25%          | 19%           | 3%   |
|                           |       | a     | a    | abd      | ab           | g        | 4%   | 68%        | 19%    | 21%          | 30%           | 46%  |
|                           |       | 8%    | 28%  | 96%      | 124%         | 130%     | 4%   | 68%        | 19%    | 21%          | 30%           | 46%  |
| Don't know                |       | -     | *    | -        | *            | *        | -    | -          | -      | -            | -             | *    |
|                           |       | -%    | *%   | -%       | *%           | *%       | -%   | -%         | -%     | -%           | -%            | *%   |
|                           |       | -%    | 147% | -%       | 147%         | 147%     | -%   | -%         | -%     | -%           | -%            | 100% |
| Mean mobiles in household |       | 2.0   | 1.6  | 1.0      | 1.3          | 1.6      | 2.6  | 1.7        | 1.4    | 1.4          | 1.4           | 2.3  |
|                           |       | bcd   | cd   |          | c            |          | f    | ijk        |        |              |               | hijk |
| Standard deviation        |       | .96   | .84  | .88      | .90          | 1.03     | 1.07 | 1.14       | 1.10   | 1.08         | 1.07          | 1.06 |
| Standard error            |       | .05   | .05  | .05      | .03          | .03      | .07  | .05        | .11    | .10          | .08           | .02  |

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

Any break column with 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

|                           |       | AGE     |       |           |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|---------|-------|-----------|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           |       | 55-64   | 65-74 | 75+       | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   |       | a       | b     | c         | d    | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          |       | 427     | 346   | 371       | 717  | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample |       | 358     | 283   | 307       | 586  | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     |       | 308     | 372   | 345       | 717  | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           |       | 13%     | 16%   | 15%       | 30%  | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| No                        | (0.0) | 13      | 25    | 25        | 50   | 63           | 45   | 10  | 24         | 6      | -            | 9             | 37   |
|                           |       | 4%      | 7%    | 7%        | 7%   | 5%           | 2%   | 4%  | 4%         | 6%     | -%           | 5%            | 2%   |
|                           |       | 23%     | 47%   | 47%       | 94%  | 118%         | 83%  | 20% | 46%        | 11%    | -%           | 17%           | 69%  |
| 1                         | (1.0) | 270     | 301   | 204       | 505  | 941          | 1816 | 211 | 422        | 67     | 68           | 128           | 1736 |
|                           |       | 88%     | 81%   | 59%       | 70%  | 79%          | 86%  | 87% | 76%        | 68%    | 70%          | 72%           | 88%  |
|                           |       | bcd     | cd    | c         |      |              |      |     |            |        |              |               | hijk |
|                           |       | 13%     | 15%   | 10%       | 25%  | 46%          | 89%  | 10% | 21%        | 3%     | 3%           | 6%            | 86%  |
| 2                         | (2.0) | 15      | 11    | 6         | 17   | 32           | 124  | 17  | 24         | 4      | 5            | 7             | 126  |
|                           |       | 5%      | 3%    | 2%        | 2%   | 3%           | 6%   | 7%  | 4%         | 4%     | 5%           | 4%            | 6%   |
|                           |       | cd      |       |           |      |              |      |     |            |        |              |               |      |
|                           |       | 10%     | 7%    | 4%        | 12%  | 22%          | 87%  | 12% | 17%        | 3%     | 3%           | 5%            | 89%  |
| 3                         | (3.0) | 2       | 2     | -         | 2    | 3            | 13   | -   | 6          | -      | -            | -             | 8    |
|                           |       | 1%      | *%    | -%        | *%   | *%           | 1%   | -%  | 1%         | -%     | -%           | -%            | *%   |
|                           |       | 17%     | 12%   | -%        | 12%  | 27%          | 100% | -%  | 49%        | -%     | -%           | -%            | 67%  |
| 4 or more                 | (4.0) | -       | 1     | -         | 1    | 3            | 4    | 1   | -          | -      | -            | -             | 5    |
|                           |       | -%      | *%    | -%        | *%   | *%           | *%   | *%  | -%         | -%     | -%           | -%            | *%   |
|                           |       | -%      | 26%   | -%        | 26%  | 61%          | 85%  | 14% | -%         | -%     | -%           | -%            | 100% |
| No mobiles in household   | (0.0) | 9       | 33    | 109       | 142  | 149          | 111  | 4   | 78         | 21     | 25           | 35            | 52   |
|                           |       | 3%      | 9%    | 32%       | 20%  | 13%          | 5%   | 2%  | 14%        | 22%    | 25%          | 19%           | 3%   |
|                           |       | a       | abd   | ab        | g    |              |      |     | l          | l      | hl           | l             |      |
|                           |       | 8%      | 29%   | 95%       | 124% | 130%         | 97%  | 4%  | 68%        | 19%    | 21%          | 30%           | 46%  |
| Mean mobiles used         |       | 1.0     | .9    | .6        | .8   | .9           | 1.0  | 1.0 | .9         | .8     | .8           | .8            | 1.0  |
|                           |       | bcd     | cd    | c         |      |              |      |     |            |        |              |               | hijk |
| Standard deviation        |       | .38     | .47   | .52       | .51  | .47          | .42  | .40 | .51        | .52    | .51          | .49           | .39  |
| Standard error            |       | .02     | .03   | .03       | .02  | .01          | .01  | .03 | .02        | .05    | .05          | .03           | .01  |
| Columns Tested:           |       | a,b,c,d | f,g   | h,i,j,k,l |      |              |      |     |            |        |              |               |      |

Any break column with 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

|                              | AGE   |       |     |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|------------------------------|-------|-------|-----|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|                              | 55-64 | 65-74 | 75+ | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%      | a     | b     | c   | d    | e            | f    | g   | h          | i      | j            | k             | l    |
| Effective Weighted Sample    | 358   | 283   | 307 | 586  | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| <b>PERSONALLY USE MOBILE</b> |       |       |     |      |              |      |     |            |        |              |               |      |
| Yes                          | 287   | 314   | 210 | 525  | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|                              | 93%   | 84%   | 61% | 73%  | 82%          | 93%  | 94% | 82%        | 72%    | 75%          | 76%           | 95%  |
|                              | bcd   | cd    | c   |      |              |      |     |            |        |              |               | hijk |
|                              | 13%   | 14%   | 10% | 24%  | 45%          | 89%  | 10% | 21%        | 3%     | 3%           | 6%            | 86%  |
| No                           | 22    | 58    | 134 | 192  | 212          | 155  | 15  | 102        | 27     | 25           | 44            | 89   |
|                              | 7%    | 15%   | 39% | 27%  | 18%          | 7%   | 6%  | 18%        | 28%    | 25%          | 24%           | 5%   |
|                              |       | a     | abd | ab   |              |      |     | l          | l      | l            | l             |      |
|                              | 13%   | 34%   | 80% | 114% | 127%         | 93%  | 9%  | 61%        | 16%    | 15%          | 26%           | 53%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total          | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428        | 68     | 80           | 147           | 2187 |
| Effective Weighted Sample | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335        | 57     | 62           | 126           | 1807 |
| Total                     | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|                           | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21%        | **     | **           | 6%            | 86%  |
| O2                        | 55    | 50    | 35  | 85  | 204          | 471  | 40  | 96         | **     | **           | 23            | 444  |
|                           | 19%   | 16%   | 16% | 16% | 21%          | 24%  | 17% | 21%        | **     | **           | 17%           | 24%  |
|                           | 11%   | 10%   | 7%  | 17% | 40%          | 92%  | 8%  | 19%        | **     | **           | 5%            | 87%  |
| Vodafone                  | 59    | 53    | 41  | 95  | 172          | 370  | 25  | 90         | **     | **           | 31            | 329  |
|                           | 21%   | 17%   | 20% | 18% | 18%          | 19%  | 11% | 20%        | **     | **           | 23%           | 18%  |
|                           | 15%   | 14%   | 11% | 24% | 44%          | 94%  | 6%  | 23%        | **     | **           | 8%            | 84%  |
| Orange                    | 56    | 81    | 48  | 129 | 189          | 353  | 27  | 76         | **     | **           | 28            | 324  |
|                           | 19%   | 26%   | 23% | 25% | 19%          | 18%  | 12% | 17%        | **     | **           | 20%           | 17%  |
|                           | 15%   | 22%   | 13% | 34% | 50%          | 94%  | 7%  | 20%        | **     | **           | 7%            | 86%  |
| '3'                       | 12    | 13    | 6   | 19  | 70           | 154  | 46  | 34         | **     | **           | 5             | 176  |
|                           | 4%    | 4%    | 3%  | 4%  | 7%           | 8%   | 20% | 7%         | **     | **           | 4%            | 9%   |
|                           | 6%    | 6%    | 3%  | 10% | 35%          | 77%  | 23% | 17%        | **     | **           | 2%            | 88%  |
| EE/ Everything Everywhere | 19    | 18    | 14  | 32  | 65           | 169  | 16  | 42         | **     | **           | 10            | 158  |
|                           | 7%    | 6%    | 7%  | 6%  | 7%           | 9%   | 7%  | 9%         | **     | **           | 7%            | 8%   |
|                           | 10%   | 10%   | 8%  | 17% | 35%          | 90%  | 8%  | 22%        | **     | **           | 5%            | 84%  |
| T-Mobile                  | 24    | 29    | 16  | 45  | 87           | 133  | 38  | 33         | **     | **           | 7             | 160  |
|                           | 9%    | 9%    | 8%  | 9%  | 9%           | 7%   | 17% | 7%         | **     | **           | 6%            | 9%   |
|                           | 13%   | 16%   | 9%  | 25% | 48%          | 73%  | 21% | 18%        | **     | **           | 4%            | 88%  |
| Tesco                     | 25    | 35    | 14  | 50  | 76           | 120  | 9   | 32         | **     | **           | 10            | 105  |
|                           | 9%    | 11%   | 7%  | 9%  | 8%           | 6%   | 4%  | 7%         | **     | **           | 8%            | 6%   |
|                           | 20%   | 28%   | 11% | 39% | 60%          | 94%  | 7%  | 25%        | **     | **           | 8%            | 82%  |

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

Any break column with 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

|                           | AGE   |       |      |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|------|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+  | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c    | d    | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total          | 394   | 286   | 224  | 510  | 1034         | 2381 | 227 | 428        | 68     | 80           | 147           | 2187 |
| Effective Weighted Sample | 330   | 236   | 186  | 419  | 851          | 1942 | 180 | 335        | 57     | 62           | 126           | 1807 |
| Total                     | 287   | 314   | 210  | 525  | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|                           | 13%   | 14%   | 10%  | 24%  | 45%          | 89%  | 10% | 21%        | **     | **           | 6%            | 86%  |
| Virgin Media/ Any Virgin  | 24    | 18    | 9    | 27   | 51           | 108  | 13  | 19         | **     | **           | 11            | 108  |
|                           | 8%    | 6%    | 4%   | 5%   | 5%           | 6%   | 6%  | 4%         | **     | **           | 8%            | 6%   |
|                           | 20%   | 15%   | 7%   | 23%  | 43%          | 90%  | 11% | 16%        | **     | **           | 9%            | 89%  |
| TalkTalk                  | 3     | 6     | -    | 6    | 12           | 21   | 2   | 4          | **     | **           | 1             | 21   |
|                           | 1%    | 2%    | -%   | 1%   | 1%           | 1%   | 1%  | 1%         | **     | **           | *%            | 1%   |
|                           | 14%   | 27%   | -%   | 27%  | 54%          | 93%  | 8%  | 17%        | **     | **           | 3%            | 91%  |
| Other                     | 5     | 5     | 1    | 6    | 20           | 33   | 12  | 14         | **     | **           | 2             | 36   |
|                           | 2%    | 2%    | 1%   | 1%   | 2%           | 2%   | 5%  | 3%         | **     | **           | 1%            | 2%   |
|                           | 11%   | 11%   | 2%   | 13%  | 44%          | 72%  | 27% | 31%        | **     | **           | 4%            | 79%  |
| Don't know                | 3     | 4     | 26   | 30   | 32           | 25   | -   | 12         | **     | **           | 7             | 15   |
|                           | 1%    | 1%    | 12%  | 6%   | 3%           | 1%   | -%  | 3%         | **     | **           | 5%            | 1%   |
|                           | 14%   | 18%   | 105% | 123% | 130%         | 99%  | -%  | 49%        | **     | **           | 28%           | 59%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total                          | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428        | 68     | 80           | 147           | 2187 |
| Effective Weighted Sample                 | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335        | 57     | 62           | 126           | 1807 |
| Total                                     | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|   | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21%        | **     | **           | 6%            | 86%  |
| Prepay/ Pay as you go                     | 119   | 208   | 173 | 380 | 583          | 680  | 77  | 239        | **     | **           | 86            | 579  |
|   | 42%   | 66%   | 82% | 72% | 60%          | 35%  | 34% | 53%        | **     | **           | 64%           | 31%  |
|   |       | a     | abd | a   |              |      |     | l          |        |              | hl            |      |
|   | 16%   | 28%   | 23% | 50% | 77%          | 90%  | 10% | 32%        | **     | **           | 11%           | 77%  |
| Postpay/ monthly contract                 | 165   | 105   | 34  | 139 | 390          | 1260 | 152 | 206        | **     | **           | 47            | 1284 |
|   | 58%   | 33%   | 16% | 27% | 40%          | 64%  | 66% | 46%        | **     | **           | 35%           | 68%  |
|   | bcd   | c     |     | c   |              |      |     | k          |        |              |               | hk   |
|   | 12%   | 7%    | 2%  | 10% | 28%          | 89%  | 11% | 15%        | **     | **           | 3%            | 91%  |
| Other                                     | 2     | -     | 1   | 1   | 1            | 13   | -   | 4          | **     | **           | -             | 10   |
|   | 1%    | -%    | 1%  | *%  | *%           | 1%   | -%  | 1%         | **     | **           | -%            | 1%   |
|   | 17%   | -%    | 10% | 10% | 10%          | 100% | -%  | 35%        | **     | **           | -%            | 77%  |
| Don't know                                | -     | 1     | 3   | 4   | 5            | 5    | -   | 2          | **     | **           | 2             | 3    |
|   | -%    | *%    | 1%  | 1%  | *%           | *%   | -%  | 1%         | **     | **           | 2%            | *%   |
|   |       |       | a   |     |              |      |     |            |        |              | l             |      |
|   | -%    | 30%   | 58% | 88% | 101%         | 100% | -%  | 50%        | **     | **           | 50%           | 62%  |
| <b>CONTRACT TYPE</b>                      |       |       |     |     |              |      |     |            |        |              |               |      |
| Subsidised handset                        | 134   | 80    | 25  | 105 | 314          | 1082 | 131 | 158        | **     | **           | 34            | 1118 |
|   | 47%   | 25%   | 12% | 20% | 32%          | 55%  | 57% | 35%        | **     | **           | 25%           | 60%  |
|   | bcd   | c     |     | c   |              |      |     |            |        |              |               | hk   |
|   | 11%   | 7%    | 2%  | 9%  | 26%          | 89%  | 11% | 13%        | **     | **           | 3%            | 92%  |
| SIM only                                  | 27    | 23    | 8   | 31  | 67           | 156  | 20  | 45         | **     | **           | 12            | 145  |
|   | 10%   | 7%    | 4%  | 6%  | 7%           | 8%   | 9%  | 10%        | **     | **           | 9%            | 8%   |
|   | c     |       |     |     |              |      |     |            |        |              |               |      |
|   | 16%   | 13%   | 4%  | 18% | 38%          | 89%  | 12% | 26%        | **     | **           | 7%            | 83%  |
| Columns Tested: a,b,c,d - f,g - h,i,j,k,l |       |       |     |     |              |      |     |            |        |              |               |      |

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     |     | DISABILITY |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|-----|------------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY | VISION     | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | ~c  | d   | e            | f    | g   | h   | ~i         | ~j           | ~k            | l    |
| Unweighted total          | 217   | 100   | 37  | 137 | 411          | 1449 | 148 | 175 | 24         | 29           | 48            | 1427 |
| Effective Weighted Sample | 184   | 86    | 31  | 117 | 349          | 1192 | 120 | 135 | 19         | 21           | 42            | 1192 |
| Total                     | 165   | 105   | 34  | 139 | 390          | 1260 | 152 | 206 | 28         | 29           | 47            | 1284 |
|                           | 12%   | 7%    | **  | 10% | 28%          | 89%  | 11% | 15% | **         | **           | **            | 91%  |
| Handset and contract      | 134   | 80    | **  | 105 | 314          | 1082 | 131 | 158 | **         | **           | **            | 1118 |
|                           | 81%   | 76%   | **  | 76% | 81%          | 86%  | 86% | 77% | **         | **           | **            | 87%  |
|                           | 11%   | 7%    | **  | 9%  | 26%          | 89%  | 11% | 13% | **         | **           | **            | 92%  |
| SIM card only             | 27    | 23    | **  | 31  | 67           | 156  | 20  | 45  | **         | **           | **            | 145  |
|                           | 17%   | 22%   | **  | 22% | 17%          | 12%  | 13% | 22% | **         | **           | **            | 11%  |
|                           | 16%   | 13%   | **  | 18% | 38%          | 89%  | 12% | 26% | **         | **           | **            | 83%  |
| Don't know                | 4     | 2     | **  | 3   | 9            | 22   | 1   | 3   | **         | **           | **            | 21   |
|                           | 2%    | 2%    | **  | 2%  | 2%           | 2%   | *%  | 1%  | **         | **           | **            | 2%   |
|                           | 17%   | 9%    | **  | 14% | 41%          | 96%  | 3%  | 13% | **         | **           | **            | 92%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total          | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428        | 68     | 80           | 147           | 2187 |
| Effective Weighted Sample | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335        | 57     | 62           | 126           | 1807 |
| Total                     | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|                           | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21%        | **     | **           | 6%            | 86%  |
| Yes                       | 136   | 81    | 13  | 94  | 386          | 1308 | 175 | 217        | **     | **           | 43            | 1342 |
|                           | 47%   | 26%   | 6%  | 18% | 39%          | 67%  | 76% | 48%        | **     | **           | 32%           | 72%  |
|                           | bcd   | cd    |     | c   |              | f    |     | k          |        |              |               | hk   |
|                           | 9%    | 5%    | 1%  | 6%  | 26%          | 88%  | 12% | 15%        | **     | **           | 3%            | 90%  |
| No                        | 149   | 230   | 193 | 423 | 586          | 639  | 54  | 230        | **     | **           | 91            | 528  |
|                           | 52%   | 73%   | 92% | 81% | 60%          | 33%  | 23% | 51%        | **     | **           | 67%           | 28%  |
|                           |       | a     | abd | ab  |              | g    |     | l          |        |              | hl            |      |
|                           | 21%   | 33%   | 28% | 61% | 84%          | 92%  | 8%  | 33%        | **     | **           | 13%           | 76%  |
| Don't know                | 2     | 3     | 4   | 7   | 8            | 9    | 1   | 6          | **     | **           | 1             | 6    |
|                           | 1%    | 1%    | 2%  | 1%  | 1%           | *%   | *%  | 1%         | **     | **           | 1%            | *%   |
|                           |       |       |     |     |              |      |     | l          |        |              |               |      |
|                           | 19%   | 28%   | 42% | 70% | 79%          | 92%  | 7%  | 55%        | **     | **           | 8%            | 57%  |

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

Any break column with 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

|                                      | AGE   |       |     |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--------------------------------------|-------|-------|-----|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|                                      | 55-64 | 65-74 | 75+ | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%              | a     | b     | c   | d    | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total                     | 427   | 346   | 371 | 717  | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample            | 358   | 283   | 307 | 586  | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                                | 308   | 372   | 345 | 717  | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                                      | 13%   | 16%   | 15% | 30%  | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Yes                                  | 136   | 81    | 13  | 94   | 386          | 1308 | 175 | 217        | 29     | 22           | 43            | 1342 |
|                                      | 44%   | 22%   | 4%  | 13%  | 32%          | 62%  | 72% | 39%        | 30%    | 22%          | 24%           | 68%  |
|                                      | bcd   | cd    | c   | c    | f            | f    | jk  | jk         |        |              | hijk          | hijk |
|                                      | 9%    | 5%    | 1%  | 6%   | 26%          | 88%  | 12% | 15%        | 2%     | 1%           | 3%            | 90%  |
| No                                   | 149   | 230   | 193 | 423  | 586          | 639  | 54  | 230        | 42     | 49           | 91            | 528  |
|                                      | 48%   | 62%   | 56% | 59%  | 49%          | 30%  | 22% | 41%        | 42%    | 50%          | 51%           | 27%  |
|                                      |       | a     | a   | a    | g            | g    |     | l          | l      | l            | hl            | hl   |
|                                      | 21%   | 33%   | 28% | 61%  | 84%          | 92%  | 8%  | 33%        | 6%     | 7%           | 13%           | 76%  |
| Don't know                           | 2     | 3     | 4   | 7    | 8            | 9    | 1   | 6          | *      | 3            | 1             | 6    |
|                                      | 1%    | 1%    | 1%  | 1%   | 1%           | *%   | *%  | 1%         | *%     | 3%           | *%            | *%   |
|                                      |       |       |     |      |              |      |     | l          |        | l            |               |      |
|                                      | 19%   | 28%   | 42% | 70%  | 79%          | 92%  | 7%  | 55%        | 4%     | 31%          | 8%            | 57%  |
| DO NOT PERSONALLY USE A MOBILE PHONE | 22    | 58    | 134 | 192  | 213          | 155  | 15  | 102        | 27     | 25           | 44            | 89   |
|                                      | 7%    | 16%   | 39% | 27%  | 18%          | 7%   | 6%  | 18%        | 28%    | 25%          | 24%           | 5%   |
|                                      |       | a     | abd | ab   |              |      |     | l          | l      | l            | l             |      |
|                                      | 13%   | 34%   | 80% | 114% | 127%         | 93%  | 9%  | 61%        | 16%    | 15%          | 26%           | 53%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               |     |
|---------------------------|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f   | ~g  | h          | ~i     | ~j           | k             | l   |
| Unweighted total          | 215   | 205   | 204 | 409 | 610          | 876 | 59  | 245        | 44     | 57           | 101           | 692 |
| Effective Weighted Sample | 178   | 167   | 169 | 334 | 496          | 721 | 46  | 201        | 39     | 47           | 87            | 572 |
| Total                     | 149   | 230   | 193 | 423 | 586          | 639 | 54  | 230        | 42     | 49           | 91            | 528 |
|                           | 21%   | 33%   | 28% | 61% | 84%          | 92% | **  | 33%        | **     | **           | 13%           | 76% |
| Certain to                | 5     | 5     | 2   | 7   | 10           | 23  | **  | 6          | **     | **           | 1             | 24  |
|                           | 4%    | 2%    | 1%  | 2%  | 2%           | 4%  | **  | 3%         | **     | **           | 2%            | 5%  |
|                           | 19%   | 17%   | 8%  | 25% | 36%          | 79% | **  | 22%        | **     | **           | 5%            | 84% |
| Very likely               | 1     | 3     | 6   | 9   | 19           | 24  | **  | 6          | **     | **           | 4             | 25  |
|                           | 1%    | 1%    | 3%  | 2%  | 3%           | 4%  | **  | 2%         | **     | **           | 5%            | 5%  |
|                           | 4%    | 12%   | 19% | 31% | 68%          | 82% | **  | 20%        | **     | **           | 15%           | 85% |
| Likely                    | 12    | 12    | 4   | 16  | 32           | 48  | **  | 13         | **     | **           | -             | 49  |
|                           | 8%    | 5%    | 2%  | 4%  | 5%           | 8%  | **  | 6%         | **     | **           | -%            | 9%  |
|                           | cd    |       |     |     |              |     |     | k          |        |              |               | k   |
|                           | 21%   | 21%   | 7%  | 28% | 56%          | 84% | **  | 23%        | **     | **           | -%            | 85% |
| TOTAL LIKELY              | 18    | 20    | 12  | 32  | 61           | 94  | **  | 25         | **     | **           | 6             | 97  |
|                           | 12%   | 9%    | 6%  | 8%  | 10%          | 15% | **  | 11%        | **     | **           | 6%            | 18% |
|                           | 16%   | 18%   | 10% | 28% | 54%          | 82% | **  | 22%        | **     | **           | 5%            | 85% |
| Unlikely                  | 14    | 23    | 10  | 33  | 50           | 68  | **  | 27         | **     | **           | 9             | 53  |
|                           | 9%    | 10%   | 5%  | 8%  | 9%           | 11% | **  | 12%        | **     | **           | 10%           | 10% |
|                           | 19%   | 33%   | 14% | 47% | 71%          | 96% | **  | 38%        | **     | **           | 13%           | 75% |
| Very unlikely             | 40    | 51    | 29  | 81  | 120          | 136 | **  | 55         | **     | **           | 27            | 103 |
|                           | 27%   | 22%   | 15% | 19% | 20%          | 21% | **  | 24%        | **     | **           | 30%           | 20% |
|                           | cd    |       |     |     |              |     |     |            |        |              |               |     |
|                           | 28%   | 36%   | 20% | 56% | 83%          | 95% | **  | 39%        | **     | **           | 19%           | 72% |
| Certain not to            | 58    | 111   | 133 | 244 | 297          | 265 | **  | 108        | **     | **           | 46            | 196 |
|                           | 39%   | 48%   | 69% | 58% | 51%          | 42% | **  | 47%        | **     | **           | 51%           | 37% |
|                           |       |       | abd | ab  |              |     |     |            |        |              |               |     |
|                           | 21%   | 40%   | 48% | 88% | 107%         | 96% | **  | 39%        | **     | **           | 17%           | 71% |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               |     |
|---------------------------|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f   | ~g  | h          | ~i     | ~j           | k             | l   |
| Unweighted total          | 215   | 205   | 204 | 409 | 610          | 876 | 59  | 245        | 44     | 57           | 101           | 692 |
| Effective Weighted Sample | 178   | 167   | 169 | 334 | 496          | 721 | 46  | 201        | 39     | 47           | 87            | 572 |
| Total                     | 149   | 230   | 193 | 423 | 586          | 639 | 54  | 230        | 42     | 49           | 91            | 528 |
|                           | 21%   | 33%   | 28% | 61% | 84%          | 92% | **  | 33%        | **     | **           | 13%           | 76% |
| TOTAL UNLIKELY            | 112   | 186   | 172 | 358 | 467          | 470 | **  | 191        | **     | **           | 83            | 352 |
|                           | 75%   | 81%   | 89% | 85% | 80%          | 74% | **  | 83%        | **     | **           | 91%           | 67% |
|                           |       |       | ab  | a   |              |     |     |            |        |              |               |     |
|                           | 23%   | 38%   | 35% | 73% | 95%          | 95% | **  | 39%        | **     | **           | 17%           | 72% |
| Don't know                | 19    | 24    | 9   | 33  | 57           | 75  | **  | 15         | **     | **           | 2             | 78  |
|                           | 13%   | 11%   | 5%  | 8%  | 10%          | 12% | **  | 6%         | **     | **           | 3%            | 15% |
|                           | c     | c     |     |     |              |     |     |            |        |              |               | hk  |
|                           | 21%   | 27%   | 10% | 37% | 64%          | 84% | **  | 17%        | **     | **           | 3%            | 88% |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               |     |
|---|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%                               | a     | b     | c   | d   | e            | f   | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total                                      | 169   | 165   | 183 | 348 | 484          | 662 | 26  | 206        | 40     | 48           | 91            | 484 |
| Effective Weighted Sample                             | 137   | 135   | 151 | 284 | 393          | 545 | 20  | 169        | 36     | 40           | 78            | 398 |
| Total   | 112   | 186   | 172 | 358 | 467          | 470 | 22  | 191        | 38     | 42           | 83            | 352 |
|   | 23%   | 38%   | 35% | 73% | 95%          | 95% | **  | 39%        | **     | **           | **            | 72% |
| No need   | 81    | 139   | 143 | 282 | 343          | 339 | **  | 136        | **     | **           | **            | 249 |
|   | 73%   | 75%   | 83% | 79% | 74%          | 72% | **  | 72%        | **     | **           | **            | 71% |
|   |       |       | a   |     |              |     |     |            |        |              |               |     |
|   | 23%   | 40%   | 41% | 80% | 98%          | 97% | **  | 39%        | **     | **           | **            | 71% |
| Don't know how you use smartphones                    | 14    | 44    | 32  | 76  | 91           | 78  | **  | 39         | **     | **           | **            | 55  |
|   | 12%   | 24%   | 19% | 21% | 19%          | 17% | **  | 20%        | **     | **           | **            | 16% |
|   |       | a     | a   |     |              |     |     |            |        |              |               |     |
|   | 16%   | 53%   | 39% | 91% | 109%         | 94% | **  | 46%        | **     | **           | **            | 66% |
| Satisfied with using home phones/ other mobile phones | 13    | 28    | 22  | 50  | 60           | 59  | **  | 27         | **     | **           | **            | 41  |
|   | 11%   | 15%   | 13% | 14% | 13%          | 13% | **  | 14%        | **     | **           | **            | 12% |
|   | 21%   | 47%   | 37% | 84% | 99%          | 98% | **  | 45%        | **     | **           | **            | 68% |
| Can't afford it                                       | 15    | 13    | 6   | 19  | 49           | 53  | **  | 22         | **     | **           | **            | 41  |
|   | 14%   | 7%    | 3%  | 5%  | 10%          | 11% | **  | 12%        | **     | **           | **            | 12% |
|   | cd    |       |     |     |              |     |     |            |        |              |               |     |
|   | 27%   | 23%   | 10% | 33% | 87%          | 95% | **  | 40%        | **     | **           | **            | 73% |
| Too expensive to set up/ buy                          | 10    | 16    | 2   | 17  | 32           | 35  | **  | 15         | **     | **           | **            | 30  |
|   | 9%    | 8%    | 1%  | 5%  | 7%           | 8%  | **  | 8%         | **     | **           | **            | 8%  |
|   | c     | c     | c   |     |              |     |     |            |        |              |               |     |
|   | 26%   | 39%   | 4%  | 43% | 81%          | 88% | **  | 37%        | **     | **           | **            | 74% |
| Contracts are too expensive                           | 2     | 6     | 5   | 11  | 18           | 17  | **  | 11         | **     | **           | **            | 11  |
|   | 2%    | 3%    | 3%  | 3%  | 4%           | 4%  | **  | 6%         | **     | **           | **            | 3%  |
|   | 11%   | 34%   | 25% | 59% | 96%          | 93% | **  | 60%        | **     | **           | **            | 60% |

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

Any break column with 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

|   | AGE   |          |     |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |     |
|---|-------|----------|-----|------|--------------|------|-----|------------|--------|--------------|---------------|-----|
|   | 55-64 | 65-74    | 75+ | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | a     | b        | c   | d    | e            | f    | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total  | 169   | 165      | 183 | 348  | 484          | 662  | 26  | 206        | 40     | 48           | 91            | 484 |
| Effective Weighted Sample   | 137   | 135      | 151 | 284  | 393          | 545  | 20  | 169        | 36     | 40           | 78            | 398 |
| Total   | 112   | 186      | 172 | 358  | 467          | 470  | 22  | 191        | 38     | 42           | 83            | 352 |
|   | 23%   | 38%      | 35% | 73%  | 95%          | 95%  | **  | 39%        | **     | **           | **            | 72% |
| Calls are too expensive   | -     | 5        | 2   | 7    | 8            | 6    | **  | 2          | **     | **           | **            | 5   |
|   | -%    | 3%       | 1%  | 2%   | 2%           | 1%   | **  | 1%         | **     | **           | **            | 1%  |
|   | -%    | a<br>86% | 28% | 114% | 131%         | 100% | **  | 36%        | **     | **           | **            | 73% |
| Difficulties using due to sight/ hearing issues/<br>other health problems | -     | -        | 1   | 1    | 4            | 2    | **  | 4          | **     | **           | **            | -   |
|   | -%    | -%       | 1%  | *%   | 1%           | 1%   | **  | 2%         | **     | **           | **            | -%  |
|   | -%    | -%       | 32% | 32%  | 109%         | 73%  | **  | 135%       | **     | **           | **            | -%  |
| Other   | 1     | 1        | 6   | 6    | 7            | 7    | **  | 1          | **     | **           | **            | 6   |
|   | 1%    | *%       | 3%  | 2%   | 1%           | 1%   | **  | 1%         | **     | **           | **            | 2%  |
|   | 12%   | 8%       | 73% | 82%  | 93%          | 87%  | **  | 16%        | **     | **           | **            | 86% |
| ANY INVOLUNTARY REASONS   | 35    | 69       | 43  | 112  | 170          | 164  | **  | 77         | **     | **           | **            | 119 |
|   | 31%   | 37%      | 25% | 31%  | 36%          | 35%  | **  | 41%        | **     | **           | **            | 34% |
|   | 20%   | c<br>40% | 25% | 64%  | 98%          | 94%  | **  | 44%        | **     | **           | **            | 68% |
| ANY VOLUNTARY REASONS   | 88    | 149      | 152 | 301  | 365          | 366  | **  | 146        | **     | **           | **            | 271 |
|   | 79%   | 80%      | 88% | 84%  | 78%          | 78%  | **  | 77%        | **     | **           | **            | 77% |
|   | 23%   | a<br>39% | 40% | 80%  | 96%          | 97%  | **  | 39%        | **     | **           | **            | 72% |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |     |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total          | 169   | 165   | 183 | 348 | 484          | 662  | 26  | 206        | 40     | 48           | 91            | 484 |
| Effective Weighted Sample | 137   | 135   | 151 | 284 | 393          | 545  | 20  | 169        | 36     | 40           | 78            | 398 |
| Total                     | 112   | 186   | 172 | 358 | 467          | 470  | 22  | 191        | 38     | 42           | 83            | 352 |
|                           | 23%   | 38%   | 35% | 73% | 95%          | 95%  | **  | 39%        | **     | **           | **            | 72% |
| ONLY VOLUNTARY REASONS    | 75    | 115   | 127 | 242 | 292          | 300  | **  | 111        | **     | **           | **            | 229 |
|                           | 67%   | 62%   | 74% | 67% | 62%          | 64%  | **  | 58%        | **     | **           | **            | 65% |
|                           |       | b     |     |     |              |      |     |            |        |              |               |     |
|                           | 24%   | 37%   | 41% | 78% | 94%          | 96%  | **  | 36%        | **     | **           | **            | 74% |
| Don't know                | 1     | 2     | -   | 2   | 2            | 2    | **  | 1          | **     | **           | **            | 1   |
|                           | 1%    | 1%    | -%  | *%  | *%           | *%   | **  | 1%         | **     | **           | **            | *%  |
|                           | 40%   | 74%   | -%  | 74% | 102%         | 100% | **  | 63%        | **     | **           | **            | 62% |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     |     | DISABILITY |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|-----|------------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY | VISION     | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                         | a     | b     | c   | d   | e            | f    | g   | h   | ~i         | ~j           | k             | l    |
| Unweighted total                                | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428 | 68         | 80           | 147           | 2187 |
| Effective Weighted Sample                       | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335 | 57         | 62           | 126           | 1807 |
| Total   | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453 | 71         | 73           | 135           | 1876 |
|   | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21% | **         | **           | 6%            | 86%  |
| Send/ receive text messages (SMS)               | 249   | 212   | 94  | 307 | 713          | 1690 | 210 | 349 | **         | **           | 81            | 1669 |
|   | 87%   | 68%   | 45% | 58% | 73%          | 86%  | 92% | 77% | **         | **           | 60%           | 89%  |
|   | bcd   | cd    | c   | f   | k            | f    | k   | k   | **         | **           | hk            | hk   |
|   | 13%   | 11%   | 5%  | 16% | 37%          | 89%  | 11% | 18% | **         | **           | 4%            | 88%  |
| Take photos                                     | 146   | 99    | 24  | 123 | 400          | 1239 | 171 | 213 | **         | **           | 44            | 1274 |
|   | 51%   | 31%   | 11% | 23% | 41%          | 63%  | 75% | 47% | **         | **           | 33%           | 68%  |
|   | bcd   | cd    | c   | f   | k            | f    | k   | k   | **         | **           | hk            | hk   |
|   | 10%   | 7%    | 2%  | 9%  | 28%          | 88%  | 12% | 15% | **         | **           | 3%            | 90%  |
| General browsing/ surfing the internet          | 79    | 41    | 7   | 48  | 265          | 1019 | 129 | 151 | **         | **           | 27            | 1051 |
|   | 27%   | 13%   | 3%  | 9%  | 27%          | 52%  | 56% | 33% | **         | **           | 20%           | 56%  |
|   | bcd   | c     | c   | k   | k            | k    | k   | k   | **         | **           | hk            | hk   |
|   | 7%    | 4%    | 1%  | 4%  | 23%          | 89%  | 11% | 13% | **         | **           | 2%            | 91%  |
| Send/ receive messages with pictures/<br>images | 82    | 42    | 12  | 54  | 249          | 932  | 134 | 144 | **         | **           | 28            | 971  |
|   | 29%   | 13%   | 6%  | 10% | 25%          | 48%  | 58% | 32% | **         | **           | 21%           | 52%  |
|   | bcd   | c     | f   | k   | f            | k    | k   | k   | **         | **           | hk            | hk   |
|   | 8%    | 4%    | 1%  | 5%  | 23%          | 87%  | 13% | 13% | **         | **           | 3%            | 91%  |
| Send/ receive emails (not SMS)                  | 73    | 31    | 7   | 37  | 202          | 902  | 123 | 124 | **         | **           | 19            | 947  |
|   | 25%   | 10%   | 3%  | 7%  | 21%          | 46%  | 54% | 27% | **         | **           | 14%           | 50%  |
|   | bcd   | c     | k   | k   | k            | k    | k   | k   | **         | **           | hk            | hk   |
|   | 7%    | 3%    | 1%  | 4%  | 20%          | 88%  | 12% | 12% | **         | **           | 2%            | 92%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total   | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428        | 68     | 80           | 147           | 2187 |
| Effective Weighted Sample  | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335        | 57     | 62           | 126           | 1807 |
| Total  | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|  | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21%        | **     | **           | 6%            | 86%  |
| Using social networking sites e.g. Facebook, Twitter, LinkedIn   | 54    | 22    | 2   | 23  | 218          | 830  | 102 | 138        | **     | **           | 24            | 846  |
|  | 19%   | 7%    | 1%  | 4%  | 22%          | 42%  | 45% | 30%        | **     | **           | 18%           | 45%  |
|  | bcd   | c     |     | c   |              | k    |     | k          |        |              | hk            | hk   |
|  | 6%    | 2%    | *%  | 2%  | 23%          | 89%  | 11% | 15%        | **     | **           | 3%            | 90%  |
| Download apps or programs directly to your phone   | 50    | 25    | 2   | 26  | 181          | 745  | 91  | 118        | **     | **           | 23            | 760  |
|  | 17%   | 8%    | 1%  | 5%  | 19%          | 38%  | 40% | 26%        | **     | **           | 17%           | 41%  |
|  | bcd   | c     |     | c   |              | k    |     | k          |        |              | hk            | hk   |
|  | 6%    | 3%    | *%  | 3%  | 22%          | 89%  | 11% | 14%        | **     | **           | 3%            | 91%  |
| Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger) | 50    | 8     | 3   | 11  | 168          | 689  | 104 | 102        | **     | **           | 17            | 729  |
|  | 17%   | 2%    | 1%  | 2%  | 17%          | 35%  | 45% | 22%        | **     | **           | 13%           | 39%  |
|  | bcd   |       |     |     |              | f    |     | k          |        |              | hk            | hk   |
|  | 6%    | 1%    | *%  | 1%  | 21%          | 87%  | 13% | 13%        | **     | **           | 2%            | 92%  |
| Play games   | 43    | 18    | 3   | 21  | 194          | 693  | 95  | 127        | **     | **           | 21            | 709  |
|  | 15%   | 6%    | 1%  | 4%  | 20%          | 35%  | 41% | 28%        | **     | **           | 15%           | 38%  |
|  | bcd   | c     |     |     |              | k    |     | k          |        |              | hk            | hk   |
|  | 5%    | 2%    | *%  | 3%  | 24%          | 87%  | 12% | 16%        | **     | **           | 3%            | 89%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                                     | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total  | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428        | 68     | 80           | 147           | 2187 |
| Effective Weighted Sample                                   | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335        | 57     | 62           | 126           | 1807 |
| Total   | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|   | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21%        | **     | **           | 6%            | 86%  |
| Record video clips using the phone                          | 45    | 15    | 8   | 24  | 155          | 661  | 117 | 90         | **     | **           | 20            | 717  |
|   | 16%   | 5%    | 4%  | 5%  | 16%          | 34%  | 51% | 20%        | **     | **           | 15%           | 38%  |
|   | bcd   |       |     |     | f            |      |     |            |        |              | hk            |      |
|   | 6%    | 2%    | 1%  | 3%  | 20%          | 85%  | 15% | 12%        | **     | **           | 3%            | 92%  |
| Watching short video clips (e.g. on YouTube or Dailymotion) | 32    | 12    | 2   | 14  | 126          | 531  | 74  | 95         | **     | **           | 17            | 549  |
|   | 11%   | 4%    | 1%  | 3%  | 13%          | 27%  | 32% | 21%        | **     | **           | 13%           | 29%  |
|   | bcd   |       |     |     | k            |      |     |            |        |              | hk            |      |
|   | 5%    | 2%    | *%  | 2%  | 21%          | 87%  | 12% | 16%        | **     | **           | 3%            | 90%  |
| Send/ receive video clips                                   | 35    | 13    | 4   | 17  | 106          | 510  | 84  | 77         | **     | **           | 9             | 550  |
|   | 12%   | 4%    | 2%  | 3%  | 11%          | 26%  | 37% | 17%        | **     | **           | 7%            | 29%  |
|   | bcd   |       |     |     | f            |      |     | k          |        |              | hk            |      |
|   | 6%    | 2%    | 1%  | 3%  | 18%          | 85%  | 14% | 13%        | **     | **           | 2%            | 92%  |
| Accessing/ receiving news                                   | 41    | 17    | 3   | 20  | 102          | 491  | 81  | 62         | **     | **           | 10            | 536  |
|   | 14%   | 5%    | 1%  | 4%  | 10%          | 25%  | 35% | 14%        | **     | **           | 8%            | 29%  |
|   | bcd   | c     |     |     | f            |      |     |            |        |              | hk            |      |
|   | 7%    | 3%    | 1%  | 3%  | 18%          | 85%  | 14% | 11%        | **     | **           | 2%            | 93%  |
| Listen to music using MP3 function                          | 26    | 15    | 3   | 17  | 117          | 468  | 66  | 86         | **     | **           | 14            | 482  |
|   | 9%    | 5%    | 1%  | 3%  | 12%          | 24%  | 29% | 19%        | **     | **           | 11%           | 26%  |
|   | cd    | c     |     |     | k            |      |     |            |        |              | hk            |      |
|   | 5%    | 3%    | *%  | 3%  | 22%          | 87%  | 12% | 16%        | **     | **           | 3%            | 90%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total   | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428        | 68     | 80           | 147           | 2187 |
| Effective Weighted Sample  | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335        | 57     | 62           | 126           | 1807 |
| Total  | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|  | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21%        | **     | **           | 6%            | 86%  |
| Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products | 25    | 10    | 2   | 12  | 92           | 432  | 61  | 67         | **     | **           | 13            | 451  |
|  | 9%    | 3%    | 1%  | 2%  | 9%           | 22%  | 27% | 15%        | **     | **           | 10%           | 24%  |
|  | bcd   |       |     |     |              |      |     |            |        |              | hk            |      |
|  | 5%    | 2%    | *%  | 3%  | 19%          | 87%  | 12% | 14%        | **     | **           | 3%            | 91%  |
| 'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare)                    | 26    | 4     | 2   | 6   | 95           | 430  | 58  | 70         | **     | **           | 11            | 444  |
|  | 9%    | 1%    | 1%  | 1%  | 10%          | 22%  | 25% | 16%        | **     | **           | 8%            | 24%  |
|  | bcd   |       |     |     |              |      |     | k          |        |              | hk            |      |
|  | 5%    | 1%    | *%  | 1%  | 19%          | 88%  | 12% | 14%        | **     | **           | 2%            | 91%  |
| Accessing/ receiving sports/ team news/ scores   | 29    | 12    | 3   | 15  | 69           | 328  | 61  | 51         | **     | **           | 9             | 360  |
|  | 10%   | 4%    | 1%  | 3%  | 7%           | 17%  | 27% | 11%        | **     | **           | 7%            | 19%  |
|  | bcd   |       |     |     |              |      | f   |            |        |              | hk            |      |
|  | 8%    | 3%    | 1%  | 4%  | 18%          | 84%  | 16% | 13%        | **     | **           | 2%            | 92%  |
| Making voice calls using a VoIP service e.g. Viber, Skype  | 21    | 8     | 3   | 10  | 72           | 318  | 64  | 51         | **     | **           | 7             | 344  |
|  | 7%    | 2%    | 1%  | 2%  | 7%           | 16%  | 28% | 11%        | **     | **           | 5%            | 18%  |
|  | bcd   |       |     |     |              |      | f   | k          |        |              | hk            |      |
|  | 5%    | 2%    | 1%  | 3%  | 19%          | 84%  | 17% | 14%        | **     | **           | 2%            | 91%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total   | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428        | 68     | 80           | 147           | 2187 |
| Effective Weighted Sample  | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335        | 57     | 62           | 126           | 1807 |
| Total  | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|  | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21%        | **     | **           | 6%            | 86%  |
| Making video calls e.g. via Facetime, Skype  | 17    | 7     | 2   | 9   | 62           | 304  | 63  | 45         | **     | **           | 9             | 339  |
|  | 6%    | 2%    | 1%  | 2%  | 6%           | 16%  | 27% | 10%        | **     | **           | 6%            | 18%  |
|  | bcd   |       |     |     | f            |      |     |            |        |              |               | hk   |
|  | 5%    | 2%    | 1%  | 3%  | 17%          | 83%  | 17% | 12%        | **     | **           | 2%            | 92%  |
| Listen to FM radio   | 22    | 16    | 2   | 18  | 86           | 304  | 28  | 56         | **     | **           | 9             | 302  |
|  | 8%    | 5%    | 1%  | 4%  | 9%           | 16%  | 12% | 12%        | **     | **           | 6%            | 16%  |
|  | cd    | c     |     |     |              |      |     |            |        |              |               | k    |
|  | 6%    | 5%    | 1%  | 5%  | 25%          | 90%  | 8%  | 16%        | **     | **           | 3%            | 89%  |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go) | 15    | 3     | 2   | 6   | 58           | 286  | 41  | 51         | **     | **           | 7             | 298  |
|  | 5%    | 1%    | 1%  | 1%  | 6%           | 15%  | 18% | 11%        | **     | **           | 6%            | 16%  |
|  | bcd   |       |     |     |              |      |     |            |        |              |               | hk   |
|  | 5%    | 1%    | 1%  | 2%  | 17%          | 87%  | 12% | 15%        | **     | **           | 2%            | 90%  |
| Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)              | 13    | -     | 2   | 2   | 51           | 263  | 40  | 31         | **     | **           | 5             | 285  |
|  | 5%    | -%    | 1%  | 1%  | 5%           | 13%  | 18% | 7%         | **     | **           | 4%            | 15%  |
|  | bcd   |       |     |     |              |      |     |            |        |              |               | hk   |
|  | 4%    | -%    | 1%  | 1%  | 17%          | 86%  | 13% | 10%        | **     | **           | 2%            | 93%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     |     | DISABILITY |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|-----|------------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY | VISION     | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h   | ~i         | ~j           | k             | l    |
| Unweighted total   | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428 | 68         | 80           | 147           | 2187 |
| Effective Weighted Sample  | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335 | 57         | 62           | 126           | 1807 |
| Total  | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453 | 71         | 73           | 135           | 1876 |
|  | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21% | **         | **           | 6%            | 86%  |
| 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) | 7     | 3     | -   | 3   | 37           | 144  | 22  | 29  | **         | **           | 5             | 153  |
|  | 3%    | 1%    | -%  | 1%  | 4%           | 7%   | 10% | 6%  | **         | **           | 4%            | 8%   |
|  | cd    |       |     |     |              |      |     |     |            |              |               |      |
|  | 4%    | 2%    | -%  | 2%  | 22%          | 84%  | 13% | 17% | **         | **           | 3%            | 89%  |
| Watching live TV on the internet at the same time as it is broadcast   | 4     | 1     | 1   | 1   | 34           | 142  | 26  | 21  | **         | **           | 4             | 156  |
|  | 2%    | *%    | *%  | *%  | 3%           | 7%   | 11% | 5%  | **         | **           | 3%            | 8%   |
|  | d     |       |     |     |              |      |     |     |            |              |               | hk   |
|  | 3%    | *%    | *%  | 1%  | 20%          | 84%  | 15% | 12% | **         | **           | 2%            | 92%  |
| Listen to Podcasts   | 3     | 5     | -   | 5   | 26           | 142  | 20  | 28  | **         | **           | 4             | 145  |
|  | 1%    | 2%    | -%  | 1%  | 3%           | 7%   | 9%  | 6%  | **         | **           | 3%            | 8%   |
|  | 2%    | 3%    | -%  | 3%  | 16%          | 87%  | 12% | 17% | **         | **           | 3%            | 89%  |

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

Any break column with 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

|   | AGE              |                  |                   |                    | AGE/SEG            | MEG              |                  |                  | DISABILITY     |                |                  |                  |
|---|------------------|------------------|-------------------|--------------------|--------------------|------------------|------------------|------------------|----------------|----------------|------------------|------------------|
|   | 55-64            | 65-74            | 75+               | 65+                | 65+<br>OR DE       | NO               | YES              | ANY              | VISION         | HEAR-<br>ING   | MOBI-<br>LITY    | NO               |
| Significance Level: 95%   | a                | b                | c                 | d                  | e                  | f                | g                | h                | ~i             | ~j             | k                | l                |
| Unweighted total  | 394              | 286              | 224               | 510                | 1034               | 2381             | 227              | 428              | 68             | 80             | 147              | 2187             |
| Effective Weighted Sample   | 330              | 236              | 186               | 419                | 851                | 1942             | 180              | 335              | 57             | 62             | 126              | 1807             |
| Total   | 287              | 314              | 210               | 525                | 980                | 1956             | 229              | 453              | 71             | 73             | 135              | 1876             |
|   | 13%              | 14%              | 10%               | 24%                | 45%                | 89%              | 10%              | 21%              | **             | **             | 6%               | 86%              |
| 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) | 8<br>3%<br>bd    | 1<br>*%<br>5%    | 1<br>*%<br>1%     | 2<br>*%<br>1%      | 28<br>3%<br>19%    | 121<br>6%<br>83% | 26<br>11%<br>18% | 27<br>6%<br>19%  | **<br>**<br>** | **<br>**<br>** | 6<br>5%<br>4%    | 129<br>7%<br>89% |
| Other   | 2<br>1%<br>11%   | 3<br>1%<br>17%   | 3<br>1%<br>14%    | 6<br>1%<br>31%     | 8<br>1%<br>40%     | 18<br>1%<br>91%  | 1<br>*%<br>5%    | 11<br>2%<br>56%  | **<br>**<br>** | **<br>**<br>** | -<br>-%<br>-%    | 13<br>1%<br>64%  |
| None of these   | 29<br>10%<br>17% | 80<br>25%<br>46% | 101<br>48%<br>58% | 181<br>34%<br>104% | 204<br>21%<br>118% | 166<br>8%<br>96% | 5<br>2%<br>3%    | 83<br>18%<br>48% | **<br>**<br>** | **<br>**<br>** | 42<br>31%<br>24% | 110<br>6%<br>64% |
| Don't know  | *<br>*%<br>4%    | 8<br>2%<br>65%   | 4<br>2%<br>36%    | 12<br>2%<br>101%   | 12<br>1%<br>106%   | 11<br>1%<br>91%  | 1<br>*%<br>5%    | 3<br>1%<br>28%   | **<br>**<br>** | **<br>**<br>** | 3<br>2%<br>28%   | 9<br>*%<br>76%   |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total   | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428        | 68     | 80           | 147           | 2187 |
| Effective Weighted Sample                                      | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335        | 57     | 62           | 126           | 1807 |
| Total  | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|  | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21%        | **     | **           | 6%            | 86%  |
| Send/ receive text messages (SMS)                              | 228   | 183   | 77  | 260 | 641          | 1560 | 194 | 330        | **     | **           | 76            | 1536 |
|  | 80%   | 58%   | 37% | 50% | 65%          | 80%  | 85% | 73%        | **     | **           | 57%           | 82%  |
|  | bcd   | cd    | c   | c   |              |      |     | k          |        |              | hk            | hk   |
|  | 13%   | 10%   | 4%  | 15% | 36%          | 89%  | 11% | 19%        | **     | **           | 4%            | 87%  |
| General browsing/ surfing the internet                         | 64    | 31    | 7   | 39  | 224          | 848  | 98  | 121        | **     | **           | 20            | 867  |
|  | 22%   | 10%   | 3%  | 7%  | 23%          | 43%  | 43% | 27%        | **     | **           | 15%           | 46%  |
|  | bcd   | c     |     |     |              |      |     | k          |        |              | hk            | hk   |
|  | 7%    | 3%    | 1%  | 4%  | 24%          | 89%  | 10% | 13%        | **     | **           | 2%            | 91%  |
| Take photos  | 69    | 40    | 7   | 47  | 233          | 812  | 117 | 144        | **     | **           | 28            | 834  |
|  | 24%   | 13%   | 3%  | 9%  | 24%          | 42%  | 51% | 32%        | **     | **           | 21%           | 44%  |
|  | bcd   | c     | c   | c   |              |      | f   | k          |        |              | hk            | hk   |
|  | 7%    | 4%    | 1%  | 5%  | 25%          | 87%  | 13% | 16%        | **     | **           | 3%            | 90%  |
| Send/ receive emails (not SMS)                                 | 58    | 23    | 5   | 27  | 158          | 725  | 101 | 96         | **     | **           | 14            | 766  |
|  | 20%   | 7%    | 2%  | 5%  | 16%          | 37%  | 44% | 21%        | **     | **           | 10%           | 41%  |
|  | bcd   | c     |     |     |              |      |     | k          |        |              | hk            | hk   |
|  | 7%    | 3%    | 1%  | 3%  | 19%          | 88%  | 12% | 12%        | **     | **           | 2%            | 93%  |
| Using social networking sites e.g. Facebook, Twitter, LinkedIn | 38    | 12    | -   | 12  | 177          | 705  | 74  | 117        | **     | **           | 18            | 707  |
|  | 13%   | 4%    | -%  | 2%  | 18%          | 36%  | 32% | 26%        | **     | **           | 14%           | 38%  |
|  | bcd   | c     |     | c   |              |      |     | k          |        |              | hk            | hk   |
|  | 5%    | 2%    | -%  | 2%  | 23%          | 90%  | 10% | 15%        | **     | **           | 2%            | 90%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total   | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428        | 68     | 80           | 147           | 2187 |
| Effective Weighted Sample  | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335        | 57     | 62           | 126           | 1807 |
| Total  | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|  | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21%        | **     | **           | 6%            | 86%  |
| Send/ receive messages with pictures/<br>images  | 48    | 23    | 7   | 30  | 169          | 574  | 83  | 99         | **     | **           | 20            | 592  |
|  | 17%   | 7%    | 3%  | 6%  | 17%          | 29%  | 36% | 22%        | **     | **           | 15%           | 32%  |
|  | bcd   |       |     |     |              |      |     |            |        |              |               | hk   |
|  | 7%    | 3%    | 1%  | 5%  | 26%          | 87%  | 13% | 15%        | **     | **           | 3%            | 90%  |
| Use IM/ Instant Messaging (e.g. BlackBerry<br>Messenger/ BBM, Apple iMessage,<br>WhatsApp, Facebook Messenger) | 27    | 6     | 1   | 7   | 133          | 534  | 71  | 75         | **     | **           | 12            | 558  |
|  | 10%   | 2%    | 1%  | 1%  | 14%          | 27%  | 31% | 16%        | **     | **           | 9%            | 30%  |
|  | bcd   |       |     |     |              |      |     | k          |        |              |               | hk   |
|  | 5%    | 1%    | *%  | 1%  | 22%          | 88%  | 12% | 12%        | **     | **           | 2%            | 92%  |
| Play games   | 26    | 10    | 3   | 13  | 142          | 466  | 71  | 93         | **     | **           | 16            | 478  |
|  | 9%    | 3%    | 1%  | 2%  | 14%          | 24%  | 31% | 20%        | **     | **           | 12%           | 25%  |
|  | bcd   |       |     |     |              |      | f   | k          |        |              |               | k    |
|  | 5%    | 2%    | 1%  | 2%  | 26%          | 86%  | 13% | 17%        | **     | **           | 3%            | 89%  |
| Download apps or programs directly to your<br>phone  | 23    | 9     | 1   | 10  | 92           | 372  | 35  | 66         | **     | **           | 13            | 364  |
|  | 8%    | 3%    | 1%  | 2%  | 9%           | 19%  | 15% | 15%        | **     | **           | 9%            | 19%  |
|  | bcd   |       |     |     |              |      |     |            |        |              |               | hk   |
|  | 6%    | 2%    | *%  | 3%  | 22%          | 91%  | 8%  | 16%        | **     | **           | 3%            | 89%  |
| Accessing/ receiving news  | 29    | 13    | 2   | 15  | 78           | 341  | 57  | 51         | **     | **           | 7             | 367  |
|  | 10%   | 4%    | 1%  | 3%  | 8%           | 17%  | 25% | 11%        | **     | **           | 5%            | 20%  |
|  | bcd   |       |     |     |              |      | f   | k          |        |              |               | hk   |
|  | 7%    | 3%    | *%  | 4%  | 20%          | 86%  | 14% | 13%        | **     | **           | 2%            | 92%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total  | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428        | 68     | 80           | 147           | 2187 |
| Effective Weighted Sample   | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335        | 57     | 62           | 126           | 1807 |
| Total   | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|   | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21%        | **     | **           | 6%            | 86%  |
| Watching short video clips (e.g. on YouTube or Dailymotion)                               | 20    | 8     | 2   | 10  | 76           | 336  | 48  | 59         | **     | **           | 11            | 348  |
|   | 7%    | 3%    | 1%  | 2%  | 8%           | 17%  | 21% | 13%        | **     | **           | 8%            | 19%  |
|   | bcd   |       |     |     |              |      |     |            |        |              |               | hk   |
|   | 5%    | 2%    | 1%  | 3%  | 20%          | 87%  | 12% | 15%        | **     | **           | 3%            | 90%  |
| Record video clips using the phone  | 14    | 4     | 2   | 6   | 68           | 333  | 56  | 52         | **     | **           | 10            | 350  |
|   | 5%    | 1%    | 1%  | 1%  | 7%           | 17%  | 24% | 11%        | **     | **           | 8%            | 19%  |
|   | bcd   |       |     |     |              |      | f   |            |        |              |               | hk   |
|   | 4%    | 1%    | 1%  | 2%  | 18%          | 87%  | 15% | 13%        | **     | **           | 3%            | 91%  |
| Listen to music using MP3 function  | 9     | 8     | 1   | 9   | 79           | 310  | 42  | 57         | **     | **           | 10            | 316  |
|   | 3%    | 2%    | 1%  | 2%  | 8%           | 16%  | 18% | 13%        | **     | **           | 7%            | 17%  |
|   | c     |       |     |     |              |      |     |            |        |              |               | hk   |
|   | 3%    | 2%    | *%  | 3%  | 22%          | 88%  | 12% | 16%        | **     | **           | 3%            | 89%  |
| 'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare) | 15    | 1     | 2   | 3   | 72           | 288  | 32  | 57         | **     | **           | 9             | 281  |
|   | 5%    | *%    | 1%  | 1%  | 7%           | 15%  | 14% | 13%        | **     | **           | 7%            | 15%  |
|   | bcd   |       |     |     |              |      |     |            |        |              |               | k    |
|   | 5%    | *%    | 1%  | 1%  | 23%          | 90%  | 10% | 18%        | **     | **           | 3%            | 88%  |
| Send/ receive video clips   | 22    | 10    | 2   | 12  | 58           | 246  | 36  | 42         | **     | **           | 9             | 257  |
|   | 8%    | 3%    | 1%  | 2%  | 6%           | 13%  | 16% | 9%         | **     | **           | 6%            | 14%  |
|   | bcd   |       |     |     |              |      |     |            |        |              |               | hk   |
|   | 8%    | 3%    | 1%  | 4%  | 20%          | 87%  | 13% | 15%        | **     | **           | 3%            | 90%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total   | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428        | 68     | 80           | 147           | 2187 |
| Effective Weighted Sample  | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335        | 57     | 62           | 126           | 1807 |
| Total  | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|  | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21%        | **     | **           | 6%            | 86%  |
| Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products | 9     | 5     | 1   | 6   | 55           | 253  | 35  | 50         | **     | **           | 8             | 251  |
|  | 3%    | 1%    | 1%  | 1%  | 6%           | 13%  | 15% | 11%        | **     | **           | 6%            | 13%  |
|  | d     |       |     |     |              |      |     |            |        |              | k             | k    |
|  | 3%    | 2%    | *%  | 2%  | 20%          | 89%  | 12% | 17%        | **     | **           | 3%            | 89%  |
| Accessing/ receiving sports/ team news/ scores   | 20    | 6     | 1   | 7   | 43           | 231  | 38  | 39         | **     | **           | 7             | 243  |
|  | 7%    | 2%    | 1%  | 1%  | 4%           | 12%  | 17% | 9%         | **     | **           | 5%            | 13%  |
|  | bcd   |       |     |     |              |      |     |            |        |              | hk            | hk   |
|  | 8%    | 2%    | *%  | 3%  | 16%          | 86%  | 14% | 15%        | **     | **           | 3%            | 91%  |
| Making voice calls using a VoIP service e.g. Viber, Skype  | 14    | 5     | 3   | 8   | 53           | 213  | 35  | 38         | **     | **           | 4             | 220  |
|  | 5%    | 2%    | 1%  | 2%  | 5%           | 11%  | 15% | 8%         | **     | **           | 3%            | 12%  |
|  | bcd   |       |     |     |              |      |     | k          |        |              | k             | k    |
|  | 6%    | 2%    | 1%  | 3%  | 22%          | 87%  | 14% | 15%        | **     | **           | 2%            | 90%  |
| Making video calls e.g. via Facetime, Skype  | 11    | 2     | 1   | 3   | 38           | 180  | 26  | 23         | **     | **           | 5             | 192  |
|  | 4%    | 1%    | 1%  | 1%  | 4%           | 9%   | 12% | 5%         | **     | **           | 3%            | 10%  |
|  | bcd   |       |     |     |              |      |     |            |        |              | hk            | hk   |
|  | 5%    | 1%    | 1%  | 2%  | 18%          | 87%  | 13% | 11%        | **     | **           | 2%            | 93%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total   | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428        | 68     | 80           | 147           | 2187 |
| Effective Weighted Sample  | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335        | 57     | 62           | 126           | 1807 |
| Total  | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|  | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21%        | **     | **           | 6%            | 86%  |
| Listen to FM radio   | 14    | 10    | -   | 10  | 55           | 176  | 13  | 29         | **     | **           | 6             | 175  |
|  | 5%    | 3%    | -%  | 2%  | 6%           | 9%   | 6%  | 6%         | **     | **           | 5%            | 9%   |
|  | cd    | c     |     |     |              |      |     |            |        |              |               |      |
|  | 7%    | 5%    | -%  | 5%  | 28%          | 91%  | 6%  | 15%        | **     | **           | 3%            | 90%  |
| Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature)              | 9     | -     | 2   | 2   | 32           | 176  | 14  | 27         | **     | **           | 5             | 174  |
|  | 3%    | -%    | 1%  | *%  | 3%           | 9%   | 6%  | 6%         | **     | **           | 4%            | 9%   |
|  | bd    |       |     |     |              |      |     |            |        |              |               | hk   |
|  | 5%    | -%    | 1%  | 1%  | 17%          | 92%  | 8%  | 14%        | **     | **           | 3%            | 91%  |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go) | 7     | 2     | 2   | 4   | 29           | 158  | 16  | 31         | **     | **           | 5             | 153  |
|  | 2%    | *%    | 1%  | 1%  | 3%           | 8%   | 7%  | 7%         | **     | **           | 4%            | 8%   |
|  | 4%    | 1%    | 1%  | 2%  | 17%          | 91%  | 9%  | 18%        | **     | **           | 3%            | 89%  |
| Watching live TV on the internet at the same time as it is broadcast                                       | *     | 1     | 1   | 1   | 16           | 83   | 11  | 12         | **     | **           | 1             | 85   |
|  | *%    | *%    | *%  | *%  | 2%           | 4%   | 5%  | 3%         | **     | **           | *%            | 5%   |
|  |       |       |     |     |              |      |     |            |        |              |               | k    |
|  | *%    | 1%    | 1%  | 1%  | 18%          | 90%  | 12% | 13%        | **     | **           | 1%            | 92%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total  | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428        | 68     | 80           | 147           | 2187 |
| Effective Weighted Sample   | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335        | 57     | 62           | 126           | 1807 |
| Total   | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|   | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21%        | **     | **           | 6%            | 86%  |
| 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)    | 4     | 3     | -   | 3   | 20           | 82   | 6   | 17         | **     | **           | 4             | 79   |
|   | 1%    | 1%    | -%  | 1%  | 2%           | 4%   | 3%  | 4%         | **     | **           | 3%            | 4%   |
|   | 5%    | 4%    | -%  | 4%  | 22%          | 92%  | 7%  | 19%        | **     | **           | 5%            | 88%  |
| Listen to Podcasts  | 1     | 2     | -   | 2   | 16           | 72   | 7   | 14         | **     | **           | 3             | 69   |
|   | *%    | 1%    | -%  | *%  | 2%           | 4%   | 3%  | 3%         | **     | **           | 3%            | 4%   |
|   | 1%    | 3%    | -%  | 3%  | 20%          | 92%  | 9%  | 19%        | **     | **           | 4%            | 88%  |
| 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) | 3     | 1     | 1   | 1   | 15           | 67   | 11  | 21         | **     | **           | 4             | 65   |
|   | 1%    | *%    | *%  | *%  | 2%           | 3%   | 5%  | 5%         | **     | **           | 3%            | 3%   |
|   | 4%    | 1%    | 1%  | 2%  | 19%          | 86%  | 14% | 27%        | **     | **           | 5%            | 83%  |

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

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**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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total          | 394   | 286   | 224 | 510 | 1034         | 2381 | 227 | 428        | 68     | 80           | 147           | 2187 |
| Effective Weighted Sample | 330   | 236   | 186 | 419 | 851          | 1942 | 180 | 335        | 57     | 62           | 126           | 1807 |
| Total                     | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|                           | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21%        | **     | **           | 6%            | 86%  |
| Other                     | 1     | 1     | 1   | 2   | 3            | 13   | 1   | 6          | **     | **           | -             | 10   |
|                           | *%    | *%    | *%  | *%  | *%           | 1%   | *%  | 1%         | **     | **           | -%            | 1%   |
|                           | 10%   | 5%    | 7%  | 13% | 19%          | 94%  | 4%  | 45%        | **     | **           | -%            | 72%  |
| None of these             | 12    | 32    | 25  | 56  | 67           | 61   | 4   | 21         | **     | **           | 8             | 49   |
|                           | 4%    | 10%   | 12% | 11% | 7%           | 3%   | 2%  | 5%         | **     | **           | 6%            | 3%   |
|                           |       | a     | a   | a   |              |      |     | l          |        |              | l             |      |
|                           | 19%   | 49%   | 38% | 87% | 103%         | 95%  | 6%  | 32%        | **     | **           | 12%           | 76%  |
| Don't know                | 2     | 5     | 6   | 10  | 11           | 10   | 1   | 3          | **     | **           | 2             | 8    |
|                           | 1%    | 1%    | 3%  | 2%  | 1%           | *%   | *%  | 1%         | **     | **           | 2%            | *%   |
|                           |       |       | a   |     |              |      |     |            |        |              |               |      |
|                           | 15%   | 43%   | 55% | 98% | 104%         | 90%  | 6%  | 33%        | **     | **           | 21%           | 74%  |

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

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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

|  | AGE   |       |     |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d    | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total   | 427   | 346   | 371 | 717  | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample  | 358   | 283   | 307 | 586  | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total  | 308   | 372   | 345 | 717  | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30%  | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Navigating the phone's menu system to use the different features on your phone | 17    | 19    | 43  | 62   | 74           | 70   | 1   | 49         | 11     | 15           | 19            | 37   |
|  | 5%    | 5%    | 13% | 9%   | 6%           | 3%   | *%  | 9%         | 11%    | 16%          | 11%           | 2%   |
|  |       |       | ab  |      |              | g    |     | l          | l      | l            | l             |      |
|  | 23%   | 26%   | 59% | 85%  | 101%         | 96%  | 1%  | 67%        | 15%    | 21%          | 26%           | 51%  |
| Writing text messages  | 11    | 21    | 50  | 71   | 80           | 68   | *   | 45         | 14     | 18           | 22            | 34   |
|  | 4%    | 6%    | 14% | 10%  | 7%           | 3%   | *%  | 8%         | 14%    | 19%          | 12%           | 2%   |
|  |       |       | abd | ab   |              | g    |     | l          | l      | hl           | l             |      |
|  | 17%   | 31%   | 72% | 103% | 117%         | 99%  | 1%  | 65%        | 20%    | 27%          | 32%           | 49%  |
| Pressing the buttons on your mobile phone                                      | 9     | 13    | 35  | 48   | 58           | 56   | 2   | 39         | 14     | 16           | 18            | 29   |
|  | 3%    | 4%    | 10% | 7%   | 5%           | 3%   | 1%  | 7%         | 14%    | 17%          | 10%           | 1%   |
|  |       |       | ab  | a    |              | l    |     | l          | hl     | hl           | l             |      |
|  | 16%   | 22%   | 59% | 82%  | 99%          | 96%  | 4%  | 66%        | 23%    | 28%          | 31%           | 49%  |
| Seeing and being able to read the digital display                              | 9     | 12    | 34  | 47   | 54           | 48   | 2   | 44         | 25     | 16           | 21            | 18   |
|  | 3%    | 3%    | 10% | 7%   | 4%           | 2%   | 1%  | 8%         | 26%    | 16%          | 12%           | 1%   |
|  |       |       | ab  | a    |              | l    |     | l          | hkl    | hl           | l             |      |
|  | 17%   | 24%   | 67% | 92%  | 105%         | 94%  | 4%  | 86%        | 50%    | 31%          | 42%           | 36%  |
| Seeing the numbers used to dial with   | 6     | 7     | 33  | 41   | 46           | 42   | 1   | 37         | 21     | 11           | 20            | 15   |
|  | 2%    | 2%    | 10% | 6%   | 4%           | 2%   | 1%  | 7%         | 21%    | 12%          | 11%           | 1%   |
|  |       |       | abd | ab   |              | l    |     | l          | hkl    | l            | l             |      |
|  | 15%   | 17%   | 78% | 95%  | 108%         | 98%  | 3%  | 86%        | 48%    | 27%          | 46%           | 35%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total  | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample   | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total   | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Hearing the person on the other end of the line in a conversation, even with the volume turned up | 8     | 7     | 23  | 30  | 36           | 40   | -   | 30         | 7      | 23           | 10            | 16   |
|   | 3%    | 2%    | 7%  | 4%  | 3%           | 2%   | -%  | 5%         | 7%     | 23%          | 5%            | 1%   |
|   |       |       | ab  |     |              |      |     | l          | l      | hikl         | l             |      |
|   | 19%   | 18%   | 58% | 76% | 89%          | 100% | -%  | 74%        | 18%    | 57%          | 25%           | 41%  |
| Hearing the phone ring, even with the volume turned up  | 4     | 7     | 20  | 26  | 31           | 38   | 2   | 27         | 8      | 23           | 8             | 18   |
|   | 1%    | 2%    | 6%  | 4%  | 3%           | 2%   | 1%  | 5%         | 8%     | 24%          | 5%            | 1%   |
|   |       |       | ab  | a   |              |      |     | l          | l      | hikl         | l             |      |
|   | 10%   | 17%   | 51% | 68% | 80%          | 97%  | 4%  | 70%        | 21%    | 59%          | 22%           | 46%  |
| Using the letters displayed on the on-screen keyboard   | 7     | 7     | 20  | 27  | 32           | 29   | 3   | 20         | 11     | 7            | 11            | 17   |
|   | 2%    | 2%    | 6%  | 4%  | 3%           | 1%   | 1%  | 4%         | 12%    | 7%           | 6%            | 1%   |
|   |       |       | ab  |     |              |      |     | l          | hl     | l            | l             |      |
|   | 21%   | 23%   | 61% | 84% | 100%         | 90%  | 9%  | 62%        | 35%    | 22%          | 35%           | 51%  |
| Using touch to open, close or move within the screen  | 9     | 2     | 15  | 18  | 23           | 25   | 1   | 20         | 8      | 9            | 11            | 12   |
|   | 3%    | 1%    | 4%  | 2%  | 2%           | 1%   | *%  | 4%         | 8%     | 9%           | 6%            | 1%   |
|   | b     |       | b   |     |              |      |     | l          | l      | hl           | l             |      |
|   | 34%   | 9%    | 58% | 67% | 87%          | 95%  | 4%  | 74%        | 31%    | 33%          | 40%           | 45%  |

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

Any break column with 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

|  | AGE   |       |     |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                                  | a     | b     | c   | d    | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total   | 427   | 346   | 371 | 717  | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample                                | 358   | 283   | 307 | 586  | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total  | 308   | 372   | 345 | 717  | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30%  | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Seeing the letters and symbols on the on-screen keyboard | 5     | 5     | 16  | 21   | 23           | 21   | -   | 17         | 11     | 6            | 10            | 8    |
|  | 2%    | 1%    | 5%  | 3%   | 2%           | 1%   | -%  | 3%         | 11%    | 6%           | 6%            | *%   |
|  |       |       | ab  |      |              |      |     | l          | hl     | l            | l             |      |
|  | 25%   | 25%   | 74% | 100% | 111%         | 100% | -%  | 83%        | 53%    | 28%          | 47%           | 37%  |
| Picking up the handset when your mobile rings            | -     | 2     | 8   | 11   | 16           | 17   | 4   | 10         | 4      | 4            | 6             | 13   |
|  | -%    | 1%    | 2%  | 2%   | 1%           | 1%   | 2%  | 2%         | 4%     | 4%           | 3%            | 1%   |
|  |       |       | a   | a    |              |      |     | l          | l      | l            | l             |      |
|  | -%    | 12%   | 41% | 53%  | 76%          | 83%  | 20% | 46%        | 18%    | 20%          | 28%           | 64%  |
| Holding the mobile phone to your ear                     | 1     | 3     | 5   | 8    | 11           | 15   | -   | 7          | 2      | 3            | 5             | 10   |
|  | *%    | 1%    | 1%  | 1%   | 1%           | 1%   | -%  | 1%         | 2%     | 3%           | 3%            | 1%   |
|  |       |       |     |      |              |      |     |            |        | l            | l             |      |
|  | 4%    | 19%   | 31% | 50%  | 73%          | 100% | -%  | 47%        | 12%    | 22%          | 31%           | 66%  |
| Any other difficulties                                   | 7     | 17    | 8   | 25   | 35           | 57   | 9   | 29         | 6      | 7            | 9             | 42   |
|  | 2%    | 5%    | 2%  | 3%   | 3%           | 3%   | 4%  | 5%         | 6%     | 7%           | 5%            | 2%   |
|  |       |       |     |      |              |      |     | l          | l      | l            | l             |      |
|  | 11%   | 27%   | 13% | 40%  | 56%          | 90%  | 15% | 47%        | 10%    | 11%          | 14%           | 67%  |
| No, none   | 259   | 298   | 214 | 512  | 943          | 1838 | 221 | 394        | 52     | 44           | 122           | 1791 |
|  | 84%   | 80%   | 62% | 71%  | 79%          | 87%  | 90% | 71%        | 52%    | 45%          | 68%           | 91%  |
|  | cd    | cd    | c   |      |              |      |     | ij         |        |              | ij            | hijk |
|  | 13%   | 14%   | 10% | 25%  | 46%          | 89%  | 11% | 19%        | 3%     | 2%           | 6%            | 87%  |
| Don't know   | 3     | 11    | 28  | 38   | 42           | 29   | 3   | 15         | 4      | 7            | 8             | 21   |
|  | 1%    | 3%    | 8%  | 5%   | 3%           | 1%   | 1%  | 3%         | 4%     | 7%           | 5%            | 1%   |
|  |       |       | ab  | a    |              |      |     | l          | l      | l            | l             |      |
|  | 9%    | 33%   | 85% | 118% | 129%         | 91%  | 10% | 46%        | 14%    | 20%          | 26%           | 64%  |

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

Any break column with 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

|                                   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|-----------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                                   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%           | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total                  | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample         | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                             | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                                   | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Yes - desktop PC                  | 124   | 129   | 68  | 197 | 338          | 712  | 81  | 177        | 19     | 28           | 45            | 680  |
|                                   | 40%   | 35%   | 20% | 28% | 28%          | 34%  | 33% | 32%        | 19%    | 28%          | 25%           | 35%  |
|                                   | cd    | cd    | c   | c   | i            | i    | i   | i          | i      | i            | i             | ik   |
|                                   | 15%   | 16%   | 9%  | 25% | 42%          | 89%  | 10% | 22%        | 2%     | 3%           | 6%            | 85%  |
| Yes - laptop                      | 191   | 173   | 78  | 252 | 486          | 1310 | 186 | 265        | 45     | 43           | 65            | 1313 |
|                                   | 62%   | 47%   | 23% | 35% | 41%          | 62%  | 76% | 48%        | 46%    | 44%          | 36%           | 67%  |
|                                   | bcd   | cd    | c   | c   | f            | k    | k   | k          | k      | k            | k             | hijk |
|                                   | 13%   | 12%   | 5%  | 17% | 33%          | 88%  | 12% | 18%        | 3%     | 3%           | 4%            | 88%  |
| Yes - netbook                     | 26    | 15    | 2   | 17  | 49           | 180  | 15  | 31         | 2      | 6            | 4             | 177  |
|                                   | 8%    | 4%    | 1%  | 2%  | 4%           | 9%   | 6%  | 6%         | 3%     | 6%           | 2%            | 9%   |
|                                   | bcd   | c     | c   | c   | i            | i    | i   | i          | i      | i            | i             | hik  |
|                                   | 13%   | 8%    | 1%  | 9%  | 25%          | 91%  | 8%  | 16%        | 1%     | 3%           | 2%            | 90%  |
| Yes - tablet computer - e.g. iPad | 135   | 101   | 54  | 155 | 338          | 991  | 108 | 182        | 18     | 24           | 44            | 972  |
|                                   | 44%   | 27%   | 16% | 22% | 28%          | 47%  | 44% | 33%        | 18%    | 25%          | 25%           | 49%  |
|                                   | bcd   | c     | c   | c   | i            | i    | i   | i          | i      | i            | i             | hijk |
|                                   | 12%   | 9%    | 5%  | 14% | 31%          | 91%  | 10% | 17%        | 2%     | 2%           | 4%            | 89%  |
| TOTAL YES                         | 261   | 267   | 139 | 407 | 765          | 1713 | 219 | 372        | 55     | 53           | 101           | 1680 |
|                                   | 84%   | 72%   | 40% | 57% | 64%          | 81%  | 90% | 67%        | 56%    | 55%          | 57%           | 85%  |
|                                   | bcd   | cd    | c   | c   | f            | ijk  | ijk | ijk        | ijk    | ijk          | ijk           | hijk |
|                                   | 13%   | 14%   | 7%  | 21% | 40%          | 89%  | 11% | 19%        | 3%     | 3%           | 5%            | 87%  |
| PC ONLY                           | 35    | 53    | 33  | 86  | 137          | 155  | 12  | 58         | 8      | 8            | 25            | 131  |
|                                   | 11%   | 14%   | 10% | 12% | 12%          | 7%   | 5%  | 10%        | 8%     | 8%           | 14%           | 7%   |
|                                   | 21%   | 31%   | 19% | 50% | 80%          | 90%  | 7%  | 34%        | 5%     | 5%           | 14%           | 76%  |
| LAPTOP ONLY                       | 65    | 83    | 41  | 124 | 215          | 430  | 71  | 99         | 25     | 14           | 27            | 431  |
|                                   | 21%   | 22%   | 12% | 17% | 18%          | 20%  | 29% | 18%        | 25%    | 14%          | 15%           | 22%  |
|                                   | c     | c     | c   | c   | f            | f    | f   | f          | f      | f            | f             | k    |
|                                   | 13%   | 17%   | 8%  | 25% | 43%          | 86%  | 14% | 20%        | 5%     | 3%           | 5%            | 86%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| TABLET ONLY               | 15    | 23    | 19  | 43  | 87           | 138  | 7   | 32         | 1      | 2            | 7             | 123  |
|                           | 5%    | 6%    | 6%  | 6%  | 7%           | 7%   | 3%  | 6%         | 1%     | 2%           | 4%            | 6%   |
|                           | 10%   | 16%   | 13% | 29% | 60%          | 94%  | 5%  | 22%        | 1%     | 2%           | 5%            | 84%  |
| No                        | 47    | 105   | 205 | 310 | 426          | 397  | 25  | 182        | 43     | 44           | 78            | 285  |
|                           | 15%   | 28%   | 60% | 43% | 36%          | 19%  | 10% | 33%        | 44%    | 45%          | 43%           | 14%  |
|                           | 11%   | a     | abd | ab  | 100%         | g    | 6%  | 43%        | 10%    | 10%          | 18%           | 67%  |
|                           | 11%   | 25%   | 48% | 73% | 100%         | 94%  | 6%  | 43%        | 10%    | 10%          | 18%           | 67%  |
| Don't know                | *     | -     | -   | -   | 1            | 1    | -   | 1          | -      | -            | -             | 1    |
|                           | *%    | -%    | -%  | -%  | *%           | *%   | -%  | *%         | -%     | -%           | -%            | *%   |
|                           | 34%   | -%    | -%  | -%  | 100%         | 100% | -%  | 41%        | -%     | -%           | -%            | 66%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |      | DISABILITY |        |              |               |      |     |
|---------------------------|-------|-------|-----|-----|--------------|------|------|------------|--------|--------------|---------------|------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES  | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |     |
| Significance Level: 95%   | a     | ~b    | ~c  | d   | e            | f    | ~g   | h          | ~i     | ~j           | ~k            | l    |     |
| Unweighted total          | 171   | 92    | 51  | 143 | 348          | 1149 | 99   | 157        | 17     | 24           | 45            | 1093 |     |
| Effective Weighted Sample | 145   | 76    | 43  | 119 | 286          | 936  | 80   | 123        | 13     | 19           | 40            | 901  |     |
| Total                     | 135   | 101   | 54  | 155 | 338          | 991  | 108  | 182        | 18     | 24           | 44            | 972  |     |
|                           | 12%   | **    | **  | 14% | 31%          | 91%  | **   | 17%        | **     | **           | **            | 89%  |     |
| One                       | (1.0) | 87    | **  | **  | 128          | 244  | 598  | **         | 114    | **           | **            | **   | 595 |
|                           |       | 65%   | **  | **  | 83%          | 72%  | 60%  | **         | 62%    | **           | **            | **   | 61% |
|                           |       | 13%   | **  | **  | 19%          | 36%  | 89%  | **         | 17%    | **           | **            | **   | 89% |
| Two                       | (2.0) | 34    | **  | **  | 24           | 71   | 281  | **         | 53     | **           | **            | **   | 264 |
|                           |       | 25%   | **  | **  | 16%          | 21%  | 28%  | **         | 29%    | **           | **            | **   | 27% |
|                           |       | 11%   | **  | **  | 8%           | 24%  | 94%  | **         | 18%    | **           | **            | **   | 88% |
| Three                     | (3.0) | 7     | **  | **  | 2            | 16   | 74   | **         | 9      | **           | **            | **   | 75  |
|                           |       | 5%    | **  | **  | 1%           | 5%   | 7%   | **         | 5%     | **           | **            | **   | 8%  |
|                           |       | 9%    | **  | **  | 3%           | 20%  | 92%  | **         | 11%    | **           | **            | **   | 93% |
| Four                      | (4.0) | 6     | **  | **  | 1            | 6    | 25   | **         | 3      | **           | **            | **   | 26  |
|                           |       | 4%    | **  | **  | *%           | 2%   | 3%   | **         | 2%     | **           | **            | **   | 3%  |
|                           |       | d     | **  | **  | 2%           | 20%  | 91%  | **         | 11%    | **           | **            | **   | 94% |
| Five or more              | (5.0) | -     | **  | **  | -            | 1    | 12   | **         | 2      | **           | **            | **   | 10  |
|                           |       | -%    | **  | **  | -%           | *%   | 1%   | **         | 1%     | **           | **            | **   | 1%  |
|                           |       | -%    | **  | **  | -%           | 12%  | 100% | **         | 21%    | **           | **            | **   | 86% |
| Don't know                |       | 1     | **  | **  | -            | -    | 1    | **         | 1      | **           | **            | **   | 2   |
|                           |       | *%    | **  | **  | -%           | -%   | *%   | **         | 1%     | **           | **            | **   | *%  |
|                           |       | 28%   | **  | **  | -%           | -%   | 41%  | **         | 48%    | **           | **            | **   | 72% |
| Mean number               |       | 1.5   | **  | **  | 1.2          | 1.4  | 1.6  | **         | 1.5    | **           | **            | **   | 1.5 |
|                           |       | d     | **  | **  | .46          | .69  | .83  | **         | .79    | **           | **            | **   | .83 |
| Standard deviation        |       | .78   | **  | **  | .04          | .04  | .02  | **         | .06    | **           | **            | **   | .03 |
| Standard error            |       | .06   | **  | **  |              |      |      | **         |        | **           | **            | **   |     |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | ~b    | ~c  | d   | e            | f    | ~g  | h          | ~i     | ~j           | ~k            | l    |
| Unweighted total          | 171   | 92    | 51  | 143 | 348          | 1149 | 99  | 157        | 17     | 24           | 45            | 1093 |
| Effective Weighted Sample | 145   | 76    | 43  | 119 | 286          | 936  | 80  | 123        | 13     | 19           | 40            | 901  |
| Total                     | 135   | 101   | 54  | 155 | 338          | 991  | 108 | 182        | 18     | 24           | 44            | 972  |
|                           | 12%   | **    | **  | 14% | 31%          | 91%  | **  | 17%        | **     | **           | **            | 89%  |
| Yes                       | 110   | **    | **  | 114 | 255          | 810  | **  | 134        | **     | **           | **            | 800  |
|                           | 82%   | **    | **  | 74% | 76%          | 82%  | **  | 74%        | **     | **           | **            | 82%  |
|                           | 12%   | **    | **  | 13% | 29%          | 91%  | **  | 15%        | **     | **           | **            | 90%  |
| No                        | 25    | **    | **  | 41  | 83           | 181  | **  | 48         | **     | **           | **            | 171  |
|                           | 18%   | **    | **  | 26% | 24%          | 18%  | **  | 26%        | **     | **           | **            | 18%  |
|                           | 12%   | **    | **  | 20% | 40%          | 89%  | **  | 24%        | **     | **           | **            | 84%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                        | a     | ~b    | ~c  | d   | e            | f   | ~g  | h          | ~i     | ~j           | ~k            | l    |
| Unweighted total                               | 139   | 68    | 37  | 105 | 259          | 927 | 74  | 112        | 9      | 15           | 31            | 891  |
| Effective Weighted Sample                      | 118   | 56    | 31  | 86  | 212          | 754 | 60  | 87         | 8      | 10           | 26            | 734  |
| Total  | 110   | 76    | 38  | 114 | 255          | 810 | 82  | 134        | 7      | 15           | 30            | 800  |
|  | 12%   | **    | **  | 13% | 29%          | 91% | **  | 15%        | **     | **           | **            | 90%  |
| I always use in the home                       | 49    | **    | **  | 79  | 165          | 415 | **  | 69         | **     | **           | **            | 404  |
|  | 44%   | **    | **  | 69% | 65%          | 51% | **  | 51%        | **     | **           | **            | 50%  |
|  | 11%   | **    | **  | 18% | 37%          | 92% | **  | 15%        | **     | **           | **            | 90%  |
| I mainly use in the home                       | 34    | **    | **  | 22  | 53           | 180 | **  | 38         | **     | **           | **            | 168  |
|  | 31%   | **    | **  | 20% | 21%          | 22% | **  | 28%        | **     | **           | **            | 21%  |
|  | 18%   | **    | **  | 12% | 28%          | 94% | **  | 20%        | **     | **           | **            | 88%  |
| I use equally in the home and outside the home | 27    | **    | **  | 10  | 33           | 201 | **  | 25         | **     | **           | **            | 215  |
|  | 25%   | **    | **  | 9%  | 13%          | 25% | **  | 19%        | **     | **           | **            | 27%  |
|  | 12%   | **    | **  | 4%  | 14%          | 87% | **  | 11%        | **     | **           | **            | 93%  |
| I mainly use outside the home                  | *     | **    | **  | 1   | 3            | 12  | **  | 3          | **     | **           | **            | 11   |
|  | *%    | **    | **  | 1%  | 1%           | 2%  | **  | 2%         | **     | **           | **            | 1%   |
|  | 2%    | **    | **  | 10% | 25%          | 92% | **  | 22%        | **     | **           | **            | 85%  |
| I always use outside the home                  | -     | **    | **  | 1   | 1            | 2   | **  | -          | **     | **           | **            | 2    |
|  | -%    | **    | **  | 1%  | *%           | *%  | **  | -%         | **     | **           | **            | *%   |
|  | -%    | **    | **  | 32% | 32%          | 90% | **  | -%         | **     | **           | **            | 100% |
| ALWAYS/ MAINLY USE IN THE HOME                 | 83    | **    | **  | 102 | 218          | 595 | **  | 106        | **     | **           | **            | 572  |
|  | 75%   | **    | **  | 89% | 85%          | 73% | **  | 79%        | **     | **           | **            | 72%  |
|  | 13%   | **    | **  | 16% | 34%          | 93% | **  | 17%        | **     | **           | **            | 89%  |

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

Any break column with 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

|                                     | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               |     |
|-------------------------------------|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|                                     | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%             | a     | ~b    | ~c  | d   | e            | f   | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total                    | 139   | 68    | 37  | 105 | 259          | 927 | 74  | 112        | 9      | 15           | 31            | 891 |
| Effective Weighted Sample           | 118   | 56    | 31  | 86  | 212          | 754 | 60  | 87         | 8      | 10           | 26            | 734 |
| Total                               | 110   | 76    | 38  | 114 | 255          | 810 | 82  | 134        | 7      | 15           | 30            | 800 |
|                                     | 12%   | **    | **  | 13% | 29%          | 91% | **  | 15%        | **     | **           | **            | 90% |
| ALWAYS/ MAINLY USE OUTSIDE THE HOME | *     | **    | **  | 2   | 4            | 14  | **  | 3          | **     | **           | **            | 13  |
|                                     | *%    | **    | **  | 2%  | 2%           | 2%  | **  | 2%         | **     | **           | **            | 2%  |
|                                     | 2%    | **    | **  | 13% | 26%          | 92% | **  | 19%        | **     | **           | **            | 87% |
| EVER USE OUTSIDE THE HOME           | 61    | **    | **  | 35  | 90           | 395 | **  | 65         | **     | **           | **            | 396 |
|                                     | 56%   | **    | **  | 31% | 35%          | 49% | **  | 49%        | **     | **           | **            | 50% |
|                                     | d     |       |     |     |              |     |     |            |        |              |               |     |
|                                     | 14%   | **    | **  | 8%  | 21%          | 90% | **  | 15%        | **     | **           | **            | 90% |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               | NO  |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|-----|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY |     |
| Significance Level: 95%   | ~a    | ~b    | ~c  | ~d  | ~e           | f    | ~g  | ~h         | ~i     | ~j           | ~k            | l   |
| Unweighted total  | 78    | 27    | 10  | 37  | 94           | 434  | 40  | 52         | 3      | 5            | 14            | 423 |
| Effective Weighted Sample   | 65    | 23    | 9   | 32  | 79           | 353  | 32  | 41         | 3      | 4            | 12            | 350 |
| Total   | 61    | 26    | 9   | 35  | 90           | 395  | 45  | 65         | 2      | 4            | 14            | 396 |
|   | **    | **    | **  | **  | **           | 90%  | **  | **         | **     | **           | **            | 90% |
| When travelling (e.g. on a train or in a car)                           | **    | **    | **  | **  | **           | 254  | **  | **         | **     | **           | **            | 260 |
|   | **    | **    | **  | **  | **           | 64%  | **  | **         | **     | **           | **            | 66% |
|   | **    | **    | **  | **  | **           | 90%  | **  | **         | **     | **           | **            | 92% |
| In other people's home (e.g. friends/ family)                           | **    | **    | **  | **  | **           | 181  | **  | **         | **     | **           | **            | 181 |
|   | **    | **    | **  | **  | **           | 46%  | **  | **         | **     | **           | **            | 46% |
|   | **    | **    | **  | **  | **           | 88%  | **  | **         | **     | **           | **            | 88% |
| Indoor public spaces (e.g. pub/restaurant/<br>theatre/ shopping centre) | **    | **    | **  | **  | **           | 149  | **  | **         | **     | **           | **            | 152 |
|   | **    | **    | **  | **  | **           | 38%  | **  | **         | **     | **           | **            | 38% |
|   | **    | **    | **  | **  | **           | 89%  | **  | **         | **     | **           | **            | 90% |
| Outdoors  | **    | **    | **  | **  | **           | 138  | **  | **         | **     | **           | **            | 144 |
|   | **    | **    | **  | **  | **           | 35%  | **  | **         | **     | **           | **            | 36% |
|   | **    | **    | **  | **  | **           | 90%  | **  | **         | **     | **           | **            | 93% |
| At your work place  | **    | **    | **  | **  | **           | 109  | **  | **         | **     | **           | **            | 119 |
|   | **    | **    | **  | **  | **           | 28%  | **  | **         | **     | **           | **            | 30% |
|   | **    | **    | **  | **  | **           | 87%  | **  | **         | **     | **           | **            | 95% |
| Other   | **    | **    | **  | **  | **           | 31   | **  | **         | **     | **           | **            | 27  |
|   | **    | **    | **  | **  | **           | 8%   | **  | **         | **     | **           | **            | 7%  |
|   | **    | **    | **  | **  | **           | 96%  | **  | **         | **     | **           | **            | 82% |
| Don't know  | **    | **    | **  | **  | **           | 7    | **  | **         | **     | **           | **            | 6   |
|   | **    | **    | **  | **  | **           | 2%   | **  | **         | **     | **           | **            | 2%  |
|   | **    | **    | **  | **  | **           | 100% | **  | **         | **     | **           | **            | 90% |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               |     |
|---------------------------|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | a     | ~b    | ~c  | d   | e            | f   | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total          | 139   | 68    | 37  | 105 | 259          | 927 | 74  | 112        | 9      | 15           | 31            | 891 |
| Effective Weighted Sample | 118   | 56    | 31  | 86  | 212          | 754 | 60  | 87         | 8      | 10           | 26            | 734 |
| Total                     | 110   | 76    | 38  | 114 | 255          | 810 | 82  | 134        | 7      | 15           | 30            | 800 |
|                           | 12%   | **    | **  | 13% | 29%          | 91% | **  | 15%        | **     | **           | **            | 90% |
| Yes                       | 42    | **    | **  | 23  | 89           | 344 | **  | 43         | **     | **           | **            | 361 |
|                           | 39%   | **    | **  | 20% | 35%          | 42% | **  | 32%        | **     | **           | **            | 45% |
|                           | d     |       |     |     |              |     |     | h          |        |              |               |     |
|                           | 11%   | **    | **  | 6%  | 23%          | 88% | **  | 11%        | **     | **           | **            | 92% |
| No                        | 54    | **    | **  | 61  | 119          | 392 | **  | 76         | **     | **           | **            | 370 |
|                           | 49%   | **    | **  | 53% | 47%          | 48% | **  | 57%        | **     | **           | **            | 46% |
|                           | 13%   | **    | **  | 14% | 28%          | 94% | **  | 18%        | **     | **           | **            | 88% |
| Don't know                | 13    | **    | **  | 30  | 47           | 74  | **  | 15         | **     | **           | **            | 69  |
|                           | 12%   | **    | **  | 26% | 18%          | 9%  | **  | 11%        | **     | **           | **            | 9%  |
|                           |       |       |     | a   |              |     |     |            |        |              |               |     |
|                           | 17%   | **    | **  | 38% | 60%          | 94% | **  | 19%        | **     | **           | **            | 88% |

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

Any break column with 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

|                           | AGE         |             |           |                           | AGE/SEG | MEG       |           | DISABILITY   |                    |                     |    | NO<br>l |
|---------------------------|-------------|-------------|-----------|---------------------------|---------|-----------|-----------|--------------|--------------------|---------------------|----|---------|
|                           | 55-64<br>~a | 65-74<br>~b | 75+<br>~c | 65+<br>65+<br>OR DE<br>~d | NO<br>f | YES<br>~g | ANY<br>~h | VISION<br>~i | HEAR-<br>ING<br>~j | MOBI-<br>LITY<br>~k |    |         |
| Significance Level: 95%   |             |             |           |                           |         |           |           |              |                    |                     |    |         |
| Unweighted total          | 54          | 17          | 5         | 22                        | 90      | 383       | 44        | 39           | 4                  | 6                   | 9  | 389     |
| Effective Weighted Sample | 44          | 14          | 4         | 18                        | 76      | 306       | 35        | 32           | 4                  | 5                   | 8  | 317     |
| Total                     | 42          | 17          | 6         | 23                        | 89      | 344       | 45        | 43           | 3                  | 4                   | 10 | 361     |
|                           | **          | **          | **        | **                        | **      | 88%       | **        | **           | **                 | **                  | ** | 92%     |
| Yes                       | **          | **          | **        | **                        | **      | 118       | **        | **           | **                 | **                  | ** | 125     |
|                           | **          | **          | **        | **                        | **      | 34%       | **        | **           | **                 | **                  | ** | 35%     |
|                           | **          | **          | **        | **                        | **      | 88%       | **        | **           | **                 | **                  | ** | 93%     |
| No                        | **          | **          | **        | **                        | **      | 211       | **        | **           | **                 | **                  | ** | 219     |
|                           | **          | **          | **        | **                        | **      | 61%       | **        | **           | **                 | **                  | ** | 61%     |
|                           | **          | **          | **        | **                        | **      | 88%       | **        | **           | **                 | **                  | ** | 92%     |
| Don't know                | **          | **          | **        | **                        | **      | 15        | **        | **           | **                 | **                  | ** | 17      |
|                           | **          | **          | **        | **                        | **      | 4%        | **        | **           | **                 | **                  | ** | 5%      |
|                           | **          | **          | **        | **                        | **      | 90%       | **        | **           | **                 | **                  | ** | 100%    |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                 | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total                        | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample               | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                                   | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Yes - have access and use at home       | 250   | 236   | 117 | 353 | 716          | 1701 | 209 | 340        | 47     | 47           | 91            | 1680 |
|   | 81%   | 63%   | 34% | 49% | 60%          | 81%  | 86% | 61%        | 48%    | 48%          | 51%           | 85%  |
|   | bcd   | cd    | c   |     |              | ijk  |     |            |        |              |               | hijk |
|   | 13%   | 12%   | 6%  | 18% | 38%          | 89%  | 11% | 18%        | 2%     | 2%           | 5%            | 88%  |
| Yes - have access but don't use at home | 10    | 27    | 14  | 40  | 51           | 48   | 6   | 24         | 7      | 5            | 11            | 37   |
|   | 3%    | 7%    | 4%  | 6%  | 4%           | 2%   | 2%  | 4%         | 7%     | 5%           | 6%            | 2%   |
|   |       | a     |     |     |              |      |     | l          | l      | l            | l             |      |
|   | 18%   | 50%   | 25% | 75% | 95%          | 90%  | 11% | 45%        | 12%    | 10%          | 20%           | 68%  |
| No do not have access at home           | 48    | 108   | 211 | 319 | 418          | 356  | 27  | 186        | 44     | 44           | 75            | 245  |
|   | 16%   | 29%   | 61% | 44% | 35%          | 17%  | 11% | 34%        | 45%    | 45%          | 42%           | 12%  |
|   |       | a     | abd | ab  |              | g    |     | l          | hl     | hl           | l             |      |
|   | 12%   | 28%   | 54% | 82% | 108%         | 92%  | 7%  | 48%        | 11%    | 11%          | 19%           | 63%  |
| Don't know                              | 1     | 2     | 4   | 5   | 8            | 6    | 1   | 4          | 1      | 2            | 2             | 4    |
|   | *%    | *%    | 1%  | 1%  | 1%           | *%   | 1%  | 1%         | 1%     | 2%           | 1%            | *%   |
|   |       |       |     |     |              |      |     | l          |        | l            |               |      |
|   | 12%   | 25%   | 51% | 77% | 105%         | 83%  | 20% | 62%        | 8%     | 25%          | 23%           | 53%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Your workplace            | 66    | 11    | 5   | 16  | 70           | 649  | 95  | 82         | 15     | 6            | 5             | 692  |
|                           | 21%   | 3%    | 1%  | 2%  | 6%           | 31%  | 39% | 15%        | 15%    | 6%           | 3%            | 35%  |
|                           | bcd   |       |     |     |              | f    |     | jk         | jk     |              |               | hijk |
|                           | 9%    | 2%    | 1%  | 2%  | 9%           | 87%  | 13% | 11%        | 2%     | 1%           | 1%            | 93%  |
| In someone else's home    | 47    | 30    | 14  | 44  | 156          | 498  | 64  | 105        | 16     | 11           | 18            | 494  |
|                           | 15%   | 8%    | 4%  | 6%  | 13%          | 24%  | 26% | 19%        | 16%    | 11%          | 10%           | 25%  |
|                           | bcd   |       |     |     |              | k    |     | k          |        |              |               | hjk  |
|                           | 8%    | 5%    | 3%  | 8%  | 28%          | 88%  | 11% | 19%        | 3%     | 2%           | 3%            | 88%  |
| Library                   | 11    | 13    | 5   | 17  | 41           | 116  | 25  | 38         | 7      | 7            | 7             | 117  |
|                           | 4%    | 3%    | 1%  | 2%  | 3%           | 5%   | 10% | 7%         | 7%     | 7%           | 4%            | 6%   |
|                           |       |       |     |     | f            |      |     |            |        |              |               |      |
|                           | 8%    | 9%    | 3%  | 12% | 28%          | 80%  | 17% | 27%        | 5%     | 5%           | 5%            | 81%  |
| Internet café             | 11    | 6     | 3   | 9   | 29           | 105  | 27  | 24         | 4      | 3            | 7             | 118  |
|                           | 4%    | 2%    | 1%  | 1%  | 2%           | 5%   | 11% | 4%         | 4%     | 3%           | 4%            | 6%   |
|                           | cd    |       |     |     |              | f    |     |            |        |              |               |      |
|                           | 8%    | 5%    | 2%  | 7%  | 22%          | 79%  | 21% | 18%        | 3%     | 2%           | 5%            | 88%  |
| School/ college           | 3     | -     | 1   | 1   | 22           | 98   | 25  | 13         | 2      | *            | -             | 117  |
|                           | 1%    | -%    | *%  | *%  | 2%           | 5%   | 10% | 2%         | 2%     | *%           | -%            | 6%   |
|                           |       |       |     |     | f            |      |     | k          |        |              |               | hjk  |
|                           | 2%    | -%    | 1%  | 1%  | 17%          | 78%  | 20% | 10%        | 1%     | *%           | -%            | 93%  |
| University                | 3     | 1     | -   | 1   | 7            | 78   | 25  | 11         | 5      | -            | -             | 99   |
|                           | 1%    | *%    | -%  | *%  | 1%           | 4%   | 10% | 2%         | 5%     | -%           | -%            | 5%   |
|                           |       |       |     |     | f            |      |     | jk         | jk     |              |               | hjk  |
|                           | 3%    | 1%    | -%  | 1%  | 7%           | 74%  | 24% | 10%        | 4%     | -%           | -%            | 93%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total   | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample                                      | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total  | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| UK culture centre/ Learn Direct/ other online learning centres | 2     | 1     | -   | 1   | 3            | 18   | 3   | 1          | -      | -            | -             | 19   |
|  | 1%    | *%    | -%  | *%  | *%           | 1%   | 1%  | *%         | -%     | -%           | -%            | 1%   |
|  | 8%    | 7%    | -%  | 7%  | 15%          | 90%  | 16% | 5%         | -%     | -%           | -%            | 96%  |
| Other  | 26    | 16    | 3   | 19  | 51           | 164  | 26  | 36         | 2      | 4            | 8             | 165  |
|  | 8%    | 4%    | 1%  | 3%  | 4%           | 8%   | 11% | 7%         | 2%     | 4%           | 4%            | 8%   |
|  | bcd   | c     |     |     |              |      |     |            |        |              |               | i    |
|  | 14%   | 9%    | 1%  | 10% | 27%          | 87%  | 14% | 19%        | 1%     | 2%           | 4%            | 88%  |
| No, do not   | 186   | 308   | 320 | 628 | 899          | 992  | 95  | 363        | 71     | 78           | 144           | 814  |
|  | 60%   | 83%   | 93% | 88% | 75%          | 47%  | 39% | 65%        | 72%    | 79%          | 81%           | 41%  |
|  |       | a     | abd | a   |              | g    |     | l          | l      | hl           | hl            |      |
|  | 17%   | 29%   | 30% | 58% | 83%          | 92%  | 9%  | 34%        | 7%     | 7%           | 13%           | 75%  |
| EVER USE INTERNET AT HOME OR ELSEWHERE                         | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|  | 84%   | 66%   | 36% | 52% | 65%          | 84%  | 91% | 67%        | 52%    | 51%          | 57%           | 89%  |
|  | bcd   | cd    |     | c   |              |      | f   | ijk        |        |              |               | hijk |
|  | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | 3%     | 2%           | 5%            | 87%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total          | 342   | 218   | 126 | 344 | 798          | 2102 | 220 | 328        | 49     | 49           | 106           | 1999 |
| Effective Weighted Sample | 292   | 183   | 107 | 288 | 663          | 1729 | 174 | 261        | 40     | 38           | 92            | 1664 |
| Total                     | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|                           | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| Every day                 | 169   | 122   | 54  | 176 | 465          | 1389 | 166 | 234        | **     | **           | 57            | 1399 |
|                           | 65%   | 50%   | 43% | 47% | 60%          | 78%  | 74% | 63%        | **     | **           | 57%           | 80%  |
|                           | bcd   |       |     |     |              |      |     |            |        |              | hk            |      |
|                           | 11%   | 8%    | 3%  | 11% | 30%          | 89%  | 11% | 15%        | **     | **           | 4%            | 90%  |
| Several times a week      | 51    | 64    | 21  | 85  | 151          | 228  | 34  | 64         | **     | **           | 15            | 221  |
|                           | 20%   | 26%   | 17% | 23% | 20%          | 13%  | 15% | 17%        | **     | **           | 15%           | 13%  |
|                           |       |       |     |     |              |      |     |            |        |              |               |      |
|                           | 19%   | 24%   | 8%  | 32% | 57%          | 86%  | 13% | 24%        | **     | **           | 6%            | 84%  |
| At least once a week      | 20    | 20    | 19  | 39  | 65           | 75   | 14  | 28         | **     | **           | 9             | 72   |
|                           | 8%    | 8%    | 16% | 11% | 8%           | 4%   | 6%  | 8%         | **     | **           | 9%            | 4%   |
|                           |       |       | ab  |     |              |      |     |            |        |              |               |      |
|                           | 22%   | 22%   | 21% | 43% | 72%          | 83%  | 16% | 31%        | **     | **           | 10%           | 79%  |
| At least once a month     | 6     | 19    | 12  | 31  | 38           | 35   | 3   | 21         | **     | **           | 12            | 22   |
|                           | 2%    | 8%    | 10% | 8%  | 5%           | 2%   | 1%  | 6%         | **     | **           | 11%           | 1%   |
|                           |       | a     | a   | a   |              |      |     |            |        |              |               |      |
|                           | 15%   | 49%   | 32% | 81% | 100%         | 94%  | 7%  | 56%        | **     | **           | 31%           | 58%  |
| A few times a year        | 3     | 4     | 3   | 8   | 11           | 12   | 1   | 6          | **     | **           | 2             | 9    |
|                           | 1%    | 2%    | 3%  | 2%  | 1%           | 1%   | *%  | 2%         | **     | **           | 2%            | 1%   |
|                           | 21%   | 33%   | 26% | 59% | 83%          | 93%  | 7%  | 42%        | **     | **           | 14%           | 70%  |
| Less than once a year     | 2     | -     | 4   | 4   | 4            | 5    | 1   | 3          | **     | **           | 2             | 3    |
|                           | 1%    | -%    | 3%  | 1%  | *%           | *%   | 1%  | 1%         | **     | **           | 2%            | *%   |
|                           |       |       | b   |     |              |      |     |            |        |              |               |      |
|                           | 37%   | -%    | 75% | 75% | 75%          | 88%  | 24% | 63%        | **     | **           | 44%           | 51%  |
| Never                     | 8     | 16    | 11  | 27  | 36           | 30   | 3   | 15         | **     | **           | 4             | 23   |
|                           | 3%    | 6%    | 9%  | 7%  | 5%           | 2%   | 1%  | 4%         | **     | **           | 4%            | 1%   |
|                           |       |       | a   | a   |              |      |     |            |        |              |               |      |
|                           | 24%   | 47%   | 32% | 79% | 106%         | 89%  | 9%  | 44%        | **     | **           | 12%           | 68%  |

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

Any break column with 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

|                            | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|----------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                            | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%    | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total           | 342   | 218   | 126 | 344 | 798          | 2102 | 220 | 328        | 49     | 49           | 106           | 1999 |
| Effective Weighted Sample  | 292   | 183   | 107 | 288 | 663          | 1729 | 174 | 261        | 40     | 38           | 92            | 1664 |
| Total                      | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|                            | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| TOTAL AT LEAST ONCE A WEEK | 241   | 206   | 94  | 300 | 681          | 1692 | 214 | 326        | **     | **           | 82            | 1692 |
|                            | 93%   | 83%   | 76% | 81% | 88%          | 95%  | 96% | 88%        | **     | **           | 81%           | 97%  |
|                            | bcd   |       |     |     |              |      |     |            |        |              |               | hk   |
|                            | 13%   | 11%   | 5%  | 16% | 36%          | 89%  | 11% | 17%        | **     | **           | 4%            | 89%  |
| TOTAL EVER                 | 251   | 229   | 113 | 342 | 734          | 1745 | 219 | 355        | **     | **           | 97            | 1725 |
|                            | 97%   | 93%   | 91% | 92% | 95%          | 98%  | 98% | 96%        | **     | **           | 96%           | 98%  |
|                            | bcd   |       |     |     |              |      |     |            |        |              |               | h    |
|                            | 13%   | 12%   | 6%  | 17% | 37%          | 89%  | 11% | 18%        | **     | **           | 5%            | 88%  |
| Don't know                 | -     | 2     | -   | 2   | 2            | 2    | 1   | -          | **     | **           | -             | 3    |
|                            | -%    | 1%    | -%  | 1%  | *%           | *%   | *%  | -%         | **     | **           | -%            | *%   |
|                            | -%    | 59%   | -%  | 59% | 59%          | 52%  | 25% | -%         | **     | **           | -%            | 100% |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total  | 343   | 232   | 133 | 365 | 789          | 2074 | 208 | 325        | 52     | 53           | 108           | 1962 |
| Effective Weighted Sample   | 292   | 193   | 112 | 304 | 652          | 1702 | 166 | 255        | 42     | 41           | 93            | 1631 |
| Total   | 259   | 263   | 130 | 393 | 767          | 1750 | 215 | 364        | 54     | 52           | 102           | 1717 |
|   | 13%   | 13%   | 7%  | 20% | 39%          | 89%  | 11% | 19%        | **     | **           | 5%            | 87%  |
| Ordinary phone line - dialup access   | 2     | 2     | 2   | 5   | 9            | 13   | 1   | 5          | **     | **           | 1             | 11   |
|   | 1%    | 1%    | 2%  | 1%  | 1%           | 1%   | 1%  | 1%         | **     | **           | 1%            | 1%   |
|   | 15%   | 17%   | 17% | 33% | 61%          | 89%  | 9%  | 33%        | **     | **           | 6%            | 76%  |
| Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.                       | 250   | 243   | 119 | 362 | 673          | 1600 | 187 | 338        | **     | **           | 90            | 1558 |
|   | 96%   | 93%   | 91% | 92% | 88%          | 91%  | 87% | 93%        | **     | **           | 89%           | 91%  |
|   | cd    |       |     |     |              | g    |     |            |        |              |               |      |
|   | 14%   | 14%   | 7%  | 20% | 38%          | 90%  | 10% | 19%        | **     | **           | 5%            | 87%  |
| 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 | 16    | 9     | 1   | 10  | 36           | 116  | 15  | 25         | **     | **           | 7             | 116  |
|   | 6%    | 4%    | 1%  | 3%  | 5%           | 7%   | 7%  | 7%         | **     | **           | 7%            | 7%   |
|   | cd    |       |     |     |              |      |     |            |        |              |               |      |
|   | 12%   | 7%    | 1%  | 8%  | 27%          | 87%  | 11% | 19%        | **     | **           | 5%            | 87%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total   | 343   | 232   | 133 | 365 | 789          | 2074 | 208 | 325        | 52     | 53           | 108           | 1962 |
| Effective Weighted Sample  | 292   | 193   | 112 | 304 | 652          | 1702 | 166 | 255        | 42     | 41           | 93            | 1631 |
| Total  | 259   | 263   | 130 | 393 | 767          | 1750 | 215 | 364        | 54     | 52           | 102           | 1717 |
|  | 13%   | 13%   | 7%  | 20% | 39%          | 89%  | 11% | 19%        | **     | **           | 5%            | 87%  |
| Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network   | 66    | 36    | 7   | 44  | 174          | 679  | 91  | 101        | **     | **           | 19            | 699  |
|  | 26%   | 14%   | 6%  | 11% | 23%          | 39%  | 42% | 28%        | **     | **           | 19%           | 41%  |
|  | bcd   | c     |     |     |              |      |     |            |        |              |               | hk   |
|  | 9%    | 5%    | 1%  | 6%  | 23%          | 89%  | 12% | 13%        | **     | **           | 2%            | 91%  |
| Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering   | 7     | 7     | -   | 7   | 17           | 52   | 11  | 10         | **     | **           | -             | 56   |
|  | 3%    | 2%    | -%  | 2%  | 2%           | 3%   | 5%  | 3%         | **     | **           | -%            | 3%   |
|  | 11%   | 11%   | -%  | 11% | 27%          | 84%  | 17% | 15%        | **     | **           | -%            | 91%  |
| 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 | 3     | 8     | 1   | 9   | 18           | 38   | 4   | 2          | **     | **           | 1             | 39   |
|  | 1%    | 3%    | 1%  | 2%  | 2%           | 2%   | 2%  | 1%         | **     | **           | 1%            | 2%   |
|  | 8%    | 20%   | 3%  | 23% | 45%          | 92%  | 10% | 5%         | **     | **           | 2%            | 96%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total  | 343   | 232   | 133 | 365 | 789          | 2074 | 208 | 325        | 52     | 53           | 108           | 1962 |
| Effective Weighted Sample   | 292   | 193   | 112 | 304 | 652          | 1702 | 166 | 255        | 42     | 41           | 93            | 1631 |
| Total   | 259   | 263   | 130 | 393 | 767          | 1750 | 215 | 364        | 54     | 52           | 102           | 1717 |
|   | 13%   | 13%   | 7%  | 20% | 39%          | 89%  | 11% | 19%        | **     | **           | 5%            | 87%  |
| TOTAL BROADBAND (INC. USING MOBILE PHONE)                           | 258   | 255   | 121 | 376 | 747          | 1731 | 212 | 358        | **     | **           | 100           | 1700 |
|   | 100%  | 97%   | 93% | 96% | 97%          | 99%  | 99% | 98%        | **     | **           | 98%           | 99%  |
|   | bcd   |       |     |     |              |      |     |            |        |              |               |      |
|   | 13%   | 13%   | 6%  | 19% | 38%          | 89%  | 11% | 18%        | **     | **           | 5%            | 88%  |
| TOTAL BROADBAND (EXC. USING MOBILE PHONE)                           | 252   | 248   | 119 | 367 | 692          | 1641 | 191 | 344        | **     | **           | 93            | 1600 |
|   | 97%   | 94%   | 92% | 93% | 90%          | 94%  | 89% | 94%        | **     | **           | 92%           | 93%  |
|   | cd    |       |     |     |              | g    |     |            |        |              |               |      |
|   | 14%   | 14%   | 7%  | 20% | 38%          | 90%  | 10% | 19%        | **     | **           | 5%            | 87%  |
| MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND                      | 3     | 6     | 2   | 8   | 27           | 51   | 5   | 6          | **     | **           | 3             | 53   |
|   | 1%    | 2%    | 1%  | 2%  | 4%           | 3%   | 2%  | 2%         | **     | **           | 3%            | 3%   |
|   | 5%    | 10%   | 3%  | 13% | 48%          | 90%  | 9%  | 11%        | **     | **           | 5%            | 92%  |
| SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND | 5     | 6     | 2   | 8   | 47           | 78   | 19  | 13         | **     | **           | 6             | 88   |
|   | 2%    | 2%    | 2%  | 2%  | 6%           | 4%   | 9%  | 3%         | **     | **           | 6%            | 5%   |
|   |       |       |     |     |              | f    |     |            |        |              |               |      |
|   | 6%    | 6%    | 2%  | 8%  | 48%          | 81%  | 19% | 13%        | **     | **           | 6%            | 90%  |
| ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND                         | 9     | 11    | 3   | 14  | 72           | 130  | 25  | 19         | **     | **           | 9             | 141  |
|   | 3%    | 4%    | 2%  | 4%  | 9%           | 7%   | 12% | 5%         | **     | **           | 9%            | 8%   |
|   | 6%    | 7%    | 2%  | 9%  | 47%          | 84%  | 16% | 12%        | **     | **           | 6%            | 91%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total          | 343   | 232   | 133 | 365 | 789          | 2074 | 208 | 325        | 52     | 53           | 108           | 1962 |
| Effective Weighted Sample | 292   | 193   | 112 | 304 | 652          | 1702 | 166 | 255        | 42     | 41           | 93            | 1631 |
| Total                     | 259   | 263   | 130 | 393 | 767          | 1750 | 215 | 364        | 54     | 52           | 102           | 1717 |
|                           | 13%   | 13%   | 7%  | 20% | 39%          | 89%  | 11% | 19%        | **     | **           | 5%            | 87%  |
| Other                     | -     | 2     | -   | 2   | 3            | 2    | 2   | 1          | **     | **           | 1             | 2    |
|                           | -%    | 1%    | -%  | *%  | *%           | *%   | 1%  | *%         | **     | **           | 1%            | *%   |
|                           | -%    | 57%   | -%  | 57% | 97%          | 68%  | 49% | 36%        | **     | **           | 36%           | 73%  |
| Don't know                | 1     | 6     | 6   | 12  | 15           | 12   | 2   | 3          | **     | **           | 2             | 11   |
|                           | *%    | 2%    | 5%  | 3%  | 2%           | 1%   | 1%  | 1%         | **     | **           | 2%            | 1%   |
|                           | 8%    | 43%   | 46% | 89% | 107%         | 88%  | 17% | 22%        | **     | **           | 12%           | 82%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |              |               |     |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------------|---------------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | ~a    | ~b    | ~c  | ~d  | ~e           | f    | ~g  | ~h         | ~i           | ~j            | k   |
| Unweighted total          | 19    | 11    | 1   | 12  | 35           | 121  | 17  | 17         | 3            | 6             | 121 |
| Effective Weighted Sample | 16    | 10    | 1   | 11  | 32           | 102  | 13  | 14         | 2            | 5             | 104 |
| Total                     | 16    | 9     | 1   | 10  | 36           | 116  | 15  | 25         | 5            | 7             | 116 |
|                           | **    | **    | **  | **  | **           | 87%  | **  | **         | **           | **            | 87% |
| Yes                       | **    | **    | **  | **  | **           | 98   | **  | **         | **           | **            | 101 |
|                           | **    | **    | **  | **  | **           | 85%  | **  | **         | **           | **            | 87% |
|                           | **    | **    | **  | **  | **           | 86%  | **  | **         | **           | **            | 88% |
| No                        | **    | **    | **  | **  | **           | 15   | **  | **         | **           | **            | 13  |
|                           | **    | **    | **  | **  | **           | 13%  | **  | **         | **           | **            | 11% |
|                           | **    | **    | **  | **  | **           | 95%  | **  | **         | **           | **            | 80% |
| Don't know                | **    | **    | **  | **  | **           | 2    | **  | **         | **           | **            | 2   |
|                           | **    | **    | **  | **  | **           | 2%   | **  | **         | **           | **            | 2%  |
|                           | **    | **    | **  | **  | **           | 100% | **  | **         | **           | **            | 86% |

Columns Tested: a,b,c,d - f,g - h,i,j,k

Any break column with 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

|   | AGE   |       |     | AGE/SEG      | MEG  |     |     | DISABILITY   |               |     |
|---|-------|-------|-----|--------------|------|-----|-----|--------------|---------------|-----|
|   | 55-64 | 65-74 | 65+ | 65+<br>OR DE | NO   | YES | ANY | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | ~a    | ~b    | ~c  | ~d           | e    | ~f  | ~g  | ~h           | ~i            | j   |
| Unweighted total  | 13    | 11    | 11  | 31           | 103  | 16  | 14  | 3            | 5             | 105 |
| Effective Weighted Sample   | 11    | 10    | 10  | 28           | 88   | 12  | 12  | 2            | 4             | 91  |
| Total   | 11    | 9     | 9   | 32           | 98   | 14  | 19  | 5            | 6             | 101 |
|   | **    | **    | **  | **           | 86%  | **  | **  | **           | **            | 88% |
| Our computer or tablet has a SIM card built in that connects to mobile broadband                  | **    | **    | **  | **           | 52   | **  | **  | **           | **            | 55  |
|   | **    | **    | **  | **           | 53%  | **  | **  | **           | **            | 55% |
|   | **    | **    | **  | **           | 86%  | **  | **  | **           | **            | 92% |
| We have a dongle or USB stick that plugs into a computer or tablet to connect to mobile broadband | **    | **    | **  | **           | 39   | **  | **  | **           | **            | 39  |
|   | **    | **    | **  | **           | 40%  | **  | **  | **           | **            | 39% |
|   | **    | **    | **  | **           | 85%  | **  | **  | **           | **            | 85% |
| We have a standalone mobile broadband modem (MiFi)  | **    | **    | **  | **           | 9    | **  | **  | **           | **            | 8   |
|   | **    | **    | **  | **           | 9%   | **  | **  | **           | **            | 8%  |
|   | **    | **    | **  | **           | 100% | **  | **  | **           | **            | 88% |
| Don't know  | **    | **    | **  | **           | 4    | **  | **  | **           | **            | 4   |
|   | **    | **    | **  | **           | 4%   | **  | **  | **           | **            | 4%  |
|   | **    | **    | **  | **           | 78%  | **  | **  | **           | **            | 88% |

Columns Tested: a,b,c - e,f - g,h,i,j

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                    | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total                           | 343   | 232   | 133 | 365 | 789          | 2074 | 208 | 325        | 52     | 53           | 108           | 1962 |
| Effective Weighted Sample                  | 292   | 193   | 112 | 304 | 652          | 1702 | 166 | 255        | 42     | 41           | 93            | 1631 |
| Total                                      | 259   | 263   | 130 | 393 | 767          | 1750 | 215 | 364        | 54     | 52           | 102           | 1717 |
|  | 13%   | 13%   | 7%  | 20% | 39%          | 89%  | 11% | 19%        | **     | **           | 5%            | 87%  |
| Virgin Media (NTL/ Telewest/ Blueyonder)   | 53    | 43    | 20  | 63  | 141          | 404  | 47  | 67         | **     | **           | 18            | 404  |
|  | 21%   | 16%   | 15% | 16% | 18%          | 23%  | 22% | 19%        | **     | **           | 18%           | 24%  |
|  | 12%   | 9%    | 4%  | 14% | 31%          | 90%  | 10% | 15%        | **     | **           | 4%            | 90%  |
| Sky  | 47    | 50    | 9   | 59  | 147          | 366  | 50  | 78         | **     | **           | 17            | 370  |
|  | 18%   | 19%   | 7%  | 15% | 19%          | 21%  | 23% | 21%        | **     | **           | 17%           | 22%  |
|  | c     | c     | c   | c   | c            | c    | c   | c          | **     | **           | c             | c    |
|  | 11%   | 12%   | 2%  | 14% | 35%          | 88%  | 12% | 19%        | **     | **           | 4%            | 88%  |
| BT Total Broadband/ BT Yahoo/ BT Openworld | 48    | 37    | 24  | 62  | 103          | 225  | 26  | 38         | **     | **           | 8             | 225  |
|  | 19%   | 14%   | 18% | 16% | 13%          | 13%  | 12% | 10%        | **     | **           | 8%            | 13%  |
|  | 19%   | 15%   | 10% | 25% | 41%          | 90%  | 10% | 15%        | **     | **           | 3%            | 89%  |
| Talk Talk (Carphone Warehouse)             | 28    | 33    | 32  | 65  | 112          | 208  | 33  | 51         | **     | **           | 18            | 205  |
|  | 11%   | 13%   | 24% | 16% | 15%          | 12%  | 16% | 14%        | **     | **           | 18%           | 12%  |
|  | 12%   | 14%   | ab  | a   | 47%          | 86%  | 14% | 21%        | **     | **           | 7%            | 85%  |
| BT Infinity                                | 28    | 27    | 9   | 36  | 58           | 168  | 12  | 34         | **     | **           | 11            | 157  |
|  | 11%   | 10%   | 7%  | 9%  | 8%           | 10%  | 5%  | 9%         | **     | **           | 11%           | 9%   |
|  | 16%   | 15%   | 5%  | 20% | 32%          | 93%  | 6%  | 19%        | **     | **           | 6%            | 88%  |
| BT (other/ unspecified)                    | 12    | 18    | 13  | 31  | 41           | 78   | 7   | 25         | **     | **           | 5             | 66   |
|  | 4%    | 7%    | 10% | 8%  | 5%           | 4%   | 3%  | 7%         | **     | **           | 5%            | 4%   |
|  | 14%   | 22%   | a   | a   | 49%          | 92%  | 9%  | 30%        | **     | **           | 6%            | 79%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total          | 343   | 232   | 133 | 365 | 789          | 2074 | 208 | 325        | 52     | 53           | 108           | 1962 |
| Effective Weighted Sample | 292   | 193   | 112 | 304 | 652          | 1702 | 166 | 255        | 42     | 41           | 93            | 1631 |
| Total                     | 259   | 263   | 130 | 393 | 767          | 1750 | 215 | 364        | 54     | 52           | 102           | 1717 |
|                           | 13%   | 13%   | 7%  | 20% | 39%          | 89%  | 11% | 19%        | **     | **           | 5%            | 87%  |
| O2                        | 3     | 5     | -   | 5   | 21           | 40   | 3   | 4          | **     | **           | -             | 41   |
|                           | 1%    | 2%    | -%  | 1%  | 3%           | 2%   | 1%  | 1%         | **     | **           | -%            | 2%   |
|                           | 7%    | 11%   | -%  | 11% | 49%          | 93%  | 7%  | 8%         | **     | **           | -%            | 95%  |
| Orange                    | 4     | 7     | 2   | 9   | 17           | 40   | 2   | 6          | **     | **           | 2             | 38   |
|                           | 2%    | 2%    | 2%  | 2%  | 2%           | 2%   | 1%  | 2%         | **     | **           | 1%            | 2%   |
|                           | 11%   | 16%   | 5%  | 21% | 41%          | 96%  | 5%  | 14%        | **     | **           | 4%            | 90%  |
| Plusnet                   | 8     | 7     | 3   | 10  | 16           | 30   | 1   | 13         | **     | **           | 6             | 22   |
|                           | 3%    | 3%    | 2%  | 3%  | 2%           | 2%   | 1%  | 3%         | **     | **           | 6%            | 1%   |
|                           | 25%   | 23%   | 10% | 33% | 51%          | 98%  | 4%  | 41%        | **     | **           | 18%           | 72%  |
| '3'                       | *     | -     | -   | -   | 9            | 18   | 6   | 1          | **     | **           | -             | 23   |
|                           | *%    | -%    | -%  | -%  | 1%           | 1%   | 3%  | *%         | **     | **           | -%            | 1%   |
|                           | 1%    | -%    | -%  | -%  | 37%          | 74%  | 26% | 6%         | **     | **           | -%            | 95%  |
| T-Mobile                  | -     | 1     | -   | 1   | 10           | 14   | 3   | 2          | **     | **           | -             | 17   |
|                           | -%    | *%    | -%  | *%  | 1%           | 1%   | 1%  | *%         | **     | **           | -%            | 1%   |
|                           | -%    | 4%    | -%  | 4%  | 58%          | 79%  | 16% | 9%         | **     | **           | -%            | 94%  |
| Vodafone                  | 2     | -     | -   | -   | 6            | 15   | 2   | 3          | **     | **           | 3             | 14   |
|                           | 1%    | -%    | -%  | -%  | 1%           | 1%   | 1%  | 1%         | **     | **           | 3%            | 1%   |
|                           | 14%   | -%    | -%  | -%  | 34%          | 93%  | 10% | 19%        | **     | **           | 19%           | 87%  |
| AOL                       | 6     | 3     | 3   | 6   | 11           | 15   | 2   | 6          | **     | **           | 1             | 11   |
|                           | 2%    | 1%    | 2%  | 2%  | 1%           | 1%   | 1%  | 2%         | **     | **           | 1%            | 1%   |
|                           | 35%   | 20%   | 20% | 40% | 67%          | 91%  | 14% | 40%        | **     | **           | 5%            | 71%  |
| Tesco.net                 | 1     | 2     | -   | 2   | 2            | 9    | 2   | 1          | **     | **           | 1             | 10   |
|                           | *%    | 1%    | -%  | *%  | *%           | 1%   | 1%  | *%         | **     | **           | 1%            | 1%   |
|                           | 12%   | 15%   | -%  | 15% | 15%          | 82%  | 22% | 9%         | **     | **           | 9%            | 95%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total                          | 343   | 232   | 133 | 365 | 789          | 2074 | 208 | 325        | 52     | 53           | 108           | 1962 |
| Effective Weighted Sample                 | 292   | 193   | 112 | 304 | 652          | 1702 | 166 | 255        | 42     | 41           | 93            | 1631 |
| Total                                     | 259   | 263   | 130 | 393 | 767          | 1750 | 215 | 364        | 54     | 52           | 102           | 1717 |
|   | 13%   | 13%   | 7%  | 20% | 39%          | 89%  | 11% | 19%        | **     | **           | 5%            | 87%  |
| Post Office                               | 3     | 4     | -   | 4   | 6            | 10   | *   | 3          | **     | **           | 1             | 9    |
|   | 1%    | 2%    | -%  | 1%  | 1%           | 1%   | *%  | 1%         | **     | **           | 1%            | *%   |
|   | 29%   | 41%   | -%  | 41% | 53%          | 94%  | 3%  | 32%        | **     | **           | 10%           | 81%  |
| Other                                     | 6     | 7     | 5   | 12  | 24           | 60   | 9   | 14         | **     | **           | 6             | 59   |
|   | 2%    | 3%    | 4%  | 3%  | 3%           | 3%   | 4%  | 4%         | **     | **           | 6%            | 3%   |
|   | 8%    | 10%   | 7%  | 17% | 34%          | 88%  | 13% | 21%        | **     | **           | 9%            | 85%  |
| TOTAL BT                                  | 88    | 83    | 45  | 129 | 202          | 470  | 45  | 97         | **     | **           | 24            | 448  |
|   | 34%   | 32%   | 35% | 33% | 26%          | 27%  | 21% | 27%        | **     | **           | 24%           | 26%  |
|   | 17%   | 16%   | 9%  | 25% | 39%          | 91%  | 9%  | 19%        | **     | **           | 5%            | 87%  |
| Don't know                                | 9     | 19    | 10  | 29  | 44           | 49   | 9   | 18         | **     | **           | 5             | 45   |
|   | 4%    | 7%    | 8%  | 7%  | 6%           | 3%   | 4%  | 5%         | **     | **           | 5%            | 3%   |
|   |       |       |     | a   |              |      |     |            |        |              |               |      |
| Columns Tested: a,b,c,d - f,g - h,i,j,k,l | 16%   | 32%   | 18% | 50% | 75%          | 83%  | 16% | 30%        | **     | **           | 8%            | 78%  |

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |      | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|------|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES  | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | ~c  | d   | e            | f    | g    | h          | ~i     | ~j           | ~k            | l    |
| Unweighted total          | 273   | 178   | 86  | 264 | 581          | 1676 | 174  | 237        | 36     | 39           | 67            | 1618 |
| Effective Weighted Sample | 233   | 150   | 73  | 223 | 482          | 1374 | 138  | 186        | 28     | 29           | 59            | 1342 |
| Total                     | 207   | 211   | 89  | 300 | 582          | 1436 | 183  | 275        | 39     | 40           | 64            | 1432 |
|                           | 13%   | 13%   | **  | 19% | 36%          | 89%  | 11%  | 17%        | **     | **           | **            | 89%  |
| 1                         | 15    | 26    | **  | 44  | 87           | 96   | 13   | 34         | **     | **           | **            | 92   |
|                           | 7%    | 12%   | **  | 15% | 15%          | 7%   | 7%   | 12%        | **     | **           | **            | 6%   |
|                           |       |       |     | a   |              |      |      | l          |        |              |               |      |
|                           | 13%   | 23%   | **  | 38% | 76%          | 83%  | 12%  | 30%        | **     | **           | **            | 80%  |
| 2                         | 140   | 163   | **  | 228 | 382          | 897  | 76   | 169        | **     | **           | **            | 854  |
|                           | 67%   | 77%   | **  | 76% | 66%          | 62%  | 42%  | 61%        | **     | **           | **            | 60%  |
|                           |       | a     |     | a   |              | g    |      |            |        |              |               |      |
|                           | 14%   | 17%   | **  | 24% | 39%          | 93%  | 8%   | 17%        | **     | **           | **            | 88%  |
| 3                         | 31    | 18    | **  | 22  | 71           | 224  | 37   | 49         | **     | **           | **            | 233  |
|                           | 15%   | 9%    | **  | 7%  | 12%          | 16%  | 20%  | 18%        | **     | **           | **            | 16%  |
|                           | d     |       |     |     |              |      |      |            |        |              |               |      |
|                           | 12%   | 7%    | **  | 8%  | 27%          | 85%  | 14%  | 18%        | **     | **           | **            | 89%  |
| 4                         | 16    | 3     | **  | 4   | 30           | 172  | 37   | 21         | **     | **           | **            | 190  |
|                           | 8%    | 2%    | **  | 1%  | 5%           | 12%  | 20%  | 8%         | **     | **           | **            | 13%  |
|                           | bd    |       |     |     |              |      | f    |            |        |              |               | h    |
|                           | 8%    | 2%    | **  | 2%  | 15%          | 84%  | 18%  | 10%        | **     | **           | **            | 93%  |
| 5 or more                 | 5     | -     | **  | -   | 11           | 44   | 19   | 3          | **     | **           | **            | 60   |
|                           | 2%    | -%    | **  | -%  | 2%           | 3%   | 11%  | 1%         | **     | **           | **            | 4%   |
|                           | d     |       |     |     |              | f    |      |            |        |              |               | h    |
|                           | 8%    | -%    | **  | -%  | 18%          | 72%  | 31%  | 4%         | **     | **           | **            | 97%  |
| Don't know                | 1     | 1     | **  | 1   | 1            | 4    | -    | *          | **     | **           | **            | 3    |
|                           | *%    | *%    | **  | *%  | *%           | *%   | -%   | *%         | **     | **           | **            | *%   |
|                           | 18%   | 26%   | **  | 37% | 37%          | 100% | -%   | 9%         | **     | **           | **            | 90%  |
| Mean number of people     | 2.3   | 2.0   | **  | 1.9 | 2.1          | 2.4  | 2.9  | 2.2        | **     | **           | **            | 2.5  |
|                           | bd    |       |     |     |              |      | f    |            |        |              |               | h    |
| Standard deviation        | .84   | .55   | **  | .55 | .88          | .95  | 1.29 | .86        | **     | **           | **            | 1.02 |
| Standard error            | .05   | .04   | **  | .03 | .04          | .02  | .10  | .06        | **     | **           | **            | .03  |

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

Any break column with 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

|                                       | AGE   |       |     | AGE/SEG      | MEG  |     |     | DISABILITY   |               |      |
|---------------------------------------|-------|-------|-----|--------------|------|-----|-----|--------------|---------------|------|
|                                       | 55-64 | 65-74 | 65+ | 65+<br>OR DE | NO   | YES | ANY | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%               | ~a    | ~b    | ~c  | ~d           | e    | ~f  | ~g  | ~h           | ~i            | j    |
| Unweighted total                      | 16    | 8     | 8   | 30           | 106  | 16  | 13  | 3            | 2             | 109  |
| Effective Weighted Sample             | 14    | 8     | 8   | 27           | 89   | 12  | 11  | 2            | 2             | 93   |
| Total                                 | 13    | 8     | 8   | 33           | 103  | 14  | 21  | 5            | 3             | 105  |
|                                       | **    | **    | **  | **           | 86%  | **  | **  | **           | **            | 88%  |
| 1                                     | **    | **    | **  | **           | 20   | **  | **  | **           | **            | 21   |
|                                       | **    | **    | **  | **           | 19%  | **  | **  | **           | **            | 21%  |
|                                       | **    | **    | **  | **           | 82%  | **  | **  | **           | **            | 89%  |
| 2                                     | **    | **    | **  | **           | 50   | **  | **  | **           | **            | 53   |
|                                       | **    | **    | **  | **           | 49%  | **  | **  | **           | **            | 51%  |
|                                       | **    | **    | **  | **           | 85%  | **  | **  | **           | **            | 91%  |
| 3                                     | **    | **    | **  | **           | 12   | **  | **  | **           | **            | 14   |
|                                       | **    | **    | **  | **           | 12%  | **  | **  | **           | **            | 13%  |
|                                       | **    | **    | **  | **           | 79%  | **  | **  | **           | **            | 88%  |
| 4                                     | **    | **    | **  | **           | 12   | **  | **  | **           | **            | 8    |
|                                       | **    | **    | **  | **           | 12%  | **  | **  | **           | **            | 8%   |
|                                       | **    | **    | **  | **           | 100% | **  | **  | **           | **            | 68%  |
| 5 or more                             | **    | **    | **  | **           | 2    | **  | **  | **           | **            | 2    |
|                                       | **    | **    | **  | **           | 2%   | **  | **  | **           | **            | 2%   |
|                                       | **    | **    | **  | **           | 100% | **  | **  | **           | **            | 100% |
| Don't know                            | **    | **    | **  | **           | 6    | **  | **  | **           | **            | 6    |
|                                       | **    | **    | **  | **           | 6%   | **  | **  | **           | **            | 6%   |
|                                       | **    | **    | **  | **           | 100% | **  | **  | **           | **            | 91%  |
| Mean number of people                 | **    | **    | **  | **           | 2.1  | **  | **  | **           | **            | 2.0  |
| Standard deviation                    | **    | **    | **  | **           | 1.09 | **  | **  | **           | **            | 1.02 |
| Standard error                        | **    | **    | **  | **           | .11  | **  | **  | **           | **            | .10  |
| Columns Tested: a,b,c - e,f - g,h,i,j |       |       |     |              |      |     |     |              |               |      |

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total   | 342   | 218   | 126 | 344 | 798          | 2102 | 220 | 328        | 49     | 49           | 106           | 1999 |
| Effective Weighted Sample  | 292   | 183   | 107 | 288 | 663          | 1729 | 174 | 261        | 40     | 38           | 92            | 1664 |
| Total  | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|  | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| General surfing/ browsing the internet                             | 217   | 181   | 84  | 264 | 579          | 1514 | 183 | 282        | **     | **           | 72            | 1511 |
|  | 84%   | 73%   | 68% | 71% | 75%          | 85%  | 82% | 76%        | **     | **           | 71%           | 86%  |
|  | bcd   |       |     |     |              |      |     |            |        |              |               | hk   |
|  | 13%   | 11%   | 5%  | 16% | 34%          | 89%  | 11% | 17%        | **     | **           | 4%            | 89%  |
| Sending and receiving e-mail                                       | 207   | 180   | 89  | 269 | 561          | 1484 | 180 | 283        | **     | **           | 73            | 1482 |
|  | 80%   | 73%   | 72% | 73% | 73%          | 84%  | 81% | 76%        | **     | **           | 72%           | 85%  |
|  | d     |       |     |     |              |      |     |            |        |              |               | hk   |
|  | 12%   | 11%   | 5%  | 16% | 34%          | 89%  | 11% | 17%        | **     | **           | 4%            | 89%  |
| Purchasing goods/services/ tickets etc.                            | 164   | 128   | 45  | 173 | 376          | 1152 | 121 | 216        | **     | **           | 57            | 1130 |
|  | 63%   | 52%   | 36% | 47% | 49%          | 65%  | 54% | 58%        | **     | **           | 56%           | 64%  |
|  | bcd   | c     |     |     |              | g    |     |            |        |              |               |      |
|  | 13%   | 10%   | 4%  | 14% | 30%          | 91%  | 10% | 17%        | **     | **           | 5%            | 89%  |
| Banking  | 142   | 90    | 27  | 117 | 308          | 1078 | 102 | 144        | **     | **           | 38            | 1091 |
|  | 55%   | 36%   | 22% | 31% | 40%          | 61%  | 46% | 39%        | **     | **           | 37%           | 62%  |
|  | bcd   | c     |     |     |              | g    |     |            |        |              |               | hk   |
|  | 12%   | 8%    | 2%  | 10% | 26%          | 91%  | 9%  | 12%        | **     | **           | 3%            | 92%  |
| Using social networking sites (such as Facebook, LinkedIn or Bebo) | 90    | 46    | 15  | 61  | 286          | 971  | 114 | 183        | **     | **           | 40            | 975  |
|  | 35%   | 19%   | 12% | 16% | 37%          | 55%  | 51% | 49%        | **     | **           | 39%           | 56%  |
|  | bcd   |       |     |     |              |      |     |            |        |              |               | k    |
|  | 8%    | 4%    | 1%  | 6%  | 26%          | 89%  | 10% | 17%        | **     | **           | 4%            | 89%  |

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**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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total   | 342   | 218   | 126 | 344 | 798          | 2102 | 220 | 328        | 49     | 49           | 106           | 1999 |
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| Total  | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|  | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat                          | 83    | 47    | 20  | 67  | 246          | 806  | 116 | 156        | **     | **           | 31            | 823  |
|  | 32%   | 19%   | 16% | 18% | 32%          | 45%  | 52% | 42%        | **     | **           | 30%           | 47%  |
|  | bcd   |       |     |     |              |      |     | k          |        |              |               | k    |
|  | 9%    | 5%    | 2%  | 7%  | 27%          | 87%  | 13% | 17%        | **     | **           | 3%            | 89%  |
| Finding/ downloading information for work/ business  | 97    | 41    | 23  | 64  | 166          | 754  | 100 | 118        | **     | **           | 20            | 786  |
|  | 37%   | 17%   | 19% | 17% | 21%          | 42%  | 45% | 32%        | **     | **           | 20%           | 45%  |
|  | bcd   |       |     |     |              |      |     | k          |        |              |               | hk   |
|  | 11%   | 5%    | 3%  | 7%  | 19%          | 88%  | 12% | 14%        | **     | **           | 2%            | 91%  |
| Watching short video clips (e.g. YouTube, Dailymotion)   | 73    | 45    | 9   | 54  | 203          | 740  | 100 | 133        | **     | **           | 23            | 765  |
|  | 28%   | 18%   | 7%  | 15% | 26%          | 42%  | 45% | 36%        | **     | **           | 22%           | 44%  |
|  | bcd   | c     |     | c   |              |      |     | k          |        |              |               | hk   |
|  | 9%    | 5%    | 1%  | 6%  | 24%          | 87%  | 12% | 16%        | **     | **           | 3%            | 90%  |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go) | 83    | 50    | 21  | 71  | 196          | 676  | 81  | 132        | **     | **           | 32            | 678  |
|  | 32%   | 20%   | 17% | 19% | 25%          | 38%  | 36% | 36%        | **     | **           | 31%           | 39%  |
|  | bcd   |       |     |     |              |      |     |            |        |              |               |      |
|  | 11%   | 7%    | 3%  | 9%  | 26%          | 88%  | 11% | 17%        | **     | **           | 4%            | 89%  |

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|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total  | 342   | 218   | 126 | 344 | 798          | 2102 | 220 | 328        | 49     | 49           | 106           | 1999 |
| Effective Weighted Sample   | 292   | 183   | 107 | 288 | 663          | 1729 | 174 | 261        | 40     | 38           | 92            | 1664 |
| Total   | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|   | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| To find information on health related issues<br>e.g. NHS Direct/ NHS 24   | 93    | 68    | 35  | 103 | 224          | 633  | 78  | 127        | **     | **           | 32            | 634  |
|   | 36%   | 27%   | 29% | 28% | 29%          | 36%  | 35% | 34%        | **     | **           | 32%           | 36%  |
|   | d     |       |     |     |              |      |     |            |        |              |               |      |
|   | 13%   | 9%    | 5%  | 14% | 31%          | 88%  | 11% | 18%        | **     | **           | 4%            | 89%  |
| Playing games online/ interactively   | 62    | 49    | 13  | 62  | 227          | 637  | 79  | 145        | **     | **           | 33            | 620  |
|   | 24%   | 20%   | 10% | 17% | 29%          | 36%  | 36% | 39%        | **     | **           | 32%           | 35%  |
|   | cd    | c     |     |     |              |      |     |            |        |              |               |      |
|   | 9%    | 7%    | 2%  | 9%  | 32%          | 89%  | 11% | 20%        | **     | **           | 5%            | 87%  |
| Downloading music files   | 44    | 27    | 12  | 39  | 161          | 602  | 78  | 100        | **     | **           | 22            | 616  |
|   | 17%   | 11%   | 10% | 11% | 21%          | 34%  | 35% | 27%        | **     | **           | 22%           | 35%  |
|   | d     |       |     |     |              |      |     |            |        |              |               | hk   |
|   | 6%    | 4%    | 2%  | 6%  | 24%          | 88%  | 11% | 15%        | **     | **           | 3%            | 90%  |
| Using local council/ Government sites, e.g. to<br>find information, to complete processes such<br>as tax returns, to contact local MP | 86    | 58    | 25  | 83  | 164          | 564  | 53  | 115        | **     | **           | 29            | 550  |
|   | 33%   | 23%   | 20% | 22% | 21%          | 32%  | 24% | 31%        | **     | **           | 28%           | 31%  |
|   | bcd   |       |     |     |              | g    |     |            |        |              |               |      |
|   | 14%   | 9%    | 4%  | 13% | 26%          | 91%  | 8%  | 18%        | **     | **           | 5%            | 88%  |

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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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total  | 342   | 218   | 126 | 344 | 798          | 2102 | 220 | 328        | 49     | 49           | 106           | 1999 |
| Effective Weighted Sample   | 292   | 183   | 107 | 288 | 663          | 1729 | 174 | 261        | 40     | 38           | 92            | 1664 |
| Total   | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|   | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| Accessing news  | 83    | 49    | 16  | 65  | 140          | 537  | 71  | 104        | **     | **           | 22            | 549  |
|   | 32%   | 20%   | 13% | 18% | 18%          | 30%  | 32% | 28%        | **     | **           | 22%           | 31%  |
|   | bcd   |       |     |     |              |      |     |            |        |              |               |      |
|   | 13%   | 8%    | 3%  | 11% | 23%          | 87%  | 12% | 17%        | **     | **           | 4%            | 89%  |
| Finding/ downloading information for school/<br>college/ university/ homework | 39    | 14    | 7   | 22  | 107          | 511  | 75  | 80         | **     | **           | 17            | 543  |
|   | 15%   | 6%    | 6%  | 6%  | 14%          | 29%  | 34% | 22%        | **     | **           | 16%           | 31%  |
|   | bcd   |       |     |     |              |      |     |            |        |              |               | hk   |
|   | 7%    | 2%    | 1%  | 4%  | 18%          | 86%  | 13% | 13%        | **     | **           | 3%            | 91%  |
| Making voice calls using a VoIP service e.g.<br>Skype                         | 42    | 40    | 19  | 59  | 146          | 469  | 97  | 85         | **     | **           | 22            | 507  |
|   | 16%   | 16%   | 15% | 16% | 19%          | 26%  | 43% | 23%        | **     | **           | 22%           | 29%  |
|   |       |       |     |     |              | f    |     |            |        |              |               | h    |
|   | 7%    | 7%    | 3%  | 10% | 26%          | 83%  | 17% | 15%        | **     | **           | 4%            | 90%  |
| Uploading/ adding content to the internet e.g.<br>photos, videos, blog posts  | 39    | 27    | 10  | 37  | 104          | 447  | 68  | 73         | **     | **           | 10            | 471  |
|   | 15%   | 11%   | 8%  | 10% | 14%          | 25%  | 30% | 20%        | **     | **           | 10%           | 27%  |
|   |       |       |     |     |              |      |     | k          |        |              |               | hk   |
|   | 8%    | 5%    | 2%  | 7%  | 20%          | 86%  | 13% | 14%        | **     | **           | 2%            | 91%  |
| Trading/ auctions   | 47    | 35    | 12  | 47  | 134          | 479  | 22  | 71         | **     | **           | 20            | 456  |
|   | 18%   | 14%   | 10% | 13% | 17%          | 27%  | 10% | 19%        | **     | **           | 19%           | 26%  |
|   | c     |       |     |     |              | g    |     |            |        |              |               | h    |
|   | 9%    | 7%    | 2%  | 9%  | 27%          | 95%  | 4%  | 14%        | **     | **           | 4%            | 91%  |

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**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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total   | 342   | 218   | 126 | 344 | 798          | 2102 | 220 | 328        | 49     | 49           | 106           | 1999 |
| Effective Weighted Sample  | 292   | 183   | 107 | 288 | 663          | 1729 | 174 | 261        | 40     | 38           | 92            | 1664 |
| Total  | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|  | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere) | 30    | 19    | 9   | 28  | 87           | 371  | 47  | 55         | **     | **           | 12            | 389  |
|  | 12%   | 8%    | 8%  | 8%  | 11%          | 21%  | 21% | 15%        | **     | **           | 12%           | 22%  |
|  | 7%    | 4%    | 2%  | 7%  | 20%          | 87%  | 11% | 13%        | **     | **           | 3%            | hk   |
|  |       |       |     |     |              |      |     |            |        |              |               | 92%  |
| Listening to radio   | 43    | 27    | 4   | 31  | 96           | 352  | 41  | 71         | **     | **           | 13            | 348  |
|  | 17%   | 11%   | 3%  | 8%  | 12%          | 20%  | 18% | 19%        | **     | **           | 12%           | 20%  |
|  | cd    | c     |     |     |              |      |     |            |        |              |               |      |
|  | 11%   | 7%    | 1%  | 8%  | 24%          | 89%  | 10% | 18%        | **     | **           | 3%            | 88%  |
| Using Twitter (browsing/ reading site)   | 20    | 5     | 5   | 10  | 73           | 332  | 50  | 44         | **     | **           | 8             | 362  |
|  | 8%    | 2%    | 4%  | 3%  | 9%           | 19%  | 23% | 12%        | **     | **           | 8%            | 21%  |
|  | bd    |       |     |     |              |      |     |            |        |              |               | hk   |
|  | 5%    | 1%    | 1%  | 2%  | 19%          | 85%  | 13% | 11%        | **     | **           | 2%            | 93%  |

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|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
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| Total  | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|  | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| 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)  | 25    | 18    | 2   | 19  | 81           | 316  | 58  | 54         | **     | **           | 12            | 348  |
|  | 10%   | 7%    | 1%  | 5%  | 10%          | 18%  | 26% | 15%        | **     | **           | 11%           | 20%  |
|  | cd    | c     |     |     |              | f    |     |            |        |              | hk            |      |
|  | 6%    | 5%    | *%  | 5%  | 21%          | 83%  | 15% | 14%        | **     | **           | 3%            | 91%  |
| 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) | 20    | 5     | 3   | 8   | 59           | 249  | 31  | 41         | **     | **           | 9             | 257  |
|  | 8%    | 2%    | 2%  | 2%  | 8%           | 14%  | 14% | 11%        | **     | **           | 9%            | 15%  |
|  | bcd   |       |     |     |              |      |     |            |        |              |               |      |
|  | 7%    | 2%    | 1%  | 3%  | 21%          | 88%  | 11% | 15%        | **     | **           | 3%            | 91%  |

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|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
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|  | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| Using Twitter (account holder, posting on site)  | 15    | -     | 3   | 3   | 37           | 234  | 28  | 27         | **     | **           | 5             | 249  |
|  | 6%    | -%    | 2%  | 1%  | 5%           | 13%  | 12% | 7%         | **     | **           | 5%            | 14%  |
|  | bd    |       | b   |     |              |      |     |            |        |              |               | hk   |
|  | 6%    | -%    | 1%  | 1%  | 14%          | 88%  | 10% | 10%        | **     | **           | 2%            | 94%  |
| Streamed audio services (free) e.g. Spotify (free) or Deezer (free)                                | 17    | 6     | 1   | 7   | 39           | 220  | 27  | 32         | **     | **           | 7             | 232  |
|  | 7%    | 2%    | 1%  | 2%  | 5%           | 12%  | 12% | 9%         | **     | **           | 7%            | 13%  |
|  | bcd   |       |     |     |              |      |     |            |        |              |               | h    |
|  | 7%    | 2%    | *%  | 3%  | 15%          | 87%  | 11% | 13%        | **     | **           | 3%            | 92%  |
| Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites | 5     | 3     | -   | 3   | 48           | 160  | 20  | 43         | **     | **           | 4             | 160  |
|  | 2%    | 1%    | -%  | 1%  | 6%           | 9%   | 9%  | 11%        | **     | **           | 4%            | 9%   |
|  |       |       |     |     |              |      |     | k          |        |              |               |      |
|  | 3%    | 2%    | -%  | 2%  | 26%          | 85%  | 11% | 23%        | **     | **           | 2%            | 85%  |
| Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium                      | 3     | 3     | -   | 3   | 21           | 97   | 9   | 11         | **     | **           | 2             | 101  |
|  | 1%    | 1%    | -%  | 1%  | 3%           | 5%   | 4%  | 3%         | **     | **           | 2%            | 6%   |
|  | 2%    | 3%    | -%  | 3%  | 19%          | 89%  | 9%  | 10%        | **     | **           | 2%            | 93%  |

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Base : Those who use the internet at home or elsewhere

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total          | 342   | 218   | 126 | 344 | 798          | 2102 | 220 | 328        | 49     | 49           | 106           | 1999 |
| Effective Weighted Sample | 292   | 183   | 107 | 288 | 663          | 1729 | 174 | 261        | 40     | 38           | 92            | 1664 |
| Total                     | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|                           | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| Real time gambling        | 10    | -     | 1   | 1   | 24           | 96   | 11  | 20         | **     | **           | 7             | 94   |
|                           | 4%    | -%    | *%  | *%  | 3%           | 5%   | 5%  | 5%         | **     | **           | 7%            | 5%   |
|                           | bd    |       |     |     |              |      |     |            |        |              |               |      |
|                           | 9%    | -%    | 1%  | 1%  | 22%          | 90%  | 11% | 18%        | **     | **           | 7%            | 88%  |
| Other                     | 7     | 8     | 6   | 15  | 19           | 29   | 3   | 15         | **     | **           | 2             | 21   |
|                           | 3%    | 3%    | 5%  | 4%  | 2%           | 2%   | 1%  | 4%         | **     | **           | 2%            | 1%   |
|                           |       |       |     |     |              |      |     | l          |        |              |               |      |
|                           | 22%   | 27%   | 21% | 48% | 60%          | 92%  | 8%  | 47%        | **     | **           | 7%            | 67%  |
| None of these             | 11    | 21    | 12  | 33  | 50           | 47   | 7   | 16         | **     | **           | 6             | 42   |
|                           | 4%    | 9%    | 10% | 9%  | 6%           | 3%   | 3%  | 4%         | **     | **           | 6%            | 2%   |
|                           |       |       | a   | a   |              |      |     |            |        |              |               |      |
|                           | 20%   | 39%   | 22% | 61% | 92%          | 87%  | 12% | 30%        | **     | **           | 11%           | 78%  |
| Don't know                | -     | -     | -   | -   | -            | 1    | -   | -          | **     | **           | -             | 1    |
|                           | -%    | -%    | -%  | -%  | -%           | *%   | -%  | -%         | **     | **           | -%            | *%   |
|                           | -%    | -%    | -%  | -%  | -%           | 100% | -%  | -%         | **     | **           | -%            | 100% |

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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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total  | 342   | 218   | 126 | 344 | 798          | 2102 | 220 | 328        | 49     | 49           | 106           | 1999 |
| Effective Weighted Sample   | 292   | 183   | 107 | 288 | 663          | 1729 | 174 | 261        | 40     | 38           | 92            | 1664 |
| Total   | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|   | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| General surfing/ browsing the internet  | 190   | 154   | 69  | 223 | 492          | 1334 | 151 | 236        | **     | **           | 61            | 1332 |
|   | 73%   | 62%   | 56% | 60% | 64%          | 75%  | 67% | 64%        | **     | **           | 60%           | 76%  |
|   | bcd   |       |     |     | g            |      |     |            |        |              |               | hk   |
|   | 13%   | 10%   | 5%  | 15% | 33%          | 90%  | 10% | 16%        | **     | **           | 4%            | 90%  |
| Sending and receiving e-mail  | 175   | 149   | 71  | 220 | 453          | 1267 | 161 | 230        | **     | **           | 53            | 1283 |
|   | 68%   | 60%   | 58% | 59% | 59%          | 71%  | 72% | 62%        | **     | **           | 53%           | 73%  |
|   | d     |       |     |     |              |      |     |            |        |              |               | hk   |
|   | 12%   | 10%   | 5%  | 15% | 32%          | 88%  | 11% | 16%        | **     | **           | 4%            | 89%  |
| Banking   | 112   | 65    | 21  | 86  | 215          | 812  | 75  | 112        | **     | **           | 25            | 819  |
|   | 43%   | 26%   | 17% | 23% | 28%          | 46%  | 34% | 30%        | **     | **           | 25%           | 47%  |
|   | bcd   |       |     |     | g            |      |     |            |        |              |               | hk   |
|   | 13%   | 7%    | 2%  | 10% | 24%          | 91%  | 8%  | 13%        | **     | **           | 3%            | 92%  |
| Using social networking sites (such as Facebook, LinkedIn or Bebo)                | 70    | 29    | 12  | 41  | 226          | 800  | 82  | 154        | **     | **           | 29            | 786  |
|   | 27%   | 12%   | 10% | 11% | 29%          | 45%  | 37% | 41%        | **     | **           | 29%           | 45%  |
|   | bcd   |       |     |     | g            |      |     | k          |        |              |               | k    |
|   | 8%    | 3%    | 1%  | 5%  | 26%          | 90%  | 9%  | 17%        | **     | **           | 3%            | 89%  |
| Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat | 55    | 29    | 12  | 40  | 163          | 567  | 79  | 119        | **     | **           | 26            | 568  |
|   | 21%   | 12%   | 10% | 11% | 21%          | 32%  | 36% | 32%        | **     | **           | 25%           | 32%  |
|   | bcd   |       |     |     |              |      |     |            |        |              |               |      |
|   | 9%    | 4%    | 2%  | 6%  | 25%          | 88%  | 12% | 18%        | **     | **           | 4%            | 88%  |

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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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                                   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total  | 342   | 218   | 126 | 344 | 798          | 2102 | 220 | 328        | 49     | 49           | 106           | 1999 |
| Effective Weighted Sample                                 | 292   | 183   | 107 | 288 | 663          | 1729 | 174 | 261        | 40     | 38           | 92            | 1664 |
| Total   | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|   | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| Purchasing goods/services/ tickets etc.                   | 81    | 53    | 21  | 74  | 172          | 593  | 51  | 124        | **     | **           | 26            | 563  |
|   | 31%   | 21%   | 17% | 20% | 22%          | 33%  | 23% | 34%        | **     | **           | 25%           | 32%  |
|   | bcd   |       |     |     | g            |      |     |            |        |              |               |      |
|   | 13%   | 8%    | 3%  | 11% | 27%          | 92%  | 8%  | 19%        | **     | **           | 4%            | 88%  |
| Finding/ downloading information for work/<br>business    | 54    | 20    | 10  | 30  | 89           | 474  | 60  | 76         | **     | **           | 9             | 493  |
|   | 21%   | 8%    | 8%  | 8%  | 12%          | 27%  | 27% | 20%        | **     | **           | 9%            | 28%  |
|   | bcd   |       |     |     |              |      |     | k          |        |              |               | hk   |
|   | 10%   | 4%    | 2%  | 6%  | 17%          | 88%  | 11% | 14%        | **     | **           | 2%            | 91%  |
| Watching short video clips (e.g. YouTube,<br>Dailymotion) | 44    | 19    | 3   | 23  | 114          | 469  | 61  | 94         | **     | **           | 18            | 476  |
|   | 17%   | 8%    | 3%  | 6%  | 15%          | 26%  | 28% | 25%        | **     | **           | 17%           | 27%  |
|   | bcd   |       |     |     |              |      |     |            |        |              |               | k    |
|   | 8%    | 4%    | 1%  | 4%  | 21%          | 88%  | 11% | 18%        | **     | **           | 3%            | 89%  |
| Playing games online/ interactively                       | 36    | 32    | 8   | 40  | 159          | 412  | 47  | 110        | **     | **           | 25            | 385  |
|   | 14%   | 13%   | 6%  | 11% | 21%          | 23%  | 21% | 30%        | **     | **           | 25%           | 22%  |
|   | c     |       |     |     |              |      |     | l          |        |              |               |      |
|   | 8%    | 7%    | 2%  | 9%  | 35%          | 90%  | 10% | 24%        | **     | **           | 6%            | 84%  |
| Accessing news  | 57    | 35    | 10  | 45  | 95           | 372  | 46  | 74         | **     | **           | 10            | 374  |
|   | 22%   | 14%   | 8%  | 12% | 12%          | 21%  | 21% | 20%        | **     | **           | 10%           | 21%  |
|   | bcd   |       |     |     |              |      |     | k          |        |              |               | k    |
|   | 14%   | 8%    | 2%  | 11% | 23%          | 88%  | 11% | 18%        | **     | **           | 2%            | 89%  |

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**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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total   | 342   | 218   | 126 | 344 | 798          | 2102 | 220 | 328        | 49     | 49           | 106           | 1999 |
| Effective Weighted Sample  | 292   | 183   | 107 | 288 | 663          | 1729 | 174 | 261        | 40     | 38           | 92            | 1664 |
| Total  | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|  | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go) | 36    | 19    | 10  | 28  | 90           | 366  | 41  | 75         | **     | **           | 20            | 359  |
|  | 14%   | 8%    | 8%  | 8%  | 12%          | 21%  | 18% | 20%        | **     | **           | 20%           | 21%  |
|  | bd    |       |     |     |              |      |     |            |        |              |               |      |
|  | 9%    | 5%    | 2%  | 7%  | 22%          | 90%  | 10% | 18%        | **     | **           | 5%            | 88%  |
| Finding/ downloading information for school/ college/ university/ homework                                 | 22    | 9     | 3   | 12  | 59           | 311  | 52  | 44         | **     | **           | 6             | 340  |
|  | 8%    | 4%    | 2%  | 3%  | 8%           | 17%  | 23% | 12%        | **     | **           | 5%            | 19%  |
|  | bcd   |       |     |     |              |      |     |            |        |              |               | hk   |
|  | 6%    | 2%    | 1%  | 3%  | 16%          | 84%  | 14% | 12%        | **     | **           | 2%            | 92%  |
| Making voice calls using a VoIP service e.g. Skype   | 24    | 26    | 7   | 33  | 81           | 266  | 65  | 47         | **     | **           | 12            | 292  |
|  | 9%    | 10%   | 6%  | 9%  | 11%          | 15%  | 29% | 13%        | **     | **           | 12%           | 17%  |
|  |       |       |     |     |              |      | f   |            |        |              |               |      |
|  | 8%    | 8%    | 2%  | 10% | 25%          | 82%  | 20% | 15%        | **     | **           | 4%            | 90%  |
| Downloading music files  | 16    | 9     | 5   | 14  | 74           | 273  | 32  | 59         | **     | **           | 13            | 264  |
|  | 6%    | 4%    | 4%  | 4%  | 10%          | 15%  | 15% | 16%        | **     | **           | 13%           | 15%  |
|  | 5%    | 3%    | 2%  | 5%  | 24%          | 90%  | 11% | 19%        | **     | **           | 4%            | 87%  |

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

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**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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total  | 342   | 218   | 126 | 344 | 798          | 2102 | 220 | 328        | 49     | 49           | 106           | 1999 |
| Effective Weighted Sample   | 292   | 183   | 107 | 288 | 663          | 1729 | 174 | 261        | 40     | 38           | 92            | 1664 |
| Total   | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|   | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| Uploading/ adding content to the internet e.g. photos, videos, blog posts   | 17    | 10    | 4   | 14  | 54           | 256  | 26  | 45         | **     | **           | 10            | 252  |
|   | 7%    | 4%    | 3%  | 4%  | 7%           | 14%  | 12% | 12%        | **     | **           | 10%           | 14%  |
|   | 6%    | 4%    | 1%  | 5%  | 19%          | 91%  | 9%  | 16%        | **     | **           | 3%            | 89%  |
| To find information on health related issues e.g. NHS Direct/ NHS 24  | 38    | 31    | 10  | 41  | 89           | 241  | 30  | 60         | **     | **           | 13            | 232  |
|   | 15%   | 13%   | 8%  | 11% | 12%          | 14%  | 14% | 16%        | **     | **           | 13%           | 13%  |
|   | 14%   | 11%   | 4%  | 15% | 33%          | 89%  | 11% | 22%        | **     | **           | 5%            | 86%  |
| Using Twitter (browsing/ reading site)  | 12    | 3     | 2   | 5   | 47           | 229  | 19  | 31         | **     | **           | 5             | 234  |
|   | 5%    | 1%    | 2%  | 1%  | 6%           | 13%  | 9%  | 8%         | **     | **           | 5%            | 13%  |
|   | bd    |       |     |     | hk           |      |     |            |        |              |               | hk   |
|   | 5%    | 1%    | 1%  | 2%  | 18%          | 90%  | 8%  | 12%        | **     | **           | 2%            | 92%  |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 33    | 20    | 5   | 25  | 66           | 217  | 19  | 57         | **     | **           | 9             | 202  |
|   | 13%   | 8%    | 4%  | 7%  | 9%           | 12%  | 9%  | 15%        | **     | **           | 9%            | 12%  |
|   | cd    |       |     |     |              |      |     |            |        |              |               |      |
|   | 14%   | 8%    | 2%  | 11% | 28%          | 92%  | 8%  | 24%        | **     | **           | 4%            | 85%  |

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**QE18 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)**

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|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total  | 342   | 218   | 126 | 344 | 798          | 2102 | 220 | 328        | 49     | 49           | 106           | 1999 |
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|   | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| Listening to radio  | 26    | 14    | 2   | 16  | 57           | 198  | 21  | 43         | **     | **           | 8             | 193  |
|   | 10%   | 6%    | 2%  | 4%  | 7%           | 11%  | 9%  | 12%        | **     | **           | 7%            | 11%  |
|   | cd    |       |     |     |              |      |     |            |        |              |               |      |
|   | 12%   | 6%    | 1%  | 7%  | 26%          | 90%  | 9%  | 19%        | **     | **           | 3%            | 87%  |
| Trading/ auctions   | 21    | 15    | 4   | 19  | 53           | 204  | 9   | 29         | **     | **           | 8             | 195  |
|   | 8%    | 6%    | 3%  | 5%  | 7%           | 11%  | 4%  | 8%         | **     | **           | 8%            | 11%  |
|   |       |       |     |     | g            |      |     |            |        |              |               |      |
|   | 10%   | 7%    | 2%  | 9%  | 25%          | 95%  | 4%  | 13%        | **     | **           | 4%            | 91%  |
| Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)  | 15    | 6     | 4   | 11  | 44           | 175  | 22  | 41         | **     | **           | 9             | 170  |
|   | 6%    | 3%    | 3%  | 3%  | 6%           | 10%  | 10% | 11%        | **     | **           | 9%            | 10%  |
|   | 7%    | 3%    | 2%  | 5%  | 22%          | 89%  | 11% | 21%        | **     | **           | 5%            | 87%  |
| 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) | 15    | 9     | 2   | 10  | 44           | 167  | 26  | 40         | **     | **           | 8             | 167  |
|   | 6%    | 4%    | 1%  | 3%  | 6%           | 9%   | 12% | 11%        | **     | **           | 8%            | 10%  |
|   | 8%    | 5%    | 1%  | 5%  | 23%          | 87%  | 14% | 21%        | **     | **           | 4%            | 87%  |

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**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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
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|  | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| Using Twitter (account holder, posting on site)  | 9     | -     | 1   | 1   | 20           | 151  | 9   | 24         | **     | **           | 4             | 147  |
|  | 3%    | -%    | 1%  | *%  | 3%           | 8%   | 4%  | 7%         | **     | **           | 4%            | 8%   |
|  | bd    |       |     |     |              | g    |     |            |        |              |               |      |
|  | 6%    | -%    | 1%  | 1%  | 12%          | 93%  | 6%  | 15%        | **     | **           | 2%            | 91%  |
| 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) | 10    | 1     | 2   | 3   | 31           | 126  | 14  | 26         | **     | **           | 6             | 124  |
|  | 4%    | *%    | 1%  | 1%  | 4%           | 7%   | 6%  | 7%         | **     | **           | 6%            | 7%   |
|  | bd    |       |     |     |              |      |     |            |        |              |               |      |
|  | 7%    | 1%    | 1%  | 2%  | 22%          | 90%  | 10% | 19%        | **     | **           | 5%            | 88%  |
| Streamed audio services (free) e.g. Spotify (free) or Deezer (free)  | 8     | 3     | 1   | 4   | 23           | 114  | 7   | 20         | **     | **           | 5             | 110  |
|  | 3%    | 1%    | 1%  | 1%  | 3%           | 6%   | 3%  | 5%         | **     | **           | 5%            | 6%   |
|  | 7%    | 2%    | 1%  | 3%  | 19%          | 93%  | 6%  | 16%        | **     | **           | 4%            | 90%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total   | 342   | 218   | 126 | 344 | 798          | 2102 | 220 | 328        | 49     | 49           | 106           | 1999 |
| Effective Weighted Sample  | 292   | 183   | 107 | 288 | 663          | 1729 | 174 | 261        | 40     | 38           | 92            | 1664 |
| Total  | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|  | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites | 1     | 2     | -   | 2   | 22           | 76   | 5   | 19         | **     | **           | 3             | 70   |
|  | *%    | 1%    | -%  | 1%  | 3%           | 4%   | 2%  | 5%         | **     | **           | 3%            | 4%   |
|  | 1%    | 3%    | -%  | 3%  | 27%          | 93%  | 6%  | 24%        | **     | **           | 3%            | 86%  |
| Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium                      | -     | 1     | -   | 1   | 10           | 50   | 2   | 10         | **     | **           | 2             | 46   |
|  | -%    | *%    | -%  | *%  | 1%           | 3%   | 1%  | 3%         | **     | **           | 2%            | 3%   |
|  | -%    | 2%    | -%  | 2%  | 18%          | 94%  | 4%  | 18%        | **     | **           | 4%            | 87%  |
| Real time gambling   | 6     | -     | 1   | 1   | 12           | 39   | 1   | 6          | **     | **           | 3             | 37   |
|  | 2%    | -%    | *%  | *%  | 2%           | 2%   | *%  | 2%         | **     | **           | 3%            | 2%   |
|  | bd    |       |     |     |              |      |     |            |        |              |               |      |
|  | 14%   | -%    | 1%  | 1%  | 29%          | 94%  | 3%  | 14%        | **     | **           | 8%            | 91%  |
| Other  | 7     | 6     | 5   | 11  | 13           | 23   | 2   | 12         | **     | **           | 1             | 17   |
|  | 3%    | 2%    | 4%  | 3%  | 2%           | 1%   | 1%  | 3%         | **     | **           | 1%            | 1%   |
|  |       |       |     |     |              |      |     |            |        |              |               |      |
|  | 28%   | 25%   | 20% | 45% | 52%          | 94%  | 9%  | 46%        | **     | **           | 3%            | 68%  |
| None of these  | 18    | 41    | 21  | 62  | 91           | 85   | 10  | 34         | **     | **           | 14            | 70   |
|  | 7%    | 17%   | 17% | 17% | 12%          | 5%   | 5%  | 9%         | **     | **           | 14%           | 4%   |
|  |       | a     | a   | a   |              |      |     |            |        |              |               |      |
|  | 19%   | 43%   | 22% | 65% | 96%          | 89%  | 11% | 35%        | **     | **           | 15%           | 73%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total          | 342   | 218   | 126 | 344 | 798          | 2102 | 220 | 328        | 49     | 49           | 106           | 1999 |
| Effective Weighted Sample | 292   | 183   | 107 | 288 | 663          | 1729 | 174 | 261        | 40     | 38           | 92            | 1664 |
| Total                     | 260   | 247   | 124 | 371 | 772          | 1777 | 223 | 370        | 51     | 50           | 101           | 1752 |
|                           | 13%   | 12%   | 6%  | 19% | 39%          | 89%  | 11% | 18%        | **     | **           | 5%            | 87%  |
| Don't know                | 1     | 2     | 1   | 4   | 5            | 7    | -   | 3          | **     | **           | -             | 5    |
|                           | *%    | 1%    | 1%  | 1%  | 1%           | *%   | -%  | 1%         | **     | **           | -%            | *%   |
|                           | 18%   | 36%   | 20% | 56% | 81%          | 100% | -%  | 40%        | **     | **           | -%            | 67%  |

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

Any break column with 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

|                           | AGE   |       |     |      | AGE/SEG      | MEG |     | DISABILITY |        |              |               |     |
|---------------------------|-------|-------|-----|------|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+  | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | ~a    | b     | c   | d    | e            | f   | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total          | 83    | 113   | 234 | 347  | 471          | 542 | 35  | 224        | 49     | 58           | 91            | 355 |
| Effective Weighted Sample | 67    | 90    | 192 | 281  | 384          | 441 | 26  | 185        | 41     | 48           | 75            | 289 |
| Total                     | 48    | 108   | 211 | 319  | 418          | 356 | 27  | 186        | 44     | 44           | 75            | 245 |
|                           | **    | 28%   | 54% | 82%  | 108%         | 92% | **  | 48%        | **     | **           | **            | 63% |
| Certain to                | **    | 1     | 1   | 2    | 6            | 8   | **  | 3          | **     | **           | **            | 8   |
|                           | **    | 1%    | *%  | 1%   | 1%           | 2%  | **  | 2%         | **     | **           | **            | 3%  |
|                           | **    | 10%   | 8%  | 18%  | 59%          | 74% | **  | 29%        | **     | **           | **            | 79% |
| Very likely               | **    | 1     | 1   | 2    | 9            | 7   | **  | 3          | **     | **           | **            | 10  |
|                           | **    | 1%    | *%  | 1%   | 2%           | 2%  | **  | 2%         | **     | **           | **            | 4%  |
|                           | **    | 9%    | 6%  | 15%  | 79%          | 58% | **  | 25%        | **     | **           | **            | 80% |
| Likely                    | **    | 4     | 7   | 11   | 18           | 21  | **  | 8          | **     | **           | **            | 17  |
|                           | **    | 4%    | 3%  | 4%   | 4%           | 6%  | **  | 5%         | **     | **           | **            | 7%  |
|                           | **    | 19%   | 33% | 52%  | 82%          | 94% | **  | 38%        | **     | **           | **            | 75% |
| TOTAL LIKELY              | **    | 6     | 9   | 15   | 34           | 36  | **  | 14         | **     | **           | **            | 34  |
|                           | **    | 6%    | 4%  | 5%   | 8%           | 10% | **  | 8%         | **     | **           | **            | 14% |
|                           | **    | 14%   | 20% | 34%  | 75%          | 80% | **  | 32%        | **     | **           | **            | 77% |
| Unlikely                  | **    | 5     | 10  | 15   | 28           | 29  | **  | 10         | **     | **           | **            | 22  |
|                           | **    | 5%    | 5%  | 5%   | 7%           | 8%  | **  | 5%         | **     | **           | **            | 9%  |
|                           | **    | 17%   | 34% | 51%  | 94%          | 97% | **  | 33%        | **     | **           | **            | 75% |
| Very unlikely             | **    | 23    | 23  | 46   | 61           | 54  | **  | 21         | **     | **           | **            | 43  |
|                           | **    | 22%   | 11% | 14%  | 15%          | 15% | **  | 11%        | **     | **           | **            | 18% |
|                           | **    | c     |     |      |              |     | **  |            | **     | **           | **            |     |
|                           | **    | 40%   | 39% | 79%  | 106%         | 93% | **  | 35%        | **     | **           | **            | 74% |
| Certain not to            | **    | 65    | 158 | 223  | 249          | 197 | **  | 125        | **     | **           | **            | 107 |
|                           | **    | 60%   | 75% | 70%  | 60%          | 55% | **  | 67%        | **     | **           | **            | 44% |
|                           | **    | b     |     |      |              |     | **  |            | **     | **           | **            |     |
|                           | **    | 32%   | 77% | 109% | 122%         | 96% | **  | 61%        | **     | **           | **            | 52% |
| TOTAL UNLIKELY            | **    | 93    | 191 | 284  | 338          | 279 | **  | 155        | **     | **           | **            | 172 |
|                           | **    | 86%   | 91% | 89%  | 81%          | 78% | **  | 83%        | **     | **           | **            | 70% |
|                           | **    | 32%   | 65% | 97%  | 116%         | 96% | **  | 53%        | **     | **           | **            | 59% |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               |     |
|---------------------------|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | ~a    | b     | c   | d   | e            | f   | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total          | 83    | 113   | 234 | 347 | 471          | 542 | 35  | 224        | 49     | 58           | 91            | 355 |
| Effective Weighted Sample | 67    | 90    | 192 | 281 | 384          | 441 | 26  | 185        | 41     | 48           | 75            | 289 |
| Total                     | 48    | 108   | 211 | 319 | 418          | 356 | 27  | 186        | 44     | 44           | 75            | 245 |
|                           | **    | 28%   | 54% | 82% | 108%         | 92% | **  | 48%        | **     | **           | **            | 63% |
| Don't know                | **    | 8     | 11  | 20  | 46           | 41  | **  | 17         | **     | **           | **            | 38  |
|                           | **    | 8%    | 5%  | 6%  | 11%          | 12% | **  | 9%         | **     | **           | **            | 16% |
|                           | **    | 16%   | 22% | 38% | 89%          | 80% | **  | 33%        | **     | **           | **            | 75% |

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

Any break column with 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

|   | AGE   |       |      |      | AGE/SEG      | MEG |     | DISABILITY |        |              |               |     |
|---|-------|-------|------|------|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|   | 55-64 | 65-74 | 75+  | 65+  | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%                                     | ~a    | b     | c    | d    | e            | f   | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total  | 72    | 100   | 213  | 313  | 385          | 441 | 14  | 190        | 42     | 51           | 79            | 267 |
| Effective Weighted Sample                                   | 58    | 79    | 174  | 253  | 312          | 361 | 10  | 158        | 34     | 43           | 66            | 216 |
| Total   | 42    | 93    | 191  | 284  | 338          | 279 | 13  | 155        | 37     | 41           | 63            | 172 |
|   | **    | 32%   | 65%  | 97%  | 116%         | 96% | **  | 53%        | **     | **           | **            | 59% |
| No need   | **    | 59    | 119  | 179  | 201          | 164 | **  | 78         | **     | **           | **            | 109 |
|   | **    | 64%   | 62%  | 63%  | 59%          | 59% | **  | 51%        | **     | **           | **            | 64% |
|   | **    | 35%   | 70%  | 105% | 118%         | 97% | **  | 46%        | **     | **           | **            | 64% |
| Don't want a computer                                       | **    | 28    | 70   | 99   | 113          | 88  | **  | 54         | **     | **           | **            | 49  |
|   | **    | 31%   | 37%  | 35%  | 33%          | 32% | **  | 35%        | **     | **           | **            | 28% |
|   | **    | 31%   | 78%  | 109% | 125%         | 98% | **  | 60%        | **     | **           | **            | 54% |
| Too old to use the internet                                 | **    | 22    | 72   | 95   | 98           | 71  | **  | 51         | **     | **           | **            | 32  |
|   | **    | 24%   | 38%  | 33%  | 29%          | 25% | **  | 33%        | **     | **           | **            | 19% |
|   | **    | 31%   | 100% | 130% | 135%         | 98% | **  | 70%        | **     | **           | **            | 44% |
| Don't know how you use computers                            | **    | 21    | 42   | 63   | 75           | 61  | **  | 45         | **     | **           | **            | 28  |
|   | **    | 22%   | 22%  | 22%  | 22%          | 22% | **  | 29%        | **     | **           | **            | 16% |
|   | **    | 33%   | 66%  | 99%  | 120%         | 97% | **  | 71%        | **     | **           | **            | 45% |
| Too expensive to set up                                     | **    | 12    | 9    | 21   | 42           | 39  | **  | 23         | **     | **           | **            | 28  |
|   | **    | 13%   | 5%   | 7%   | 13%          | 14% | **  | 15%        | **     | **           | **            | 16% |
|   | **    | c     | 27%  | 20%  | 47%          | 95% | **  | 51%        | **     | **           | **            | 63% |
| Friends/ family member checks things on the internet for me | **    | 14    | 24   | 38   | 42           | 29  | **  | 21         | **     | **           | **            | 16  |
|   | **    | 15%   | 12%  | 13%  | 12%          | 10% | **  | 14%        | **     | **           | **            | 9%  |
|   | **    | 44%   | 72%  | 116% | 128%         | 88% | **  | 64%        | **     | **           | **            | 48% |

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

Any break column with 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

|   | AGE   |          |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |     |
|---|-------|----------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|-----|
|   | 55-64 | 65-74    | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%                     | ~a    | b        | c   | d   | e            | f    | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total                            | 72    | 100      | 213 | 313 | 385          | 441  | 14  | 190        | 42     | 51           | 79            | 267 |
| Effective Weighted Sample                   | 58    | 79       | 174 | 253 | 312          | 361  | 10  | 158        | 34     | 43           | 66            | 216 |
| Total                                       | 42    | 93       | 191 | 284 | 338          | 279  | 13  | 155        | 37     | 41           | 63            | 172 |
|   | **    | 32%      | 65% | 97% | 116%         | 96%  | **  | 53%        | **     | **           | **            | 59% |
| Charges are too expensive                   | **    | 7        | 4   | 11  | 21           | 21   | **  | 16         | **     | **           | **            | 12  |
|   | **    | 7%       | 2%  | 4%  | 6%           | 7%   | **  | 10%        | **     | **           | **            | 7%  |
|   | **    | c<br>30% | 19% | 48% | 89%          | 90%  | **  | 68%        | **     | **           | **            | 50% |
| Computer is too expensive to buy            | **    | 6        | 8   | 15  | 24           | 20   | **  | 15         | **     | **           | **            | 11  |
|   | **    | 7%       | 4%  | 5%  | 7%           | 7%   | **  | 9%         | **     | **           | **            | 7%  |
|   | **    | 29%      | 37% | 65% | 108%         | 88%  | **  | 64%        | **     | **           | **            | 50% |
| Don't have a phone line                     | **    | 5        | 2   | 8   | 16           | 18   | **  | 8          | **     | **           | **            | 14  |
|   | **    | 6%       | 1%  | 3%  | 5%           | 7%   | **  | 5%         | **     | **           | **            | 8%  |
|   | **    | c<br>28% | 12% | 40% | 84%          | 95%  | **  | 40%        | **     | **           | **            | 73% |
| Satisfied with using the internet elsewhere | **    | -        | 2   | 2   | 4            | 8    | **  | 3          | **     | **           | **            | 6   |
|   | **    | -%       | 1%  | 1%  | 1%           | 3%   | **  | 2%         | **     | **           | **            | 3%  |
|   | **    | -%       | 30% | 30% | 55%          | 100% | **  | 33%        | **     | **           | **            | 72% |
| Concerned about security/ fraud             | **    | 2        | 1   | 4   | 6            | 5    | **  | 4          | **     | **           | **            | 3   |
|   | **    | 2%       | 1%  | 1%  | 2%           | 2%   | **  | 2%         | **     | **           | **            | 2%  |
|   | **    | 41%      | 25% | 67% | 106%         | 84%  | **  | 70%        | **     | **           | **            | 51% |
| Worries/ concerns about privacy issues      | **    | -        | 3   | 3   | 5            | 4    | **  | 5          | **     | **           | **            | 2   |
|   | **    | -%       | 1%  | 1%  | 1%           | 1%   | **  | 3%         | **     | **           | **            | 1%  |
|   | **    | -%       | 51% | 51% | 94%          | 83%  | **  | 90%        | **     | **           | **            | 36% |

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

Any break column with 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

|   | AGE   |       |     |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                   | ~a    | b     | c   | d    | e            | f    | ~g  | h          | ~i     | ~j           | ~k            | l    |
| Unweighted total                          | 72    | 100   | 213 | 313  | 385          | 441  | 14  | 190        | 42     | 51           | 79            | 267  |
| Effective Weighted Sample                 | 58    | 79    | 174 | 253  | 312          | 361  | 10  | 158        | 34     | 43           | 66            | 216  |
| Total                                     | 42    | 93    | 191 | 284  | 338          | 279  | 13  | 155        | 37     | 41           | 63            | 172  |
|   | **    | 32%   | 65% | 97%  | 116%         | 96%  | **  | 53%        | **     | **           | **            | 59%  |
| My computer is out of date                | **    | 1     | 2   | 4    | 5            | 4    | **  | 1          | **     | **           | **            | 4    |
|   | **    | 2%    | 1%  | 1%   | 1%           | 1%   | **  | 1%         | **     | **           | **            | 2%   |
|   | **    | 34%   | 59% | 93%  | 118%         | 100% | **  | 23%        | **     | **           | **            | 87%  |
| Satisfied with using the internet at work | **    | 1     | 1   | 2    | 3            | 3    | **  | -          | **     | **           | **            | 3    |
|   | **    | 2%    | *%  | 1%   | 1%           | 1%   | **  | -%         | **     | **           | **            | 2%   |
|   | **    | 41%   | 25% | 66%  | 88%          | 76%  | **  | -%         | **     | **           | **            | 100% |
| Other                                     | **    | 7     | 3   | 10   | 12           | 15   | **  | 6          | **     | **           | **            | 11   |
|   | **    | 8%    | 1%  | 3%   | 3%           | 5%   | **  | 4%         | **     | **           | **            | 6%   |
|   | **    | c     |     |      |              |      | **  |            | **     | **           | **            |      |
|   | **    | 47%   | 17% | 64%  | 78%          | 100% | **  | 41%        | **     | **           | **            | 71%  |
| ANY INVOLUNTARY REASONS                   | **    | 60    | 111 | 172  | 208          | 168  | **  | 105        | **     | **           | **            | 94   |
|   | **    | 65%   | 58% | 60%  | 62%          | 60%  | **  | 68%        | **     | **           | **            | 55%  |
|   | **    | 34%   | 63% | 98%  | 119%         | 96%  | **  | 60%        | **     | **           | **            | 54%  |
| ANY VOLUNTARY REASONS                     | **    | 79    | 160 | 240  | 277          | 223  | **  | 119        | **     | **           | **            | 138  |
|   | **    | 86%   | 84% | 84%  | 82%          | 80%  | **  | 77%        | **     | **           | **            | 80%  |
|   | **    | 34%   | 69% | 103% | 120%         | 96%  | **  | 52%        | **     | **           | **            | 60%  |
| ONLY VOLUNTARY REASONS                    | **    | 32    | 77  | 108  | 125          | 104  | **  | 45         | **     | **           | **            | 74   |
|   | **    | 34%   | 40% | 38%  | 37%          | 37%  | **  | 29%        | **     | **           | **            | 43%  |
|   | **    | 29%   | 71% | 100% | 115%         | 96%  | **  | 41%        | **     | **           | **            | 68%  |
| Columns Tested: a,b,c,d - f,g - h,i,j,k,l |       |       |     |      |              |      |     |            |        |              |               |      |

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |     |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | ~a    | b     | c   | d   | e            | f    | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total          | 72    | 100   | 213 | 313 | 385          | 441  | 14  | 190        | 42     | 51           | 79            | 267 |
| Effective Weighted Sample | 58    | 79    | 174 | 253 | 312          | 361  | 10  | 158        | 34     | 43           | 66            | 216 |
| Total                     | 42    | 93    | 191 | 284 | 338          | 279  | 13  | 155        | 37     | 41           | 63            | 172 |
|                           | **    | 32%   | 65% | 97% | 116%         | 96%  | **  | 53%        | **     | **           | **            | 59% |
| Don't know                | **    | 1     | 2   | 3   | 4            | 3    | **  | 2          | **     | **           | **            | 2   |
|                           | **    | 1%    | 1%  | 1%  | 1%           | 1%   | **  | 1%         | **     | **           | **            | 1%  |
|                           | **    | 32%   | 59% | 91% | 129%         | 100% | **  | 67%        | **     | **           | **            | 44% |

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

Any break column with 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

|  | AGE   |       |      |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |     |
|--|-------|-------|------|------|--------------|------|-----|------------|--------|--------------|---------------|-----|
|  | 55-64 | 65-74 | 75+  | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%                                    | ~a    | b     | c    | d    | e            | f    | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total   | 72    | 100   | 213  | 313  | 385          | 441  | 14  | 190        | 42     | 51           | 79            | 267 |
| Effective Weighted Sample                                  | 58    | 79    | 174  | 253  | 312          | 361  | 10  | 158        | 34     | 43           | 66            | 216 |
| Total  | 42    | 93    | 191  | 284  | 338          | 279  | 13  | 155        | 37     | 41           | 63            | 172 |
|  | **    | 32%   | 65%  | 97%  | 116%         | 96%  | **  | 53%        | **     | **           | **            | 59% |
| No need  | **    | 39    | 74   | 113  | 131          | 106  | **  | 53         | **     | **           | **            | 69  |
|  | **    | 42%   | 39%  | 40%  | 39%          | 38%  | **  | 34%        | **     | **           | **            | 40% |
|  | **    | 35%   | 67%  | 103% | 119%         | 96%  | **  | 48%        | **     | **           | **            | 63% |
| Too old to use the internet                                | **    | 16    | 47   | 62   | 63           | 45   | **  | 29         | **     | **           | **            | 21  |
|  | **    | 17%   | 24%  | 22%  | 19%          | 16%  | **  | 19%        | **     | **           | **            | 12% |
|  | **    | 35%   | 103% | 138% | 139%         | 100% | **  | 65%        | **     | **           | **            | 47% |
| Don't want a computer                                      | **    | 9     | 30   | 39   | 46           | 38   | **  | 25         | **     | **           | **            | 20  |
|  | **    | 9%    | 16%  | 14%  | 14%          | 14%  | **  | 16%        | **     | **           | **            | 12% |
|  | **    | 23%   | 79%  | 102% | 122%         | 100% | **  | 65%        | **     | **           | **            | 52% |
| Don't know how you use computers                           | **    | 7     | 20   | 27   | 34           | 27   | **  | 18         | **     | **           | **            | 14  |
|  | **    | 8%    | 10%  | 10%  | 10%          | 10%  | **  | 11%        | **     | **           | **            | 8%  |
|  | **    | 26%   | 70%  | 96%  | 121%         | 96%  | **  | 62%        | **     | **           | **            | 51% |
| Too expensive to set up                                    | **    | 5     | 1    | 6    | 16           | 15   | **  | 9          | **     | **           | **            | 12  |
|  | **    | 5%    | 1%   | 2%   | 5%           | 6%   | **  | 6%         | **     | **           | **            | 7%  |
|  | **    | c     |      |      |              |      | **  |            | **     | **           | **            |     |
|  | **    | 27%   | 7%   | 34%  | 90%          | 89%  | **  | 50%        | **     | **           | **            | 67% |
| Friends/family member checks things on the internet for me | **    | 8     | 7    | 15   | 16           | 10   | **  | 5          | **     | **           | **            | 8   |
|  | **    | 8%    | 4%   | 5%   | 5%           | 4%   | **  | 3%         | **     | **           | **            | 4%  |
|  | **    | 63%   | 58%  | 121% | 128%         | 80%  | **  | 44%        | **     | **           | **            | 62% |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                     | ~a    | b     | c   | d   | e            | f    | ~g  | h          | ~i     | ~j           | ~k            | l    |
| Unweighted total                            | 72    | 100   | 213 | 313 | 385          | 441  | 14  | 190        | 42     | 51           | 79            | 267  |
| Effective Weighted Sample                   | 58    | 79    | 174 | 253 | 312          | 361  | 10  | 158        | 34     | 43           | 66            | 216  |
| Total                                       | 42    | 93    | 191 | 284 | 338          | 279  | 13  | 155        | 37     | 41           | 63            | 172  |
|   | **    | 32%   | 65% | 97% | 116%         | 96%  | **  | 53%        | **     | **           | **            | 59%  |
| Charges are too expensive                   | **    | 2     | 1   | 3   | 5            | 6    | **  | 2          | **     | **           | **            | 6    |
|   | **    | 2%    | *%  | 1%  | 2%           | 2%   | **  | 1%         | **     | **           | **            | 3%   |
|   | **    | 29%   | 12% | 41% | 72%          | 86%  | **  | 25%        | **     | **           | **            | 81%  |
| Don't have a phone line                     | **    | 1     | -   | 1   | 2            | 6    | **  | 1          | **     | **           | **            | 5    |
|   | **    | 1%    | -%  | *%  | 1%           | 2%   | **  | 1%         | **     | **           | **            | 3%   |
|   | **    | 20%   | -%  | 20% | 38%          | 100% | **  | 16%        | **     | **           | **            | 83%  |
| Computer is too expensive to buy            | **    | -     | 4   | 4   | 6            | 5    | **  | 6          | **     | **           | **            | 1    |
|   | **    | -%    | 2%  | 1%  | 2%           | 2%   | **  | 4%         | **     | **           | **            | 1%   |
|   | **    | -%    | 68% | 68% | 103%         | 85%  | **  | 104%       | **     | **           | **            | 25%  |
| Satisfied with using the internet elsewhere | **    | -     | 1   | 1   | 1            | 4    | **  | -          | **     | **           | **            | 4    |
|   | **    | -%    | *%  | *%  | *%           | 1%   | **  | -%         | **     | **           | **            | 2%   |
|   | **    | -%    | 21% | 21% | 21%          | 100% | **  | -%         | **     | **           | **            | 100% |
| Satisfied with using the internet at work   | **    | 1     | 1   | 2   | 3            | 2    | **  | -          | **     | **           | **            | 3    |
|   | **    | 2%    | *%  | 1%  | 1%           | 1%   | **  | -%         | **     | **           | **            | 2%   |
|   | **    | 51%   | 32% | 83% | 110%         | 70%  | **  | -%         | **     | **           | **            | 100% |
| Other                                       | **    | 3     | 5   | 8   | 10           | 12   | **  | 6          | **     | **           | **            | 7    |
|   | **    | 3%    | 2%  | 3%  | 3%           | 4%   | **  | 4%         | **     | **           | **            | 4%   |
|   | **    | 26%   | 39% | 66% | 90%          | 100% | **  | 54%        | **     | **           | **            | 59%  |

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

Any break column with 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

|                           | AGE         |            |          |                               | AGE/SEG | MEG       |          | DISABILITY   |                    |                     |    | NO<br>l |
|---------------------------|-------------|------------|----------|-------------------------------|---------|-----------|----------|--------------|--------------------|---------------------|----|---------|
|                           | 55-64<br>~a | 65-74<br>b | 75+<br>c | 65+<br>65+<br>OR DE<br>d<br>e | NO<br>f | YES<br>~g | ANY<br>h | VISION<br>~i | HEAR-<br>ING<br>~j | MOBI-<br>LITY<br>~k |    |         |
| Significance Level: 95%   |             |            |          |                               |         |           |          |              |                    |                     |    |         |
| Unweighted total          | 72          | 100        | 213      | 313                           | 385     | 441       | 14       | 190          | 42                 | 51                  | 79 | 267     |
| Effective Weighted Sample | 58          | 79         | 174      | 253                           | 312     | 361       | 10       | 158          | 34                 | 43                  | 66 | 216     |
| Total                     | 42          | 93         | 191      | 284                           | 338     | 279       | 13       | 155          | 37                 | 41                  | 63 | 172     |
|                           | **          | 32%        | 65%      | 97%                           | 116%    | 96%       | **       | 53%          | **                 | **                  | ** | 59%     |
| ANY INVOLUNTARY REASONS   | **          | 31         | 72       | 104                           | 127     | 105       | **       | 65           | **                 | **                  | ** | 59      |
|                           | **          | 34%        | 38%      | 37%                           | 37%     | 38%       | **       | 42%          | **                 | **                  | ** | 35%     |
|                           | **          | 28%        | 66%      | 94%                           | 115%    | 95%       | **       | 59%          | **                 | **                  | ** | 54%     |
| ANY VOLUNTARY REASONS     | **          | 57         | 113      | 170                           | 197     | 159       | **       | 83           | **                 | **                  | ** | 103     |
|                           | **          | 61%        | 59%      | 60%                           | 58%     | 57%       | **       | 54%          | **                 | **                  | ** | 60%     |
|                           | **          | 34%        | 68%      | 102%                          | 118%    | 96%       | **       | 50%          | **                 | **                  | ** | 62%     |
| Don't know                | **          | 2          | 2        | 4                             | 6       | 4         | **       | 2            | **                 | **                  | ** | 2       |
|                           | **          | 2%         | 1%       | 1%                            | 2%      | 2%        | **       | 1%           | **                 | **                  | ** | 1%      |
|                           | **          | 43%        | 46%      | 90%                           | 130%    | 100%      | **       | 53%          | **                 | **                  | ** | 56%     |

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

Any break column with 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

|  | AGE   |       |     |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                        | a     | b     | c   | d    | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total                               | 427   | 346   | 371 | 717  | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample                      | 358   | 283   | 307 | 586  | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total  | 308   | 372   | 345 | 717  | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30%  | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Using the mouse                                | 11    | 13    | 41  | 54   | 65           | 59   | 6   | 49         | 23     | 15           | 23            | 28   |
|  | 3%    | 3%    | 12% | 7%   | 5%           | 3%   | 2%  | 9%         | 24%    | 16%          | 13%           | 1%   |
|  |       |       | abd | ab   |              |      |     | l          | hkl    | l            | l             |      |
|  | 16%   | 19%   | 63% | 82%  | 99%          | 91%  | 9%  | 76%        | 36%    | 24%          | 35%           | 44%  |
| Using the keyboard                             | 9     | 17    | 44  | 61   | 69           | 54   | 7   | 44         | 23     | 12           | 22            | 25   |
|  | 3%    | 5%    | 13% | 9%   | 6%           | 3%   | 3%  | 8%         | 24%    | 12%          | 12%           | 1%   |
|  |       |       | abd | ab   |              |      |     | l          | hijkl  | l            | l             |      |
|  | 15%   | 28%   | 75% | 103% | 117%         | 91%  | 11% | 74%        | 39%    | 20%          | 37%           | 42%  |
| Seeing the monitor display                     | 8     | 8     | 31  | 39   | 48           | 37   | 4   | 29         | 20     | 11           | 13            | 20   |
|  | 2%    | 2%    | 9%  | 5%   | 4%           | 2%   | 2%  | 5%         | 20%    | 11%          | 7%            | 1%   |
|  |       |       | abd | ab   |              |      |     | l          | hkl    | hl           | l             |      |
|  | 18%   | 19%   | 73% | 92%  | 113%         | 88%  | 9%  | 67%        | 47%    | 25%          | 31%           | 47%  |
| Seeing the letters and symbols on the keyboard | 8     | 8     | 33  | 41   | 48           | 39   | 4   | 34         | 23     | 9            | 17            | 16   |
|  | 3%    | 2%    | 10% | 6%   | 4%           | 2%   | 1%  | 6%         | 23%    | 9%           | 9%            | 1%   |
|  |       |       | abd | ab   |              |      |     | l          | hijkl  | l            | l             |      |
|  | 20%   | 19%   | 79% | 98%  | 113%         | 92%  | 8%  | 81%        | 54%    | 21%          | 40%           | 38%  |
| Any other difficulties                         | 6     | 11    | 7   | 18   | 20           | 25   | -   | 16         | 5      | 2            | 6             | 14   |
|  | 2%    | 3%    | 2%  | 3%   | 2%           | 1%   | -%  | 3%         | 5%     | 2%           | 3%            | 1%   |
|  |       |       |     |      |              |      |     | l          | l      | l            | l             |      |
|  | 24%   | 44%   | 29% | 73%  | 81%          | 100% | -%  | 64%        | 21%    | 7%           | 23%           | 57%  |
| No, none                                       | 262   | 299   | 189 | 489  | 924          | 1873 | 226 | 413        | 48     | 59           | 116           | 1818 |
|  | 85%   | 80%   | 55% | 68%  | 78%          | 89%  | 93% | 74%        | 48%    | 60%          | 65%           | 92%  |
|  | cd    | cd    | c   |      |              |      |     | ijk        |        | i            | hijk          |      |
|  | 12%   | 14%   | 9%  | 23%  | 44%          | 89%  | 11% | 20%        | 2%     | 3%           | 6%            | 86%  |

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

Any break column with 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

|                           | AGE   |       |     |      | AGE/SEG      | MEG  |     |     | DISABILITY |              |               |      |
|---------------------------|-------|-------|-----|------|--------------|------|-----|-----|------------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+  | 65+<br>OR DE | NO   | YES | ANY | VISION     | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d    | e            | f    | g   | h   | i          | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717  | 1268         | 2626 | 244 | 555 | 102        | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586  | 1041         | 2133 | 193 | 433 | 83         | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717  | 1192         | 2112 | 244 | 555 | 99         | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30%  | 51%          | 90%  | 10% | 24% | 4%         | 4%           | 8%            | 83%  |
| Don't know                | 22    | 43    | 91  | 134  | 155          | 127  | 6   | 60  | 13         | 19           | 30            | 85   |
|                           | 7%    | 12%   | 26% | 19%  | 13%          | 6%   | 2%  | 11% | 13%        | 20%          | 17%           | 4%   |
|                           |       |       | abd | ab   |              | g    |     | l   | l          | hl           | hl            |      |
|                           | 17%   | 32%   | 69% | 102% | 118%         | 96%  | 4%  | 45% | 10%        | 15%          | 23%           | 64%  |

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

Any break column with 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

|  | AGE   |       |     |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                                  | a     | b     | c   | d    | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total   | 427   | 346   | 371 | 717  | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample                                | 358   | 283   | 307 | 586  | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total  | 308   | 372   | 345 | 717  | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30%  | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Using touch to open, close or move within the screen     | 13    | 11    | 38  | 49   | 58           | 58   | 7   | 39         | 20     | 13           | 17            | 34   |
|  | 4%    | 3%    | 11% | 7%   | 5%           | 3%   | 3%  | 7%         | 21%    | 14%          | 9%            | 2%   |
|  |       |       | abd | b    |              |      |     | l          | hkl    | hl           | l             |      |
|  | 20%   | 17%   | 59% | 76%  | 91%          | 90%  | 10% | 60%        | 32%    | 21%          | 26%           | 54%  |
| Using the letters displayed on the on-screen keyboard    | 5     | 15    | 40  | 55   | 60           | 44   | 2   | 40         | 21     | 12           | 20            | 15   |
|  | 2%    | 4%    | 12% | 8%   | 5%           | 2%   | 1%  | 7%         | 22%    | 13%          | 11%           | 1%   |
|  |       | a     | ab  | ab   |              |      |     | l          | hkl    | l            | l             |      |
|  | 10%   | 32%   | 85% | 117% | 128%         | 94%  | 5%  | 86%        | 45%    | 26%          | 42%           | 33%  |
| Seeing the letters and symbols on the on-screen keyboard | 9     | 11    | 34  | 44   | 52           | 40   | 6   | 37         | 25     | 10           | 17            | 17   |
|  | 3%    | 3%    | 10% | 6%   | 4%           | 2%   | 3%  | 7%         | 25%    | 10%          | 10%           | 1%   |
|  |       |       | ab  | ab   |              |      |     | l          | hijkl  | l            | l             |      |
|  | 21%   | 24%   | 75% | 99%  | 116%         | 89%  | 14% | 83%        | 56%    | 21%          | 39%           | 39%  |
| Seeing the screen display                                | 10    | 9     | 34  | 43   | 53           | 40   | 5   | 35         | 24     | 10           | 17            | 17   |
|  | 3%    | 2%    | 10% | 6%   | 4%           | 2%   | 2%  | 6%         | 25%    | 10%          | 10%           | 1%   |
|  |       |       | abd | b    |              |      |     | l          | hijkl  | l            | l             |      |
|  | 22%   | 20%   | 77% | 97%  | 120%         | 90%  | 12% | 80%        | 55%    | 22%          | 39%           | 38%  |
| Any other difficulties                                   | 1     | 7     | 8   | 15   | 15           | 16   | -   | 14         | 6      | 1            | 5             | 7    |
|  | *%    | 2%    | 2%  | 2%   | 1%           | 1%   | -%  | 2%         | 6%     | 2%           | 3%            | *%   |
|  |       | a     | a   | a    |              |      |     | l          | l      | l            | l             |      |
|  | 4%    | 46%   | 49% | 95%  | 95%          | 100% | -%  | 86%        | 34%    | 9%           | 30%           | 42%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| No, none                  | 248   | 259   | 174 | 432 | 859          | 1808 | 225 | 389        | 42     | 59           | 103           | 1771 |
|                           | 80%   | 70%   | 50% | 60% | 72%          | 86%  | 92% | 70%        | 43%    | 60%          | 58%           | 90%  |
|                           | bcd   | cd    | c   | c   | f            | ik   | i   | ik         | i      | i            | i             | hijk |
|                           | 12%   | 13%   | 9%  | 21% | 42%          | 89%  | 11% | 19%        | 2%     | 3%           | 5%            | 87%  |
| Don't know                | 37    | 86    | 116 | 202 | 233          | 203  | 8   | 92         | 21     | 22           | 47            | 138  |
|                           | 12%   | 23%   | 34% | 28% | 20%          | 10%  | 3%  | 17%        | 21%    | 23%          | 26%           | 7%   |
|                           |       | a     | ab  | a   | g            | g    |     | l          | l      | l            | hl            |      |
|                           | 17%   | 41%   | 55% | 96% | 111%         | 96%  | 4%  | 44%        | 10%    | 11%          | 22%           | 65%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Yes                       | 232   | 243   | 158 | 401 | 767          | 1725 | 217 | 375        | 60     | 51           | 107           | 1684 |
|                           | 75%   | 65%   | 46% | 56% | 64%          | 82%  | 89% | 68%        | 61%    | 52%          | 60%           | 86%  |
|                           | bcd   | cd    | c   |     |              | f    |     | j          |        |              |               | hijk |
|                           | 12%   | 13%   | 8%  | 21% | 40%          | 89%  | 11% | 19%        | 3%     | 3%           | 6%            | 87%  |
| No                        | 66    | 123   | 179 | 301 | 391          | 359  | 24  | 172        | 37     | 44           | 68            | 253  |
|                           | 21%   | 33%   | 52% | 42% | 33%          | 17%  | 10% | 31%        | 37%    | 45%          | 38%           | 13%  |
|                           |       | a     | abd | ab  |              | g    |     | l          | l      | hl           | l             |      |
|                           | 17%   | 32%   | 47% | 79% | 102%         | 94%  | 6%  | 45%        | 10%    | 11%          | 18%           | 66%  |
| Don't know                | 11    | 7     | 8   | 15  | 34           | 27   | 4   | 8          | 2      | 4            | 3             | 29   |
|                           | 3%    | 2%    | 2%  | 2%  | 3%           | 1%   | 2%  | 1%         | 2%     | 4%           | 2%            | 1%   |
|                           | 30%   | 20%   | 22% | 42% | 96%          | 77%  | 11% | 23%        | 5%     | 10%          | 8%            | 81%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Yes & currently using     | 81    | 70    | 34  | 103 | 217          | 690  | 140 | 133        | 16     | 13           | 30            | 735  |
|                           | 26%   | 19%   | 10% | 14% | 18%          | 33%  | 57% | 24%        | 17%    | 13%          | 17%           | 37%  |
|                           | bcd   | c     | c   | c   | f            | j    | j   | j          |        |              |               | hijk |
|                           | 10%   | 8%    | 4%  | 13% | 26%          | 84%  | 17% | 16%        | 2%     | 2%           | 4%            | 89%  |
| Yes but stopped using     | 29    | 21    | 7   | 27  | 64           | 158  | 18  | 33         | 6      | 4            | 9             | 156  |
|                           | 9%    | 6%    | 2%  | 4%  | 5%           | 7%   | 7%  | 6%         | 6%     | 4%           | 5%            | 8%   |
|                           | cd    | c     |     |     |              |      |     |            |        |              |               |      |
|                           | 16%   | 11%   | 4%  | 15% | 36%          | 88%  | 10% | 19%        | 3%     | 2%           | 5%            | 87%  |
| TOTAL YES                 | 109   | 90    | 40  | 131 | 281          | 848  | 157 | 166        | 22     | 17           | 38            | 891  |
|                           | 35%   | 24%   | 12% | 18% | 24%          | 40%  | 64% | 30%        | 22%    | 17%          | 22%           | 45%  |
|                           | bcd   | cd    | c   | c   | f            | f    | f   | jk         |        |              |               | hijk |
|                           | 11%   | 9%    | 4%  | 13% | 28%          | 85%  | 16% | 17%        | 2%     | 2%           | 4%            | 89%  |
| No never used             | 194   | 272   | 295 | 567 | 878          | 1225 | 82  | 376        | 73     | 78           | 135           | 1040 |
|                           | 63%   | 73%   | 86% | 79% | 74%          | 58%  | 33% | 68%        | 74%    | 80%          | 75%           | 53%  |
|                           |       | a     | abd | a   | g            | g    | g   | l          | l      | hl           | l             |      |
|                           | 15%   | 21%   | 22% | 43% | 67%          | 93%  | 6%  | 29%        | 6%     | 6%           | 10%           | 79%  |
| Don't know                | 5     | 10    | 10  | 19  | 34           | 38   | 5   | 12         | 4      | 3            | 6             | 34   |
|                           | 2%    | 3%    | 3%  | 3%  | 3%           | 2%   | 2%  | 2%         | 4%     | 3%           | 3%            | 2%   |
|                           | 12%   | 22%   | 22% | 44% | 78%          | 87%  | 11% | 29%        | 8%     | 6%           | 13%           | 79%  |

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

Any break column with 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

|                             | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|-----------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                             | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%     | a     | ~b    | ~c  | d   | e            | f    | g   | h          | ~i     | ~j           | ~k            | l    |
| Unweighted total            | 133   | 84    | 41  | 125 | 287          | 952  | 148 | 141        | 20     | 15           | 39            | 960  |
| Effective Weighted Sample   | 116   | 73    | 35  | 108 | 245          | 790  | 118 | 112        | 17     | 10           | 34            | 811  |
| Total                       | 109   | 90    | 40  | 131 | 281          | 848  | 157 | 166        | 22     | 17           | 38            | 891  |
|                             | 11%   | **    | **  | 13% | 28%          | 85%  | 16% | 17%        | **     | **           | **            | 89%  |
| Skype                       | 95    | **    | **  | 117 | 248          | 748  | 146 | 148        | **     | **           | **            | 791  |
|                             | 87%   | **    | **  | 90% | 89%          | 88%  | 93% | 89%        | **     | **           | **            | 89%  |
|                             | 11%   | **    | **  | 13% | 28%          | 84%  | 16% | 17%        | **     | **           | **            | 89%  |
| FaceTime                    | 9     | **    | **  | 3   | 14           | 65   | 7   | 11         | **     | **           | **            | 68   |
|                             | 8%    | **    | **  | 2%  | 5%           | 8%   | 5%  | 6%         | **     | **           | **            | 8%   |
|                             | 12%   | **    | **  | 4%  | 18%          | 87%  | 10% | 15%        | **     | **           | **            | 91%  |
| MSN Messenger               | 3     | **    | **  | 1   | 4            | 24   | 6   | 7          | **     | **           | **            | 24   |
|                             | 3%    | **    | **  | 1%  | 1%           | 3%   | 4%  | 4%         | **     | **           | **            | 3%   |
|                             | 12%   | **    | **  | 3%  | 12%          | 84%  | 23% | 23%        | **     | **           | **            | 85%  |
| Viber                       | *     | **    | **  | 1   | 4            | 17   | 3   | 1          | **     | **           | **            | 19   |
|                             | **    | **    | **  | 1%  | 2%           | 2%   | 2%  | 1%         | **     | **           | **            | 2%   |
|                             | 1%    | **    | **  | 5%  | 22%          | 86%  | 14% | 6%         | **     | **           | **            | 95%  |
| BT Broadband voice/Home Hub | 2     | **    | **  | 2   | 3            | 11   | -   | 2          | **     | **           | **            | 10   |
|                             | 2%    | **    | **  | 2%  | 1%           | 1%   | -   | 1%         | **     | **           | **            | 1%   |
|                             | 16%   | **    | **  | 21% | 27%          | 100% | -   | 16%        | **     | **           | **            | 88%  |
| Voipfone                    | -     | **    | **  | -   | -            | 4    | 2   | -          | **     | **           | **            | 7    |
|                             | -     | **    | **  | -   | -            | 1%   | 1%  | -          | **     | **           | **            | 1%   |
|                             | -     | **    | **  | -   | -            | 59%  | 27% | -          | **     | **           | **            | 100% |
| Plusnet (Plustalk)          | 2     | **    | **  | 1   | 2            | 5    | 1   | 2          | **     | **           | **            | 5    |
|                             | 1%    | **    | **  | 1%  | 1%           | 1%   | 1%  | 1%         | **     | **           | **            | 1%   |
|                             | 25%   | **    | **  | 18% | 28%          | 80%  | 23% | 25%        | **     | **           | **            | 82%  |
| BT Communicator             | -     | **    | **  | -   | 1            | 4    | *   | -          | **     | **           | **            | 5    |
|                             | -     | **    | **  | -   | *            | 1%   | *   | -          | **     | **           | **            | 1%   |
|                             | -     | **    | **  | -   | 17%          | 83%  | 9%  | -          | **     | **           | **            | 100% |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | ~b    | ~c  | d   | e            | f   | g   | h          | ~i     | ~j           | ~k            | l    |
| Unweighted total          | 133   | 84    | 41  | 125 | 287          | 952 | 148 | 141        | 20     | 15           | 39            | 960  |
| Effective Weighted Sample | 116   | 73    | 35  | 108 | 245          | 790 | 118 | 112        | 17     | 10           | 34            | 811  |
| Total                     | 109   | 90    | 40  | 131 | 281          | 848 | 157 | 166        | 22     | 17           | 38            | 891  |
|                           | 11%   | **    | **  | 13% | 28%          | 85% | 16% | 17%        | **     | **           | **            | 89%  |
| Vonage                    | -     | **    | **  | -   | -            | 4   | 1   | -          | **     | **           | **            | 5    |
|                           | -%    | **    | **  | -%  | -%           | *%  | 1%  | -%         | **     | **           | **            | 1%   |
|                           | -%    | **    | **  | -%  | -%           | 76% | 26% | -%         | **     | **           | **            | 100% |
| Other                     | 3     | **    | **  | 5   | 13           | 38  | 4   | 9          | **     | **           | **            | 36   |
|                           | 3%    | **    | **  | 4%  | 4%           | 4%  | 3%  | 5%         | **     | **           | **            | 4%   |
|                           | 8%    | **    | **  | 12% | 31%          | 92% | 11% | 21%        | **     | **           | **            | 86%  |
| Don't know                | 1     | **    | **  | 2   | 5            | 11  | 4   | 1          | **     | **           | **            | 14   |
|                           | 1%    | **    | **  | 1%  | 2%           | 1%  | 2%  | 1%         | **     | **           | **            | 2%   |
|                           | 4%    | **    | **  | 13% | 33%          | 76% | 26% | 6%         | **     | **           | **            | 96%  |

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

Any break column with 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

|                             | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |     |
|-----------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|-----|
|                             | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%     | a     | ~b    | ~c  | d   | e            | f    | g   | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total            | 133   | 84    | 41  | 125 | 287          | 952  | 148 | 141        | 20     | 15           | 39            | 960 |
| Effective Weighted Sample   | 116   | 73    | 35  | 108 | 245          | 790  | 118 | 112        | 17     | 10           | 34            | 811 |
| Total                       | 109   | 90    | 40  | 131 | 281          | 848  | 157 | 166        | 22     | 17           | 38            | 891 |
|                             | 11%   | **    | **  | 13% | 28%          | 85%  | 16% | 17%        | **     | **           | **            | 89% |
| Laptop                      | 57    | **    | **  | 65  | 127          | 464  | 98  | 91         | **     | **           | **            | 499 |
|                             | 52%   | **    | **  | 50% | 45%          | 55%  | 62% | 55%        | **     | **           | **            | 56% |
|                             | 10%   | **    | **  | 12% | 23%          | 83%  | 18% | 16%        | **     | **           | **            | 89% |
| Tablet computer (e.g. iPad) | 43    | **    | **  | 25  | 60           | 276  | 38  | 49         | **     | **           | **            | 282 |
|                             | 39%   | **    | **  | 19% | 21%          | 33%  | 24% | 30%        | **     | **           | **            | 32% |
|                             | d     |       |     |     |              |      |     |            |        |              |               |     |
|                             | 14%   | **    | **  | 8%  | 19%          | 88%  | 12% | 16%        | **     | **           | **            | 90% |
| Smartphone                  | 13    | **    | **  | 4   | 46           | 208  | 55  | 33         | **     | **           | **            | 238 |
|                             | 12%   | **    | **  | 3%  | 17%          | 24%  | 35% | 20%        | **     | **           | **            | 27% |
|                             | d     |       |     |     |              |      | f   |            |        |              |               |     |
|                             | 5%    | **    | **  | 2%  | 18%          | 80%  | 21% | 13%        | **     | **           | **            | 92% |
| Desktop PC                  | 32    | **    | **  | 49  | 88           | 196  | 22  | 46         | **     | **           | **            | 193 |
|                             | 29%   | **    | **  | 37% | 31%          | 23%  | 14% | 28%        | **     | **           | **            | 22% |
|                             |       |       |     |     |              | g    |     |            |        |              |               |     |
|                             | 14%   | **    | **  | 22% | 39%          | 87%  | 10% | 21%        | **     | **           | **            | 86% |
| Netbook                     | 4     | **    | **  | -   | 3            | 18   | 5   | 4          | **     | **           | **            | 20  |
|                             | 3%    | **    | **  | -%  | 1%           | 2%   | 3%  | 3%         | **     | **           | **            | 2%  |
|                             | 16%   | **    | **  | -%  | 14%          | 82%  | 22% | 19%        | **     | **           | **            | 89% |
| TV set                      | 1     | **    | **  | -   | 1            | 11   | -   | 5          | **     | **           | **            | 7   |
|                             | 1%    | **    | **  | -%  | 1%           | 1%   | -%  | 3%         | **     | **           | **            | 1%  |
|                             |       |       |     |     |              |      |     | l          |        |              |               |     |
|                             | 12%   | **    | **  | -%  | 14%          | 100% | -%  | 51%        | **     | **           | **            | 66% |
| Other                       | 4     | **    | **  | 4   | 12           | 20   | 5   | 5          | **     | **           | **            | 22  |
|                             | 3%    | **    | **  | 3%  | 4%           | 2%   | 3%  | 3%         | **     | **           | **            | 2%  |
|                             | 15%   | **    | **  | 17% | 46%          | 78%  | 21% | 20%        | **     | **           | **            | 86% |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               |     |
|---------------------------|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | a     | ~b    | ~c  | d   | e            | f   | g   | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total          | 133   | 84    | 41  | 125 | 287          | 952 | 148 | 141        | 20     | 15           | 39            | 960 |
| Effective Weighted Sample | 116   | 73    | 35  | 108 | 245          | 790 | 118 | 112        | 17     | 10           | 34            | 811 |
| Total                     | 109   | 90    | 40  | 131 | 281          | 848 | 157 | 166        | 22     | 17           | 38            | 891 |
|                           | 11%   | **    | **  | 13% | 28%          | 85% | 16% | 17%        | **     | **           | **            | 89% |
| Don't know                | -     | **    | **  | 1   | 3            | 8   | 3   | 1          | **     | **           | **            | 9   |
|                           | -%    | **    | **  | *%  | 1%           | 1%  | 2%  | 1%         | **     | **           | **            | 1%  |
|                           | -%    | **    | **  | 5%  | 26%          | 83% | 29% | 10%        | **     | **           | **            | 92% |

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

Any break column with 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

|                                 | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               |     |
|---------------------------------|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|                                 | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%         | a     | ~b    | ~c  | d   | e            | f   | g   | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total                | 133   | 84    | 41  | 125 | 287          | 952 | 148 | 141        | 20     | 15           | 39            | 960 |
| Effective Weighted Sample       | 116   | 73    | 35  | 108 | 245          | 790 | 118 | 112        | 17     | 10           | 34            | 811 |
| Total                           | 109   | 90    | 40  | 131 | 281          | 848 | 157 | 166        | 22     | 17           | 38            | 891 |
|                                 | 11%   | **    | **  | 13% | 28%          | 85% | 16% | 17%        | **     | **           | **            | 89% |
| Yes, pay for any elements       | 11    | **    | **  | 8   | 19           | 69  | 9   | 14         | **     | **           | **            | 69  |
|                                 | 10%   | **    | **  | 6%  | 7%           | 8%  | 6%  | 8%         | **     | **           | **            | 8%  |
|                                 | 14%   | **    | **  | 10% | 24%          | 87% | 12% | 18%        | **     | **           | **            | 88% |
| No, do not pay for any elements | 94    | **    | **  | 117 | 245          | 734 | 142 | 137        | **     | **           | **            | 783 |
|                                 | 86%   | **    | **  | 89% | 87%          | 86% | 90% | 83%        | **     | **           | **            | 88% |
|                                 | 11%   | **    | **  | 13% | 28%          | 84% | 16% | 16%        | **     | **           | **            | 90% |
| Don't know                      | 4     | **    | **  | 6   | 17           | 46  | 6   | 15         | **     | **           | **            | 40  |
|                                 | 3%    | **    | **  | 5%  | 6%           | 5%  | 4%  | 9%         | **     | **           | **            | 4%  |
|                                 |       |       |     |     |              |     |     |            |        |              |               |     |
|                                 | 7%    | **    | **  | 12% | 33%          | 91% | 12% | 30%        | **     | **           | **            | 79% |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Yes                       | 85    | 64    | 38  | 102 | 154          | 506  | 29  | 100        | 16     | 21           | 22            | 468  |
|                           | 28%   | 17%   | 11% | 14% | 13%          | 24%  | 12% | 18%        | 16%    | 22%          | 12%           | 24%  |
|                           | bcd   | c     |     |     | g            |      |     |            |        | k            |               | hk   |
|                           | 16%   | 12%   | 7%  | 19% | 29%          | 95%  | 5%  | 19%        | 3%     | 4%           | 4%            | 88%  |
| No                        | 221   | 307   | 303 | 611 | 1031         | 1597 | 212 | 448        | 80     | 75           | 150           | 1491 |
|                           | 72%   | 82%   | 88% | 85% | 86%          | 76%  | 87% | 81%        | 81%    | 77%          | 84%           | 76%  |
|                           |       | a     | a   | a   |              |      | f   | l          |        |              | l             |      |
|                           | 12%   | 17%   | 17% | 34% | 57%          | 88%  | 12% | 25%        | 4%     | 4%           | 8%            | 82%  |
| Don't know                | 2     | 1     | 3   | 4   | 7            | 9    | 3   | 7          | 2      | 1            | 6             | 7    |
|                           | 1%    | *%    | 1%  | 1%  | 1%           | *%   | 1%  | 1%         | 2%     | 1%           | 3%            | *%   |
|                           |       |       |     |     |              |      |     | l          | l      |              | l             |      |
|                           | 19%   | 12%   | 27% | 39% | 64%          | 78%  | 23% | 65%        | 20%    | 11%          | 55%           | 58%  |

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

Any break column with 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

|   | AGE        |             |           |           | AGE/SEG           | MEG        |           | DISABILITY |              |                    |                     | NO<br>l    |
|---|------------|-------------|-----------|-----------|-------------------|------------|-----------|------------|--------------|--------------------|---------------------|------------|
|   | 55-64<br>a | 65-74<br>~b | 75+<br>~c | 65+<br>~d | 65+<br>OR DE<br>e | NO<br>f    | YES<br>~g | ANY<br>~h  | VISION<br>~i | HEAR-<br>ING<br>~j | MOBI-<br>LITY<br>~k |            |
| Significance Level: 95%                   |            |             |           |           |                   |            |           |            |              |                    |                     |            |
| Unweighted total                          | 105        | 55          | 38        | 93        | 152               | 583        | 27        | 80         | 11           | 17                 | 24                  | 530        |
| Effective Weighted Sample                 | 90         | 47          | 33        | 79        | 127               | 478        | 21        | 62         | 9            | 13                 | 21                  | 439        |
| Total                                     | 85<br>16%  | 64<br>**    | 38<br>**  | 102<br>** | 154<br>29%        | 506<br>95% | 29<br>**  | 100<br>**  | 16<br>**     | 21<br>**           | 22<br>**            | 468<br>88% |
| Yes                                       | 62<br>73%  | **          | **        | **        | 90<br>58%         | 318<br>63% | **        | **         | **           | **                 | **                  | 294<br>63% |
|   | 18%        | **          | **        | **        | 27%               | 95%        | **        | **         | **           | **                 | **                  | 88%        |
| No  | 22<br>26%  | **          | **        | **        | 64<br>42%         | 188<br>37% | **        | **         | **           | **                 | **                  | 173<br>37% |
|   | 11%        | **          | **        | **        | 33%               | 95%        | **        | **         | **           | **                 | **                  | 88%        |
| Don't know                                | 1<br>1%    | **          | **        | **        | -<br>-%           | 1<br>*%    | **        | **         | **           | **                 | **                  | 1<br>*%    |
| Columns Tested: a,b,c,d - f,g - h,i,j,k,l | 100%       | **          | **        | **        | -%                | 100%       | **        | **         | **           | **                 | **                  | 100%       |

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total   | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample  | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total  | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Virgin Media (Cable TV)  | 48    | 61    | 35  | 96  | 165          | 356  | 35  | 71         | 14     | 12           | 27            | 339  |
|  | 15%   | 16%   | 10% | 13% | 14%          | 17%  | 14% | 13%        | 14%    | 12%          | 15%           | 17%  |
|  | c     | c     |     |     |              |      |     |            |        |              |               | h    |
|  | 12%   | 16%   | 9%  | 25% | 43%          | 92%  | 9%  | 18%        | 4%     | 3%           | 7%            | 88%  |
| Sky Satellite TV   | 106   | 118   | 57  | 174 | 346          | 766  | 108 | 162        | 25     | 20           | 41            | 761  |
|  | 34%   | 32%   | 16% | 24% | 29%          | 36%  | 44% | 29%        | 25%    | 21%          | 23%           | 39%  |
|  | cd    | cd    |     | c   |              |      | f   |            |        |              |               | hijk |
|  | 12%   | 14%   | 7%  | 20% | 40%          | 88%  | 12% | 19%        | 3%     | 2%           | 5%            | 87%  |
| Freesat Satellite TV   | 16    | 26    | 11  | 36  | 54           | 91   | 6   | 23         | 3      | 5            | 4             | 80   |
|  | 5%    | 7%    | 3%  | 5%  | 5%           | 4%   | 2%  | 4%         | 4%     | 5%           | 3%            | 4%   |
|  | c     |       |     |     |              |      |     |            |        |              |               |      |
|  | 17%   | 27%   | 11% | 38% | 56%          | 95%  | 6%  | 24%        | 4%     | 5%           | 5%            | 83%  |
| Other Satellite TV   | 1     | *     | 2   | 2   | 3            | 11   | 2   | -          | -      | -            | -             | 13   |
|  | *%    | *%    | *%  | *%  | *%           | 1%   | 1%  | -%         | -%     | -%           | -%            | 1%   |
|  | 7%    | 3%    | 13% | 16% | 20%          | 82%  | 14% | -%         | -%     | -%           | -%            | 100% |
| Freeview (through a set-top box or television set) with ONLY free channels | 142   | 179   | 232 | 411 | 624          | 935  | 80  | 299        | 49     | 64           | 102           | 812  |
|  | 46%   | 48%   | 67% | 57% | 52%          | 44%  | 33% | 54%        | 50%    | 65%          | 57%           | 41%  |
|  |       |       | abd | ab  |              | g    |     | l          |        | hil          | l             |      |
|  | 14%   | 17%   | 23% | 40% | 61%          | 91%  | 8%  | 29%        | 5%     | 6%           | 10%           | 79%  |

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

Any break column with 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

|   | AGE   |       |     |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d    | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total  | 427   | 346   | 371 | 717  | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample   | 358   | 283   | 307 | 586  | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total   | 308   | 372   | 345 | 717  | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15% | 30%  | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films | 16    | 19    | 16  | 34   | 58           | 88   | 16  | 22         | 6      | 3            | 9             | 91   |
|   | 5%    | 5%    | 5%  | 5%   | 5%           | 4%   | 7%  | 4%         | 6%     | 3%           | 5%            | 5%   |
|   | 15%   | 18%   | 15% | 32%  | 54%          | 83%  | 15% | 20%        | 5%     | 3%           | 9%            | 85%  |
| BT TV (formerly BT Vision)  | 14    | 15    | 7   | 22   | 31           | 91   | 3   | 22         | 3      | 3            | 6             | 81   |
|   | 5%    | 4%    | 2%  | 3%   | 3%           | 4%   | 1%  | 4%         | 3%     | 3%           | 4%            | 4%   |
|   | 15%   | 15%   | 7%  | 23%  | 33%          | 95%  | 3%  | 23%        | 4%     | 3%           | 7%            | 85%  |
| TalkTalk TV   | 7     | 7     | 1   | 9    | 23           | 45   | 4   | 10         | 3      | 3            | 2             | 43   |
|   | 2%    | 2%    | *%  | 1%   | 2%           | 2%   | 1%  | 2%         | 3%     | 3%           | 1%            | 2%   |
|   | c     |       |     |      |              |      |     |            |        |              |               |      |
|   | 14%   | 15%   | 2%  | 17%  | 47%          | 91%  | 7%  | 20%        | 5%     | 6%           | 5%            | 87%  |
| No TV in household  | 8     | 5     | 8   | 12   | 30           | 62   | 24  | 21         | 7      | 2            | 7             | 67   |
|   | 2%    | 1%    | 2%  | 2%   | 2%           | 3%   | 10% | 4%         | 7%     | 2%           | 4%            | 3%   |
|   | 9%    | 6%    | 10% | 16%  | 37%          | 77%  | 30% | 26%        | 8%     | 2%           | 8%            | 83%  |
| Don't know  | 1     | 3     | 3   | 6    | 6            | 5    | 1   | 1          | *      | -            | 1             | 4    |
|   | *%    | 1%    | 1%  | 1%   | *%           | *%   | 1%  | *%         | *%     | -%           | 1%            | *%   |
|   | 27%   | 48%   | 61% | 110% | 110%         | 87%  | 25% | 20%        | 8%     | -%           | 20%           | 82%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total   | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample  | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total  | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Virgin Media (Cable TV)  | 48    | 60    | 34  | 94  | 162          | 349  | 34  | 71         | 13     | 12           | 27            | 332  |
|  | 15%   | 16%   | 10% | 13% | 14%          | 17%  | 14% | 13%        | 13%    | 12%          | 15%           | 17%  |
|  | c     | c     |     |     |              |      |     |            |        |              |               | h    |
|  | 13%   | 16%   | 9%  | 25% | 43%          | 92%  | 9%  | 19%        | 3%     | 3%           | 7%            | 87%  |
| Sky Satellite TV   | 104   | 117   | 55  | 171 | 335          | 742  | 101 | 158        | 23     | 20           | 41            | 728  |
|  | 34%   | 31%   | 16% | 24% | 28%          | 35%  | 41% | 29%        | 23%    | 20%          | 23%           | 37%  |
|  | cd    | cd    |     | c   |              |      |     |            |        |              |               | hijk |
|  | 12%   | 14%   | 7%  | 20% | 40%          | 89%  | 12% | 19%        | 3%     | 2%           | 5%            | 87%  |
| Freesat Satellite TV   | 13    | 20    | 8   | 28  | 42           | 71   | 5   | 20         | 2      | 4            | 3             | 61   |
|  | 4%    | 5%    | 2%  | 4%  | 4%           | 3%   | 2%  | 4%         | 2%     | 4%           | 2%            | 3%   |
|  | 18%   | 26%   | 11% | 37% | 56%          | 95%  | 6%  | 26%        | 3%     | 5%           | 4%            | 81%  |
| Other Satellite TV   | -     | *     | 2   | 2   | 3            | 9    | 2   | -          | -      | -            | -             | 11   |
|  | -%    | *%    | *%  | *%  | *%           | *%   | 1%  | -%         | -%     | -%           | -%            | 1%   |
|  | -%    | 3%    | 15% | 18% | 23%          | 79%  | 16% | -%         | -%     | -%           | -%            | 100% |
| Freeview (through a set-top box or television set) with ONLY free channels | 106   | 137   | 214 | 351 | 519          | 686  | 57  | 241        | 43     | 52           | 88            | 576  |
|  | 34%   | 37%   | 62% | 49% | 44%          | 32%  | 23% | 43%        | 44%    | 54%          | 49%           | 29%  |
|  |       |       | abd | ab  |              | g    |     | l          | l      | l            | l             |      |
|  | 14%   | 18%   | 28% | 46% | 69%          | 91%  | 8%  | 32%        | 6%     | 7%           | 12%           | 76%  |

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

Any break column with 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

|   | AGE   |       |     |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d    | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total  | 427   | 346   | 371 | 717  | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample   | 358   | 283   | 307 | 586  | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total   | 308   | 372   | 345 | 717  | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15% | 30%  | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films | 13    | 12    | 16  | 28   | 48           | 67   | 14  | 16         | 5      | 3            | 5             | 73   |
|   | 4%    | 3%    | 5%  | 4%   | 4%           | 3%   | 6%  | 3%         | 5%     | 3%           | 3%            | 4%   |
|   | 15%   | 14%   | 18% | 33%  | 57%          | 80%  | 16% | 19%        | 6%     | 4%           | 6%            | 86%  |
| BT TV (formerly BT Vision)  | 10    | 13    | 5   | 18   | 27           | 79   | 3   | 19         | 3      | 3            | 5             | 71   |
|   | 3%    | 4%    | 1%  | 3%   | 2%           | 4%   | 1%  | 4%         | 3%     | 3%           | 3%            | 4%   |
|   | 12%   | 16%   | 6%  | 21%  | 32%          | 94%  | 4%  | 23%        | 4%     | 4%           | 7%            | 85%  |
| TalkTalk TV   | 6     | 7     | 1   | 7    | 22           | 42   | 4   | 8          | 1      | 2            | 2             | 41   |
|   | 2%    | 2%    | *%  | 1%   | 2%           | 2%   | 1%  | 1%         | 1%     | 2%           | 1%            | 2%   |
|   | c     | c     |     |      |              |      |     |            |        |              |               |      |
|   | 14%   | 14%   | 2%  | 16%  | 47%          | 90%  | 8%  | 17%        | 3%     | 5%           | 5%            | 89%  |
| No TV in household  | 8     | 5     | 8   | 12   | 30           | 62   | 24  | 21         | 7      | 2            | 7             | 67   |
|   | 2%    | 1%    | 2%  | 2%   | 2%           | 3%   | 10% | 4%         | 7%     | 2%           | 4%            | 3%   |
|   |       |       |     |      |              |      | f   |            |        |              |               |      |
|   | 9%    | 6%    | 10% | 16%  | 37%          | 77%  | 30% | 26%        | 8%     | 2%           | 8%            | 83%  |
| Don't know  | 1     | 3     | 3   | 6    | 6            | 5    | 1   | 1          | *      | -            | 1             | 4    |
|   | *%    | 1%    | 1%  | 1%   | *%           | *%   | 1%  | *%         | *%     | -%           | 1%            | *%   |
|   | 27%   | 48%   | 61% | 110% | 110%         | 87%  | 25% | 20%        | 8%     | -%           | 20%           | 82%  |

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

Any break column with 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

|                                    | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               | NO |
|------------------------------------|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|----|
|                                    | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY |    |
| Significance Level: 95%            | ~a    | ~b    | ~c  | ~d  | ~e           | ~f  | ~g  | ~h         | ~i     | ~j           | ~k            | ~l |
| Unweighted total                   | 10    | 5     | 8   | 13  | 35           | 78  | 19  | 20         | 7      | 2            | 6             | 78 |
| Effective Weighted Sample          | 9     | 4     | 7   | 12  | 31           | 67  | 16  | 15         | 6      | 2            | 5             | 70 |
| Total                              | 8     | 5     | 8   | 12  | 30           | 62  | 24  | 21         | 7      | 2            | 7             | 67 |
|                                    | **    | **    | **  | **  | **           | **  | **  | **         | **     | **           | **            | ** |
| 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 - f,g - h,i,j,k,l

Any break column with 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

|                                       | AGE   |       |     |     | AGE/SEG      | MEG |     |     | DISABILITY |              |               |    |
|---------------------------------------|-------|-------|-----|-----|--------------|-----|-----|-----|------------|--------------|---------------|----|
|                                       | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY | VISION     | HEAR-<br>ING | MOBI-<br>LITY | NO |
| Significance Level: 95%               | ~a    | ~b    | ~c  | ~d  | ~e           | ~f  | ~g  | ~h  | ~i         | ~j           | ~k            | ~l |
| Unweighted total                      | 10    | 5     | 8   | 13  | 35           | 78  | 19  | 20  | 7          | 2            | 6             | 78 |
| Effective Weighted Sample             | 9     | 4     | 7   | 12  | 31           | 67  | 16  | 15  | 6          | 2            | 5             | 70 |
| Total                                 | 8     | 5     | 8   | 12  | 30           | 62  | 24  | 21  | 7          | 2            | 7             | 67 |
|                                       | **    | **    | **  | **  | **           | **  | **  | **  | **         | **           | **            | ** |
| Can't afford to replace broken TV set | **    | **    | **  | **  | **           | **  | **  | **  | **         | **           | **            | ** |
|                                       | **    | **    | **  | **  | **           | **  | **  | **  | **         | **           | **            | ** |
|                                       | **    | **    | **  | **  | **           | **  | **  | **  | **         | **           | **            | ** |
| Other                                 | **    | **    | **  | **  | **           | **  | **  | **  | **         | **           | **            | ** |
|                                       | **    | **    | **  | **  | **           | **  | **  | **  | **         | **           | **            | ** |
|                                       | **    | **    | **  | **  | **           | **  | **  | **  | **         | **           | **            | ** |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |     |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|-----|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | a     | b     | ~c  | d   | e            | f    | g   | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total  | 170   | 128   | 78  | 206 | 423          | 1060 | 108 | 179        | 30     | 28           | 52            | 991 |
| Effective Weighted Sample   | 140   | 104   | 64  | 166 | 343          | 847  | 87  | 137        | 26     | 20           | 44            | 805 |
| Total   | 123   | 142   | 69  | 211 | 400          | 858  | 116 | 183        | 28     | 25           | 44            | 847 |
|   | 13%   | 15%   | **  | 22% | 41%          | 88%  | 12% | 19%        | **     | **           | **            | 87% |
| Sky satellite dish to receive subscription channels - you pay a monthly subscription fee                | 102   | 107   | **  | 156 | 314          | 709  | 94  | 150        | **     | **           | **            | 699 |
|   | 82%   | 75%   | **  | 74% | 79%          | 83%  | 81% | 82%        | **     | **           | **            | 83% |
|   | 13%   | 13%   | **  | 20% | 39%          | 89%  | 12% | 19%        | **     | **           | **            | 87% |
| Sky satellite dish for free to air services only - you pay no monthly subscription fee                  | 5     | 14    | **  | 20  | 32           | 54   | 13  | 11         | **     | **           | **            | 59  |
|   | 4%    | 10%   | **  | 9%  | 8%           | 6%   | 11% | 6%         | **     | **           | **            | 7%  |
|   | 7%    | 20%   | **  | 29% | 48%          | 80%  | 19% | 16%        | **     | **           | **            | 87% |
| Freesat standard package with a dish and standard set top box - you do not pay a subscription fee       | 11    | 10    | **  | 19  | 28           | 49   | 5   | 13         | **     | **           | **            | 45  |
|   | 9%    | 7%    | **  | 9%  | 7%           | 6%   | 4%  | 7%         | **     | **           | **            | 5%  |
|   | 20%   | 18%   | **  | 35% | 51%          | 92%  | 9%  | 23%        | **     | **           | **            | 84% |
| Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee | 3     | 10    | **  | 11  | 14           | 24   | -   | 10         | **     | **           | **            | 18  |
|   | 2%    | 7%    | **  | 5%  | 3%           | 3%   | -%  | 5%         | **     | **           | **            | 2%  |
|   | 12%   | 41%   | **  | 46% | 58%          | 100% | -%  | 41%        | **     | **           | **            | 73% |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | ~c  | d   | e            | f    | g   | h          | ~i     | ~j           | ~k            | l    |
| Unweighted total  | 170   | 128   | 78  | 206 | 423          | 1060 | 108 | 179        | 30     | 28           | 52            | 991  |
| Effective Weighted Sample   | 140   | 104   | 64  | 166 | 343          | 847  | 87  | 137        | 26     | 20           | 44            | 805  |
| Total   | 123   | 142   | 69  | 211 | 400          | 858  | 116 | 183        | 28     | 25           | 44            | 847  |
|   | 13%   | 15%   | **  | 22% | 41%          | 88%  | 12% | 19%        | **     | **           | **            | 87%  |
| Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee                                  | 1     | -     | **  | -   | -            | 5    | 2   | -          | **     | **           | **            | 7    |
|   | 1%    | -%    | **  | -%  | -%           | 1%   | 2%  | -%         | **     | **           | **            | 1%   |
|   | 13%   | -%    | **  | -%  | -%           | 73%  | 28% | -%         | **     | **           | **            | 100% |
| Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee                           | 1     | 2     | **  | 2   | 3            | 7    | 2   | 1          | **     | **           | **            | 8    |
|   | 1%    | 1%    | **  | 1%  | 1%           | 1%   | 2%  | 1%         | **     | **           | **            | 1%   |
|   | 17%   | 18%   | **  | 18% | 31%          | 75%  | 24% | 12%        | **     | **           | **            | 91%  |
| Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes | *     | 1     | **  | 1   | 3            | 3    | 2   | 2          | **     | **           | **            | 3    |
|   | *%    | 1%    | **  | 1%  | 1%           | *%   | 2%  | 1%         | **     | **           | **            | *%   |
|   | 10%   | 22%   | **  | 22% | 69%          | 68%  | 47% | 48%        | **     | **           | **            | 68%  |
| PAY SATELLITE   | 102   | 107   | **  | 156 | 314          | 713  | 95  | 150        | **     | **           | **            | 705  |
|   | 83%   | 75%   | **  | 74% | 79%          | 83%  | 82% | 82%        | **     | **           | **            | 83%  |
|   | 13%   | 13%   | **  | 19% | 39%          | 89%  | 12% | 19%        | **     | **           | **            | 88%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |     |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | a     | b     | ~c  | d   | e            | f    | g   | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total          | 170   | 128   | 78  | 206 | 423          | 1060 | 108 | 179        | 30     | 28           | 52            | 991 |
| Effective Weighted Sample | 140   | 104   | 64  | 166 | 343          | 847  | 87  | 137        | 26     | 20           | 44            | 805 |
| Total                     | 123   | 142   | 69  | 211 | 400          | 858  | 116 | 183        | 28     | 25           | 44            | 847 |
|                           | 13%   | 15%   | **  | 22% | 41%          | 88%  | 12% | 19%        | **     | **           | **            | 87% |
| Don't know                | 2     | 3     | **  | 7   | 13           | 18   | 3   | 1          | **     | **           | **            | 19  |
|                           | 1%    | 2%    | **  | 3%  | 3%           | 2%   | 3%  | 1%         | **     | **           | **            | 2%  |
|                           | 9%    | 17%   | **  | 34% | 64%          | 89%  | 15% | 5%         | **     | **           | **            | 96% |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | ~b    | ~c  | d   | e            | f    | ~g  | h          | ~i     | ~j           | ~k            | l    |
| Unweighted total   | 140   | 97    | 57  | 154 | 337          | 873  | 85  | 142        | 23     | 20           | 46            | 816  |
| Effective Weighted Sample  | 114   | 78    | 47  | 122 | 270          | 691  | 68  | 108        | 19     | 14           | 39            | 657  |
| Total  | 102   | 107   | 49  | 156 | 314          | 709  | 94  | 150        | 22     | 18           | 39            | 699  |
|  | 13%   | **    | **  | 20% | 39%          | 89%  | **  | 19%        | **     | **           | **            | 87%  |
| Sky Sports 1 only  | 2     | **    | **  | 3   | 5            | 15   | **  | 4          | **     | **           | **            | 16   |
|  | 2%    | **    | **  | 2%  | 2%           | 2%   | **  | 2%         | **     | **           | **            | 2%   |
|  | 12%   | **    | **  | 20% | 31%          | 88%  | **  | 21%        | **     | **           | **            | 91%  |
| Sky Sports 2 only  | -     | **    | **  | -   | 3            | 7    | **  | -          | **     | **           | **            | 7    |
|  | -%    | **    | **  | -%  | 1%           | 1%   | **  | -%         | **     | **           | **            | 1%   |
|  | -%    | **    | **  | -%  | 52%          | 100% | **  | -%         | **     | **           | **            | 100% |
| Sky Sports Pack (Sky Sports 1, 2, 3 and 4)   | 38    | **    | **  | 54  | 97           | 237  | **  | 38         | **     | **           | **            | 232  |
|  | 38%   | **    | **  | 35% | 31%          | 33%  | **  | 25%        | **     | **           | **            | 33%  |
|  | 15%   | **    | **  | 21% | 38%          | 93%  | **  | 15%        | **     | **           | **            | 91%  |
| Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance)             | 7     | **    | **  | 8   | 14           | 55   | **  | 15         | **     | **           | **            | 50   |
|  | 7%    | **    | **  | 5%  | 4%           | 8%   | **  | 10%        | **     | **           | **            | 7%   |
|  | 12%   | **    | **  | 13% | 24%          | 93%  | **  | 25%        | **     | **           | **            | 84%  |
| Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure) | 4     | **    | **  | 3   | 7            | 12   | **  | 3          | **     | **           | **            | 12   |
|  | 4%    | **    | **  | 2%  | 2%           | 2%   | **  | 2%         | **     | **           | **            | 2%   |
|  | 26%   | **    | **  | 24% | 48%          | 81%  | **  | 21%        | **     | **           | **            | 85%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               |     |
|---|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%   | a     | ~b    | ~c  | d   | e            | f   | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total  | 140   | 97    | 57  | 154 | 337          | 873 | 85  | 142        | 23     | 20           | 46            | 816 |
| Effective Weighted Sample   | 114   | 78    | 47  | 122 | 270          | 691 | 68  | 108        | 19     | 14           | 39            | 657 |
| Total   | 102   | 107   | 49  | 156 | 314          | 709 | 94  | 150        | 22     | 18           | 39            | 699 |
|   | 13%   | **    | **  | 20% | 39%          | 89% | **  | 19%        | **     | **           | **            | 87% |
| Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic) | 20    | **    | **  | 21  | 61           | 169 | **  | 30         | **     | **           | **            | 168 |
|   | 20%   | **    | **  | 13% | 20%          | 24% | **  | 20%        | **     | **           | **            | 24% |
|   | 11%   | **    | **  | 11% | 33%          | 90% | **  | 16%        | **     | **           | **            | 90% |
| Sky+ HD (High Definition channels through Sky+ HD box)  | 41    | **    | **  | 50  | 104          | 295 | **  | 54         | **     | **           | **            | 281 |
|   | 40%   | **    | **  | 32% | 33%          | 42% | **  | 36%        | **     | **           | **            | 40% |
|   | 13%   | **    | **  | 16% | 33%          | 93% | **  | 17%        | **     | **           | **            | 89% |
| ANY SKY SPORTS  | 40    | **    | **  | 57  | 106          | 259 | **  | 41         | **     | **           | **            | 254 |
|   | 40%   | **    | **  | 37% | 34%          | 37% | **  | 28%        | **     | **           | **            | 36% |
|   | 14%   | **    | **  | 21% | 38%          | 92% | **  | 15%        | **     | **           | **            | 91% |
| ANY SKY MOVIES  | 31    | **    | **  | 32  | 82           | 236 | **  | 48         | **     | **           | **            | 230 |
|   | 30%   | **    | **  | 20% | 26%          | 33% | **  | 32%        | **     | **           | **            | 33% |
|   | 12%   | **    | **  | 12% | 32%          | 90% | **  | 18%        | **     | **           | **            | 88% |
| SKY SPORTS AND SKY MOVIES   | 17    | **    | **  | 17  | 45           | 132 | **  | 20         | **     | **           | **            | 135 |
|   | 16%   | **    | **  | 11% | 14%          | 19% | **  | 13%        | **     | **           | **            | 19% |
|   | 11%   | **    | **  | 11% | 30%          | 90% | **  | 13%        | **     | **           | **            | 91% |
| Basic package only  | 27    | **    | **  | 46  | 104          | 178 | **  | 36         | **     | **           | **            | 193 |
|   | 27%   | **    | **  | 30% | 33%          | 25% | **  | 24%        | **     | **           | **            | 28% |
|   | 13%   | **    | **  | 21% | 48%          | 81% | **  | 17%        | **     | **           | **            | 88% |
| None of these   | 1     | **    | **  | 2   | 3            | 16  | **  | 5          | **     | **           | **            | 13  |
|   | 1%    | **    | **  | 1%  | 1%           | 2%  | **  | 4%         | **     | **           | **            | 2%  |
|   | 8%    | **    | **  | 12% | 20%          | 95% | **  | 32%        | **     | **           | **            | 79% |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               | NO  |
|---------------------------|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY |     |
| Significance Level: 95%   | a     | ~b    | ~c  | d   | e            | f   | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total          | 140   | 97    | 57  | 154 | 337          | 873 | 85  | 142        | 23     | 20           | 46            | 816 |
| Effective Weighted Sample | 114   | 78    | 47  | 122 | 270          | 691 | 68  | 108        | 19     | 14           | 39            | 657 |
| Total                     | 102   | 107   | 49  | 156 | 314          | 709 | 94  | 150        | 22     | 18           | 39            | 699 |
|                           | 13%   | **    | **  | 20% | 39%          | 89% | **  | 19%        | **     | **           | **            | 87% |
| Don't know                | 2     | **    | **  | 4   | 7            | 13  | **  | 11         | **     | **           | **            | 10  |
|                           | 2%    | **    | **  | 3%  | 2%           | 2%  | **  | 7%         | **     | **           | **            | 1%  |
|                           | 10%   | **    | **  | 23% | 43%          | 75% | **  | 62%        | **     | **           | **            | 57% |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |     |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|-----|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%                   | ~a    | ~b    | ~c  | ~d  | e            | f    | ~g  | ~h         | ~i     | ~j           | ~k            | l   |
| Unweighted total                          | 64    | 56    | 35  | 91  | 168          | 407  | 35  | 59         | 13     | 11           | 26            | 384 |
| Effective Weighted Sample                 | 57    | 49    | 30  | 79  | 142          | 344  | 28  | 47         | 11     | 9            | 22            | 327 |
| Total                                     | 48    | 61    | 35  | 96  | 165          | 356  | 35  | 71         | 14     | 12           | 27            | 339 |
|   | **    | **    | **  | **  | 43%          | 92%  | **  | **         | **     | **           | **            | 88% |
| Sky Sports channels                       | **    | **    | **  | **  | 27           | 74   | **  | **         | **     | **           | **            | 70  |
|   | **    | **    | **  | **  | 16%          | 21%  | **  | **         | **     | **           | **            | 21% |
|   | **    | **    | **  | **  | 34%          | 94%  | **  | **         | **     | **           | **            | 89% |
| Sky Movies channels                       | **    | **    | **  | **  | 22           | 52   | **  | **         | **     | **           | **            | 52  |
|   | **    | **    | **  | **  | 13%          | 15%  | **  | **         | **     | **           | **            | 15% |
|   | **    | **    | **  | **  | 38%          | 91%  | **  | **         | **     | **           | **            | 90% |
| High Definition channel through V+ HD box | **    | **    | **  | **  | 40           | 130  | **  | **         | **     | **           | **            | 125 |
|   | **    | **    | **  | **  | 24%          | 37%  | **  | **         | **     | **           | **            | 37% |
|   | **    | **    | **  | **  | 28%          | 91%  | **  | **         | **     | **           | **            | 88% |
| Basic package only                        | **    | **    | **  | **  | 90           | 153  | **  | **         | **     | **           | **            | 146 |
|   | **    | **    | **  | **  | 55%          | 43%  | **  | **         | **     | **           | **            | 43% |
|   | **    | **    | **  | **  | 54%          | 92%  | **  | **         | **     | **           | **            | 87% |
| None of these                             | **    | **    | **  | **  | 13           | 29   | **  | **         | **     | **           | **            | 29  |
|   | **    | **    | **  | **  | 8%           | 8%   | **  | **         | **     | **           | **            | 9%  |
|   | **    | **    | **  | **  | 42%          | 91%  | **  | **         | **     | **           | **            | 93% |
| Don't know                                | **    | **    | **  | **  | 8            | 14   | **  | **         | **     | **           | **            | 11  |
|   | **    | **    | **  | **  | 5%           | 4%   | **  | **         | **     | **           | **            | 3%  |
|   | **    | **    | **  | **  | 54%          | 100% | **  | **         | **     | **           | **            | 76% |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Every day                 | 10    | 10    | 6   | 16  | 53           | 150  | 11  | 30         | **     | 2            | 7             | 144  |
|                           | 3%    | 3%    | 2%  | 2%  | 5%           | 7%   | 5%  | 6%         | **     | 2%           | 4%            | 8%   |
|                           | 6%    | 6%    | 4%  | 10% | 32%          | 92%  | 7%  | 18%        | **     | 1%           | 4%            | 88%  |
| Several times a week      | 21    | 19    | 6   | 26  | 74           | 244  | 43  | 45         | **     | 11           | 9             | 261  |
|                           | 7%    | 5%    | 2%  | 4%  | 6%           | 12%  | 20% | 8%         | **     | 12%          | 5%            | 14%  |
|                           | cd    | c     |     |     |              | f    |     |            |        |              |               | hk   |
|                           | 7%    | 7%    | 2%  | 9%  | 26%          | 84%  | 15% | 15%        | **     | 4%           | 3%            | 90%  |
| At least once a month     | 9     | 10    | 4   | 14  | 37           | 136  | 11  | 22         | **     | 2            | 3             | 132  |
|                           | 3%    | 3%    | 1%  | 2%  | 3%           | 7%   | 5%  | 4%         | **     | 2%           | 1%            | 7%   |
|                           | 6%    | 7%    | 3%  | 9%  | 25%          | 93%  | 8%  | 15%        | **     | 1%           | 2%            | 90%  |
| Several times a year      | 13    | 5     | 1   | 6   | 17           | 60   | 13  | 12         | **     | 1            | -             | 65   |
|                           | 4%    | 1%    | *%  | 1%  | 1%           | 3%   | 6%  | 2%         | **     | 1%           | -%            | 3%   |
|                           | bcd   |       |     |     |              | f    |     |            |        |              |               | k    |
|                           | 17%   | 7%    | 1%  | 8%  | 23%          | 82%  | 18% | 16%        | **     | 1%           | -%            | 89%  |
| Less often                | 13    | 20    | 6   | 26  | 44           | 124  | 8   | 20         | **     | 2            | 8             | 122  |
|                           | 4%    | 6%    | 2%  | 4%  | 4%           | 6%   | 4%  | 4%         | **     | 2%           | 5%            | 6%   |
|                           |       | c     |     |     |              |      |     |            |        |              |               | h    |
|                           | 10%   | 15%   | 4%  | 19% | 33%          | 92%  | 6%  | 15%        | **     | 2%           | 6%            | 90%  |
| EVER DO THIS              | 66    | 65    | 23  | 87  | 225          | 714  | 87  | 129        | **     | 18           | 27            | 725  |
|                           | 22%   | 18%   | 7%  | 13% | 19%          | 35%  | 40% | 24%        | **     | 18%          | 16%           | 38%  |
|                           | cd    | cd    |     | c   |              |      |     | k          |        |              |               | hjk  |
|                           | 8%    | 8%    | 3%  | 11% | 28%          | 88%  | 11% | 16%        | **     | 2%           | 3%            | 90%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Never                     | 232   | 300   | 309 | 609 | 925          | 1320 | 127 | 401        | **     | 78           | 144           | 1154 |
|                           | 77%   | 82%   | 93% | 87% | 80%          | 65%  | 58% | 75%        | **     | 81%          | 84%           | 61%  |
|                           |       |       | abd | a   |              |      |     | l          |        | l            | hl            |      |
|                           | 16%   | 21%   | 21% | 42% | 64%          | 91%  | 9%  | 28%        | **     | 5%           | 10%           | 80%  |
| Don't know                | 2     | -     | 2   | 2   | 6            | 11   | 4   | 3          | **     | 1            | 1             | 15   |
|                           | 1%    | -%    | 1%  | *%  | 1%           | 1%   | 2%  | 1%         | **     | 1%           | *%            | 1%   |
|                           |       |       |     |     |              |      | f   |            |        |              |               |      |
|                           | 10%   | -%    | 12% | 12% | 38%          | 66%  | 26% | 16%        | **     | 3%           | 4%            | 88%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Every day                 | 22    | 18    | 2   | 20  | 84           | 299  | 20  | 84         | **     | 6            | 15            | 267  |
|                           | 7%    | 5%    | 1%  | 3%  | 7%           | 15%  | 9%  | 16%        | **     | 6%           | 9%            | 14%  |
|                           | cd    | c     |     | c   | g            |      |     | jk         |        |              |               | jk   |
|                           | 7%    | 5%    | 1%  | 6%  | 26%          | 93%  | 6%  | 26%        | **     | 2%           | 5%            | 83%  |
| Several times a week      | 47    | 29    | 7   | 36  | 123          | 441  | 69  | 60         | **     | 15           | 13            | 474  |
|                           | 16%   | 8%    | 2%  | 5%  | 11%          | 22%  | 31% | 11%        | **     | 15%          | 8%            | 25%  |
|                           | bcd   | c     |     | c   | f            |      |     |            |        |              |               | hjk  |
|                           | 9%    | 6%    | 1%  | 7%  | 24%          | 86%  | 13% | 12%        | **     | 3%           | 3%            | 92%  |
| At least once a month     | 19    | 21    | 6   | 27  | 51           | 138  | 11  | 29         | **     | 3            | 5             | 131  |
|                           | 6%    | 6%    | 2%  | 4%  | 4%           | 7%   | 5%  | 5%         | **     | 3%           | 3%            | 7%   |
|                           | c     | c     |     |     |              |      |     |            |        |              |               |      |
|                           | 13%   | 14%   | 4%  | 18% | 34%          | 92%  | 8%  | 19%        | **     | 2%           | 3%            | 87%  |
| Several times a year      | 6     | 3     | -   | 3   | 11           | 42   | 11  | 4          | **     | -            | -             | 51   |
|                           | 2%    | 1%    | -%  | *%  | 1%           | 2%   | 5%  | 1%         | **     | -%           | -%            | 3%   |
|                           | cd    |       |     | f   |              |      |     |            |        |              |               | hk   |
|                           | 12%   | 6%    | -%  | 6%  | 21%          | 78%  | 20% | 8%         | **     | -%           | -%            | 96%  |
| Less often                | 10    | 11    | 5   | 16  | 31           | 78   | 11  | 14         | **     | 1            | 1             | 83   |
|                           | 3%    | 3%    | 1%  | 2%  | 3%           | 4%   | 5%  | 3%         | **     | 1%           | 1%            | 4%   |
|                           |       |       |     |     |              |      |     |            |        |              |               | k    |
|                           | 11%   | 12%   | 5%  | 17% | 34%          | 84%  | 12% | 16%        | **     | 1%           | 1%            | 90%  |
| EVER DO THIS              | 106   | 81    | 20  | 101 | 302          | 998  | 121 | 191        | **     | 24           | 34            | 1006 |
|                           | 35%   | 22%   | 6%  | 14% | 26%          | 49%  | 55% | 36%        | **     | 25%          | 20%           | 53%  |
|                           | bcd   | cd    |     | c   |              |      |     | k          |        |              |               | hjk  |
|                           | 9%    | 7%    | 2%  | 9%  | 27%          | 88%  | 11% | 17%        | **     | 2%           | 3%            | 89%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Never                     | 191   | 282   | 311 | 593 | 846          | 1036 | 95  | 340        | **     | 71           | 137           | 874  |
|                           | 64%   | 77%   | 93% | 85% | 73%          | 51%  | 44% | 64%        | **     | 74%          | 80%           | 46%  |
|                           |       | a     | abd | ab  |              |      |     | l          |        | l            | hl            |      |
|                           | 17%   | 25%   | 28% | 53% | 75%          | 92%  | 8%  | 30%        | **     | 6%           | 12%           | 78%  |
| Don't know                | 3     | 1     | 3   | 5   | 9            | 12   | 2   | 2          | **     | 1            | -             | 14   |
|                           | 1%    | *%    | 1%  | 1%  | 1%           | 1%   | 1%  | *%         | **     | 1%           | -%            | 1%   |
|                           | 18%   | 9%    | 22% | 30% | 57%          | 78%  | 12% | 14%        | **     | 4%           | -%            | 90%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Every day                 | 13    | 8     | 2   | 10  | 40           | 123  | 12  | 39         | **     | 6            | 11            | 114  |
|                           | 4%    | 2%    | 1%  | 1%  | 3%           | 6%   | 6%  | 7%         | **     | 6%           | 7%            | 6%   |
|                           | cd    |       |     |     |              |      |     |            |        |              |               |      |
|                           | 10%   | 6%    | 2%  | 7%  | 29%          | 89%  | 9%  | 28%        | **     | 4%           | 8%            | 82%  |
| Several times a week      | 18    | 15    | 10  | 25  | 75           | 253  | 44  | 45         | **     | 6            | 6             | 271  |
|                           | 6%    | 4%    | 3%  | 4%  | 6%           | 12%  | 20% | 8%         | **     | 6%           | 3%            | 14%  |
|                           |       |       |     |     |              | f    |     | k          |        |              |               | hjk  |
|                           | 6%    | 5%    | 3%  | 8%  | 25%          | 84%  | 15% | 15%        | **     | 2%           | 2%            | 90%  |
| At least once a month     | 16    | 14    | 3   | 17  | 42           | 142  | 21  | 26         | **     | 8            | 3             | 149  |
|                           | 5%    | 4%    | 1%  | 2%  | 4%           | 7%   | 9%  | 5%         | **     | 8%           | 1%            | 8%   |
|                           | cd    | c     |     |     |              |      |     |            |        | k            |               | hk   |
|                           | 10%   | 8%    | 2%  | 10% | 25%          | 86%  | 12% | 16%        | **     | 5%           | 2%            | 90%  |
| Several times a year      | 6     | 10    | 1   | 11  | 20           | 58   | 3   | 6          | **     | 2            | 2             | 57   |
|                           | 2%    | 3%    | *%  | 2%  | 2%           | 3%   | 2%  | 1%         | **     | 2%           | 1%            | 3%   |
|                           |       | c     |     |     |              |      |     |            |        |              |               | h    |
|                           | 10%   | 16%   | 2%  | 19% | 32%          | 94%  | 5%  | 10%        | **     | 4%           | 3%            | 94%  |
| Less often                | 13    | 14    | 3   | 17  | 37           | 123  | 18  | 16         | **     | 1            | *             | 132  |
|                           | 4%    | 4%    | 1%  | 2%  | 3%           | 6%   | 8%  | 3%         | **     | 1%           | *%            | 7%   |
|                           | c     | c     |     |     |              |      |     | k          |        |              |               | hjk  |
|                           | 9%    | 10%   | 2%  | 12% | 26%          | 86%  | 12% | 11%        | **     | 1%           | *%            | 93%  |
| EVER DO THIS              | 68    | 60    | 20  | 80  | 214          | 699  | 98  | 132        | **     | 23           | 22            | 723  |
|                           | 23%   | 17%   | 6%  | 11% | 18%          | 34%  | 45% | 25%        | **     | 24%          | 13%           | 38%  |
|                           | cd    | cd    | c   |     |              |      | f   | k          |        | k            |               | hjk  |
|                           | 8%    | 7%    | 2%  | 10% | 26%          | 86%  | 12% | 16%        | **     | 3%           | 3%            | 89%  |

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

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**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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Never                     | 229   | 304   | 309 | 612 | 930          | 1321 | 117 | 393        | **     | 73           | 149           | 1145 |
|                           | 76%   | 83%   | 93% | 88% | 80%          | 65%  | 53% | 74%        | **     | 76%          | 87%           | 60%  |
|                           |       | a     | abd | a   |              | g    |     | l          |        | l            | hjl           |      |
|                           | 16%   | 21%   | 22% | 43% | 65%          | 92%  | 8%  | 27%        | **     | 5%           | 10%           | 80%  |
| Don't know                | 3     | 1     | 5   | 6   | 13           | 25   | 4   | 8          | **     | 1            | 1             | 25   |
|                           | 1%    | *%    | 1%  | 1%  | 1%           | 1%   | 2%  | 2%         | **     | 1%           | *%            | 1%   |
|                           | 10%   | 3%    | 16% | 19% | 42%          | 80%  | 12% | 26%        | **     | 2%           | 3%            | 80%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Every day                 | 8     | 9     | 1   | 9   | 26           | 45   | 1   | 12         | **     | 1            | 6             | 40   |
|                           | 3%    | 2%    | *%  | 1%  | 2%           | 2%   | *%  | 2%         | **     | 1%           | 4%            | 2%   |
|                           | c     | c     |     |     |              |      |     |            |        |              |               |      |
|                           | 18%   | 18%   | 2%  | 20% | 56%          | 94%  | 2%  | 26%        | **     | 2%           | 13%           | 83%  |
| Several times a week      | 7     | 10    | 11  | 21  | 39           | 78   | 12  | 21         | **     | 6            | 3             | 77   |
|                           | 2%    | 3%    | 3%  | 3%  | 3%           | 4%   | 6%  | 4%         | **     | 6%           | 2%            | 4%   |
|                           | 8%    | 11%   | 12% | 23% | 42%          | 84%  | 13% | 23%        | **     | 6%           | 3%            | 83%  |
| At least once a month     | 6     | 9     | 6   | 15  | 21           | 56   | 5   | 15         | **     | -            | 4             | 53   |
|                           | 2%    | 2%    | 2%  | 2%  | 2%           | 3%   | 2%  | 3%         | **     | -%           | 2%            | 3%   |
|                           | 9%    | 15%   | 10% | 25% | 33%          | 89%  | 8%  | 24%        | **     | -%           | 6%            | 85%  |
| Several times a year      | 5     | 3     | 1   | 4   | 9            | 27   | 4   | -          | **     | -            | -             | 31   |
|                           | 2%    | 1%    | *%  | 1%  | 1%           | 1%   | 2%  | -%         | **     | -%           | -%            | 2%   |
|                           |       |       |     |     |              |      |     |            |        |              |               | h    |
|                           | 15%   | 9%    | 4%  | 13% | 29%          | 87%  | 14% | -%         | **     | -%           | -%            | 100% |
| Less often                | 11    | 11    | 6   | 17  | 32           | 96   | 11  | 16         | **     | 3            | 7             | 98   |
|                           | 4%    | 3%    | 2%  | 2%  | 3%           | 5%   | 5%  | 3%         | **     | 3%           | 4%            | 5%   |
|                           | 10%   | 10%   | 5%  | 16% | 29%          | 87%  | 10% | 15%        | **     | 3%           | 6%            | 89%  |
| EVER DO THIS              | 37    | 42    | 25  | 67  | 127          | 301  | 34  | 65         | **     | 9            | 20            | 298  |
|                           | 12%   | 11%   | 8%  | 10% | 11%          | 15%  | 16% | 12%        | **     | 10%          | 12%           | 16%  |
|                           | c     |       |     |     |              |      |     |            |        |              |               |      |
|                           | 11%   | 12%   | 7%  | 20% | 37%          | 88%  | 10% | 19%        | **     | 3%           | 6%            | 87%  |
| Never                     | 260   | 323   | 308 | 631 | 1022         | 1725 | 182 | 463        | **     | 85           | 151           | 1577 |
|                           | 87%   | 89%   | 92% | 90% | 88%          | 84%  | 83% | 87%        | **     | 89%          | 88%           | 83%  |
|                           |       |       | a   |     |              |      |     |            |        |              |               |      |
|                           | 14%   | 17%   | 16% | 33% | 54%          | 91%  | 10% | 24%        | **     | 4%           | 8%            | 83%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Don't know                | 3     | -     | 1   | 1   | 8            | 19   | 2   | 6          | **     | 2            | -             | 18   |
|                           | 1%    | -%    | *%  | *%  | 1%           | 1%   | 1%  | 1%         | **     | 2%           | -%            | 1%   |
|                           | 11%   | -%    | 3%  | 3%  | 37%          | 86%  | 10% | 27%        | **     | 7%           | -%            | 80%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Every day                 | 32    | 19    | 5   | 25  | 133          | 407  | 47  | 95         | **     | 12           | 18            | 392  |
|                           | 11%   | 5%    | 2%  | 4%  | 11%          | 20%  | 22% | 18%        | **     | 13%          | 11%           | 21%  |
|                           | bcd   | c     |     |     |              |      |     | k          |        |              |               | k    |
|                           | 7%    | 4%    | 1%  | 5%  | 29%          | 89%  | 10% | 21%        | **     | 3%           | 4%            | 86%  |
| Several times a week      | 45    | 28    | 12  | 40  | 150          | 444  | 72  | 64         | **     | 13           | 15            | 481  |
|                           | 15%   | 8%    | 4%  | 6%  | 13%          | 22%  | 33% | 12%        | **     | 13%          | 9%            | 25%  |
|                           | bcd   | c     |     |     |              |      | f   |            |        |              |               | hjk  |
|                           | 9%    | 5%    | 2%  | 8%  | 29%          | 85%  | 14% | 12%        | **     | 2%           | 3%            | 92%  |
| At least once a month     | 33    | 20    | 8   | 29  | 68           | 172  | 18  | 31         | **     | -            | 12            | 172  |
|                           | 11%   | 6%    | 3%  | 4%  | 6%           | 8%   | 8%  | 6%         | **     | -%           | 7%            | 9%   |
|                           | bcd   |       |     |     |              |      |     | j          |        |              | j             | hj   |
|                           | 17%   | 11%   | 4%  | 15% | 36%          | 90%  | 10% | 16%        | **     | -%           | 6%            | 90%  |
| Several times a year      | 10    | 7     | 3   | 11  | 23           | 45   | 4   | 11         | **     | 3            | 3             | 41   |
|                           | 3%    | 2%    | 1%  | 2%  | 2%           | 2%   | 2%  | 2%         | **     | 3%           | 2%            | 2%   |
|                           | c     |       |     |     |              |      |     |            |        |              |               |      |
|                           | 21%   | 15%   | 7%  | 23% | 47%          | 92%  | 8%  | 22%        | **     | 6%           | 5%            | 85%  |
| Less often                | 17    | 19    | 12  | 31  | 41           | 74   | 6   | 15         | **     | 3            | 7             | 71   |
|                           | 6%    | 5%    | 3%  | 4%  | 4%           | 4%   | 3%  | 3%         | **     | 3%           | 4%            | 4%   |
|                           | 21%   | 23%   | 14% | 38% | 50%          | 90%  | 7%  | 18%        | **     | 3%           | 8%            | 87%  |
| EVER DO THIS              | 136   | 94    | 41  | 135 | 414          | 1141 | 146 | 216        | **     | 30           | 54            | 1157 |
|                           | 45%   | 26%   | 12% | 19% | 36%          | 56%  | 67% | 40%        | **     | 31%          | 32%           | 61%  |
|                           | bcd   | cd    |     | c   |              |      | f   | k          |        |              |               | hjk  |
|                           | 10%   | 7%    | 3%  | 10% | 32%          | 88%  | 11% | 17%        | **     | 2%           | 4%            | 89%  |
| Never                     | 160   | 269   | 290 | 558 | 735          | 892  | 71  | 314        | **     | 64           | 117           | 725  |
|                           | 53%   | 74%   | 87% | 80% | 64%          | 44%  | 33% | 59%        | **     | 67%          | 68%           | 38%  |
|                           |       | a     | abd | ab  |              | g    |     | l          |        | l            | hl            |      |
|                           | 17%   | 28%   | 30% | 58% | 77%          | 93%  | 7%  | 33%        | **     | 7%           | 12%           | 76%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Don't know                | 4     | 2     | 3   | 5   | 8            | 12   | 1   | 3          | **     | 2            | -             | 12   |
|                           | 1%    | *%    | 1%  | 1%  | 1%           | 1%   | 1%  | 1%         | **     | 2%           | -%            | 1%   |
|                           | 27%   | 12%   | 24% | 36% | 56%          | 88%  | 8%  | 24%        | **     | 13%          | -%            | 85%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Every day                 | 20    | 33    | 19  | 52  | 84           | 159  | 13  | 44         | **     | 4            | 15            | 139  |
|                           | 7%    | 9%    | 6%  | 7%  | 7%           | 8%   | 6%  | 8%         | **     | 5%           | 9%            | 7%   |
|                           | 12%   | 19%   | 11% | 30% | 49%          | 93%  | 7%  | 26%        | **     | 3%           | 9%            | 82%  |
| Several times a week      | 60    | 61    | 47  | 108 | 172          | 375  | 53  | 98         | **     | 23           | 24            | 363  |
|                           | 20%   | 17%   | 14% | 15% | 15%          | 18%  | 24% | 18%        | **     | 23%          | 14%           | 19%  |
|                           | c     |       |     |     |              |      |     |            |        |              |               |      |
|                           | 14%   | 14%   | 11% | 25% | 40%          | 87%  | 12% | 23%        | **     | 5%           | 6%            | 84%  |
| At least once a month     | 42    | 44    | 42  | 86  | 134          | 254  | 23  | 57         | **     | 11           | 16            | 241  |
|                           | 14%   | 12%   | 13% | 12% | 12%          | 12%  | 10% | 11%        | **     | 12%          | 9%            | 13%  |
|                           | 15%   | 16%   | 15% | 31% | 48%          | 91%  | 8%  | 20%        | **     | 4%           | 6%            | 86%  |
| Several times a year      | 25    | 16    | 10  | 27  | 38           | 78   | 4   | 20         | **     | 2            | 8             | 68   |
|                           | 8%    | 5%    | 3%  | 4%  | 3%           | 4%   | 2%  | 4%         | **     | 2%           | 5%            | 4%   |
|                           | cd    |       |     |     |              |      |     |            |        |              |               |      |
|                           | 30%   | 20%   | 13% | 33% | 47%          | 96%  | 5%  | 25%        | **     | 2%           | 10%           | 83%  |
| Less often                | 15    | 10    | 18  | 28  | 52           | 120  | 21  | 29         | **     | 8            | 8             | 119  |
|                           | 5%    | 3%    | 5%  | 4%  | 4%           | 6%   | 10% | 5%         | **     | 8%           | 5%            | 6%   |
|                           |       |       |     |     |              |      | f   |            |        |              |               |      |
|                           | 11%   | 8%    | 13% | 20% | 37%          | 86%  | 15% | 21%        | **     | 6%           | 6%            | 85%  |
| EVER DO THIS              | 163   | 165   | 136 | 301 | 479          | 985  | 113 | 248        | **     | 47           | 71            | 929  |
|                           | 54%   | 45%   | 41% | 43% | 41%          | 48%  | 51% | 47%        | **     | 49%          | 42%           | 49%  |
|                           | bcd   |       |     |     |              |      |     |            |        |              |               |      |
|                           | 15%   | 15%   | 12% | 27% | 44%          | 89%  | 10% | 23%        | **     | 4%           | 6%            | 84%  |
| Never                     | 134   | 200   | 196 | 397 | 671          | 1034 | 100 | 279        | **     | 47           | 100           | 936  |
|                           | 45%   | 55%   | 59% | 57% | 58%          | 51%  | 46% | 52%        | **     | 49%          | 58%           | 49%  |
|                           |       | a     | a   | a   |              |      |     |            |        |              | l             |      |
|                           | 12%   | 18%   | 17% | 35% | 59%          | 91%  | 9%  | 25%        | **     | 4%           | 9%            | 82%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Don't know                | 2     | -     | 1   | 1   | 6            | 26   | 6   | 6          | **     | 2            | -             | 29   |
|                           | 1%    | -%    | *%  | *%  | 1%           | 1%   | 3%  | 1%         | **     | 2%           | -%            | 2%   |
|                           | 7%    | -%    | 2%  | 2%  | 18%          | 77%  | 17% | 18%        | **     | 5%           | -%            | 87%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Every day                 | 4     | 2     | 1   | 3   | 21           | 50   | 3   | 20         | **     | -            | 6             | 41   |
|                           | 1%    | *%    | *%  | *%  | 2%           | 2%   | 2%  | 4%         | **     | -%           | 4%            | 2%   |
|                           |       |       |     |     |              |      |     | l          |        |              |               |      |
|                           | 8%    | 3%    | 2%  | 5%  | 37%          | 92%  | 6%  | 37%        | **     | -%           | 11%           | 74%  |
| Several times a week      | 9     | 4     | -   | 4   | 29           | 97   | 11  | 25         | **     | 1            | 3             | 92   |
|                           | 3%    | 1%    | -%  | 1%  | 2%           | 5%   | 5%  | 5%         | **     | 1%           | 2%            | 5%   |
|                           | cd    |       |     |     |              |      |     |            |        |              |               |      |
|                           | 8%    | 4%    | -%  | 4%  | 27%          | 90%  | 10% | 24%        | **     | 1%           | 2%            | 85%  |
| At least once a month     | 5     | 1     | 2   | 2   | 22           | 63   | 6   | 16         | **     | 5            | 2             | 60   |
|                           | 2%    | *%    | 1%  | *%  | 2%           | 3%   | 3%  | 3%         | **     | 5%           | 1%            | 3%   |
|                           | 6%    | 1%    | 2%  | 3%  | 31%          | 89%  | 9%  | 23%        | **     | 7%           | 3%            | 85%  |
| Several times a year      | 3     | 4     | -   | 4   | 6            | 30   | 2   | 2          | **     | -            | -             | 31   |
|                           | 1%    | 1%    | -%  | 1%  | *%           | 1%   | 1%  | *%         | **     | -%           | -%            | 2%   |
|                           | 9%    | 13%   | -%  | 13% | 17%          | 92%  | 6%  | 6%         | **     | -%           | -%            | 95%  |
| Less often                | 5     | 6     | 2   | 8   | 19           | 75   | 11  | 10         | **     | 2            | 4             | 80   |
|                           | 2%    | 2%    | 1%  | 1%  | 2%           | 4%   | 5%  | 2%         | **     | 2%           | 2%            | 4%   |
|                           |       |       |     |     |              |      |     |            |        |              |               | h    |
|                           | 6%    | 7%    | 2%  | 9%  | 22%          | 86%  | 12% | 11%        | **     | 2%           | 4%            | 93%  |
| EVER DO THIS              | 26    | 17    | 5   | 22  | 95           | 315  | 33  | 74         | **     | 8            | 14            | 304  |
|                           | 9%    | 5%    | 1%  | 3%  | 8%           | 15%  | 15% | 14%        | **     | 8%           | 8%            | 16%  |
|                           | bcd   | c     |     |     |              |      |     |            |        |              |               | jk   |
|                           | 7%    | 5%    | 1%  | 6%  | 27%          | 89%  | 9%  | 21%        | **     | 2%           | 4%            | 86%  |
| Never                     | 270   | 343   | 328 | 671 | 1051         | 1703 | 182 | 454        | **     | 88           | 157           | 1561 |
|                           | 90%   | 94%   | 98% | 96% | 91%          | 83%  | 83% | 85%        | **     | 91%          | 92%           | 82%  |
|                           |       |       | ab  | a   |              |      |     |            |        | l            | hl            |      |
|                           | 14%   | 18%   | 17% | 36% | 56%          | 90%  | 10% | 24%        | **     | 5%           | 8%            | 83%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Don't know                | 3     | 5     | 1   | 5   | 10           | 27   | 3   | 5          | **     | 1            | -             | 29   |
|                           | 1%    | 1%    | *%  | 1%  | 1%           | 1%   | 2%  | 1%         | **     | 1%           | -%            | 2%   |
|                           | 9%    | 14%   | 2%  | 17% | 32%          | 83%  | 10% | 15%        | **     | 2%           | -%            | 89%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Every day                 | 9     | -     | 1   | 1   | 19           | 53   | 11  | 13         | **     | 1            | 4             | 57   |
|                           | 3%    | -%    | *%  | *%  | 2%           | 3%   | 5%  | 2%         | **     | 1%           | 2%            | 3%   |
|                           | bcd   |       |     |     |              |      |     |            |        |              |               |      |
|                           | 13%   | -%    | 2%  | 2%  | 29%          | 81%  | 16% | 20%        | **     | 1%           | 6%            | 87%  |
| Several times a week      | 6     | 7     | 1   | 8   | 42           | 103  | 17  | 26         | **     | 3            | 6             | 104  |
|                           | 2%    | 2%    | *%  | 1%  | 4%           | 5%   | 8%  | 5%         | **     | 3%           | 3%            | 5%   |
|                           | c     | c     |     |     |              |      |     |            |        |              |               |      |
|                           | 5%    | 6%    | 1%  | 6%  | 35%          | 85%  | 14% | 22%        | **     | 3%           | 5%            | 86%  |
| At least once a month     | 7     | 6     | -   | 6   | 24           | 84   | 8   | 20         | **     | 2            | 3             | 83   |
|                           | 2%    | 2%    | -%  | 1%  | 2%           | 4%   | 4%  | 4%         | **     | 2%           | 2%            | 4%   |
|                           | c     | c     |     |     |              |      |     |            |        |              |               |      |
|                           | 7%    | 7%    | -%  | 7%  | 25%          | 87%  | 9%  | 21%        | **     | 2%           | 3%            | 86%  |
| Several times a year      | 2     | 4     | 1   | 4   | 10           | 28   | 2   | 3          | **     | 1            | 1             | 30   |
|                           | 1%    | 1%    | *%  | 1%  | 1%           | 1%   | 1%  | 1%         | **     | 1%           | 1%            | 2%   |
|                           | 7%    | 11%   | 2%  | 13% | 32%          | 88%  | 7%  | 10%        | **     | 2%           | 3%            | 94%  |
| Less often                | 10    | 6     | 2   | 8   | 21           | 82   | 18  | 14         | **     | 4            | 2             | 95   |
|                           | 3%    | 2%    | 1%  | 1%  | 2%           | 4%   | 8%  | 3%         | **     | 4%           | 1%            | 5%   |
|                           | cd    |       |     |     |              | f    |     |            |        |              |               | hk   |
|                           | 10%   | 6%    | 2%  | 8%  | 20%          | 79%  | 18% | 13%        | **     | 4%           | 2%            | 92%  |
| EVER DO THIS              | 35    | 23    | 5   | 28  | 116          | 350  | 57  | 76         | **     | 10           | 15            | 370  |
|                           | 12%   | 6%    | 1%  | 4%  | 10%          | 17%  | 26% | 14%        | **     | 11%          | 9%            | 20%  |
|                           | bcd   | c     |     | c   |              | f    |     |            |        |              |               | hjk  |
|                           | 8%    | 5%    | 1%  | 7%  | 28%          | 83%  | 14% | 18%        | **     | 2%           | 4%            | 88%  |
| Never                     | 262   | 342   | 328 | 670 | 1031         | 1670 | 161 | 451        | **     | 85           | 156           | 1500 |
|                           | 87%   | 94%   | 98% | 96% | 89%          | 82%  | 73% | 85%        | **     | 89%          | 91%           | 79%  |
|                           | a     | a     | ab  | a   |              | g    |     | l          |        | l            | hl            |      |
|                           | 14%   | 19%   | 18% | 37% | 57%          | 92%  | 9%  | 25%        | **     | 5%           | 9%            | 82%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Don't know                | 3     | -     | 1   | 1   | 9            | 26   | 1   | 6          | **     | 1            | -             | 24   |
|                           | 1%    | -%    | *%  | *%  | 1%           | 1%   | 1%  | 1%         | **     | 1%           | -%            | 1%   |
|                           | 10%   | -%    | 3%  | 3%  | 33%          | 92%  | 4%  | 21%        | **     | 2%           | -%            | 85%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | j            | k             | l    |
| Unweighted total          | 415   | 340   | 359 | 699 | 1228         | 2541 | 223 | 533        | 94     | 112          | 194           | 2237 |
| Effective Weighted Sample | 347   | 279   | 296 | 572 | 1008         | 2061 | 175 | 417        | 77     | 87           | 165           | 1839 |
| Total                     | 299   | 365   | 334 | 699 | 1157         | 2045 | 219 | 533        | 91     | 96           | 171           | 1894 |
|                           | 13%   | 16%   | 15% | 31% | 51%          | 90%  | 10% | 23%        | **     | 4%           | 8%            | 83%  |
| Yes                       | 66    | 51    | 18  | 68  | 148          | 459  | 61  | 82         | **     | 8            | 18            | 467  |
|                           | 22%   | 14%   | 5%  | 10% | 13%          | 22%  | 28% | 15%        | **     | 8%           | 11%           | 25%  |
|                           | bcd   | c     |     | c   |              |      |     |            |        |              |               | hjk  |
|                           | 13%   | 10%   | 3%  | 13% | 28%          | 88%  | 12% | 16%        | **     | 2%           | 4%            | 90%  |
| No                        | 219   | 305   | 303 | 607 | 973          | 1527 | 153 | 427        | **     | 83           | 148           | 1379 |
|                           | 73%   | 83%   | 91% | 87% | 84%          | 75%  | 70% | 80%        | **     | 86%          | 87%           | 73%  |
|                           |       | a     | ab  | a   |              |      |     |            |        |              |               |      |
|                           | 13%   | 18%   | 18% | 36% | 58%          | 90%  | 9%  | 25%        | **     | 5%           | 9%            | 82%  |
| Don't know                | 15    | 10    | 13  | 23  | 36           | 59   | 5   | 24         | **     | 5            | 4             | 48   |
|                           | 5%    | 3%    | 4%  | 3%  | 3%           | 3%   | 2%  | 4%         | **     | 6%           | 3%            | 3%   |
|                           |       |       |     |     |              |      |     |            |        |              |               |      |
|                           | 23%   | 15%   | 21% | 36% | 57%          | 92%  | 7%  | 37%        | **     | 9%           | 7%            | 75%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total  | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample                                       | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total   | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Difficulty hearing quiet parts of programmes                    | 6     | 16    | 40  | 56  | 60           | 56   | 1   | 49         | 16     | 34           | 15            | 20   |
|   | 2%    | 4%    | 12% | 8%  | 5%           | 3%   | *%  | 9%         | 16%    | 35%          | 8%            | 1%   |
|   |       |       | ab  | ab  |              | g    |     |            |        | hijkl        |               |      |
|   | 10%   | 28%   | 70% | 98% | 104%         | 98%  | 2%  | 85%        | 27%    | 60%          | 26%           | 34%  |
| Hearing quiet voices  | 5     | 15    | 31  | 47  | 49           | 46   | 2   | 42         | 7      | 30           | 8             | 16   |
|   | 2%    | 4%    | 9%  | 7%  | 4%           | 2%   | 1%  | 8%         | 7%     | 31%          | 5%            | 1%   |
|   |       | a     | ab  | a   |              |      |     |            |        | hijkl        |               |      |
|   | 10%   | 33%   | 66% | 98% | 104%         | 97%  | 3%  | 89%        | 16%    | 63%          | 18%           | 34%  |
| Hearing the television at a volume other people find acceptable | 4     | 10    | 31  | 42  | 44           | 43   | 2   | 35         | 9      | 33           | 9             | 16   |
|   | 1%    | 3%    | 9%  | 6%  | 4%           | 2%   | 1%  | 6%         | 9%     | 34%          | 5%            | 1%   |
|   |       |       | ab  | a   |              |      |     |            |        | hijkl        |               |      |
|   | 10%   | 23%   | 71% | 95% | 100%         | 98%  | 4%  | 80%        | 20%    | 74%          | 20%           | 36%  |
| Seeing small details on screen                                  | 5     | 7     | 22  | 29  | 32           | 32   | 3   | 26         | 20     | 9            | 14            | 14   |
|   | 1%    | 2%    | 7%  | 4%  | 3%           | 2%   | 1%  | 5%         | 20%    | 9%           | 8%            | 1%   |
|   |       |       | ab  | a   |              |      |     |            | hijkl  |              |               |      |
|   | 13%   | 19%   | 65% | 85% | 93%          | 93%  | 9%  | 75%        | 58%    | 25%          | 41%           | 40%  |
| Using the interactive services on your television               | 10    | 8     | 15  | 23  | 25           | 30   | -   | 22         | 10     | 4            | 11            | 15   |
|   | 3%    | 2%    | 4%  | 3%  | 2%           | 1%   | -%  | 4%         | 10%    | 4%           | 6%            | 1%   |
|   |       |       |     |     |              |      |     |            | hl     |              |               |      |
|   | 34%   | 26%   | 52% | 78% | 85%          | 100% | -%  | 73%        | 35%    | 14%          | 38%           | 50%  |

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

Any break column with 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

|  | AGE   |       |     |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                              | a     | b     | c   | d    | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total                                     | 427   | 346   | 371 | 717  | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample                            | 358   | 283   | 307 | 586  | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total  | 308   | 372   | 345 | 717  | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30%  | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Seeing the buttons on the remote control             | 4     | 7     | 19  | 26   | 28           | 27   | 1   | 25         | 21     | 8            | 13            | 8    |
|  | 1%    | 2%    | 6%  | 4%   | 2%           | 1%   | 1%  | 4%         | 22%    | 8%           | 7%            | *%   |
|  |       |       | ab  | a    |              |      |     | l          | ijkl   | l            | l             |      |
|  | 13%   | 24%   | 69% | 93%  | 100%         | 97%  | 5%  | 88%        | 77%    | 29%          | 45%           | 29%  |
| Pressing the buttons on the remote control           | 2     | 4     | 13  | 17   | 19           | 18   | 4   | 17         | 10     | 8            | 9             | 8    |
|  | 1%    | 1%    | 4%  | 2%   | 2%           | 1%   | 2%  | 3%         | 10%    | 8%           | 5%            | *%   |
|  |       |       | ab  |      |              |      |     | l          | hl     | hl           | l             |      |
|  | 11%   | 19%   | 63% | 82%  | 92%          | 86%  | 19% | 82%        | 46%    | 38%          | 43%           | 36%  |
| Using the on-screen Electronic Programme Guide (EPG) | 4     | 4     | 14  | 18   | 18           | 17   | 1   | 12         | 8      | 4            | 8             | 8    |
|  | 1%    | 1%    | 4%  | 2%   | 1%           | 1%   | *%  | 2%         | 8%     | 4%           | 5%            | *%   |
|  |       |       | ab  |      |              |      |     | l          | hl     | l            | l             |      |
|  | 25%   | 21%   | 80% | 101% | 101%         | 96%  | 5%  | 71%        | 48%    | 25%          | 46%           | 45%  |
| Seeing the picture on the TV screen                  | 1     | 3     | 12  | 16   | 17           | 17   | -   | 16         | 13     | 6            | 10            | 4    |
|  | *%    | 1%    | 4%  | 2%   | 1%           | 1%   | -%  | 3%         | 13%    | 6%           | 6%            | *%   |
|  |       |       | ab  | a    |              |      |     | l          | hkl    | l            | l             |      |
|  | 6%    | 19%   | 74% | 93%  | 102%         | 100% | -%  | 94%        | 78%    | 37%          | 59%           | 24%  |
| Holding the remote control                           | 3     | 2     | 6   | 9    | 10           | 13   | -   | 8          | 4      | 1            | 5             | 7    |
|  | 1%    | 1%    | 2%  | 1%   | 1%           | 1%   | -%  | 1%         | 4%     | 1%           | 3%            | *%   |
|  |       |       |     |      |              |      |     | l          | l      | l            | l             |      |
|  | 24%   | 17%   | 48% | 65%  | 76%          | 100% | -%  | 60%        | 31%    | 8%           | 34%           | 53%  |

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

Any break column with 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

|                               | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|-------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                               | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%       | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total              | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample     | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                         | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                               | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Picking up the remote control | 1     | 2     | 2   | 4   | 6            | 7    | 1   | 4          | 3      | 2            | 3             | 4    |
|                               | *%    | 1%    | 1%  | 1%  | 1%           | *%   | *%  | 1%         | 3%     | 2%           | 2%            | *%   |
|                               | 16%   | 27%   | 30% | 57% | 80%          | 85%  | 11% | 54%        | 43%    | 31%          | 45%           | 53%  |
| Any other difficulties        | 2     | 4     | 5   | 9   | 11           | 13   | -   | 12         | 6      | *            | 5             | 5    |
|                               | 1%    | 1%    | 1%  | 1%  | 1%           | 1%   | -%  | 2%         | 6%     | *%           | 3%            | *%   |
|                               | 15%   | 27%   | 38% | 65% | 86%          | 100% | -%  | 89%        | 46%    | 2%           | 37%           | 40%  |
| No, none                      | 283   | 328   | 261 | 588 | 1041         | 1951 | 233 | 437        | 53     | 48           | 139           | 1883 |
|                               | 92%   | 88%   | 76% | 82% | 87%          | 92%  | 95% | 79%        | 54%    | 49%          | 78%           | 96%  |
|                               | cd    | cd    | c   |     |              |      |     | ij         |        |              | ij            | hijk |
|                               | 13%   | 15%   | 12% | 27% | 48%          | 89%  | 11% | 20%        | 2%     | 2%           | 6%            | 86%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                                | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total                                       | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample                              | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total  | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Landline phone   | 277   | 345   | 331 | 676 | 1002         | 1781 | 195 | 468        | 84     | 89           | 150           | 1642 |
|  | 90%   | 93%   | 96% | 94% | 84%          | 84%  | 80% | 84%        | 85%    | 91%          | 84%           | 84%  |
|  |       |       | a   | a   |              |      |     |            |        |              |               |      |
|  | 14%   | 17%   | 17% | 34% | 51%          | 90%  | 10% | 24%        | 4%     | 5%           | 8%            | 83%  |
| Mobile phone   | 287   | 314   | 210 | 525 | 980          | 1956 | 229 | 453        | 71     | 73           | 135           | 1876 |
|  | 93%   | 84%   | 61% | 73% | 82%          | 93%  | 94% | 82%        | 72%    | 75%          | 76%           | 95%  |
|  | bcd   | cd    | c   |     |              |      |     |            |        |              |               | hijk |
|  | 13%   | 14%   | 10% | 24% | 45%          | 89%  | 10% | 21%        | 3%     | 3%           | 6%            | 86%  |
| Fixed broadband internet access                        | 250   | 243   | 119 | 362 | 673          | 1600 | 187 | 338        | 51     | 45           | 90            | 1558 |
|  | 81%   | 65%   | 34% | 50% | 56%          | 76%  | 76% | 61%        | 52%    | 46%          | 51%           | 79%  |
|  | bcd   | cd    | c   |     |              |      |     | jk         |        |              |               | hijk |
|  | 14%   | 14%   | 7%  | 20% | 38%          | 90%  | 10% | 19%        | 3%     | 3%           | 5%            | 87%  |
| Mobile broadband internet access                       | 16    | 9     | 1   | 10  | 36           | 116  | 15  | 25         | -      | 5            | 7             | 116  |
|  | 5%    | 3%    | *%  | 1%  | 3%           | 5%   | 6%  | 4%         | -%     | 5%           | 4%            | 6%   |
|  | cd    | c     |     |     |              |      |     |            |        | i            |               | i    |
|  | 12%   | 7%    | 1%  | 8%  | 27%          | 87%  | 11% | 19%        | -%     | 3%           | 5%            | 87%  |
| Narrowband internet access                             | 2     | 2     | 2   | 5   | 9            | 13   | 1   | 5          | 1      | -            | 1             | 11   |
|  | 1%    | 1%    | 1%  | 1%  | 1%           | 1%   | 1%  | 1%         | 1%     | -%           | *%            | 1%   |
|  | 15%   | 17%   | 17% | 33% | 61%          | 89%  | 9%  | 33%        | 6%     | -%           | 6%            | 76%  |
| TV service with additional channels you pay to receive | 182   | 201   | 104 | 305 | 571          | 1250 | 145 | 267        | 45     | 39           | 79            | 1213 |
|  | 59%   | 54%   | 30% | 43% | 48%          | 59%  | 60% | 48%        | 46%    | 40%          | 44%           | 62%  |
|  | cd    | cd    | c   |     |              |      |     |            |        |              |               | hijk |
|  | 13%   | 14%   | 7%  | 22% | 41%          | 90%  | 10% | 19%        | 3%     | 3%           | 6%            | 87%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| No, none of these         | 1     | 1     | 2   | 3   | 6            | 6    | -   | 7          | 1      | -            | 3             | 2    |
|                           | *%    | *%    | 1%  | *%  | 1%           | *%   | -%  | 1%         | 1%     | -%           | 2%            | *%   |
|                           | 17%   | 15%   | 36% | 51% | 99%          | 100% | -%  | 104%       | 11%    | -%           | 49%           | 26%  |

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

Any break column with 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

|  | AGE        |           |          |     | AGE/SEG      | MEG      |     | DISABILITY |        |              |               |             |
|--|------------|-----------|----------|-----|--------------|----------|-----|------------|--------|--------------|---------------|-------------|
|  | 55-64      | 65-74     | 75+      | 65+ | 65+<br>OR DE | NO       | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO          |
| Significance Level: 95%                                | a          | b         | c        | d   | e            | f        | g   | h          | i      | j            | k             | l           |
| Unweighted total                                       | 427        | 346       | 371      | 717 | 1268         | 2626     | 244 | 555        | 102    | 114          | 202           | 2322        |
| Effective Weighted Sample                              | 358        | 283       | 307      | 586 | 1041         | 2133     | 193 | 433        | 83     | 88           | 170           | 1914        |
| Total  | 308        | 372       | 345      | 717 | 1192         | 2112     | 244 | 555        | 99     | 98           | 179           | 1965        |
|  | 13%        | 16%       | 15%      | 30% | 51%          | 90%      | 10% | 24%        | 4%     | 4%           | 8%            | 83%         |
| Landline phone   | 255        | 319       | 304      | 624 | 876          | 1498     | 134 | 410        | 73     | 83           | 135           | 1336        |
|  | 83%        | 86%       | 88%      | 87% | 73%          | 71%      | 55% | 74%        | 74%    | 85%          | 75%           | 68%         |
|  | 16%        | 20%       | a<br>19% | 38% | 54%          | g<br>92% | 8%  | 25%        | 4%     | hl<br>5%     | l<br>8%       | 82%         |
| Mobile phone   | 259        | 285       | 186      | 471 | 867          | 1704     | 190 | 382        | 58     | 63           | 116           | 1634        |
|  | 84%        | 76%       | 54%      | 66% | 73%          | 81%      | 78% | 69%        | 59%    | 64%          | 65%           | 83%         |
|  | bcd<br>14% | cd<br>15% | c<br>10% | 25% | 46%          | 90%      | 10% | 20%        | 3%     | 3%           | 6%            | hijk<br>86% |
| Fixed broadband internet access                        | 227        | 212       | 100      | 312 | 550          | 1294     | 121 | 281        | 42     | 40           | 77            | 1226        |
|  | 74%        | 57%       | 29%      | 43% | 46%          | 61%      | 50% | 51%        | 43%    | 41%          | 43%           | 62%         |
|  | bcd<br>16% | cd<br>15% | c<br>7%  | 22% | 39%          | g<br>92% | 9%  | 20%        | 3%     | 3%           | 5%            | hijk<br>87% |
| Mobile broadband internet access                       | 12         | 8         | 1        | 8   | 28           | 84       | 11  | 14         | -      | 1            | 4             | 86          |
|  | 4%         | 2%        | *%       | 1%  | 2%           | 4%       | 5%  | 3%         | -%     | 1%           | 2%            | 4%          |
|  | cd<br>13%  | c<br>8%   | 1%       | 9%  | 29%          | 88%      | 12% | 15%        | -%     | 1%           | 4%            | 90%         |
| Narrowband internet access                             | 1          | 2         | 2        | 5   | 9            | 9        | 1   | 3          | 1      | -            | 1             | 9           |
|  | *%         | 1%        | 1%       | 1%  | 1%           | *%       | 1%  | 1%         | 1%     | -%           | *%            | *%          |
|  | 9%         | 23%       | 22%      | 45% | 81%          | 85%      | 12% | 30%        | 8%     | -%           | 7%            | 78%         |
| TV service with additional channels you pay to receive | 157        | 178       | 86       | 264 | 456          | 965      | 91  | 215        | 36     | 37           | 68            | 908         |
|  | 51%        | 48%       | 25%      | 37% | 38%          | 46%      | 37% | 39%        | 37%    | 38%          | 38%           | 46%         |
|  | cd<br>15%  | cd<br>17% | c<br>8%  | 25% | 43%          | g<br>92% | 9%  | 20%        | 3%     | 3%           | 6%            | hk<br>86%   |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     |     | DISABILITY |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|-----|------------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY | VISION     | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h   | i          | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555 | 102        | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433 | 83         | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555 | 99         | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24% | 4%         | 4%           | 8%            | 83%  |
| None of these             | 16    | 24    | 28  | 52  | 103          | 177  | 29  | 56  | 12         | 6            | 19            | 167  |
|                           | 5%    | 6%    | 8%  | 7%  | 9%           | 8%   | 12% | 10% | 12%        | 6%           | 11%           | 8%   |
|                           | 8%    | 12%   | 14% | 25% | 50%          | 86%  | 14% | 27% | 6%         | 3%           | 9%            | 81%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |      | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|------|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES  | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g    | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244  | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193  | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244  | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10%  | 24%        | 4%     | 4%           | 8%            | 83%  |
| Yes                       | 219   | 219   | 115 | 334 | 582          | 1327 | 134  | 278        | 38     | 38           | 77            | 1273 |
|                           | 71%   | 59%   | 33% | 47% | 49%          | 63%  | 55%  | 50%        | 39%    | 39%          | 43%           | 65%  |
|                           | bcd   | cd    | c   | c   | g            | g    | hijk |            |        |              |               | hijk |
|                           | 15%   | 15%   | 8%  | 23% | 40%          | 91%  | 9%   | 19%        | 3%     | 3%           | 5%            | 87%  |
| No                        | 87    | 138   | 221 | 358 | 561          | 703  | 86   | 264        | 57     | 57           | 98            | 593  |
|                           | 28%   | 37%   | 64% | 50% | 47%          | 33%  | 35%  | 48%        | 57%    | 59%          | 55%           | 30%  |
|                           |       | a     | abd | ab  |              | l    |      | l          | l      | l            | l             |      |
|                           | 11%   | 17%   | 28% | 45% | 71%          | 89%  | 11%  | 33%        | 7%     | 7%           | 12%           | 75%  |
| Don't know                | 2     | 15    | 9   | 24  | 49           | 82   | 24   | 13         | 4      | 2            | 3             | 99   |
|                           | 1%    | 4%    | 3%  | 3%  | 4%           | 4%   | 10%  | 2%         | 4%     | 2%           | 2%            | 5%   |
|                           |       | a     | a   | a   | f            | f    | h    |            |        |              |               | h    |
|                           | 2%    | 14%   | 8%  | 23% | 46%          | 76%  | 22%  | 12%        | 4%     | 2%           | 3%            | 92%  |

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

Any break column with 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

|                                       | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                                       | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%               | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | ~k            | l    |
| Unweighted total                      | 287   | 194   | 122 | 316 | 602          | 1586 | 131 | 245        | 36     | 40           | 84            | 1476 |
| Effective Weighted Sample             | 244   | 161   | 101 | 260 | 493          | 1295 | 105 | 189        | 29     | 30           | 74            | 1220 |
| Total                                 | 219   | 219   | 115 | 334 | 582          | 1327 | 134 | 278        | 38     | 38           | 77            | 1273 |
|                                       | 15%   | 15%   | 8%  | 23% | 40%          | 91%  | 9%  | 19%        | **     | **           | **            | 87%  |
| One deal or package                   | 202   | 202   | 100 | 302 | 526          | 1190 | 117 | 243        | **     | **           | **            | 1141 |
|                                       | 92%   | 92%   | 87% | 91% | 90%          | 90%  | 87% | 87%        | **     | **           | **            | 90%  |
|                                       | 16%   | 16%   | 8%  | 23% | 40%          | 91%  | 9%  | 19%        | **     | **           | **            | 87%  |
| Two packages from one supplier        | 11    | 13    | 11  | 25  | 41           | 93   | 11  | 18         | **     | **           | **            | 94   |
|                                       | 5%    | 6%    | 10% | 7%  | 7%           | 7%   | 8%  | 7%         | **     | **           | **            | 7%   |
|                                       | 10%   | 12%   | 11% | 23% | 39%          | 88%  | 10% | 17%        | **     | **           | **            | 89%  |
| Two packages from different suppliers | 3     | -     | *   | *   | *            | 13   | 2   | 7          | **     | **           | **            | 11   |
|                                       | 1%    | -%    | *%  | *%  | *%           | 1%   | 2%  | 3%         | **     | **           | **            | 1%   |
|                                       | 21%   | -%    | 1%  | 1%  | 1%           | 90%  | 15% | 48%        | **     | **           | **            | 73%  |
| Three or more packages                | 1     | 2     | 1   | 3   | 8            | 17   | 3   | 4          | **     | **           | **            | 16   |
|                                       | *%    | 1%    | 1%  | 1%  | 1%           | 1%   | 2%  | 2%         | **     | **           | **            | 1%   |
|                                       | 5%    | 13%   | 5%  | 18% | 42%          | 87%  | 16% | 23%        | **     | **           | **            | 84%  |
| Don't know                            | 2     | 1     | 3   | 4   | 6            | 13   | 1   | 6          | **     | **           | **            | 11   |
|                                       | 1%    | *%    | 2%  | 1%  | 1%           | 1%   | 1%  | 2%         | **     | **           | **            | 1%   |
|                                       | 12%   | 6%    | 17% | 24% | 41%          | 89%  | 6%  | 39%        | **     | **           | **            | 74%  |

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

Any break column with 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

|                                    | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|------------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                                    | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%            | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | ~k            | l    |
| Unweighted total                   | 287   | 194   | 122 | 316 | 602          | 1586 | 131 | 245        | 36     | 40           | 84            | 1476 |
| Effective Weighted Sample          | 244   | 161   | 101 | 260 | 493          | 1295 | 105 | 189        | 29     | 30           | 74            | 1220 |
| Total                              | 219   | 219   | 115 | 334 | 582          | 1327 | 134 | 278        | 38     | 38           | 77            | 1273 |
|                                    | 15%   | 15%   | 8%  | 23% | 40%          | 91%  | 9%  | 19%        | **     | **           | **            | 87%  |
| Landline phone                     | 208   | 213   | 112 | 324 | 553          | 1245 | 118 | 264        | **     | **           | **            | 1184 |
|                                    | 95%   | 97%   | 97% | 97% | 95%          | 94%  | 88% | 95%        | **     | **           | **            | 93%  |
|                                    | 15%   | 16%   | 8%  | 24% | 41%          | 91%  | 9%  | 19%        | **     | **           | **            | 87%  |
| One mobile phone                   | 11    | 15    | 8   | 22  | 38           | 73   | 11  | 11         | **     | **           | **            | 77   |
|                                    | 5%    | 7%    | 7%  | 7%  | 7%           | 6%   | 8%  | 4%         | **     | **           | **            | 6%   |
|                                    | 13%   | 17%   | 9%  | 26% | 45%          | 87%  | 13% | 13%        | **     | **           | **            | 91%  |
| More than one mobile phone         | 7     | 4     | *   | 5   | 10           | 28   | 2   | 6          | **     | **           | **            | 26   |
|                                    | 3%    | 2%    | *%  | 1%  | 2%           | 2%   | 2%  | 2%         | **     | **           | **            | 2%   |
|                                    | 22%   | 14%   | 1%  | 15% | 33%          | 95%  | 7%  | 21%        | **     | **           | **            | 88%  |
| Internet - Fixed Broadband access  | 204   | 187   | 91  | 278 | 502          | 1230 | 120 | 254        | **     | **           | **            | 1181 |
|                                    | 93%   | 85%   | 79% | 83% | 86%          | 93%  | 90% | 91%        | **     | **           | **            | 93%  |
|                                    | bcd   |       |     |     |              |      |     |            |        |              |               |      |
|                                    | 15%   | 14%   | 7%  | 21% | 37%          | 91%  | 9%  | 19%        | **     | **           | **            | 87%  |
| Internet - Mobile Broadband access | 3     | 2     | 1   | 3   | 7            | 17   | 4   | 4          | **     | **           | **            | 18   |
|                                    | 1%    | 1%    | 1%  | 1%  | 1%           | 1%   | 3%  | 1%         | **     | **           | **            | 1%   |
|                                    | 15%   | 10%   | 3%  | 14% | 33%          | 80%  | 18% | 18%        | **     | **           | **            | 87%  |
| Internet - not broadband access    | -     | -     | -   | -   | *            | 1    | -   | -          | **     | **           | **            | 1    |
|                                    | -%    | -%    | -%  | -%  | *%           | *%   | -%  | -%         | **     | **           | **            | *%   |
|                                    | -%    | -%    | -%  | -%  | 57%          | 100% | -%  | -%         | **     | **           | **            | 100% |
| TV service                         | 96    | 104   | 40  | 144 | 282          | 687  | 51  | 130        | **     | **           | **            | 655  |
|                                    | 44%   | 47%   | 35% | 43% | 48%          | 52%  | 38% | 47%        | **     | **           | **            | 51%  |
|                                    | 13%   | c     | 5%  | 19% | 38%          | g    | 7%  | 18%        | **     | **           | **            | 89%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | ~k            | l    |
| Unweighted total          | 287   | 194   | 122 | 316 | 602          | 1586 | 131 | 245        | 36     | 40           | 84            | 1476 |
| Effective Weighted Sample | 244   | 161   | 101 | 260 | 493          | 1295 | 105 | 189        | 29     | 30           | 74            | 1220 |
| Total                     | 219   | 219   | 115 | 334 | 582          | 1327 | 134 | 278        | 38     | 38           | 77            | 1273 |
|                           | 15%   | 15%   | 8%  | 23% | 40%          | 91%  | 9%  | 19%        | **     | **           | **            | 87%  |
| Don't know                | 2     | 1     | 2   | 3   | 4            | 12   | 1   | 1          | **     | **           | **            | 12   |
|                           | 1%    | *%    | 2%  | 1%  | 1%           | 1%   | 1%  | *%         | **     | **           | **            | 1%   |
|                           | 15%   | 7%    | 16% | 23% | 28%          | 93%  | 10% | 8%         | **     | **           | **            | 94%  |

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

Any break column with 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

|                                    | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|------------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                                    | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%            | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total                   | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample          | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                              | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                                    | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Landline phone                     | 208   | 213   | 112 | 324 | 553          | 1245 | 118 | 264        | 38     | 37           | 77            | 1184 |
|                                    | 67%   | 57%   | 32% | 45% | 46%          | 59%  | 48% | 48%        | 39%    | 38%          | 43%           | 60%  |
|                                    | bcd   | cd    | c   | c   | g            | g    | g   | g          | g      | g            | g             | hijk |
|                                    | 15%   | 16%   | 8%  | 24% | 41%          | 91%  | 9%  | 19%        | 3%     | 3%           | 6%            | 87%  |
| One mobile phone                   | 11    | 15    | 8   | 22  | 38           | 73   | 11  | 11         | 3      | 2            | 3             | 77   |
|                                    | 4%    | 4%    | 2%  | 3%  | 3%           | 3%   | 4%  | 2%         | 4%     | 2%           | 1%            | 4%   |
|                                    | 13%   | 17%   | 9%  | 26% | 45%          | 87%  | 13% | 13%        | 4%     | 3%           | 3%            | 91%  |
| More than one mobile phone         | 7     | 4     | *   | 5   | 10           | 28   | 2   | 6          | 1      | -            | 1             | 26   |
|                                    | 2%    | 1%    | *%  | 1%  | 1%           | 1%   | 1%  | 1%         | 1%     | -%           | 1%            | 1%   |
|                                    | cd    | cd    | c   | c   | g            | g    | g   | g          | g      | g            | g             | hijk |
|                                    | 22%   | 14%   | 1%  | 15% | 33%          | 95%  | 7%  | 21%        | 3%     | -%           | 3%            | 88%  |
| Internet - Fixed Broadband access  | 204   | 187   | 91  | 278 | 502          | 1230 | 120 | 254        | 34     | 35           | 69            | 1181 |
|                                    | 66%   | 50%   | 26% | 39% | 42%          | 58%  | 49% | 46%        | 34%    | 36%          | 39%           | 60%  |
|                                    | bcd   | cd    | c   | c   | g            | g    | g   | g          | g      | g            | g             | hijk |
|                                    | 15%   | 14%   | 7%  | 21% | 37%          | 91%  | 9%  | 19%        | 3%     | 3%           | 5%            | 87%  |
| Internet - Mobile Broadband access | 3     | 2     | 1   | 3   | 7            | 17   | 4   | 4          | -      | -            | 1             | 18   |
|                                    | 1%    | 1%    | *%  | *%  | 1%           | 1%   | 2%  | 1%         | -%     | -%           | *%            | 1%   |
|                                    | 15%   | 10%   | 3%  | 14% | 33%          | 80%  | 18% | 18%        | -%     | -%           | 3%            | 87%  |
| Internet - not broadband access    | -     | -     | -   | -   | *            | 1    | -   | -          | -      | -            | -             | 1    |
|                                    | -%    | -%    | -%  | -%  | *%           | *%   | -%  | -%         | -%     | -%           | -%            | *%   |
|                                    | -%    | -%    | -%  | -%  | 57%          | 100% | -%  | -%         | -%     | -%           | -%            | 100% |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total                          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample                 | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| TV service                                | 96    | 104   | 40  | 144 | 282          | 687  | 51  | 130        | 23     | 21           | 36            | 655  |
|   | 31%   | 28%   | 12% | 20% | 24%          | 33%  | 21% | 23%        | 23%    | 22%          | 20%           | 33%  |
|   | cd    | cd    | c   | c   | g            | g    |     |            |        |              |               | hjk  |
|   | 13%   | 14%   | 5%  | 19% | 38%          | 93%  | 7%  | 18%        | 3%     | 3%           | 5%            | 89%  |
| Don't know                                | 2     | 1     | 2   | 3   | 4            | 12   | 1   | 1          | -      | -            | -             | 12   |
|   | 1%    | *%    | 1%  | *%  | *%           | 1%   | *%  | *%         | -%     | -%           | -%            | 1%   |
|   | 15%   | 7%    | 16% | 23% | 28%          | 93%  | 10% | 8%         | -%     | -%           | -%            | 94%  |
| DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES | 89    | 153   | 230 | 383 | 611          | 785  | 110 | 277        | 61     | 60           | 101           | 692  |
|   | 29%   | 41%   | 67% | 53% | 51%          | 37%  | 45% | 50%        | 61%    | 61%          | 57%           | 35%  |
|   |       | a     | abd | ab  | f            | f    |     | l          | l      | l            | l             |      |
|   | 10%   | 17%   | 26% | 43% | 68%          | 87%  | 12% | 31%        | 7%     | 7%           | 11%           | 77%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | ~k            | l    |
| Unweighted total          | 287   | 194   | 122 | 316 | 602          | 1586 | 131 | 245        | 36     | 40           | 84            | 1476 |
| Effective Weighted Sample | 244   | 161   | 101 | 260 | 493          | 1295 | 105 | 189        | 29     | 30           | 74            | 1220 |
| Total                     | 219   | 219   | 115 | 334 | 582          | 1327 | 134 | 278        | 38     | 38           | 77            | 1273 |
|                           | 15%   | 15%   | 8%  | 23% | 40%          | 91%  | 9%  | 19%        | **     | **           | **            | 87%  |
| Yes                       | 136   | 140   | 64  | 204 | 360          | 836  | 91  | 167        | **     | **           | **            | 812  |
|                           | 62%   | 64%   | 56% | 61% | 62%          | 63%  | 68% | 60%        | **     | **           | **            | 64%  |
|                           | 15%   | 15%   | 7%  | 22% | 39%          | 91%  | 10% | 18%        | **     | **           | **            | 88%  |
| No                        | 46    | 51    | 24  | 74  | 123          | 267  | 21  | 71         | **     | **           | **            | 245  |
|                           | 21%   | 23%   | 20% | 22% | 21%          | 20%  | 16% | 25%        | **     | **           | **            | 19%  |
|                           | 16%   | 17%   | 8%  | 25% | 42%          | 92%  | 7%  | 24%        | **     | **           | **            | 84%  |
| Don't know                | 37    | 28    | 28  | 55  | 99           | 223  | 22  | 40         | **     | **           | **            | 216  |
|                           | 17%   | 13%   | 24% | 17% | 17%          | 17%  | 16% | 14%        | **     | **           | **            | 17%  |
|                           | 15%   | 11%   | 11% | 23% | 40%          | 91%  | 9%  | 16%        | **     | **           | **            | 88%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                 | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | ~k            | l    |
| Unweighted total                        | 287   | 194   | 122 | 316 | 602          | 1586 | 131 | 245        | 36     | 40           | 84            | 1476 |
| Effective Weighted Sample               | 244   | 161   | 101 | 260 | 493          | 1295 | 105 | 189        | 29     | 30           | 74            | 1220 |
| Total                                   | 219   | 219   | 115 | 334 | 582          | 1327 | 134 | 278        | 38     | 38           | 77            | 1273 |
|   | 15%   | 15%   | 8%  | 23% | 40%          | 91%  | 9%  | 19%        | **     | **           | **            | 87%  |
| Virgin Media (previously NTL/ Telewest) | 50    | 53    | 28  | 80  | 146          | 358  | 37  | 63         | **     | **           | **            | 352  |
|   | 23%   | 24%   | 24% | 24% | 25%          | 27%  | 28% | 23%        | **     | **           | **            | 28%  |
|   | 13%   | 13%   | 7%  | 20% | 37%          | 91%  | 9%  | 16%        | **     | **           | **            | 89%  |
| Sky                                     | 47    | 47    | 9   | 56  | 136          | 349  | 35  | 69         | **     | **           | **            | 342  |
|   | 21%   | 22%   | 8%  | 17% | 23%          | 26%  | 26% | 25%        | **     | **           | **            | 27%  |
|   | c     | c     | c   | c   | c            | c    | c   | c          | **     | **           | **            | 89%  |
|   | 12%   | 12%   | 2%  | 15% | 35%          | 91%  | 9%  | 18%        | **     | **           | **            | 89%  |
| BT                                      | 76    | 66    | 39  | 106 | 151          | 340  | 30  | 76         | **     | **           | **            | 317  |
|   | 35%   | 30%   | 34% | 32% | 26%          | 26%  | 22% | 27%        | **     | **           | **            | 25%  |
|   | 21%   | 18%   | 11% | 29% | 41%          | 92%  | 8%  | 21%        | **     | **           | **            | 86%  |
| Talk Talk/ Carphone Warehouse           | 26    | 30    | 26  | 56  | 94           | 165  | 24  | 38         | **     | **           | **            | 162  |
|   | 12%   | 14%   | 23% | 17% | 16%          | 12%  | 18% | 14%        | **     | **           | **            | 13%  |
|   | a     | a     | a   | a   | a            | a    | a   | a          | **     | **           | **            | 86%  |
|   | 14%   | 16%   | 14% | 30% | 50%          | 87%  | 13% | 20%        | **     | **           | **            | 86%  |
| Plusnet                                 | 6     | 2     | 2   | 5   | 9            | 21   | 1   | 9          | **     | **           | **            | 15   |
|   | 3%    | 1%    | 2%  | 1%  | 2%           | 2%   | 1%  | 3%         | **     | **           | **            | 1%   |
|   | 29%   | 11%   | 10% | 21% | 42%          | 97%  | 5%  | 43%        | **     | **           | **            | 71%  |
| Orange                                  | 1     | 3     | 2   | 5   | 9            | 15   | 1   | 3          | **     | **           | **            | 13   |
|   | *%    | 1%    | 2%  | 2%  | 2%           | 1%   | *%  | 1%         | **     | **           | **            | 1%   |
|   | 6%    | 19%   | 14% | 32% | 57%          | 94%  | 4%  | 21%        | **     | **           | **            | 85%  |
| AOL                                     | 2     | 4     | 2   | 6   | 8            | 12   | -   | 3          | **     | **           | **            | 10   |
|   | 1%    | 2%    | 2%  | 2%  | 1%           | 1%   | -%  | 1%         | **     | **           | **            | 1%   |
|   | 19%   | 35%   | 18% | 53% | 64%          | 100% | -%  | 23%        | **     | **           | **            | 81%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | ~k            | l    |
| Unweighted total          | 287   | 194   | 122 | 316 | 602          | 1586 | 131 | 245        | 36     | 40           | 84            | 1476 |
| Effective Weighted Sample | 244   | 161   | 101 | 260 | 493          | 1295 | 105 | 189        | 29     | 30           | 74            | 1220 |
| Total                     | 219   | 219   | 115 | 334 | 582          | 1327 | 134 | 278        | 38     | 38           | 77            | 1273 |
|                           | 15%   | 15%   | 8%  | 23% | 40%          | 91%  | 9%  | 19%        | **     | **           | **            | 87%  |
| Post Office               | 3     | 4     | -   | 4   | 6            | 9    | *   | 3          | **     | **           | **            | 7    |
|                           | 1%    | 2%    | -%  | 1%  | 1%           | 1%   | *%  | 1%         | **     | **           | **            | 1%   |
|                           | 34%   | 47%   | -%  | 47% | 61%          | 93%  | 4%  | 37%        | **     | **           | **            | 78%  |
| Other                     | 4     | 5     | 3   | 9   | 16           | 47   | 6   | 10         | **     | **           | **            | 46   |
|                           | 2%    | 2%    | 3%  | 3%  | 3%           | 4%   | 4%  | 4%         | **     | **           | **            | 4%   |
|                           | 8%    | 10%   | 7%  | 17% | 31%          | 90%  | 10% | 19%        | **     | **           | **            | 87%  |
| Don't know                | 4     | 3     | 3   | 6   | 6            | 11   | 1   | 2          | **     | **           | **            | 10   |
|                           | 2%    | 1%    | 3%  | 2%  | 1%           | 1%   | 1%  | 1%         | **     | **           | **            | 1%   |
|                           | 31%   | 23%   | 28% | 51% | 57%          | 97%  | 8%  | 19%        | **     | **           | **            | 85%  |

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

Any break column with 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

|                           |       | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           |       | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   |       | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          |       | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample |       | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     |       | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           |       | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| 7 days a week             | (7.0) | 170   | 205   | 162 | 367 | 544          | 980  | 59  | 270        | 46     | 53           | 94            | 849  |
|                           |       | 55%   | 55%   | 47% | 51% | 46%          | 46%  | 24% | 49%        | 47%    | 55%          | 53%           | 43%  |
|                           |       | c     |       |     |     |              | g    |     | l          |        | l            | l             |      |
|                           |       | 16%   | 20%   | 16% | 35% | 52%          | 94%  | 6%  | 26%        | 4%     | 5%           | 9%            | 82%  |
| 6 days a week             | (6.0) | 17    | 13    | 14  | 27  | 49           | 86   | 5   | 18         | 3      | -            | 7             | 81   |
|                           |       | 5%    | 3%    | 4%  | 4%  | 4%           | 4%   | 2%  | 3%         | 3%     | -%           | 4%            | 4%   |
|                           |       | 18%   | 14%   | 15% | 29% | 53%          | 93%  | 5%  | 19%        | 3%     | -%           | 7%            | 87%  |
| 5 days a week             | (5.0) | 21    | 16    | 20  | 36  | 68           | 202  | 20  | 36         | 11     | 2            | 8             | 200  |
|                           |       | 7%    | 4%    | 6%  | 5%  | 6%           | 10%  | 8%  | 6%         | 12%    | 2%           | 5%            | 10%  |
|                           |       |       |       |     |     |              |      |     |            | jk     |              |               | hjk  |
|                           |       | 9%    | 7%    | 9%  | 16% | 30%          | 90%  | 9%  | 16%        | 5%     | 1%           | 4%            | 89%  |
| 3 or 4 days a week        | (3.5) | 22    | 24    | 17  | 40  | 72           | 154  | 28  | 33         | 6      | 3            | 7             | 160  |
|                           |       | 7%    | 6%    | 5%  | 6%  | 6%           | 7%   | 12% | 6%         | 6%     | 3%           | 4%            | 8%   |
|                           |       |       |       |     |     |              |      | f   |            |        |              |               | k    |
|                           |       | 12%   | 13%   | 9%  | 22% | 39%          | 84%  | 15% | 18%        | 3%     | 1%           | 4%            | 87%  |
| 1 or 2 days a week        | (1.5) | 25    | 27    | 30  | 57  | 107          | 192  | 24  | 43         | 7      | 9            | 15            | 188  |
|                           |       | 8%    | 7%    | 9%  | 8%  | 9%           | 9%   | 10% | 8%         | 7%     | 9%           | 9%            | 10%  |
|                           |       | 12%   | 12%   | 14% | 26% | 49%          | 88%  | 11% | 20%        | 3%     | 4%           | 7%            | 86%  |
| Less often                | (0.5) | 15    | 29    | 21  | 50  | 77           | 113  | 20  | 37         | 6      | 7            | 12            | 108  |
|                           |       | 5%    | 8%    | 6%  | 7%  | 6%           | 5%   | 8%  | 7%         | 6%     | 7%           | 7%            | 6%   |
|                           |       | 11%   | 22%   | 15% | 37% | 57%          | 84%  | 15% | 27%        | 4%     | 5%           | 9%            | 80%  |

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

Any break column with 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

|  | AGE   |       |      |      | AGE/SEG      | MEG  |      | DISABILITY |        |              |               |      |
|--|-------|-------|------|------|--------------|------|------|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+  | 65+  | 65+<br>OR DE | NO   | YES  | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                    | a     | b     | c    | d    | e            | f    | g    | h          | i      | j            | k             | l    |
| Unweighted total                           | 427   | 346   | 371  | 717  | 1268         | 2626 | 244  | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample                  | 358   | 283   | 307  | 586  | 1041         | 2133 | 193  | 433        | 83     | 88           | 170           | 1914 |
| Total                                      | 308   | 372   | 345  | 717  | 1192         | 2112 | 244  | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15%  | 30%  | 51%          | 90%  | 10%  | 24%        | 4%     | 4%           | 8%            | 83%  |
| Never/ do not listen to the radio (0.0)    | 39    | 59    | 80   | 139  | 274          | 382  | 86   | 117        | 19     | 24           | 35            | 377  |
|  | 13%   | 16%   | 23%  | 19%  | 23%          | 18%  | 35%  | 21%        | 20%    | 24%          | 19%           | 19%  |
|  | 8%    | 13%   | 17%  | 30%  | 59%          | 83%  | 19%  | 25%        | 4%     | 5%           | 7%            | 82%  |
| Don't know                                 | -     | 1     | 1    | 2    | 3            | 3    | 1    | 1          | -      | -            | 1             | 3    |
|  | -%    | *%    | *%   | *%   | *%           | *%   | 1%   | *%         | -%     | -%           | *%            | *%   |
|  | -%    | 22%   | 27%  | 49%  | 70%          | 79%  | 33%  | 18%        | -%     | -%           | 18%           | 85%  |
| Mean number of days during an average week | 4.9   | 4.6   | 4.2  | 4.4  | 4.1          | 4.4  | 2.8  | 4.3        | 4.4    | 4.2          | 4.4           | 4.2  |
|  | cd    |       |      |      |              | g    |      |            |        |              |               |      |
| Standard deviation                         | 2.75  | 2.95  | 3.08 | 3.02 | 3.06         | 2.90 | 2.89 | 3.03       | 2.95   | 3.21         | 3.05          | 2.91 |
| Standard error                             | .13   | .16   | .16  | .11  | .09          | .06  | .19  | .13        | .29    | .30          | .22           | .06  |
| Columns Tested: a,b,c,d - f,g - h,i,j,k,l  |       |       |      |      |              |      |      |            |        |              |               |      |

Any break column with 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

|                              | AGE        |          |          |          | AGE/SEG      | MEG  |          |     | DISABILITY |              |               |      |
|------------------------------|------------|----------|----------|----------|--------------|------|----------|-----|------------|--------------|---------------|------|
|                              | 55-64      | 65-74    | 75+      | 65+      | 65+<br>OR DE | NO   | YES      | ANY | VISION     | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%      | a          | b        | c        | d        | e            | f    | g        | h   | ~i         | ~j           | k             | l    |
| Unweighted total             | 368        | 290      | 286      | 576      | 971          | 2135 | 160      | 435 | 80         | 83           | 161           | 1865 |
| Effective Weighted Sample    | 308        | 237      | 239      | 471      | 794          | 1726 | 127      | 339 | 65         | 63           | 135           | 1526 |
| Total                        | 270        | 313      | 264      | 576      | 916          | 1727 | 157      | 437 | 79         | 74           | 143           | 1585 |
|                              | 14%        | 17%      | 14%      | 30%      | 48%          | 91%  | 8%       | 23% | **         | **           | 8%            | 84%  |
| Every day                    | 42         | 67       | 64       | 131      | 177          | 227  | 15       | 79  | **         | **           | 27            | 186  |
|                              | 16%        | 22%      | 24%      | 23%      | 19%          | 13%  | 9%       | 18% | **         | **           | 19%           | 12%  |
|                              | 17%        | 28%      | a<br>26% | a<br>54% | 73%          | 94%  | 6%       | 33% | **         | **           | 11%           | 77%  |
| At least weekly              | 28         | 26       | 23       | 49       | 85           | 160  | 20       | 36  | **         | **           | 13            | 159  |
|                              | 10%        | 8%       | 9%       | 9%       | 9%           | 9%   | 12%      | 8%  | **         | **           | 9%            | 10%  |
|                              | 15%        | 14%      | 13%      | 27%      | 46%          | 87%  | 11%      | 19% | **         | **           | 7%            | 87%  |
| At least monthly             | 12         | 21       | 7        | 28       | 39           | 73   | 10       | 17  | **         | **           | 6             | 73   |
|                              | 5%         | 7%       | 3%       | 5%       | 4%           | 4%   | 6%       | 4%  | **         | **           | 4%            | 5%   |
|                              | 15%        | c<br>25% | 8%       | 33%      | 45%          | 86%  | 12%      | 20% | **         | **           | 7%            | 85%  |
| Have tried it once           | 11         | 14       | 10       | 24       | 33           | 63   | 6        | 14  | **         | **           | 8             | 60   |
|                              | 4%         | 4%       | 4%       | 4%       | 4%           | 4%   | 4%       | 3%  | **         | **           | 5%            | 4%   |
|                              | 16%        | 20%      | 14%      | 34%      | 48%          | 90%  | 9%       | 20% | **         | **           | 11%           | 86%  |
| EVER                         | 93         | 128      | 104      | 232      | 334          | 523  | 51       | 146 | **         | **           | 54            | 477  |
|                              | 35%        | 41%      | 39%      | 40%      | 37%          | 30%  | 32%      | 33% | **         | **           | 37%           | 30%  |
|                              | 16%        | 22%      | 18%      | 40%      | 58%          | 90%  | 9%       | 25% | **         | **           | 9%            | 82%  |
| Never                        | 149        | 144      | 122      | 267      | 457          | 958  | 74       | 233 | **         | **           | 71            | 872  |
|                              | 55%        | 46%      | 46%      | 46%      | 50%          | 55%  | 47%      | 53% | **         | **           | 50%           | 55%  |
|                              | bcd<br>14% | 14%      | 12%      | 26%      | 44%          | 93%  | 7%       | 23% | **         | **           | 7%            | 84%  |
| Do not have access to device | 28         | 40       | 38       | 78       | 124          | 246  | 33       | 58  | **         | **           | 18            | 236  |
|                              | 10%        | 13%      | 14%      | 14%      | 14%          | 14%  | 21%      | 13% | **         | **           | 13%           | 15%  |
|                              | 10%        | 15%      | 14%      | 28%      | 45%          | 89%  | f<br>12% | 21% | **         | **           | 7%            | 85%  |

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

Any break column with 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

|                              | AGE   |       |     |     | AGE/SEG      | MEG  |     |     | DISABILITY |              |               |      |
|------------------------------|-------|-------|-----|-----|--------------|------|-----|-----|------------|--------------|---------------|------|
|                              | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY | VISION     | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%      | a     | b     | c   | d   | e            | f    | g   | h   | ~i         | ~j           | k             | l    |
| Unweighted total             | 368   | 290   | 286 | 576 | 971          | 2135 | 160 | 435 | 80         | 83           | 161           | 1865 |
| Effective Weighted Sample    | 308   | 237   | 239 | 471 | 794          | 1726 | 127 | 339 | 65         | 63           | 135           | 1526 |
| Total                        | 270   | 313   | 264 | 576 | 916          | 1727 | 157 | 437 | 79         | 74           | 143           | 1585 |
|                              | 14%   | 17%   | 14% | 30% | 48%          | 91%  | 8%  | 23% | **         | **           | 8%            | 84%  |
| Every day                    | 89    | 129   | 128 | 257 | 354          | 515  | 29  | 185 | **         | **           | 68            | 414  |
|                              | 33%   | 41%   | 49% | 45% | 39%          | 30%  | 19% | 42% | **         | **           | 47%           | 26%  |
|                              | 16%   | 24%   | a   | a   | 65%          | g    | 5%  | 34% | **         | **           | 12%           | 76%  |
|                              |       |       | 24% | 47% | 95%          | 95%  |     |     |            |              |               |      |
| At least weekly              | 52    | 50    | 44  | 94  | 153          | 296  | 34  | 67  | **         | **           | 19            | 288  |
|                              | 19%   | 16%   | 17% | 16% | 17%          | 17%  | 22% | 15% | **         | **           | 13%           | 18%  |
|                              | 15%   | 15%   | 13% | 28% | 46%          | 88%  | 10% | 20% | **         | **           | 6%            | 86%  |
| At least monthly             | 13    | 27    | 12  | 39  | 53           | 98   | 14  | 22  | **         | **           | 5             | 96   |
|                              | 5%    | 9%    | 4%  | 7%  | 6%           | 6%   | 9%  | 5%  | **         | **           | 4%            | 6%   |
|                              | 11%   | 24%   | 11% | 35% | 47%          | 87%  | 13% | 19% | **         | **           | 5%            | 86%  |
| Have tried it once           | 4     | 3     | 4   | 7   | 15           | 40   | 5   | 6   | **         | **           | 1             | 42   |
|                              | 2%    | 1%    | 2%  | 1%  | 2%           | 2%   | 3%  | 1%  | **         | **           | 1%            | 3%   |
|                              | 9%    | 6%    | 9%  | 15% | 34%          | 87%  | 11% | 13% | **         | **           | 2%            | 91%  |
| EVER                         | 158   | 209   | 189 | 398 | 575          | 948  | 82  | 280 | **         | **           | 93            | 841  |
|                              | 59%   | 67%   | 71% | 69% | 63%          | 55%  | 52% | 64% | **         | **           | 65%           | 53%  |
|                              | 15%   | a     | a   | a   | 55%          | 91%  | 8%  | 27% | **         | **           | 9%            | 81%  |
|                              |       | 20%   | 18% | 38% |              |      |     |     |            |              |               |      |
| Never                        | 96    | 83    | 49  | 132 | 263          | 618  | 43  | 119 | **         | **           | 36            | 580  |
|                              | 35%   | 26%   | 19% | 23% | 29%          | 36%  | 27% | 27% | **         | **           | 25%           | 37%  |
|                              | bcd   | c     |     |     |              |      |     |     |            |              |               | hk   |
|                              | 14%   | 12%   | 7%  | 20% | 40%          | 93%  | 7%  | 18% | **         | **           | 5%            | 88%  |
| Do not have access to device | 16    | 21    | 26  | 47  | 78           | 160  | 31  | 37  | **         | **           | 14            | 165  |
|                              | 6%    | 7%    | 10% | 8%  | 8%           | 9%   | 20% | 9%  | **         | **           | 10%           | 10%  |
|                              | 9%    | 11%   | 14% | 25% | 41%          | 84%  | f   | 20% | **         | **           | 7%            | 86%  |
|                              |       |       |     |     |              |      | 16% |     |            |              |               |      |

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

Any break column with 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

|                              | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                              | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%      | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total             | 368   | 290   | 286 | 576 | 971          | 2135 | 160 | 435        | 80     | 83           | 161           | 1865 |
| Effective Weighted Sample    | 308   | 237   | 239 | 471 | 794          | 1726 | 127 | 339        | 65     | 63           | 135           | 1526 |
| Total                        | 270   | 313   | 264 | 576 | 916          | 1727 | 157 | 437        | 79     | 74           | 143           | 1585 |
|                              | 14%   | 17%   | 14% | 30% | 48%          | 91%  | 8%  | 23%        | **     | **           | 8%            | 84%  |
| Every day                    | 9     | 1     | 3   | 4   | 27           | 59   | 5   | 13         | **     | **           | 5             | 56   |
|                              | 3%    | *%    | 1%  | 1%  | 3%           | 3%   | 3%  | 3%         | **     | **           | 3%            | 4%   |
|                              | bd    |       |     |     |              |      |     |            |        |              |               |      |
|                              | 13%   | 1%    | 4%  | 5%  | 40%          | 90%  | 8%  | 20%        | **     | **           | 7%            | 85%  |
| At least weekly              | 8     | 5     | 1   | 6   | 39           | 133  | 15  | 28         | **     | **           | 3             | 136  |
|                              | 3%    | 2%    | *%  | 1%  | 4%           | 8%   | 10% | 6%         | **     | **           | 2%            | 9%   |
|                              | cd    |       |     |     |              |      |     | k          |        |              |               | k    |
|                              | 5%    | 3%    | *%  | 4%  | 26%          | 86%  | 10% | 18%        | **     | **           | 2%            | 88%  |
| At least monthly             | 8     | 3     | 1   | 4   | 17           | 83   | 10  | 10         | **     | **           | 1             | 88   |
|                              | 3%    | 1%    | 1%  | 1%  | 2%           | 5%   | 6%  | 2%         | **     | **           | *%            | 6%   |
|                              | cd    |       |     |     |              |      |     |            |        |              |               | hk   |
|                              | 8%    | 3%    | 2%  | 4%  | 18%          | 88%  | 10% | 11%        | **     | **           | 1%            | 94%  |
| Have tried it once           | 8     | 6     | -   | 6   | 21           | 87   | 9   | 9          | **     | **           | 1             | 90   |
|                              | 3%    | 2%    | -%  | 1%  | 2%           | 5%   | 6%  | 2%         | **     | **           | 1%            | 6%   |
|                              | c     | c     |     |     |              |      |     |            |        |              |               | hk   |
|                              | 8%    | 6%    | -%  | 6%  | 22%          | 91%  | 10% | 9%         | **     | **           | 1%            | 94%  |
| EVER                         | 32    | 15    | 5   | 20  | 104          | 362  | 40  | 60         | **     | **           | 9             | 371  |
|                              | 12%   | 5%    | 2%  | 3%  | 11%          | 21%  | 25% | 14%        | **     | **           | 6%            | 23%  |
|                              | bcd   |       |     |     |              |      |     | k          |        |              |               | hk   |
|                              | 8%    | 4%    | 1%  | 5%  | 25%          | 88%  | 10% | 15%        | **     | **           | 2%            | 90%  |
| Never                        | 218   | 245   | 173 | 418 | 646          | 1231 | 100 | 305        | **     | **           | 98            | 1120 |
|                              | 81%   | 78%   | 66% | 73% | 71%          | 71%  | 64% | 70%        | **     | **           | 68%           | 71%  |
|                              | cd    | c     |     |     |              |      |     |            |        |              |               |      |
|                              | 16%   | 18%   | 13% | 31% | 49%          | 92%  | 8%  | 23%        | **     | **           | 7%            | 84%  |
| Do not have access to device | 20    | 53    | 86  | 138 | 166          | 134  | 17  | 72         | **     | **           | 37            | 94   |
|                              | 7%    | 17%   | 32% | 24% | 18%          | 8%   | 11% | 17%        | **     | **           | 26%           | 6%   |
|                              | a     | a     | abd | ab  |              |      |     | l          |        |              | hl            |      |
|                              | 13%   | 35%   | 57% | 93% | 111%         | 89%  | 11% | 48%        | **     | **           | 25%           | 63%  |

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

Any break column with 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

|                              | AGE   |       |     |     | AGE/SEG      | MEG  |     |     | DISABILITY |              |               |      |
|------------------------------|-------|-------|-----|-----|--------------|------|-----|-----|------------|--------------|---------------|------|
|                              | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY | VISION     | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%      | a     | b     | c   | d   | e            | f    | g   | h   | ~i         | ~j           | k             | l    |
| Unweighted total             | 368   | 290   | 286 | 576 | 971          | 2135 | 160 | 435 | 80         | 83           | 161           | 1865 |
| Effective Weighted Sample    | 308   | 237   | 239 | 471 | 794          | 1726 | 127 | 339 | 65         | 63           | 135           | 1526 |
| Total                        | 270   | 313   | 264 | 576 | 916          | 1727 | 157 | 437 | 79         | 74           | 143           | 1585 |
|                              | 14%   | 17%   | 14% | 30% | 48%          | 91%  | 8%  | 23% | **         | **           | 8%            | 84%  |
| Every day                    | 16    | 13    | 6   | 19  | 41           | 85   | 1   | 27  | **         | **           | 12            | 69   |
|                              | 6%    | 4%    | 2%  | 3%  | 4%           | 5%   | 1%  | 6%  | **         | **           | 9%            | 4%   |
|                              |       |       |     |     |              | g    |     |     |            |              | l             |      |
|                              | 18%   | 15%   | 7%  | 22% | 47%          | 98%  | 2%  | 30% | **         | **           | 14%           | 79%  |
| At least weekly              | 16    | 26    | 10  | 35  | 73           | 161  | 13  | 49  | **         | **           | 6             | 139  |
|                              | 6%    | 8%    | 4%  | 6%  | 8%           | 9%   | 8%  | 11% | **         | **           | 4%            | 9%   |
|                              |       | c     |     |     |              |      |     | k   |            |              |               |      |
|                              | 9%    | 15%   | 6%  | 20% | 42%          | 93%  | 7%  | 29% | **         | **           | 4%            | 80%  |
| At least monthly             | 22    | 21    | 6   | 27  | 43           | 142  | 7   | 20  | **         | **           | 7             | 135  |
|                              | 8%    | 7%    | 2%  | 5%  | 5%           | 8%   | 4%  | 5%  | **         | **           | 5%            | 9%   |
|                              | c     | c     |     |     |              |      |     |     |            |              | h             |      |
|                              | 15%   | 14%   | 4%  | 18% | 28%          | 95%  | 5%  | 13% | **         | **           | 5%            | 90%  |
| Have tried it once           | 24    | 18    | 14  | 32  | 50           | 132  | 13  | 27  | **         | **           | 7             | 131  |
|                              | 9%    | 6%    | 5%  | 6%  | 5%           | 8%   | 9%  | 6%  | **         | **           | 5%            | 8%   |
|                              | 16%   | 12%   | 9%  | 22% | 33%          | 89%  | 9%  | 18% | **         | **           | 4%            | 88%  |
| EVER                         | 77    | 78    | 36  | 114 | 206          | 520  | 34  | 123 | **         | **           | 32            | 474  |
|                              | 28%   | 25%   | 14% | 20% | 22%          | 30%  | 22% | 28% | **         | **           | 22%           | 30%  |
|                              | cd    | c     | c   |     |              | g    |     |     |            |              |               |      |
|                              | 14%   | 14%   | 6%  | 20% | 37%          | 93%  | 6%  | 22% | **         | **           | 6%            | 85%  |
| Never                        | 180   | 213   | 188 | 401 | 632          | 1125 | 108 | 275 | **         | **           | 94            | 1047 |
|                              | 67%   | 68%   | 71% | 70% | 69%          | 65%  | 69% | 63% | **         | **           | 65%           | 66%  |
|                              | 15%   | 17%   | 15% | 32% | 51%          | 91%  | 9%  | 22% | **         | **           | 8%            | 85%  |
| Do not have access to device | 13    | 22    | 39  | 61  | 79           | 82   | 14  | 39  | **         | **           | 18            | 65   |
|                              | 5%    | 7%    | 15% | 11% | 9%           | 5%   | 9%  | 9%  | **         | **           | 12%           | 4%   |
|                              |       |       | ab  | a   |              | f    |     | l   |            |              | l             |      |
|                              | 14%   | 23%   | 42% | 65% | 83%          | 87%  | 15% | 41% | **         | **           | 19%           | 69%  |

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

Any break column with 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

|                              | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                              | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%      | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total             | 368   | 290   | 286 | 576 | 971          | 2135 | 160 | 435        | 80     | 83           | 161           | 1865 |
| Effective Weighted Sample    | 308   | 237   | 239 | 471 | 794          | 1726 | 127 | 339        | 65     | 63           | 135           | 1526 |
| Total                        | 270   | 313   | 264 | 576 | 916          | 1727 | 157 | 437        | 79     | 74           | 143           | 1585 |
|                              | 14%   | 17%   | 14% | 30% | 48%          | 91%  | 8%  | 23%        | **     | **           | 8%            | 84%  |
| Every day                    | 9     | 4     | 2   | 6   | 14           | 44   | -   | 9          | **     | **           | 5             | 38   |
|                              | 3%    | 1%    | 1%  | 1%  | 2%           | 3%   | -%  | 2%         | **     | **           | 4%            | 2%   |
|                              | cd    |       |     |     |              |      |     |            |        |              |               |      |
|                              | 20%   | 10%   | 4%  | 14% | 32%          | 100% | -%  | 20%        | **     | **           | 12%           | 85%  |
| At least weekly              | 12    | 7     | 1   | 8   | 24           | 110  | 10  | 17         | **     | **           | 2             | 110  |
|                              | 5%    | 2%    | *%  | 1%  | 3%           | 6%   | 7%  | 4%         | **     | **           | 1%            | 7%   |
|                              | cd    |       |     |     |              |      |     |            |        |              |               | hk   |
|                              | 10%   | 6%    | 1%  | 7%  | 20%          | 91%  | 9%  | 14%        | **     | **           | 2%            | 91%  |
| At least monthly             | 12    | 13    | 3   | 16  | 26           | 99   | 11  | 16         | **     | **           | 6             | 101  |
|                              | 5%    | 4%    | 1%  | 3%  | 3%           | 6%   | 7%  | 4%         | **     | **           | 4%            | 6%   |
|                              | c     | c     |     |     |              |      |     |            |        |              |               |      |
|                              | 11%   | 11%   | 3%  | 14% | 23%          | 89%  | 10% | 14%        | **     | **           | 5%            | 90%  |
| Have tried it once           | 11    | 3     | 5   | 8   | 16           | 98   | 10  | 23         | **     | **           | 3             | 92   |
|                              | 4%    | 1%    | 2%  | 1%  | 2%           | 6%   | 6%  | 5%         | **     | **           | 2%            | 6%   |
|                              | bd    |       |     |     |              |      |     |            |        |              |               |      |
|                              | 10%   | 3%    | 5%  | 7%  | 15%          | 92%  | 9%  | 22%        | **     | **           | 2%            | 87%  |
| EVER                         | 44    | 27    | 11  | 38  | 80           | 352  | 31  | 65         | **     | **           | 15            | 341  |
|                              | 16%   | 9%    | 4%  | 7%  | 9%           | 20%  | 20% | 15%        | **     | **           | 11%           | 22%  |
|                              | bcd   | c     |     |     |              |      |     |            |        |              |               | hk   |
|                              | 12%   | 7%    | 3%  | 10% | 21%          | 92%  | 8%  | 17%        | **     | **           | 4%            | 89%  |
| Never                        | 200   | 241   | 165 | 406 | 665          | 1216 | 107 | 296        | **     | **           | 90            | 1122 |
|                              | 74%   | 77%   | 63% | 70% | 73%          | 70%  | 68% | 68%        | **     | **           | 63%           | 71%  |
|                              | c     | c     |     | c   |              |      |     |            |        |              |               |      |
|                              | 15%   | 18%   | 12% | 31% | 50%          | 92%  | 8%  | 22%        | **     | **           | 7%            | 84%  |
| Do not have access to device | 26    | 44    | 88  | 133 | 171          | 159  | 20  | 76         | **     | **           | 38            | 122  |
|                              | 10%   | 14%   | 33% | 23% | 19%          | 9%   | 13% | 17%        | **     | **           | 26%           | 8%   |
|                              |       |       | abd | ab  |              |      |     | l          |        |              | hl            |      |
|                              | 15%   | 25%   | 49% | 74% | 96%          | 89%  | 11% | 42%        | **     | **           | 21%           | 69%  |

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

Any break column with 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

|                              | AGE   |       |     |     | AGE/SEG      | MEG  |     |     | DISABILITY |              |               |      |
|------------------------------|-------|-------|-----|-----|--------------|------|-----|-----|------------|--------------|---------------|------|
|                              | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY | VISION     | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%      | a     | b     | c   | d   | e            | f    | g   | h   | ~i         | ~j           | k             | l    |
| Unweighted total             | 368   | 290   | 286 | 576 | 971          | 2135 | 160 | 435 | 80         | 83           | 161           | 1865 |
| Effective Weighted Sample    | 308   | 237   | 239 | 471 | 794          | 1726 | 127 | 339 | 65         | 63           | 135           | 1526 |
| Total                        | 270   | 313   | 264 | 576 | 916          | 1727 | 157 | 437 | 79         | 74           | 143           | 1585 |
|                              | 14%   | 17%   | 14% | 30% | 48%          | 91%  | 8%  | 23% | **         | **           | 8%            | 84%  |
| Every day                    | 64    | 68    | 48  | 116 | 150          | 303  | 13  | 59  | **         | **           | 17            | 278  |
|                              | 24%   | 22%   | 18% | 20% | 16%          | 18%  | 8%  | 13% | **         | **           | 12%           | 18%  |
|                              |       |       |     |     |              | g    |     |     |            |              |               |      |
|                              | 20%   | 21%   | 15% | 36% | 47%          | 95%  | 4%  | 18% | **         | **           | 5%            | 87%  |
| At least weekly              | 26    | 18    | 8   | 26  | 37           | 140  | 19  | 19  | **         | **           | 7             | 148  |
|                              | 10%   | 6%    | 3%  | 5%  | 4%           | 8%   | 12% | 4%  | **         | **           | 5%            | 9%   |
|                              | cd    |       |     |     |              |      |     |     |            |              | h             |      |
|                              | 16%   | 11%   | 5%  | 16% | 23%          | 87%  | 12% | 12% | **         | **           | 4%            | 92%  |
| At least monthly             | 9     | 18    | 4   | 22  | 32           | 71   | 12  | 21  | **         | **           | 8             | 70   |
|                              | 3%    | 6%    | 1%  | 4%  | 3%           | 4%   | 7%  | 5%  | **         | **           | 5%            | 4%   |
|                              |       | c     |     |     |              |      |     |     |            |              |               |      |
|                              | 10%   | 22%   | 5%  | 26% | 38%          | 85%  | 14% | 25% | **         | **           | 9%            | 83%  |
| Have tried it once           | 2     | 1     | *   | 1   | 2            | 18   | 1   | 4   | **         | **           | 1             | 17   |
|                              | 1%    | *%    | *%  | *%  | *%           | 1%   | 1%  | 1%  | **         | **           | 1%            | 1%   |
|                              | 9%    | 3%    | 2%  | 5%  | 9%           | 90%  | 5%  | 18% | **         | **           | 7%            | 89%  |
| EVER                         | 100   | 104   | 61  | 165 | 221          | 531  | 45  | 102 | **         | **           | 33            | 514  |
|                              | 37%   | 33%   | 23% | 29% | 24%          | 31%  | 29% | 23% | **         | **           | 23%           | 32%  |
|                              | cd    | c     |     |     |              |      |     |     |            |              | hk            |      |
|                              | 17%   | 18%   | 10% | 28% | 38%          | 91%  | 8%  | 17% | **         | **           | 6%            | 88%  |
| Never                        | 104   | 125   | 104 | 229 | 403          | 745  | 50  | 185 | **         | **           | 57            | 673  |
|                              | 38%   | 40%   | 39% | 40% | 44%          | 43%  | 32% | 42% | **         | **           | 40%           | 42%  |
|                              |       |       |     |     |              | g    |     |     |            |              |               |      |
|                              | 13%   | 16%   | 13% | 29% | 50%          | 93%  | 6%  | 23% | **         | **           | 7%            | 84%  |
| Do not have access to device | 66    | 83    | 99  | 182 | 292          | 451  | 62  | 150 | **         | **           | 53            | 398  |
|                              | 24%   | 27%   | 38% | 32% | 32%          | 26%  | 40% | 34% | **         | **           | 37%           | 25%  |
|                              |       |       | ab  | a   |              |      | f   | l   |            |              | l             |      |
|                              | 13%   | 16%   | 20% | 36% | 58%          | 89%  | 12% | 30% | **         | **           | 10%           | 79%  |

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

Any break column with 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

|                              | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                              | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%      | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total             | 368   | 290   | 286 | 576 | 971          | 2135 | 160 | 435        | 80     | 83           | 161           | 1865 |
| Effective Weighted Sample    | 308   | 237   | 239 | 471 | 794          | 1726 | 127 | 339        | 65     | 63           | 135           | 1526 |
| Total                        | 270   | 313   | 264 | 576 | 916          | 1727 | 157 | 437        | 79     | 74           | 143           | 1585 |
|                              | 14%   | 17%   | 14% | 30% | 48%          | 91%  | 8%  | 23%        | **     | **           | 8%            | 84%  |
| Every day                    | 104   | 96    | 32  | 128 | 227          | 646  | 52  | 116        | **     | **           | 30            | 619  |
|                              | 38%   | 31%   | 12% | 22% | 25%          | 37%  | 33% | 27%        | **     | **           | 21%           | 39%  |
|                              | cd    | cd    | c   |     |              |      |     |            |        |              |               | hk   |
|                              | 15%   | 14%   | 5%  | 18% | 33%          | 93%  | 8%  | 17%        | **     | **           | 4%            | 89%  |
| At least weekly              | 60    | 74    | 51  | 125 | 176          | 391  | 52  | 71         | **     | **           | 22            | 395  |
|                              | 22%   | 24%   | 19% | 22% | 19%          | 23%  | 33% | 16%        | **     | **           | 16%           | 25%  |
|                              |       |       |     |     |              | f    |     |            |        |              |               | hk   |
|                              | 14%   | 17%   | 11% | 28% | 39%          | 88%  | 12% | 16%        | **     | **           | 5%            | 89%  |
| At least monthly             | 10    | 21    | 10  | 31  | 53           | 83   | 13  | 18         | **     | **           | 4             | 86   |
|                              | 4%    | 7%    | 4%  | 5%  | 6%           | 5%   | 8%  | 4%         | **     | **           | 3%            | 5%   |
|                              | 10%   | 21%   | 10% | 31% | 53%          | 84%  | 13% | 18%        | **     | **           | 4%            | 87%  |
| Have tried it once           | 1     | 1     | 3   | 4   | 10           | 19   | 6   | 6          | **     | **           | -             | 21   |
|                              | 1%    | *%    | 1%  | 1%  | 1%           | 1%   | 4%  | 1%         | **     | **           | -%            | 1%   |
|                              |       |       |     |     |              | f    |     |            |        |              |               |      |
|                              | 6%    | 5%    | 11% | 16% | 41%          | 76%  | 23% | 24%        | **     | **           | -%            | 84%  |
| EVER                         | 175   | 193   | 95  | 288 | 465          | 1138 | 122 | 211        | **     | **           | 56            | 1121 |
|                              | 65%   | 62%   | 36% | 50% | 51%          | 66%  | 78% | 48%        | **     | **           | 39%           | 71%  |
|                              | cd    | cd    | c   |     |              |      | f   |            |        |              |               | hk   |
|                              | 14%   | 15%   | 8%  | 23% | 37%          | 90%  | 10% | 17%        | **     | **           | 4%            | 89%  |
| Never                        | 66    | 79    | 87  | 165 | 270          | 404  | 16  | 130        | **     | **           | 45            | 332  |
|                              | 25%   | 25%   | 33% | 29% | 30%          | 23%  | 10% | 30%        | **     | **           | 31%           | 21%  |
|                              |       |       | a   |     |              | g    |     |            |        |              |               |      |
|                              | 16%   | 19%   | 20% | 39% | 64%          | 95%  | 4%  | 31%        | **     | **           | 11%           | 78%  |
| Do not have access to device | 28    | 41    | 82  | 123 | 180          | 184  | 18  | 97         | **     | **           | 43            | 132  |
|                              | 10%   | 13%   | 31% | 21% | 20%          | 11%  | 12% | 22%        | **     | **           | 30%           | 8%   |
|                              |       |       | abd | ab  |              |      |     |            |        |              |               |      |
|                              | 14%   | 20%   | 40% | 60% | 88%          | 90%  | 9%  | 47%        | **     | **           | 21%           | 65%  |

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

Any break column with 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

|                              | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                              | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%      | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total             | 368   | 290   | 286 | 576 | 971          | 2135 | 160 | 435        | 80     | 83           | 161           | 1865 |
| Effective Weighted Sample    | 308   | 237   | 239 | 471 | 794          | 1726 | 127 | 339        | 65     | 63           | 135           | 1526 |
| Total                        | 270   | 313   | 264 | 576 | 916          | 1727 | 157 | 437        | 79     | 74           | 143           | 1585 |
|                              | 14%   | 17%   | 14% | 30% | 48%          | 91%  | 8%  | 23%        | **     | **           | 8%            | 84%  |
| Every day                    | 41    | 21    | 11  | 31  | 63           | 196  | 20  | 35         | **     | **           | 11            | 190  |
|                              | 15%   | 7%    | 4%  | 5%  | 7%           | 11%  | 12% | 8%         | **     | **           | 8%            | 12%  |
|                              | bcd   |       |     |     |              |      |     |            |        |              |               | h    |
|                              | 19%   | 10%   | 5%  | 15% | 30%          | 92%  | 9%  | 16%        | **     | **           | 5%            | 89%  |
| At least weekly              | 20    | 33    | 17  | 50  | 62           | 125  | 22  | 24         | **     | **           | 6             | 133  |
|                              | 7%    | 11%   | 6%  | 9%  | 7%           | 7%   | 14% | 6%         | **     | **           | 4%            | 8%   |
|                              |       |       |     |     |              | f    |     |            |        |              |               |      |
|                              | 14%   | 22%   | 11% | 34% | 41%          | 84%  | 15% | 16%        | **     | **           | 4%            | 89%  |
| At least monthly             | 10    | 14    | 2   | 15  | 25           | 58   | 8   | 9          | **     | **           | 4             | 62   |
|                              | 4%    | 4%    | 1%  | 3%  | 3%           | 3%   | 5%  | 2%         | **     | **           | 3%            | 4%   |
|                              | c     | c     |     |     |              |      |     |            |        |              |               |      |
|                              | 15%   | 20%   | 2%  | 22% | 36%          | 85%  | 12% | 13%        | **     | **           | 6%            | 90%  |
| Have tried it once           | 8     | 7     | 3   | 9   | 18           | 47   | 9   | 4          | **     | **           | 1             | 55   |
|                              | 3%    | 2%    | 1%  | 2%  | 2%           | 3%   | 6%  | 1%         | **     | **           | *%            | 3%   |
|                              |       |       |     |     |              | f    |     |            |        |              |               | h    |
|                              | 14%   | 12%   | 5%  | 16% | 31%          | 81%  | 16% | 7%         | **     | **           | 1%            | 95%  |
| EVER                         | 80    | 74    | 32  | 106 | 167          | 426  | 59  | 72         | **     | **           | 22            | 440  |
|                              | 30%   | 24%   | 12% | 18% | 18%          | 25%  | 37% | 16%        | **     | **           | 15%           | 28%  |
|                              | cd    | c     | c   |     |              |      | f   |            |        |              |               | hk   |
|                              | 16%   | 15%   | 7%  | 22% | 34%          | 87%  | 12% | 15%        | **     | **           | 4%            | 90%  |
| Never                        | 147   | 173   | 131 | 303 | 505          | 995  | 63  | 238        | **     | **           | 69            | 899  |
|                              | 55%   | 55%   | 49% | 53% | 55%          | 58%  | 40% | 54%        | **     | **           | 48%           | 57%  |
|                              |       |       |     |     |              | g    |     |            |        |              |               |      |
|                              | 14%   | 16%   | 12% | 29% | 48%          | 94%  | 6%  | 22%        | **     | **           | 7%            | 85%  |
| Do not have access to device | 43    | 66    | 101 | 167 | 243          | 306  | 35  | 127        | **     | **           | 52            | 246  |
|                              | 16%   | 21%   | 38% | 29% | 27%          | 18%  | 22% | 29%        | **     | **           | 36%           | 16%  |
|                              |       |       | abd | ab  |              |      |     | l          |        |              | l             |      |
|                              | 13%   | 19%   | 30% | 49% | 72%          | 90%  | 10% | 37%        | **     | **           | 15%           | 72%  |

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

Any break column with 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

|                              | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                              | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%      | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total             | 368   | 290   | 286 | 576 | 971          | 2135 | 160 | 435        | 80     | 83           | 161           | 1865 |
| Effective Weighted Sample    | 308   | 237   | 239 | 471 | 794          | 1726 | 127 | 339        | 65     | 63           | 135           | 1526 |
| Total                        | 270   | 313   | 264 | 576 | 916          | 1727 | 157 | 437        | 79     | 74           | 143           | 1585 |
|                              | 14%   | 17%   | 14% | 30% | 48%          | 91%  | 8%  | 23%        | **     | **           | 8%            | 84%  |
| Every day                    | 20    | 22    | 10  | 32  | 56           | 147  | 20  | 30         | **     | **           | 12            | 141  |
|                              | 7%    | 7%    | 4%  | 6%  | 6%           | 9%   | 13% | 7%         | **     | **           | 9%            | 9%   |
|                              | 12%   | 14%   | 6%  | 20% | 34%          | 91%  | 12% | 18%        | **     | **           | 8%            | 87%  |
| At least weekly              | 22    | 13    | 13  | 25  | 36           | 105  | 22  | 18         | **     | **           | 3             | 119  |
|                              | 8%    | 4%    | 5%  | 4%  | 4%           | 6%   | 14% | 4%         | **     | **           | 2%            | 8%   |
|                              | bd    |       |     |     |              | f    |     |            |        |              |               | hk   |
|                              | 17%   | 10%   | 10% | 19% | 27%          | 80%  | 17% | 14%        | **     | **           | 3%            | 91%  |
| At least monthly             | 3     | 5     | 2   | 7   | 10           | 20   | 7   | 7          | **     | **           | 3             | 22   |
|                              | 1%    | 2%    | 1%  | 1%  | 1%           | 1%   | 4%  | 2%         | **     | **           | 2%            | 1%   |
|                              |       |       |     |     |              | f    |     |            |        |              |               |      |
|                              | 12%   | 18%   | 8%  | 26% | 36%          | 71%  | 25% | 24%        | **     | **           | 10%           | 82%  |
| Have tried it once           | 2     | 1     | 1   | 2   | 3            | 8    | *   | -          | **     | **           | -             | 9    |
|                              | 1%    | *%    | *%  | *%  | *%           | *%   | *%  | -%         | **     | **           | -%            | 1%   |
|                              | 19%   | 7%    | 12% | 19% | 29%          | 93%  | 5%  | -%         | **     | **           | -%            | 100% |
| EVER                         | 47    | 40    | 26  | 66  | 104          | 280  | 49  | 55         | **     | **           | 19            | 292  |
|                              | 17%   | 13%   | 10% | 12% | 11%          | 16%  | 31% | 13%        | **     | **           | 13%           | 18%  |
|                              | cd    |       |     |     |              | f    |     |            |        |              |               | h    |
|                              | 14%   | 12%   | 8%  | 20% | 32%          | 85%  | 15% | 17%        | **     | **           | 6%            | 88%  |
| Never                        | 136   | 166   | 124 | 290 | 476          | 890  | 46  | 202        | **     | **           | 58            | 802  |
|                              | 50%   | 53%   | 47% | 50% | 52%          | 52%  | 29% | 46%        | **     | **           | 40%           | 51%  |
|                              |       |       |     |     |              | g    |     |            |        |              |               | k    |
|                              | 14%   | 18%   | 13% | 31% | 51%          | 94%  | 5%  | 21%        | **     | **           | 6%            | 85%  |
| Do not have access to device | 87    | 106   | 113 | 219 | 336          | 556  | 61  | 180        | **     | **           | 67            | 492  |
|                              | 32%   | 34%   | 43% | 38% | 37%          | 32%  | 39% | 41%        | **     | **           | 47%           | 31%  |
|                              |       |       | ab  |     |              |      |     | l          |        |              | l             |      |
|                              | 14%   | 17%   | 18% | 35% | 54%          | 90%  | 10% | 29%        | **     | **           | 11%           | 79%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | ~a    | ~b    | ~c  | ~d  | e            | f    | ~g  | ~h         | ~i     | ~j           | ~k            | l    |
| Unweighted total   | 37    | 14    | 6   | 20  | 110          | 396  | 43  | 48         | 9      | 6            | 10            | 391  |
| Effective Weighted Sample  | 34    | 12    | 6   | 17  | 93           | 334  | 35  | 39         | 8      | 4            | 9             | 333  |
| Total  | 32    | 15    | 5   | 20  | 104          | 362  | 40  | 60         | 10     | 9            | 9             | 371  |
|  | **    | **    | **  | **  | 25%          | 88%  | **  | **         | **     | **           | **            | 90%  |
| Live via a built in FM radio app   | **    | **    | **  | **  | 49           | 166  | **  | **         | **     | **           | **            | 171  |
|  | **    | **    | **  | **  | 47%          | 46%  | **  | **         | **     | **           | **            | 46%  |
|  | **    | **    | **  | **  | 26%          | 86%  | **  | **         | **     | **           | **            | 89%  |
| Live via a station website   | **    | **    | **  | **  | 39           | 131  | **  | **         | **     | **           | **            | 131  |
|  | **    | **    | **  | **  | 38%          | 36%  | **  | **         | **     | **           | **            | 35%  |
|  | **    | **    | **  | **  | 27%          | 89%  | **  | **         | **     | **           | **            | 89%  |
| Via a downloaded app such as RadioPlayer,<br>BBC Radio iPlayer, Tunein or apps<br>downloaded for specific radio stations | **    | **    | **  | **  | 16           | 67   | **  | **         | **     | **           | **            | 77   |
|  | **    | **    | **  | **  | 15%          | 18%  | **  | **         | **     | **           | **            | 21%  |
|  | **    | **    | **  | **  | 20%          | 83%  | **  | **         | **     | **           | **            | 96%  |
| Via podcasts   | **    | **    | **  | **  | 2            | 20   | **  | **         | **     | **           | **            | 19   |
|  | **    | **    | **  | **  | 2%           | 5%   | **  | **         | **     | **           | **            | 5%   |
|  | **    | **    | **  | **  | 11%          | 96%  | **  | **         | **     | **           | **            | 91%  |
| Other ways   | **    | **    | **  | **  | 2            | 5    | **  | **         | **     | **           | **            | 5    |
|  | **    | **    | **  | **  | 2%           | 1%   | **  | **         | **     | **           | **            | 1%   |
|  | **    | **    | **  | **  | 48%          | 100% | **  | **         | **     | **           | **            | 100% |
| Don't know   | **    | **    | **  | **  | 12           | 41   | **  | **         | **     | **           | **            | 42   |
|  | **    | **    | **  | **  | 12%          | 11%  | **  | **         | **     | **           | **            | 11%  |
|  | **    | **    | **  | **  | 26%          | 87%  | **  | **         | **     | **           | **            | 89%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Yes                       | 277   | 314   | 222 | 536 | 919          | 1842 | 184 | 427        | 71     | 68           | 131           | 1733 |
|                           | 90%   | 84%   | 64% | 75% | 77%          | 87%  | 75% | 77%        | 72%    | 69%          | 73%           | 88%  |
|                           | bcd   | cd    | c   |     |              | g    |     |            |        |              |               | hijk |
|                           | 14%   | 15%   | 11% | 26% | 45%          | 91%  | 9%  | 21%        | 4%     | 3%           | 6%            | 85%  |
| No                        | 29    | 46    | 103 | 149 | 234          | 230  | 57  | 104        | 25     | 22           | 39            | 208  |
|                           | 10%   | 12%   | 30% | 21% | 20%          | 11%  | 24% | 19%        | 26%    | 23%          | 22%           | 11%  |
|                           |       |       | abd | ab  |              | f    |     | l          | l      | l            | l             |      |
|                           | 10%   | 16%   | 36% | 52% | 82%          | 80%  | 20% | 36%        | 9%     | 8%           | 14%           | 73%  |
| Unsure                    | 2     | 13    | 20  | 33  | 39           | 40   | 2   | 24         | 2      | 8            | 9             | 24   |
|                           | 1%    | 3%    | 6%  | 5%  | 3%           | 2%   | 1%  | 4%         | 2%     | 8%           | 5%            | 1%   |
|                           |       | a     | a   | a   |              |      |     | l          |        | l            | l             |      |
|                           | 4%    | 30%   | 47% | 77% | 91%          | 94%  | 6%  | 57%        | 5%     | 18%          | 20%           | 57%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Yes                       | 219   | 239   | 170 | 409 | 675          | 1417 | 151 | 348        | 62     | 60           | 93            | 1326 |
|                           | 71%   | 64%   | 49% | 57% | 57%          | 67%  | 62% | 63%        | 63%    | 61%          | 52%           | 67%  |
|                           | cd    | cd    | c   | c   |              |      |     | k          |        |              | k             | k    |
|                           | 14%   | 15%   | 11% | 26% | 43%          | 91%  | 10% | 22%        | 4%     | 4%           | 6%            | 85%  |
| No                        | 87    | 121   | 162 | 283 | 483          | 657  | 87  | 192        | 34     | 35           | 78            | 608  |
|                           | 28%   | 33%   | 47% | 40% | 41%          | 31%  | 36% | 35%        | 34%    | 36%          | 44%           | 31%  |
|                           |       |       | abd | ab  |              |      |     |            |        |              | hl            |      |
|                           | 12%   | 16%   | 22% | 38% | 65%          | 88%  | 12% | 26%        | 5%     | 5%           | 10%           | 81%  |
| Don't know                | 2     | 12    | 13  | 25  | 34           | 37   | 6   | 15         | 3      | 2            | 8             | 31   |
|                           | 1%    | 3%    | 4%  | 4%  | 3%           | 2%   | 2%  | 3%         | 3%     | 3%           | 4%            | 2%   |
|                           |       | a     | a   | a   |              |      |     |            |        |              | l             |      |
|                           | 5%    | 28%   | 31% | 59% | 79%          | 87%  | 14% | 36%        | 6%     | 6%           | 18%           | 73%  |

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

Any break column with 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

|                           | AGE       |       |     |     | AGE/SEG      | MEG      |     | DISABILITY |        |              |               |      |
|---------------------------|-----------|-------|-----|-----|--------------|----------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64     | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO       | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a         | b     | c   | d   | e            | f        | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427       | 346   | 371 | 717 | 1268         | 2626     | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358       | 283   | 307 | 586 | 1041         | 2133     | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308       | 372   | 345 | 717 | 1192         | 2112     | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%       | 16%   | 15% | 30% | 51%          | 90%      | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Kitchen/ Kitchen diner    | 128       | 151   | 155 | 306 | 431          | 788      | 64  | 189        | 38     | 37           | 63            | 719  |
|                           | 41%       | 41%   | 45% | 43% | 36%          | 37%      | 26% | 34%        | 39%    | 37%          | 35%           | 37%  |
|                           | 15%       | 18%   | 18% | 36% | 51%          | g<br>92% | 7%  | 22%        | 4%     | 4%           | 7%            | 84%  |
| Living room/ Lounge       | 117       | 161   | 156 | 317 | 472          | 702      | 62  | 230        | 52     | 30           | 84            | 603  |
|                           | 38%       | 43%   | 45% | 44% | 40%          | 33%      | 25% | 41%        | 52%    | 30%          | 47%           | 31%  |
|                           | 15%       | 21%   | 20% | 41% | 62%          | g<br>92% | 8%  | 30%        | 7%     | 4%           | 11%           | 79%  |
| Adult's bedroom           | 92        | 109   | 102 | 212 | 299          | 511      | 42  | 144        | 26     | 25           | 44            | 452  |
|                           | 30%       | 29%   | 30% | 30% | 25%          | 24%      | 17% | 26%        | 27%    | 26%          | 25%           | 23%  |
|                           | 17%       | 20%   | 18% | 38% | 54%          | g<br>92% | 8%  | 26%        | 5%     | 5%           | 8%            | 82%  |
| Dining room               | 22        | 23    | 17  | 39  | 56           | 116      | 8   | 31         | 4      | 7            | 8             | 103  |
|                           | 7%        | 6%    | 5%  | 6%  | 5%           | 6%       | 3%  | 6%         | 4%     | 8%           | 5%            | 5%   |
|                           | 17%       | 18%   | 14% | 32% | 45%          | 93%      | 6%  | 25%        | 3%     | 6%           | 7%            | 83%  |
| Child's bedroom           | 2         | 5     | 3   | 7   | 29           | 92       | 4   | 16         | 2      | 1            | 7             | 87   |
|                           | 1%        | 1%    | 1%  | 1%  | 2%           | 4%       | 2%  | 3%         | 2%     | 1%           | 4%            | 4%   |
|                           | 2%        | 5%    | 3%  | 8%  | 30%          | 95%      | 4%  | 16%        | 2%     | 1%           | 7%            | 89%  |
| Study/ Home office        | 21        | 14    | 5   | 18  | 22           | 53       | 3   | 14         | 2      | 3            | 2             | 47   |
|                           | 7%        | 4%    | 1%  | 3%  | 2%           | 3%       | 1%  | 2%         | 2%     | 3%           | 1%            | 2%   |
|                           | cd<br>38% | 24%   | 9%  | 33% | 40%          | 95%      | 5%  | 25%        | 4%     | 6%           | 4%            | 85%  |
| Bathroom/ Shower room/ WC | 12        | 14    | 8   | 21  | 27           | 50       | 1   | 11         | 2      | 3            | 4             | 44   |
|                           | 4%        | 4%    | 2%  | 3%  | 2%           | 2%       | 1%  | 2%         | 2%     | 3%           | 2%            | 2%   |
|                           | 24%       | 27%   | 15% | 42% | 54%          | 98%      | 3%  | 21%        | 3%     | 6%           | 9%            | 85%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total                          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample                 | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Conservatory                              | 7     | 9     | 9   | 19  | 21           | 42   | 1   | 11         | 4      | 1            | 7             | 35   |
|   | 2%    | 3%    | 3%  | 3%  | 2%           | 2%   | *%  | 2%         | 4%     | 1%           | 4%            | 2%   |
|   | 16%   | 22%   | 22% | 44% | 48%          | 98%  | 2%  | 25%        | 9%     | 2%           | 16%           | 81%  |
| Garage                                    | 9     | 12    | 2   | 14  | 19           | 38   | -   | 12         | -      | 3            | 2             | 30   |
|   | 3%    | 3%    | 1%  | 2%  | 2%           | 2%   | -%  | 2%         | -%     | 3%           | 1%            | 2%   |
|   | c     | c     |     |     |              |      |     |            |        |              |               |      |
|   | 23%   | 31%   | 5%  | 36% | 49%          | 100% | -%  | 31%        | -%     | 8%           | 6%            | 79%  |
| Spare bedroom                             | 9     | 12    | 4   | 17  | 20           | 31   | *   | 10         | 1      | 2            | 4             | 25   |
|   | 3%    | 3%    | 1%  | 2%  | 2%           | 1%   | *%  | 2%         | 1%     | 2%           | 2%            | 1%   |
|   | 29%   | 40%   | 14% | 54% | 65%          | 97%  | 2%  | 33%        | 2%     | 7%           | 12%           | 79%  |
| Hallway/ Landing                          | 5     | 2     | *   | 2   | 4            | 13   | 1   | 2          | -      | 1            | 1             | 13   |
|   | 2%    | *%    | *%  | *%  | *%           | 1%   | *%  | *%         | -%     | 1%           | 1%            | 1%   |
|   | cd    |       |     |     |              |      |     |            |        |              |               |      |
|   | 36%   | 12%   | 3%  | 15% | 31%          | 94%  | 6%  | 14%        | -%     | 6%           | 9%            | 90%  |
| Move around as needed/ portable           | 11    | 11    | 9   | 20  | 23           | 58   | 8   | 14         | 4      | 3            | 4             | 56   |
|   | 4%    | 3%    | 3%  | 3%  | 2%           | 3%   | 3%  | 2%         | 4%     | 3%           | 2%            | 3%   |
|   | 16%   | 17%   | 14% | 31% | 35%          | 89%  | 12% | 21%        | 6%     | 4%           | 6%            | 85%  |
| Other                                     | 7     | 14    | 7   | 21  | 28           | 43   | 1   | 12         | 2      | 1            | 2             | 35   |
|   | 2%    | 4%    | 2%  | 3%  | 2%           | 2%   | *%  | 2%         | 2%     | 1%           | 1%            | 2%   |
|   | 16%   | 32%   | 16% | 49% | 63%          | 98%  | 2%  | 28%        | 4%     | 2%           | 3%            | 80%  |
| None - do not have any radio sets at home | 57    | 62    | 57  | 120 | 299          | 574  | 102 | 131        | 19     | 27           | 33            | 580  |
|   | 19%   | 17%   | 17% | 17% | 25%          | 27%  | 42% | 24%        | 19%    | 28%          | 19%           | 29%  |
|   |       |       |     |     |              |      | f   |            |        |              |               | hik  |
|   | 8%    | 9%    | 8%  | 18% | 44%          | 85%  | 15% | 19%        | 3%     | 4%           | 5%            | 86%  |

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

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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

|                            | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|----------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                            | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%    | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total           | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample  | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                      | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                            | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| None                       | 57    | 62    | 55  | 118 | 295          | 569  | 100 | 130        | 18     | 26           | 32            | 575  |
|                            | 19%   | 17%   | 16% | 16% | 25%          | 27%  | 41% | 23%        | 18%    | 26%          | 18%           | 29%  |
|                            |       |       |     |     |              | f    |     |            |        |              |               | hik  |
|                            | 9%    | 9%    | 8%  | 18% | 44%          | 85%  | 15% | 19%        | 3%     | 4%           | 5%            | 86%  |
| 1                          | 103   | 140   | 156 | 296 | 473          | 780  | 89  | 214        | 37     | 35           | 83            | 719  |
|                            | 33%   | 38%   | 45% | 41% | 40%          | 37%  | 36% | 39%        | 37%    | 36%          | 46%           | 37%  |
|                            |       |       | a   | a   |              |      |     |            |        |              | l             |      |
|                            | 12%   | 16%   | 18% | 34% | 54%          | 90%  | 10% | 25%        | 4%     | 4%           | 9%            | 83%  |
| 2-3                        | 121   | 137   | 112 | 249 | 346          | 620  | 46  | 167        | 32     | 26           | 46            | 553  |
|                            | 39%   | 37%   | 32% | 35% | 29%          | 29%  | 19% | 30%        | 33%    | 27%          | 26%           | 28%  |
|                            |       |       |     |     | g            |      |     |            |        |              |               |      |
|                            | 18%   | 20%   | 17% | 37% | 52%          | 93%  | 7%  | 25%        | 5%     | 4%           | 7%            | 83%  |
| 4-5                        | 22    | 24    | 15  | 39  | 59           | 109  | 4   | 35         | 9      | 10           | 13            | 89   |
|                            | 7%    | 7%    | 4%  | 5%  | 5%           | 5%   | 1%  | 6%         | 9%     | 10%          | 7%            | 5%   |
|                            |       |       |     |     | g            |      |     |            | l      | l            |               |      |
|                            | 19%   | 22%   | 13% | 35% | 52%          | 97%  | 3%  | 31%        | 8%     | 9%           | 11%           | 79%  |
| 6-10                       | 5     | 9     | 3   | 12  | 13           | 25   | 1   | 5          | 1      | -            | 3             | 22   |
|                            | 2%    | 2%    | 1%  | 2%  | 1%           | 1%   | 1%  | 1%         | 1%     | -%           | 1%            | 1%   |
|                            | 21%   | 34%   | 13% | 47% | 50%          | 97%  | 5%  | 20%        | 5%     | -%           | 10%           | 85%  |
| 11 or more                 | -     | -     | 1   | 1   | 3            | 3    | -   | 2          | -      | -            | 2             | 1    |
|                            | -%    | -%    | *%  | *%  | *%           | *%   | -%  | *%         | -%     | -%           | 1%            | *%   |
|                            |       |       |     |     |              |      |     |            |        |              | l             |      |
|                            | -%    | -%    | 41% | 41% | 94%          | 100% | -%  | 68%        | -%     | -%           | 68%           | 48%  |
| ANY RADIO SETS IN THE HOME | 251   | 310   | 288 | 597 | 894          | 1537 | 140 | 424        | 80     | 71           | 145           | 1384 |
|                            | 81%   | 83%   | 83% | 83% | 75%          | 73%  | 57% | 76%        | 81%    | 72%          | 81%           | 70%  |
|                            |       |       |     |     | g            |      |     | l          | l      |              | l             |      |
|                            | 15%   | 18%   | 17% | 36% | 53%          | 91%  | 8%  | 25%        | 5%     | 4%           | 9%            | 82%  |

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

Any break column with 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

|                           | AGE   |       |      |      | AGE/SEG      | MEG  |      | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|------|------|--------------|------|------|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+  | 65+  | 65+<br>OR DE | NO   | YES  | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c    | d    | e            | f    | g    | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371  | 717  | 1268         | 2626 | 244  | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307  | 586  | 1041         | 2133 | 193  | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345  | 717  | 1192         | 2112 | 244  | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15%  | 30%  | 51%          | 90%  | 10%  | 24%        | 4%     | 4%           | 8%            | 83%  |
| Don't know                | -     | -     | 2    | 2    | 3            | 5    | 4    | 1          | 1      | 1            | 1             | 6    |
|                           | -%    | -%    | 1%   | *%   | *%           | *%   | 2%   | *%         | 1%     | 1%           | 1%            | *%   |
|                           |       |       |      |      |              |      | f    |            |        |              |               |      |
|                           | -%    | -%    | 27%  | 27%  | 41%          | 72%  | 49%  | 16%        | 16%    | 16%          | 16%           | 85%  |
| Mean number of radio sets | 1.6   | 1.7   | 1.5  | 1.6  | 1.4          | 1.4  | .9   | 1.4        | 1.6    | 1.4          | 1.6           | 1.3  |
|                           |       |       |      |      |              | g    |      | l          | l      |              | l             |      |
| Standard deviation        | 1.37  | 1.43  | 1.27 | 1.36 | 1.33         | 1.35 | 1.01 | 1.42       | 1.30   | 1.36         | 1.72          | 1.30 |
| Standard error            | .07   | .08   | .07  | .05  | .04          | .03  | .07  | .06        | .13    | .13          | .12           | .03  |

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

Any break column with 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

|                                     | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|-------------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                                     | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%             | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total                    | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample           | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                               | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                                     | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| None                                | 80    | 95    | 97  | 192 | 432          | 783  | 129 | 190        | 29     | 33           | 53            | 773  |
|                                     | 26%   | 25%   | 28% | 27% | 36%          | 37%  | 53% | 34%        | 29%    | 34%          | 30%           | 39%  |
|                                     | 9%    | 10%   | 11% | 21% | 47%          | 86%  | 14% | 21%        | 3%     | 4%           | 6%            | 85%  |
| 1                                   | 103   | 141   | 140 | 281 | 429          | 748  | 79  | 217        | 35     | 37           | 80            | 679  |
|                                     | 34%   | 38%   | 41% | 39% | 36%          | 35%  | 32% | 39%        | 35%    | 38%          | 45%           | 35%  |
|                                     | 12%   | 17%   | 17% | 34% | 52%          | 90%  | 9%  | 26%        | 4%     | 5%           | 10%           | 82%  |
| 2-3                                 | 108   | 116   | 91  | 207 | 282          | 493  | 34  | 126        | 29     | 25           | 34            | 439  |
|                                     | 35%   | 31%   | 26% | 29% | 24%          | 23%  | 14% | 23%        | 29%    | 25%          | 19%           | 22%  |
|                                     | cd    |       |     |     | g            |      |     |            |        |              |               |      |
|                                     | 20%   | 22%   | 17% | 39% | 53%          | 93%  | 6%  | 24%        | 6%     | 5%           | 7%            | 83%  |
| 4-5                                 | 12    | 14    | 11  | 25  | 33           | 55   | 3   | 17         | 5      | 1            | 9             | 46   |
|                                     | 4%    | 4%    | 3%  | 3%  | 3%           | 3%   | 1%  | 3%         | 5%     | 1%           | 5%            | 2%   |
|                                     | 21%   | 25%   | 19% | 44% | 58%          | 97%  | 5%  | 30%        | 8%     | 2%           | 15%           | 80%  |
| 6-10                                | 1     | 6     | 2   | 9   | 9            | 10   | -   | 2          | -      | -            | 1             | 8    |
|                                     | *%    | 2%    | 1%  | 1%  | 1%           | *%   | -%  | *%         | -%     | -%           | *%            | *%   |
|                                     | 6%    | 65%   | 23% | 88% | 88%          | 100% | -%  | 22%        | -%     | -%           | 8%            | 81%  |
| 11 or more                          | -     | -     | -   | -   | 1            | 1    | -   | 2          | -      | -            | 2             | -    |
|                                     | -%    | -%    | -%  | -%  | *%           | *%   | -%  | *%         | -%     | -%           | 1%            | -%   |
|                                     | -%    | -%    | -%  | -%  | 100%         | 100% | -%  | 130%       | -%     | -%           | 130%          | -%   |
| ANY 'ACTIVE' RADIO SETS IN THE HOME | 224   | 278   | 244 | 522 | 754          | 1308 | 115 | 364        | 69     | 64           | 125           | 1172 |
|                                     | 73%   | 75%   | 71% | 73% | 63%          | 62%  | 47% | 66%        | 70%    | 65%          | 70%           | 60%  |
|                                     | 16%   | 19%   | 17% | 37% | 53%          | 92%  | 8%  | 26%        | 5%     | 4%           | 9%            | 82%  |

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

Any break column with 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

|   | AGE   |       |      |      | AGE/SEG      | MEG  |     |      | DISABILITY |              |               |      |
|---|-------|-------|------|------|--------------|------|-----|------|------------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+  | 65+  | 65+<br>OR DE | NO   | YES | ANY  | VISION     | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                   | a     | b     | c    | d    | e            | f    | g   | h    | i          | j            | k             | l    |
| Unweighted total                          | 427   | 346   | 371  | 717  | 1268         | 2626 | 244 | 555  | 102        | 114          | 202           | 2322 |
| Effective Weighted Sample                 | 358   | 283   | 307  | 586  | 1041         | 2133 | 193 | 433  | 83         | 88           | 170           | 1914 |
| Total                                     | 308   | 372   | 345  | 717  | 1192         | 2112 | 244 | 555  | 99         | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15%  | 30%  | 51%          | 90%  | 10% | 24%  | 4%         | 4%           | 8%            | 83%  |
| Don't know                                | 5     | -     | 3    | 3    | 7            | 21   | -   | 1    | 1          | 1            | *             | 20   |
|   | 2%    | -%    | 1%   | *%   | 1%           | 1%   | -%  | *%   | 1%         | 1%           | *%            | 1%   |
|   | b     |       |      |      |              |      |     |      |            |              |               |      |
|   | 23%   | -%    | 16%  | 16%  | 31%          | 100% | -%  | 6%   | 3%         | 3%           | 2%            | 96%  |
| Mean number of 'active' radio sets        | 1.3   | 1.3   | 1.2  | 1.3  | 1.1          | 1.0  | .7  | 1.1  | 1.2        | 1.1          | 1.2           | 1.0  |
|   |       |       |      |      |              | g    |     | l    | l          |              | l             |      |
| Standard deviation                        | 1.10  | 1.31  | 1.13 | 1.23 | 1.21         | 1.14 | .89 | 1.24 | 1.12       | 1.07         | 1.52          | 1.09 |
| Standard error                            | .05   | .07   | .06  | .05  | .03          | .02  | .06 | .05  | .11        | .10          | .11           | .02  |
| Columns Tested: a,b,c,d - f,g - h,i,j,k,l |       |       |      |      |              |      |     |      |            |              |               |      |

Any break column with 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

|   | AGE   |       |      |      | AGE/SEG      | MEG  |      |      | DISABILITY |              |               |      |
|---|-------|-------|------|------|--------------|------|------|------|------------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+  | 65+  | 65+<br>OR DE | NO   | YES  | ANY  | VISION     | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                   | a     | b     | c    | d    | e            | f    | g    | h    | ~i         | ~j           | k             | l    |
| Unweighted total                          | 310   | 258   | 258  | 516  | 796          | 1648 | 117  | 367  | 70         | 72           | 137           | 1402 |
| Effective Weighted Sample                 | 259   | 211   | 214  | 423  | 650          | 1337 | 96   | 286  | 58         | 55           | 114           | 1153 |
| Total                                     | 224   | 278   | 244  | 522  | 754          | 1308 | 115  | 364  | 69         | 64           | 125           | 1172 |
|   | 16%   | 19%   | 17%  | 37%  | 53%          | 92%  | 8%   | 26%  | **         | **           | 9%            | 82%  |
| 1   | 103   | 141   | 140  | 281  | 429          | 748  | 79   | 217  | **         | **           | 80            | 679  |
|   | 46%   | 51%   | 57%  | 54%  | 57%          | 57%  | 68%  | 60%  | **         | **           | 64%           | 58%  |
|   |       |       | a    |      |              | f    |      |      |            |              |               |      |
|   | 12%   | 17%   | 17%  | 34%  | 52%          | 90%  | 9%   | 26%  | **         | **           | 10%           | 82%  |
| 2-3                                       | 108   | 116   | 91   | 207  | 282          | 493  | 34   | 126  | **         | **           | 34            | 439  |
|   | 48%   | 42%   | 37%  | 40%  | 37%          | 38%  | 29%  | 35%  | **         | **           | 27%           | 37%  |
|   |       |       | cd   |      |              |      |      |      |            |              | k             |      |
|   | 20%   | 22%   | 17%  | 39%  | 53%          | 93%  | 6%   | 24%  | **         | **           | 7%            | 83%  |
| 4-5                                       | 12    | 14    | 11   | 25   | 33           | 55   | 3    | 17   | **         | **           | 9             | 46   |
|   | 5%    | 5%    | 5%   | 5%   | 4%           | 4%   | 2%   | 5%   | **         | **           | 7%            | 4%   |
|   | 21%   | 25%   | 19%  | 44%  | 58%          | 97%  | 5%   | 30%  | **         | **           | 15%           | 80%  |
| 6-10                                      | 1     | 6     | 2    | 9    | 9            | 10   | -    | 2    | **         | **           | 1             | 8    |
|   | *%    | 2%    | 1%   | 2%   | 1%           | 1%   | -%   | 1%   | **         | **           | 1%            | 1%   |
|   |       | a     |      |      |              |      |      |      |            |              |               |      |
|   | 6%    | 65%   | 23%  | 88%  | 88%          | 100% | -%   | 22%  | **         | **           | 8%            | 81%  |
| 11 or more                                | -     | -     | -    | -    | 1            | 1    | -    | 2    | **         | **           | 2             | -    |
|   | -%    | -%    | -%   | -%   | *%           | *%   | -%   | 1%   | **         | **           | 2%            | -%   |
|   |       |       |      |      |              |      |      | l    |            |              | l             |      |
|   | -%    | -%    | -%   | -%   | 100%         | 100% | -%   | 130% | **         | **           | 130%          | -%   |
| ANY 'ACTIVE' RADIO SETS IN THE HOME       | 224   | 278   | 244  | 522  | 754          | 1308 | 115  | 364  | **         | **           | 125           | 1172 |
|   | 100%  | 100%  | 100% | 100% | 100%         | 100% | 100% | 100% | **         | **           | 100%          | 100% |
|   | 16%   | 19%   | 17%  | 37%  | 53%          | 92%  | 8%   | 26%  | **         | **           | 9%            | 82%  |
| Mean number of 'active' radio sets        | 1.8   | 1.8   | 1.7  | 1.7  | 1.7          | 1.7  | 1.4  | 1.7  | **         | **           | 1.8           | 1.6  |
|   |       |       |      |      |              | g    |      |      |            |              |               |      |
| Standard deviation                        | .90   | 1.22  | 1.00 | 1.12 | 1.12         | 1.02 | .77  | 1.18 | **         | **           | 1.54          | .95  |
| Standard error                            | .05   | .08   | .06  | .05  | .04          | .03  | .07  | .06  | **         | **           | .13           | .03  |
| Columns Tested: a,b,c,d - f,g - h,i,j,k,l |       |       |      |      |              |      |      |      |            |              |               |      |

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                 | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total                        | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample               | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                                   | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| None                                    | 172   | 237   | 262 | 499 | 886          | 1398 | 176 | 409        | 70     | 69           | 137           | 1282 |
|   | 56%   | 64%   | 76% | 70% | 74%          | 66%  | 72% | 74%        | 71%    | 70%          | 77%           | 65%  |
|   | 11%   | 15%   | abd | a   | 56%          | 89%  | 11% | 26%        | 4%     | 4%           | 9%            | 81%  |
| 1                                       | 99    | 100   | 66  | 167 | 235          | 525  | 52  | 107        | 18     | 24           | 35            | 506  |
|   | 32%   | 27%   | 19% | 23% | 20%          | 25%  | 21% | 19%        | 19%    | 24%          | 19%           | 26%  |
|   | cd    | c     |     |     |              |      |     |            |        |              |               | h    |
|   | 17%   | 17%   | 11% | 29% | 40%          | 90%  | 9%  | 18%        | 3%     | 4%           | 6%            | 87%  |
| 2                                       | 26    | 27    | 10  | 36  | 47           | 124  | 12  | 26         | 8      | 4            | 4             | 117  |
|   | 8%    | 7%    | 3%  | 5%  | 4%           | 6%   | 5%  | 5%         | 8%     | 4%           | 2%            | 6%   |
|   | cd    | c     |     |     |              |      |     |            | k      |              |               | k    |
|   | 19%   | 20%   | 7%  | 27% | 35%          | 92%  | 9%  | 20%        | 6%     | 3%           | 3%            | 87%  |
| 3                                       | 4     | 3     | 3   | 5   | 7            | 23   | 2   | 1          | -      | -            | 1             | 24   |
|   | 1%    | 1%    | 1%  | 1%  | 1%           | 1%   | 1%  | *%         | -%     | -%           | 1%            | 1%   |
|   | 17%   | 11%   | 10% | 22% | 29%          | 93%  | 8%  | 5%         | -%     | -%           | 5%            | 97%  |
| 4-5                                     | 2     | 4     | 1   | 4   | 8            | 15   | -   | 3          | -      | -            | 2             | 13   |
|   | 1%    | 1%    | *%  | 1%  | 1%           | 1%   | -%  | 1%         | -%     | -%           | 1%            | 1%   |
|   | 11%   | 25%   | 4%  | 29% | 51%          | 100% | -%  | 21%        | -%     | -%           | 10%           | 89%  |
| ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME | 131   | 133   | 79  | 213 | 297          | 686  | 66  | 138        | 26     | 27           | 41            | 660  |
|   | 42%   | 36%   | 23% | 30% | 25%          | 32%  | 27% | 25%        | 27%    | 28%          | 23%           | 34%  |
|   | cd    | c     |     | c   |              |      |     |            |        |              |               | hk   |
|   | 17%   | 18%   | 11% | 28% | 39%          | 91%  | 9%  | 18%        | 3%     | 4%           | 5%            | 87%  |
| Don't know                              | 5     | 2     | 3   | 6   | 9            | 28   | 2   | 8          | 2      | 2            | -             | 24   |
|   | 2%    | 1%    | 1%  | 1%  | 1%           | 1%   | 1%  | 2%         | 2%     | 2%           | -%            | 1%   |
|   | 18%   | 8%    | 11% | 19% | 30%          | 93%  | 6%  | 28%        | 6%     | 6%           | -%            | 80%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               |     |
|--|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%                    | a     | b     | c   | d   | e            | f   | g   | h          | i      | j            | k             | l   |
| Mean number of 'active' digital radio sets | .6    | .5    | .3  | .4  | .3           | .4  | .3  | .3         | .3     | .3           | .3            | .4  |
|  | cd    | cd    |     | c   |              |     |     |            |        |              |               | hk  |
| Standard deviation                         | .75   | .75   | .57 | .67 | .64          | .72 | .61 | .63        | .63    | .54          | .63           | .73 |
| Standard error                             | .04   | .04   | .03 | .03 | .02          | .01 | .04 | .03        | .06    | .05          | .04           | .02 |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                 | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total                        | 368   | 290   | 286 | 576 | 971          | 2135 | 160 | 435        | 80     | 83           | 161           | 1865 |
| Effective Weighted Sample               | 308   | 237   | 239 | 471 | 794          | 1726 | 127 | 339        | 65     | 63           | 135           | 1526 |
| Total                                   | 270   | 313   | 264 | 576 | 916          | 1727 | 157 | 437        | 79     | 74           | 143           | 1585 |
|   | 14%   | 17%   | 14% | 30% | 48%          | 91%  | 8%  | 23%        | **     | **           | 8%            | 84%  |
| None                                    | 138   | 182   | 187 | 369 | 626          | 1046 | 100 | 294        | **     | **           | 102           | 941  |
|   | 51%   | 58%   | 71% | 64% | 68%          | 61%  | 64% | 67%        | **     | **           | 71%           | 59%  |
|   |       |       | ab  | a   |              |      |     | l          |        |              | l             |      |
|   | 12%   | 16%   | 16% | 32% | 54%          | 91%  | 9%  | 26%        | **     | **           | 9%            | 82%  |
| 1                                       | 96    | 95    | 62  | 158 | 223          | 500  | 47  | 105        | **     | **           | 34            | 479  |
|   | 36%   | 31%   | 24% | 27% | 24%          | 29%  | 30% | 24%        | **     | **           | 24%           | 30%  |
|   | cd    |       |     |     |              |      |     |            |        |              |               | h    |
|   | 17%   | 17%   | 11% | 29% | 40%          | 91%  | 8%  | 19%        | **     | **           | 6%            | 87%  |
| 2                                       | 25    | 27    | 10  | 36  | 46           | 119  | 7   | 25         | **     | **           | 4             | 110  |
|   | 9%    | 9%    | 4%  | 6%  | 5%           | 7%   | 5%  | 6%         | **     | **           | 3%            | 7%   |
|   | c     | c     |     |     |              |      |     |            |        |              |               |      |
|   | 20%   | 21%   | 8%  | 29% | 36%          | 94%  | 6%  | 20%        | **     | **           | 3%            | 86%  |
| 3                                       | 4     | 3     | 3   | 5   | 7            | 23   | 2   | 1          | **     | **           | 1             | 24   |
|   | 2%    | 1%    | 1%  | 1%  | 1%           | 1%   | 1%  | *%         | **     | **           | 1%            | 2%   |
|   | 17%   | 11%   | 10% | 22% | 29%          | 93%  | 8%  | 5%         | **     | **           | 5%            | 97%  |
| 4-5                                     | 1     | 4     | 1   | 4   | 8            | 14   | -   | 3          | **     | **           | 2             | 13   |
|   | *%    | 1%    | *%  | 1%  | 1%           | 1%   | -%  | 1%         | **     | **           | 1%            | 1%   |
|   | 7%    | 26%   | 4%  | 30% | 53%          | 100% | -%  | 22%        | **     | **           | 10%           | 88%  |
| ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME | 127   | 129   | 75  | 204 | 284          | 656  | 56  | 135        | **     | **           | 41            | 625  |
|   | 47%   | 41%   | 28% | 35% | 31%          | 38%  | 36% | 31%        | **     | **           | 29%           | 39%  |
|   | cd    | c     |     |     |              |      |     |            |        |              |               | hk   |
|   | 18%   | 18%   | 10% | 28% | 40%          | 91%  | 8%  | 19%        | **     | **           | 6%            | 87%  |
| Don't know                              | 5     | 2     | 2   | 4   | 7            | 24   | 1   | 8          | **     | **           | -             | 19   |
|   | 2%    | 1%    | 1%  | 1%  | 1%           | 1%   | 1%  | 2%         | **     | **           | -%            | 1%   |
|   | 22%   | 9%    | 7%  | 16% | 27%          | 97%  | 4%  | 34%        | **     | **           | -%            | 76%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG |     |     | DISABILITY |              |               |     |
|--|-------|-------|-----|-----|--------------|-----|-----|-----|------------|--------------|---------------|-----|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY | VISION     | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%                    | a     | b     | c   | d   | e            | f   | g   | h   | ~i         | ~j           | k             | l   |
| Mean number of 'active' digital radio sets | .6    | .6    | .3  | .5  | .4           | .5  | .4  | .4  | **         | **           | .4            | .5  |
|  | cd    | c     |     | c   |              |     |     |     |            |              |               | hk  |
| Standard deviation                         | .75   | .79   | .62 | .72 | .70          | .76 | .64 | .68 | **         | **           | .68           | .76 |
| Standard error                             | .04   | .05   | .04 | .03 | .02          | .02 | .05 | .03 | **         | **           | .05           | .02 |

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

Any break column with 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

|                               | AGE   |       |     |     | AGE/SEG      | MEG  |      | DISABILITY |        |              |               |      |
|-------------------------------|-------|-------|-----|-----|--------------|------|------|------------|--------|--------------|---------------|------|
|                               | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES  | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%       | a     | b     | c   | d   | e            | f    | g    | h          | i      | j            | k             | l    |
| Unweighted total              | 427   | 346   | 371 | 717 | 1268         | 2626 | 244  | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample     | 358   | 283   | 307 | 586 | 1041         | 2133 | 193  | 433        | 83     | 88           | 170           | 1914 |
| Total                         | 308   | 372   | 345 | 717 | 1192         | 2112 | 244  | 555        | 99     | 98           | 179           | 1965 |
|                               | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10%  | 24%        | 4%     | 4%           | 8%            | 83%  |
| None                          | 60    | 85    | 155 | 240 | 429          | 468  | 62   | 207        | 46     | 32           | 80            | 386  |
|                               | 19%   | 23%   | 45% | 34% | 36%          | 22%  | 25%  | 37%        | 47%    | 33%          | 45%           | 20%  |
|                               |       |       | abd | ab  |              |      |      | l          | l      | l            | l             |      |
|                               | 11%   | 16%   | 29% | 45% | 80%          | 87%  | 12%  | 38%        | 9%     | 6%           | 15%           | 71%  |
| 1                             | 177   | 235   | 167 | 402 | 632          | 1173 | 130  | 267        | 39     | 56           | 84            | 1117 |
|                               | 57%   | 63%   | 48% | 56% | 53%          | 56%  | 53%  | 48%        | 39%    | 57%          | 47%           | 57%  |
|                               | c     | c     | c   | c   |              |      |      |            | i      |              |               | hik  |
|                               | 14%   | 18%   | 13% | 31% | 49%          | 90%  | 10%  | 20%        | 3%     | 4%           | 6%            | 86%  |
| 2                             | 60    | 45    | 17  | 62  | 102          | 399  | 42   | 63         | 10     | 8            | 10            | 393  |
|                               | 20%   | 12%   | 5%  | 9%  | 9%           | 19%  | 17%  | 11%        | 10%    | 8%           | 6%            | 20%  |
|                               | bcd   | c     | c   | c   |              |      |      | k          |        |              |               | hijk |
|                               | 14%   | 10%   | 4%  | 14% | 24%          | 92%  | 10%  | 15%        | 2%     | 2%           | 2%            | 91%  |
| 3                             | 5     | 5     | 2   | 7   | 14           | 36   | 3    | 7          | 2      | 1            | 2             | 35   |
|                               | 2%    | 1%    | *%  | 1%  | 1%           | 2%   | 1%   | 1%         | 2%     | 1%           | 1%            | 2%   |
|                               | 14%   | 13%   | 4%  | 17% | 35%          | 91%  | 8%   | 19%        | 5%     | 2%           | 4%            | 88%  |
| 4 or more                     | 5     | -     | 4   | 4   | 11           | 28   | 6    | 10         | 2      | 1            | 4             | 27   |
|                               | 2%    | -%    | 1%  | 1%  | 1%           | 1%   | 2%   | 2%         | 2%     | 1%           | 2%            | 1%   |
|                               | b     |       |     |     |              |      |      |            |        |              |               |      |
|                               | 14%   | -%    | 12% | 12% | 33%          | 84%  | 17%  | 28%        | 6%     | 3%           | 11%           | 79%  |
| Don't know                    | 1     | 2     | -   | 2   | 3            | 7    | 1    | 1          | -      | -            | -             | 7    |
|                               | *%    | 1%    | -%  | *%  | *%           | *%   | *%   | *%         | -%     | -%           | -%            | *%   |
|                               | 17%   | 27%   | -%  | 27% | 37%          | 89%  | 8%   | 11%        | -%     | -%           | -%            | 90%  |
| Mean number of motor vehicles | 1.1   | .9    | .7  | .8  | .8           | 1.1  | 1.0  | .8         | .7     | .8           | .7            | 1.1  |
|                               | bcd   | cd    |     | c   |              |      |      |            |        |              |               | hijk |
| Standard deviation            | .78   | .63   | .85 | .76 | .81          | .82  | 1.00 | .87        | .95    | .79          | .84           | .83  |
| Standard error                | .04   | .03   | .04 | .03 | .02          | .02  | .06  | .04        | .09    | .07          | .06           | .02  |

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

Any break column with 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

|                               | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|-------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                               | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%       | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total              | 339   | 259   | 204 | 463 | 782          | 1992 | 167 | 328        | 52     | 70           | 104           | 1836 |
| Effective Weighted Sample     | 282   | 213   | 170 | 380 | 642          | 1612 | 136 | 254        | 42     | 55           | 91            | 1506 |
| Total                         | 248   | 285   | 190 | 474 | 760          | 1637 | 181 | 347        | 52     | 66           | 99            | 1573 |
|                               | 14%   | 16%   | 10% | 26% | 42%          | 90%  | 10% | 19%        | **     | **           | 5%            | 87%  |
| None                          | 5     | 6     | 8   | 14  | 26           | 33   | 2   | 10         | **     | **           | 2             | 29   |
|                               | 2%    | 2%    | 4%  | 3%  | 3%           | 2%   | 1%  | 3%         | **     | **           | 2%            | 2%   |
|                               | 15%   | 16%   | 22% | 38% | 72%          | 92%  | 7%  | 29%        | **     | **           | 6%            | 79%  |
| 1                             | 174   | 229   | 163 | 392 | 612          | 1149 | 127 | 257        | **     | **           | 83            | 1097 |
|                               | 70%   | 80%   | 86% | 83% | 80%          | 70%  | 70% | 74%        | **     | **           | 84%           | 70%  |
|                               | a     | a     | a   | a   |              |      |     |            |        |              | l             |      |
|                               | 14%   | 18%   | 13% | 31% | 48%          | 90%  | 10% | 20%        | **     | **           | 6%            | 86%  |
| 2                             | 58    | 48    | 14  | 61  | 101          | 395  | 42  | 62         | **     | **           | 9             | 390  |
|                               | 24%   | 17%   | 7%  | 13% | 13%          | 24%  | 23% | 18%        | **     | **           | 9%            | 25%  |
|                               | cd    | c     | c   | c   |              |      |     | k          |        |              | hk            |      |
|                               | 14%   | 11%   | 3%  | 14% | 24%          | 92%  | 10% | 14%        | **     | **           | 2%            | 91%  |
| 3                             | 5     | 2     | 2   | 3   | 10           | 36   | 3   | 7          | **     | **           | 2             | 34   |
|                               | 2%    | 1%    | 1%  | 1%  | 1%           | 2%   | 2%  | 2%         | **     | **           | 2%            | 2%   |
|                               | 14%   | 4%    | 4%  | 8%  | 26%          | 91%  | 8%  | 19%        | **     | **           | 4%            | 87%  |
| 4 or more                     | 5     | -     | 3   | 3   | 9            | 21   | 5   | 10         | **     | **           | 4             | 19   |
|                               | 2%    | -%    | 1%  | 1%  | 1%           | 1%   | 3%  | 3%         | **     | **           | 4%            | 1%   |
|                               | b     |       |     |     |              |      |     |            |        |              | l             |      |
|                               | 19%   | -%    | 10% | 10% | 34%          | 82%  | 19% | 37%        | **     | **           | 14%           | 73%  |
| Don't know                    | -     | *     | 1   | 2   | 2            | 2    | 2   | 1          | **     | **           | -             | 3    |
|                               | -%    | *%    | 1%  | *%  | *%           | *%   | 1%  | *%         | **     | **           | -%            | *%   |
|                               | -%    | 13%   | 32% | 45% | 45%          | 64%  | 44% | 19%        | **     | **           | -%            | 86%  |
| Mean number of motor vehicles | 1.3   | 1.2   | 1.1 | 1.1 | 1.2          | 1.3  | 1.4 | 1.3        | **     | **           | 1.2           | 1.3  |
|                               | bcd   |       |     |     |              |      |     |            |        |              |               |      |
| Standard deviation            | .67   | .43   | .65 | .53 | .66          | .64  | .92 | .77        | **     | **           | .77           | .65  |
| Standard error                | .04   | .03   | .05 | .02 | .02          | .01  | .07 | .04        | **     | **           | .08           | .02  |

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

Any break column with 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

|                               | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|-------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                               | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%       | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total              | 330   | 252   | 197 | 449 | 753          | 1948 | 163 | 316        | 51     | 66           | 101           | 1800 |
| Effective Weighted Sample     | 275   | 208   | 164 | 368 | 618          | 1576 | 133 | 245        | 41     | 51           | 88            | 1476 |
| Total                         | 242   | 279   | 181 | 459 | 732          | 1601 | 177 | 336        | 51     | 62           | 97            | 1541 |
|                               | 14%   | 16%   | 10% | 26% | 41%          | 91%  | 10% | 19%        | **     | **           | 5%            | 87%  |
| None                          | 135   | 165   | 107 | 272 | 440          | 995  | 71  | 185        | **     | **           | 49            | 936  |
|                               | 56%   | 59%   | 60% | 59% | 60%          | 62%  | 40% | 55%        | **     | **           | 51%           | 61%  |
|                               |       |       |     |     |              | g    |     |            |        |              |               |      |
|                               | 13%   | 16%   | 10% | 26% | 41%          | 94%  | 7%  | 17%        | **     | **           | 5%            | 88%  |
| 1                             | 63    | 64    | 29  | 93  | 140          | 332  | 57  | 77         | **     | **           | 25            | 339  |
|                               | 26%   | 23%   | 16% | 20% | 19%          | 21%  | 32% | 23%        | **     | **           | 26%           | 22%  |
|                               | c     |       |     |     |              | f    |     |            |        |              |               |      |
|                               | 16%   | 16%   | 8%  | 24% | 36%          | 85%  | 15% | 20%        | **     | **           | 6%            | 87%  |
| 2                             | 12    | 10    | 1   | 11  | 18           | 73   | 14  | 12         | **     | **           | 2             | 76   |
|                               | 5%    | 4%    | 1%  | 2%  | 2%           | 5%   | 8%  | 4%         | **     | **           | 2%            | 5%   |
|                               | c     |       |     |     |              |      |     |            |        |              |               |      |
|                               | 14%   | 12%   | 1%  | 13% | 21%          | 88%  | 17% | 15%        | **     | **           | 2%            | 91%  |
| 3                             | 1     | 1     | -   | 1   | 3            | 4    | -   | -          | **     | **           | -             | 4    |
|                               | *%    | *%    | -%  | *%  | *%           | *%   | -%  | -%         | **     | **           | -%            | *%   |
|                               | 15%   | 30%   | -%  | 30% | 69%          | 100% | -%  | -%         | **     | **           | -%            | 100% |
| 4 or more                     | 1     | -     | -   | -   | 1            | 2    | 2   | 1          | **     | **           | 1             | 3    |
|                               | *%    | -%    | -%  | -%  | *%           | *%   | 1%  | *%         | **     | **           | 1%            | *%   |
|                               |       |       |     |     |              | f    |     |            |        |              |               |      |
|                               | 19%   | -%    | -%  | -%  | 30%          | 51%  | 59% | 41%        | **     | **           | 32%           | 75%  |
| ANY DIGITAL RADIO IN VEHICLES | 75    | 75    | 30  | 105 | 162          | 411  | 74  | 90         | **     | **           | 28            | 421  |
|                               | 31%   | 27%   | 17% | 23% | 22%          | 26%  | 42% | 27%        | **     | **           | 29%           | 27%  |
|                               | cd    | c     |     |     |              | f    |     |            |        |              |               |      |
|                               | 16%   | 16%   | 6%  | 22% | 34%          | 86%  | 15% | 19%        | **     | **           | 6%            | 88%  |
| Don't know                    | 31    | 39    | 43  | 82  | 130          | 196  | 33  | 61         | **     | **           | 19            | 184  |
|                               | 13%   | 14%   | 24% | 18% | 18%          | 12%  | 19% | 18%        | **     | **           | 20%           | 12%  |
|                               |       |       | ab  |     |              | f    |     | l          |        |              | l             |      |
|                               | 14%   | 17%   | 19% | 36% | 57%          | 86%  | 15% | 27%        | **     | **           | 9%            | 81%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               |     |
|--|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
|  | a     | b     | c   | d   | e            | f   | g   | h          | ~i     | ~j           | k             | l   |
| Significance Level: 95%                            |       |       |     |     |              |     |     |            |        |              |               |     |
| Mean number of 'ACTIVE' digital radios in vehicles | .4    | .3    | .2  | .3  | .3           | .3  | .6  | .3         | **     | **           | .3            | .3  |
|  | cd    | c     |     | c   |              |     | f   |            |        |              |               |     |
| Standard deviation                                 | .62   | .56   | .39 | .51 | .63          | .58 | .99 | .59        | **     | **           | .64           | .64 |
| Standard error                                     | .03   | .04   | .03 | .02 | .02          | .01 | .08 | .03        | **     | **           | .06           | .02 |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total   | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample  | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total  | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Through a TV service - such as Freeview,<br>Sky, Virgin, BT Vision | 194   | 203   | 119 | 322 | 605          | 1413 | 146 | 306        | 54     | 47           | 86            | 1353 |
|  | 63%   | 55%   | 34% | 45% | 51%          | 67%  | 60% | 55%        | 55%    | 48%          | 48%           | 69%  |
|  | bcd   | cd    | c   | c   |              | g    |     |            |        |              |               | hijk |
|  | 12%   | 13%   | 8%  | 21% | 39%          | 91%  | 9%  | 20%        | 3%     | 3%           | 6%            | 87%  |
| Using a computer connected to the internet                         | 180   | 163   | 80  | 243 | 508          | 1338 | 132 | 272        | 39     | 38           | 72            | 1294 |
|  | 58%   | 44%   | 23% | 34% | 43%          | 63%  | 54% | 49%        | 40%    | 38%          | 40%           | 66%  |
|  | bcd   | cd    | c   | c   |              | g    |     |            |        |              |               | hijk |
|  | 12%   | 11%   | 5%  | 16% | 34%          | 91%  | 9%  | 18%        | 3%     | 3%           | 5%            | 88%  |
| Using a smartphone - such as an iPhone or<br>BlackBerry            | 162   | 134   | 62  | 195 | 470          | 1267 | 149 | 245        | 35     | 36           | 56            | 1259 |
|  | 52%   | 36%   | 18% | 27% | 39%          | 60%  | 61% | 44%        | 35%    | 36%          | 31%           | 64%  |
|  | bcd   | cd    | c   | c   |              | k    |     |            |        |              |               | hijk |
|  | 11%   | 9%    | 4%  | 14% | 33%          | 89%  | 10% | 17%        | 2%     | 2%           | 4%            | 88%  |
| Using an MP3 player - such as an iPod                              | 144   | 114   | 48  | 161 | 390          | 1090 | 112 | 204        | 26     | 32           | 49            | 1073 |
|  | 47%   | 31%   | 14% | 23% | 33%          | 52%  | 46% | 37%        | 26%    | 32%          | 27%           | 55%  |
|  | bcd   | cd    | c   | c   |              | k    |     |            |        |              |               | hijk |
|  | 12%   | 9%    | 4%  | 13% | 32%          | 90%  | 9%  | 17%        | 2%     | 3%           | 4%            | 89%  |
| Using a games console - such as a<br>PlayStation or Wii            | 85    | 61    | 34  | 95  | 259          | 776  | 74  | 148        | 22     | 24           | 29            | 752  |
|  | 28%   | 16%   | 10% | 13% | 22%          | 37%  | 30% | 27%        | 22%    | 25%          | 16%           | 38%  |
|  | bcd   | c     |     |     |              | k    |     |            |        |              |               | hijk |
|  | 10%   | 7%    | 4%  | 11% | 30%          | 91%  | 9%  | 17%        | 3%     | 3%           | 3%            | 89%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total  | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample   | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total   | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| AWARE CAN LISTEN IN ANY OF THESE WAYS                                     | 231   | 223   | 143 | 366 | 718          | 1622 | 187 | 352        | 64     | 53           | 102           | 1572 |
|   | 75%   | 60%   | 42% | 51% | 60%          | 77%  | 77% | 63%        | 65%    | 54%          | 57%           | 80%  |
|   | bcd   | cd    | c   | c   |              |      |     |            |        |              |               | hijk |
|   | 13%   | 12%   | 8%  | 20% | 40%          | 89%  | 10% | 19%        | 4%     | 3%           | 6%            | 87%  |
| AWARE CAN LISTEN THROUGH COMPUTER & INTERNET, DIGITAL TV OR GAMES CONSOLE | 219   | 213   | 138 | 351 | 679          | 1572 | 169 | 341        | 61     | 49           | 101           | 1512 |
|   | 71%   | 57%   | 40% | 49% | 57%          | 74%  | 69% | 61%        | 62%    | 50%          | 56%           | 77%  |
|   | bcd   | cd    | c   | c   |              |      |     |            |        |              |               | hijk |
|   | 13%   | 12%   | 8%  | 20% | 39%          | 90%  | 10% | 20%        | 3%     | 3%           | 6%            | 87%  |
| No, none of these   | 77    | 150   | 201 | 351 | 475          | 490  | 57  | 203        | 34     | 45           | 76            | 393  |
|   | 25%   | 40%   | 58% | 49% | 40%          | 23%  | 23% | 37%        | 35%    | 46%          | 43%           | 20%  |
|   |       | a     | abd | ab  |              |      |     | l          | l      | l            | l             |      |
|   | 14%   | 27%   | 37% | 64% | 87%          | 90%  | 11% | 37%        | 6%     | 8%           | 14%           | 72%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total  | 392   | 308   | 247 | 555 | 1044         | 2377 | 210 | 438        | 74     | 81           | 155           | 2154 |
| Effective Weighted Sample   | 330   | 255   | 210 | 463 | 866          | 1946 | 167 | 345        | 62     | 62           | 132           | 1787 |
| Total   | 288   | 334   | 244 | 578 | 1004         | 1957 | 213 | 459        | 78     | 73           | 143           | 1852 |
|   | 13%   | 15%   | 11% | 27% | 46%          | 90%  | 10% | 21%        | **     | **           | 7%            | 85%  |
| Clear and high quality sound/ interference free                                     | 180   | 165   | 97  | 262 | 478          | 1140 | 123 | 243        | **     | **           | 62            | 1104 |
|   | 62%   | 49%   | 40% | 45% | 48%          | 58%  | 58% | 53%        | **     | **           | 43%           | 60%  |
|   | bcd   | c     |     |     |              |      |     |            | **     | **           | hk            | hk   |
|   | 14%   | 13%   | 8%  | 21% | 38%          | 90%  | 10% | 19%        | **     | **           | 5%            | 87%  |
| A wider choice of radio stations/ digital-only radio stations                       | 152   | 150   | 79  | 229 | 445          | 1085 | 119 | 245        | **     | **           | 66            | 1044 |
|   | 53%   | 45%   | 32% | 40% | 44%          | 55%  | 56% | 53%        | **     | **           | 47%           | 56%  |
|   | cd    | c     |     |     |              |      |     |            | **     | **           | k             | k    |
|   | 13%   | 12%   | 7%  | 19% | 37%          | 90%  | 10% | 20%        | **     | **           | 5%            | 86%  |
| Ease of use (e.g. find your station by name, not frequency)                         | 86    | 78    | 49  | 127 | 230          | 577  | 76  | 139        | **     | **           | 34            | 566  |
|   | 30%   | 23%   | 20% | 22% | 23%          | 29%  | 35% | 30%        | **     | **           | 24%           | 31%  |
|   | cd    |       |     |     |              |      |     |            | **     | **           |               |      |
|   | 13%   | 12%   | 7%  | 19% | 35%          | 88%  | 11% | 21%        | **     | **           | 5%            | 86%  |
| Extra features (including ability to pause and rewind live radio, programme guides) | 62    | 48    | 20  | 68  | 172          | 447  | 56  | 93         | **     | **           | 19            | 448  |
|   | 22%   | 14%   | 8%  | 12% | 17%          | 23%  | 26% | 20%        | **     | **           | 13%           | 24%  |
|   | bcd   | c     |     |     |              |      |     |            | **     | **           | k             | k    |
|   | 12%   | 9%    | 4%  | 13% | 34%          | 88%  | 11% | 18%        | **     | **           | 4%            | 88%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | ~i     | ~j           | k             | l    |
| Unweighted total   | 392   | 308   | 247 | 555 | 1044         | 2377 | 210 | 438        | 74     | 81           | 155           | 2154 |
| Effective Weighted Sample  | 330   | 255   | 210 | 463 | 866          | 1946 | 167 | 345        | 62     | 62           | 132           | 1787 |
| Total  | 288   | 334   | 244 | 578 | 1004         | 1957 | 213 | 459        | 78     | 73           | 143           | 1852 |
|  | 13%   | 15%   | 11% | 27% | 46%          | 90%  | 10% | 21%        | **     | **           | 7%            | 85%  |
| Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests) | 61    | 43    | 15  | 58  | 130          | 378  | 49  | 87         | **     | **           | 23            | 374  |
|  | 21%   | 13%   | 6%  | 10% | 13%          | 19%  | 23% | 19%        | **     | **           | 16%           | 20%  |
|  | bcd   | c     |     |     |              |      |     |            | **     | **           | 5%            | 87%  |
|  | 14%   | 10%   | 4%  | 13% | 30%          | 88%  | 11% | 20%        | **     | **           |               |      |
| Future-proof/ ready for switchover   | 33    | 29    | 12  | 41  | 95           | 250  | 36  | 70         | **     | **           | 18            | 243  |
|  | 11%   | 9%    | 5%  | 7%  | 9%           | 13%  | 17% | 15%        | **     | **           | 13%           | 13%  |
|  | cd    |       |     |     |              |      |     |            | **     | **           |               |      |
|  | 11%   | 10%   | 4%  | 14% | 33%          | 86%  | 12% | 24%        | **     | **           | 6%            | 84%  |
| ANY FEATURES ASSOCIATED WITH DIGITAL RADIO   | 234   | 228   | 140 | 367 | 680          | 1544 | 155 | 332        | **     | **           | 93            | 1479 |
|  | 81%   | 68%   | 57% | 64% | 68%          | 79%  | 73% | 72%        | **     | **           | 65%           | 80%  |
|  | bcd   | c     |     |     |              |      |     |            | **     | **           | 5%            | 87%  |
|  | 14%   | 13%   | 8%  | 22% | 40%          | 91%  | 9%  | 19%        | **     | **           |               |      |
| None of these  | 55    | 105   | 104 | 209 | 323          | 411  | 57  | 127        | **     | **           | 50            | 370  |
|  | 19%   | 31%   | 43% | 36% | 32%          | 21%  | 27% | 28%        | **     | **           | 35%           | 20%  |
|  | a     | ab    | a   |     |              |      |     | l          |        |              | l             |      |
|  | 12%   | 23%   | 23% | 45% | 70%          | 89%  | 12% | 28%        | **     | **           | 11%           | 80%  |

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

Any break column with 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

|   | <b>RADIO</b>                               |                       |                           |
|---|--|-----------------------|---------------------------|
|   | <b>LISTEN<br/>TO<br/>DIGITAL<br/>RADIO</b> | <b>DAB<br/>OWNERS</b> | <b>NON-DAB<br/>OWNERS</b> |
| Significance Level: 95%   | a  | b                     | c                         |
| Unweighted total  | 4960                                       | 3488                  | 6776                      |
| Effective Weighted Sample   | 4095                                       | 2913                  | 5488                      |
| Total   | 4466                                       | 3136                  | 5801                      |
|   | 206%                                       | 145%                  | 267%                      |
| Clear and high quality sound/ interference free                                     | 3187                                       | 2299                  | 2901                      |
|   | 71%  | 73%                   | 50%                       |
|   | c  | c                     |                           |
|   | 252%                                       | 181%                  | 229%                      |
| A wider choice of radio stations/ digital-only radio stations                       | 3050                                       | 2191                  | 2764                      |
|   | 68%  | 70%                   | 48%                       |
|   | c  | c                     |                           |
|   | 252%                                       | 181%                  | 229%                      |
| Ease of use (e.g. find your station by name, not frequency)                         | 1869                                       | 1423                  | 1254                      |
|   | 42%  | 45%                   | 22%                       |
|   | c  | ac                    |                           |
|   | 284%                                       | 216%                  | 190%                      |
| Extra features (including ability to pause and rewind live radio, programme guides) | 1312                                       | 965                   | 1099                      |
|   | 29%  | 31%                   | 19%                       |
|   | c  | c                     |                           |
|   | 258%                                       | 190%                  | 216%                      |

Columns Tested: a,b,c

Any break column with 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

|  | <b>RADIO</b>                               |                       |                           |
|--|--|-----------------------|---------------------------|
|  | <b>LISTEN<br/>TO<br/>DIGITAL<br/>RADIO</b> | <b>DAB<br/>OWNERS</b> | <b>NON-DAB<br/>OWNERS</b> |
| Significance Level: 95%  | a  | b                     | c                         |
| Unweighted total   | 4960                                       | 3488                  | 6776                      |
| Effective Weighted Sample  | 4095                                       | 2913                  | 5488                      |
| Total  | 4466                                       | 3136                  | 5801                      |
|  | 206%                                       | 145%                  | 267%                      |
| Scrolling text information about the<br>programme (e.g. track and artist name,<br>phone numbers, topics, guests) | 1280                                       | 967                   | 792                       |
|  | 29%  | 31%                   | 14%                       |
|  | c  | c                     | c                         |
|  | 297%                                       | 224%                  | 184%                      |
| Future-proof/ ready for switchover   | 848  | 635                   | 553                       |
|  | 19%  | 20%                   | 10%                       |
|  | c  | c                     | c                         |
|  | 292%                                       | 219%                  | 191%                      |
| ANY FEATURES ASSOCIATED WITH<br>DIGITAL RADIO  | 4000                                       | 2841                  | 4146                      |
|  | 90%  | 91%                   | 71%                       |
|  | c  | c                     | c                         |
|  | 235%                                       | 167%                  | 243%                      |
| None of these  | 458  | 286                   | 1652                      |
|  | 10%  | 9%                    | 28%                       |
|  | c  | c                     | ab                        |
|  | 99%  | 62%                   | 357%                      |
| Columns Tested: a,b,c  |  |                       |                           |

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |     |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|-----|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%  | a     | b     | ~c  | d   | e            | f    | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total   | 209   | 156   | 92  | 248 | 385          | 1035 | 88  | 186        | 32     | 33           | 62            | 939 |
| Effective Weighted Sample  | 177   | 129   | 79  | 207 | 318          | 860  | 71  | 151        | 27     | 24           | 54            | 791 |
| Total  | 160   | 176   | 93  | 268 | 391          | 877  | 97  | 197        | 33     | 31           | 61            | 842 |
|  | 16%   | 18%   | **  | 28% | 40%          | 90%  | **  | 20%        | **     | **           | **            | 86% |
| Clear and high quality sound/ interference free  | 92    | 105   | **  | 153 | 222          | 533  | **  | 118        | **     | **           | **            | 522 |
|  | 58%   | 60%   | **  | 57% | 57%          | 61%  | **  | 60%        | **     | **           | **            | 62% |
|  | 15%   | 17%   | **  | 25% | 37%          | 89%  | **  | 20%        | **     | **           | **            | 87% |
| A wider choice of radio stations/ digital-only radio stations  | 88    | 82    | **  | 124 | 197          | 494  | **  | 107        | **     | **           | **            | 489 |
|  | 55%   | 46%   | **  | 46% | 50%          | 56%  | **  | 55%        | **     | **           | **            | 58% |
|  | 16%   | 15%   | **  | 22% | 35%          | 88%  | **  | 19%        | **     | **           | **            | 87% |
| Ease of use (e.g. find your station by name, not frequency)  | 51    | 55    | **  | 83  | 119          | 297  | **  | 62         | **     | **           | **            | 309 |
|  | 32%   | 32%   | **  | 31% | 30%          | 34%  | **  | 32%        | **     | **           | **            | 37% |
|  | 15%   | 16%   | **  | 24% | 34%          | 85%  | **  | 18%        | **     | **           | **            | 88% |
| Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests) | 36    | 25    | **  | 32  | 60           | 192  | **  | 48         | **     | **           | **            | 203 |
|  | 22%   | 15%   | **  | 12% | 15%          | 22%  | **  | 25%        | **     | **           | **            | 24% |
|  | d     |       |     |     |              |      |     |            |        |              |               |     |
|  | 15%   | 11%   | **  | 13% | 26%          | 82%  | **  | 21%        | **     | **           | **            | 87% |

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

Any break column with 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

|  | AGE        |            |           |          | AGE/SEG           | MEG     |           | DISABILITY |              |                    |                     | NO<br>l |
|--|------------|------------|-----------|----------|-------------------|---------|-----------|------------|--------------|--------------------|---------------------|---------|
|  | 55-64<br>a | 65-74<br>b | 75+<br>~c | 65+<br>d | 65+<br>OR DE<br>e | NO<br>f | YES<br>~g | ANY<br>h   | VISION<br>~i | HEAR-<br>ING<br>~j | MOBI-<br>LITY<br>~k |         |
| Significance Level: 95%  |            |            |           |          |                   |         |           |            |              |                    |                     |         |
| Unweighted total   | 209        | 156        | 92        | 248      | 385               | 1035    | 88        | 186        | 32           | 33                 | 62                  | 939     |
| Effective Weighted Sample  | 177        | 129        | 79        | 207      | 318               | 860     | 71        | 151        | 27           | 24                 | 54                  | 791     |
| Total  | 160        | 176        | 93        | 268      | 391               | 877     | 97        | 197        | 33           | 31                 | 61                  | 842     |
|  | 16%        | 18%        | **        | 28%      | 40%               | 90%     | **        | 20%        | **           | **                 | **                  | 86%     |
| Extra features (including ability to pause and<br>rewind live radio, programme guides) | 27         | 19         | **        | 28       | 58                | 177     | **        | 36         | **           | **                 | **                  | 191     |
|  | 17%        | 11%        | **        | 10%      | 15%               | 20%     | **        | 18%        | **           | **                 | **                  | 23%     |
|  | 13%        | 9%         | **        | 13%      | 27%               | 82%     | **        | 17%        | **           | **                 | **                  | 89%     |
| EXPERIENCED ANY FEATURES WHEN<br>LISTENING   | 125        | 126        | **        | 192      | 286               | 681     | **        | 149        | **           | **                 | **                  | 667     |
|  | 78%        | 72%        | **        | 71%      | 73%               | 78%     | **        | 76%        | **           | **                 | **                  | 79%     |
|  | 16%        | 16%        | **        | 25%      | 37%               | 89%     | **        | 19%        | **           | **                 | **                  | 87%     |
| None of these  | 34         | 49         | **        | 77       | 105               | 196     | **        | 47         | **           | **                 | **                  | 175     |
|  | 22%        | 28%        | **        | 29%      | 27%               | 22%     | **        | 24%        | **           | **                 | **                  | 21%     |
|  | 17%        | 24%        | **        | 37%      | 51%               | 94%     | **        | 23%        | **           | **                 | **                  | 84%     |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total   | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample  | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total  | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Via the 'listen again' function on radio apps<br>such as Radio Player and BBC Radio Player | 119   | 84    | 44  | 127 | 307          | 920  | 82  | 172        | 23     | 20           | 43            | 890  |
|  | 39%   | 22%   | 13% | 18% | 26%          | 44%  | 33% | 31%        | 23%    | 20%          | 24%           | 45%  |
|  | bcd   | c     | c   | c   | g            | j    |     |            |        |              |               | hijk |
|  | 12%   | 8%    | 4%  | 13% | 31%          | 92%  | 8%  | 17%        | 2%     | 2%           | 4%            | 89%  |
| Via radio station websites   | 101   | 72    | 30  | 103 | 260          | 863  | 95  | 144        | 22     | 15           | 30            | 867  |
|  | 33%   | 19%   | 9%  | 14% | 22%          | 41%  | 39% | 26%        | 23%    | 16%          | 17%           | 44%  |
|  | bcd   | c     | c   | c   | jk           |      |     |            |        |              |               | hijk |
|  | 11%   | 8%    | 3%  | 11% | 27%          | 90%  | 10% | 15%        | 2%     | 2%           | 3%            | 90%  |
| Via radio station apps   | 89    | 54    | 21  | 75  | 221          | 748  | 78  | 111        | 11     | 13           | 23            | 763  |
|  | 29%   | 15%   | 6%  | 10% | 19%          | 35%  | 32% | 20%        | 11%    | 13%          | 13%           | 39%  |
|  | bcd   | c     | c   | c   | k            |      |     |            |        |              |               | hijk |
|  | 11%   | 6%    | 3%  | 9%  | 26%          | 90%  | 9%  | 13%        | 1%     | 2%           | 3%            | 91%  |
| Via podcasts   | 82    | 47    | 17  | 64  | 198          | 706  | 62  | 108        | 9      | 13           | 20            | 700  |
|  | 27%   | 13%   | 5%  | 9%  | 17%          | 33%  | 25% | 19%        | 10%    | 13%          | 11%           | 36%  |
|  | bcd   | c     | c   | c   | g            | ik   |     |            |        |              |               | hijk |
|  | 11%   | 6%    | 2%  | 8%  | 26%          | 92%  | 8%  | 14%        | 1%     | 2%           | 3%            | 91%  |
| AWARE CAN LISTEN IN ANY OF THESE<br>WAYS   | 152   | 116   | 55  | 171 | 399          | 1160 | 113 | 212        | 30     | 28           | 49            | 1140 |
|  | 49%   | 31%   | 16% | 24% | 33%          | 55%  | 46% | 38%        | 31%    | 29%          | 27%           | 58%  |
|  | bcd   | cd    | c   | c   | g            | k    |     |            |        |              |               | hijk |
|  | 12%   | 9%    | 4%  | 13% | 31%          | 91%  | 9%  | 17%        | 2%     | 2%           | 4%            | 89%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| None of these             | 156   | 256   | 290 | 546 | 793          | 952  | 131 | 343        | 68     | 70           | 130           | 826  |
|                           | 51%   | 69%   | 84% | 76% | 67%          | 45%  | 54% | 62%        | 69%    | 71%          | 73%           | 42%  |
|                           | 15%   | 24%   | 27% | 51% | 74%          | 88%  | 12% | 32%        | 6%     | 6%           | 12%           | 77%  |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total   | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample  | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total  | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Via the 'listen again' function on radio apps<br>such as Radio Player and BBC Radio Player | 35    | 22    | 14  | 36  | 72           | 255  | 30  | 42         | 7      | 6            | 4             | 259  |
|  | 11%   | 6%    | 4%  | 5%  | 6%           | 12%  | 12% | 8%         | 7%     | 6%           | 2%            | 13%  |
|  | bcd   |       |     |     |              | k    |     |            |        |              |               | hk   |
|  | 12%   | 8%    | 5%  | 13% | 25%          | 89%  | 10% | 15%        | 2%     | 2%           | 1%            | 90%  |
| Via radio station websites   | 20    | 19    | 6   | 25  | 50           | 197  | 38  | 28         | 6      | 3            | 3             | 217  |
|  | 7%    | 5%    | 2%  | 3%  | 4%           | 9%   | 16% | 5%         | 6%     | 3%           | 2%            | 11%  |
|  | cd    | c     |     |     |              | f    |     |            |        |              |               | hjk  |
|  | 9%    | 8%    | 2%  | 10% | 21%          | 84%  | 16% | 12%        | 3%     | 1%           | 1%            | 92%  |
| Via radio station apps   | 15    | 7     | 5   | 12  | 37           | 154  | 27  | 21         | 3      | 2            | 4             | 166  |
|  | 5%    | 2%    | 1%  | 2%  | 3%           | 7%   | 11% | 4%         | 4%     | 2%           | 2%            | 8%   |
|  | cd    |       |     |     |              |      |     |            |        |              |               | hjk  |
|  | 8%    | 4%    | 3%  | 7%  | 21%          | 85%  | 15% | 12%        | 2%     | 1%           | 2%            | 92%  |
| Via podcasts   | 12    | 4     | 1   | 5   | 22           | 139  | 9   | 15         | 2      | 3            | *             | 141  |
|  | 4%    | 1%    | *%  | 1%  | 2%           | 7%   | 4%  | 3%         | 2%     | 3%           | *%            | 7%   |
|  | bcd   |       |     |     |              | k    |     |            |        |              |               | hk   |
|  | 8%    | 3%    | 1%  | 4%  | 14%          | 93%  | 6%  | 10%        | 1%     | 2%           | *%            | 94%  |
| EVER LISTEN IN ANY OF THESE WAYS   | 49    | 36    | 18  | 54  | 121          | 436  | 56  | 61         | 12     | 8            | 11            | 455  |
|  | 16%   | 10%   | 5%  | 8%  | 10%          | 21%  | 23% | 11%        | 12%    | 8%           | 6%            | 23%  |
|  | bcd   | c     |     |     |              |      |     |            |        |              |               | hijk |
|  | 10%   | 7%    | 4%  | 11% | 24%          | 88%  | 11% | 12%        | 2%     | 2%           | 2%            | 92%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| None of these             | 260   | 336   | 326 | 663 | 1072         | 1676 | 188 | 494        | 87     | 90           | 167           | 1511 |
|                           | 84%   | 90%   | 95% | 92% | 90%          | 79%  | 77% | 89%        | 88%    | 92%          | 94%           | 77%  |
|                           | 14%   | 18%   | 18% | 36% | 58%          | 90%  | 10% | 27%        | 5%     | 5%           | 9%            | 81%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               | NO  |
|---------------------------|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|-----|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY |     |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f   | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total          | 134   | 132   | 173 | 305 | 483          | 826 | 51  | 219        | 42     | 43           | 94            | 661 |
| Effective Weighted Sample | 111   | 106   | 141 | 246 | 390          | 652 | 43  | 166        | 35     | 33           | 78            | 529 |
| Total                     | 93    | 134   | 157 | 292 | 434          | 618 | 45  | 207        | 40     | 37           | 80            | 517 |
|                           | 14%   | 20%   | 24% | 44% | 65%          | 93% | **  | 31%        | **     | **           | **            | 78% |
| Certain to                | 2     | 1     | 1   | 2   | 3            | 10  | **  | 4          | **     | **           | **            | 9   |
|                           | 2%    | 1%    | 1%  | 1%  | 1%           | 2%  | **  | 2%         | **     | **           | **            | 2%  |
|                           | 14%   | 7%    | 9%  | 16% | 24%          | 81% | **  | 35%        | **     | **           | **            | 76% |
| Very likely               | 1     | 3     | 5   | 8   | 16           | 26  | **  | 9          | **     | **           | **            | 25  |
|                           | 2%    | 2%    | 3%  | 3%  | 4%           | 4%  | **  | 4%         | **     | **           | **            | 5%  |
|                           | 5%    | 10%   | 15% | 25% | 50%          | 85% | **  | 29%        | **     | **           | **            | 79% |
| Likely                    | 10    | 10    | 5   | 15  | 23           | 50  | **  | 19         | **     | **           | **            | 41  |
|                           | 10%   | 7%    | 3%  | 5%  | 5%           | 8%  | **  | 9%         | **     | **           | **            | 8%  |
|                           | c     |       |     |     |              |     |     |            |        |              |               |     |
|                           | 18%   | 18%   | 10% | 28% | 43%          | 94% | **  | 36%        | **     | **           | **            | 77% |
| TOTAL LIKELY              | 13    | 14    | 11  | 25  | 42           | 86  | **  | 33         | **     | **           | **            | 75  |
|                           | 14%   | 10%   | 7%  | 8%  | 10%          | 14% | **  | 16%        | **     | **           | **            | 15% |
|                           | 13%   | 14%   | 11% | 25% | 43%          | 89% | **  | 34%        | **     | **           | **            | 77% |
| Unlikely                  | 17    | 9     | 12  | 21  | 48           | 94  | **  | 29         | **     | **           | **            | 77  |
|                           | 19%   | 7%    | 8%  | 7%  | 11%          | 15% | **  | 14%        | **     | **           | **            | 15% |
|                           | bcd   |       |     |     |              |     |     |            |        |              |               |     |
|                           | 18%   | 9%    | 13% | 22% | 49%          | 96% | **  | 30%        | **     | **           | **            | 80% |
| Very unlikely             | 15    | 37    | 23  | 60  | 92           | 114 | **  | 38         | **     | **           | **            | 93  |
|                           | 16%   | 28%   | 15% | 21% | 21%          | 18% | **  | 18%        | **     | **           | **            | 18% |
|                           | ac    |       |     |     |              |     |     |            |        |              |               |     |
|                           | 12%   | 31%   | 19% | 50% | 76%          | 94% | **  | 31%        | **     | **           | **            | 77% |
| Certain not to            | 27    | 41    | 76  | 117 | 152          | 168 | **  | 71         | **     | **           | **            | 121 |
|                           | 29%   | 30%   | 49% | 40% | 35%          | 27% | **  | 34%        | **     | **           | **            | 23% |
|                           |       |       | ab  | a   |              |     |     | l          |        |              |               |     |
|                           | 16%   | 24%   | 44% | 68% | 88%          | 98% | **  | 41%        | **     | **           | **            | 70% |

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

Any break column with 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

|                           | AGE        |            |          |                            | AGE/SEG | MEG       |          | DISABILITY   |                    |                     |    | NO<br>l |
|---------------------------|------------|------------|----------|----------------------------|---------|-----------|----------|--------------|--------------------|---------------------|----|---------|
|                           | 55-64<br>a | 65-74<br>b | 75+<br>c | 65+<br>65+<br>OR DE<br>d e | NO<br>f | YES<br>~g | ANY<br>h | VISION<br>~i | HEAR-<br>ING<br>~j | MOBI-<br>LITY<br>~k |    |         |
| Significance Level: 95%   |            |            |          |                            |         |           |          |              |                    |                     |    |         |
| Unweighted total          | 134        | 132        | 173      | 305                        | 483     | 826       | 51       | 219          | 42                 | 43                  | 94 | 661     |
| Effective Weighted Sample | 111        | 106        | 141      | 246                        | 390     | 652       | 43       | 166          | 35                 | 33                  | 78 | 529     |
| Total                     | 93         | 134        | 157      | 292                        | 434     | 618       | 45       | 207          | 40                 | 37                  | 80 | 517     |
|                           | 14%        | 20%        | 24%      | 44%                        | 65%     | 93%       | **       | 31%          | **                 | **                  | ** | 78%     |
| TOTAL UNLIKELY            | 59         | 87         | 112      | 199                        | 292     | 376       | **       | 137          | **                 | **                  | ** | 291     |
|                           | 63%        | 65%        | 71%      | 68%                        | 67%     | 61%       | **       | 66%          | **                 | **                  | ** | 56%     |
|                           | 15%        | 22%        | 29%      | 51%                        | 75%     | 96%       | **       | 35%          | **                 | **                  | ** | 75%     |
| Don't know                | 21         | 33         | 34       | 68                         | 101     | 155       | **       | 37           | **                 | **                  | ** | 151     |
|                           | 23%        | 25%        | 22%      | 23%                        | 23%     | 25%       | **       | 18%          | **                 | **                  | ** | 29%     |
|                           | 12%        | 19%        | 19%      | 38%                        | 57%     | 88%       | **       | 21%          | **                 | **                  | ** | 85%     |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |     |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|-----|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%                | ~a    | ~b    | c   | d   | e            | f    | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total                       | 83    | 85    | 121 | 206 | 326          | 507  | 17  | 150        | 31     | 28           | 68            | 375 |
| Effective Weighted Sample              | 68    | 68    | 97  | 165 | 262          | 406  | 14  | 119        | 25     | 22           | 57            | 304 |
| Total                                  | 59    | 87    | 112 | 199 | 292          | 376  | 16  | 137        | 30     | 23           | 61            | 291 |
|  | **    | **    | 29% | 51% | 75%          | 96%  | **  | 35%        | **     | **           | **            | 75% |
| No need                                | **    | **    | 69  | 126 | 178          | 228  | **  | 81         | **     | **           | **            | 174 |
|  | **    | **    | 62% | 63% | 61%          | 61%  | **  | 59%        | **     | **           | **            | 60% |
|  | **    | **    | 30% | 54% | 76%          | 98%  | **  | 35%        | **     | **           | **            | 74% |
| Happy to use existing service          | **    | **    | 63  | 93  | 127          | 140  | **  | 63         | **     | **           | **            | 100 |
|  | **    | **    | 56% | 47% | 44%          | 37%  | **  | 46%        | **     | **           | **            | 34% |
|  | **    | **    | 43% | 63% | 86%          | 95%  | **  | 43%        | **     | **           | **            | 68% |
| Happy to use analogue radio service    | **    | **    | 10  | 15  | 18           | 21   | **  | 5          | **     | **           | **            | 18  |
|  | **    | **    | 9%  | 8%  | 6%           | 6%   | **  | 4%         | **     | **           | **            | 6%  |
|  | **    | **    | 43% | 68% | 79%          | 95%  | **  | 23%        | **     | **           | **            | 82% |
| Would never listen                     | **    | **    | 5   | 11  | 14           | 16   | **  | 9          | **     | **           | **            | 10  |
|  | **    | **    | 5%  | 5%  | 5%           | 4%   | **  | 7%         | **     | **           | **            | 3%  |
|  | **    | **    | 31% | 65% | 88%          | 94%  | **  | 57%        | **     | **           | **            | 60% |
| Too expensive generally                | **    | **    | -   | 3   | 11           | 16   | **  | 7          | **     | **           | **            | 11  |
|  | **    | **    | -%  | 2%  | 4%           | 4%   | **  | 5%         | **     | **           | **            | 4%  |
|  | **    | **    | -%  | 18% | 67%          | 100% | **  | 43%        | **     | **           | **            | 69% |
| Can receive through digital TV service | **    | **    | 3   | 4   | 10           | 14   | **  | 4          | **     | **           | **            | 12  |
|  | **    | **    | 3%  | 2%  | 3%           | 4%   | **  | 3%         | **     | **           | **            | 4%  |
|  | **    | **    | 18% | 28% | 62%          | 93%  | **  | 27%        | **     | **           | **            | 81% |
| Can't afford it                        | **    | **    | 2   | 4   | 10           | 14   | **  | 4          | **     | **           | **            | 11  |
|  | **    | **    | 1%  | 2%  | 4%           | 4%   | **  | 3%         | **     | **           | **            | 4%  |
|  | **    | **    | 11% | 25% | 72%          | 100% | **  | 27%        | **     | **           | **            | 77% |

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

Any break column with 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

|                            | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |     |
|----------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|-----|
|                            | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO  |
| Significance Level: 95%    | ~a    | ~b    | c   | d   | e            | f    | ~g  | h          | ~i     | ~j           | ~k            | l   |
| Unweighted total           | 83    | 85    | 121 | 206 | 326          | 507  | 17  | 150        | 31     | 28           | 68            | 375 |
| Effective Weighted Sample  | 68    | 68    | 97  | 165 | 262          | 406  | 14  | 119        | 25     | 22           | 57            | 304 |
| Total                      | 59    | 87    | 112 | 199 | 292          | 376  | 16  | 137        | 30     | 23           | 61            | 291 |
|                            | **    | **    | 29% | 51% | 75%          | 96%  | **  | 35%        | **     | **           | **            | 75% |
| Poor reception in our area | **    | **    | 2   | 3   | 8            | 14   | **  | 9          | **     | **           | **            | 9   |
|                            | **    | **    | 2%  | 1%  | 3%           | 4%   | **  | 6%         | **     | **           | **            | 3%  |
|                            | **    | **    | 14% | 21% | 53%          | 100% | **  | 59%        | **     | **           | **            | 63% |
| Don't know why I should    | **    | **    | 3   | 5   | 7            | 8    | **  | 2          | **     | **           | **            | 7   |
|                            | **    | **    | 3%  | 3%  | 2%           | 2%   | **  | 2%         | **     | **           | **            | 2%  |
|                            | **    | **    | 37% | 63% | 86%          | 100% | **  | 27%        | **     | **           | **            | 82% |
| Other                      | **    | **    | 1   | 5   | 8            | 19   | **  | 5          | **     | **           | **            | 15  |
|                            | **    | **    | 1%  | 3%  | 3%           | 5%   | **  | 4%         | **     | **           | **            | 5%  |
|                            | **    | **    | 3%  | 27% | 43%          | 100% | **  | 28%        | **     | **           | **            | 83% |
| ANY INVOLUNTARY REASONS    | **    | **    | 4   | 10  | 25           | 42   | **  | 18         | **     | **           | **            | 29  |
|                            | **    | **    | 3%  | 5%  | 9%           | 11%  | **  | 13%        | **     | **           | **            | 10% |
|                            | **    | **    | 8%  | 23% | 61%          | 100% | **  | 43%        | **     | **           | **            | 71% |
| ANY VOLUNTARY REASONS      | **    | **    | 110 | 188 | 270          | 338  | **  | 126        | **     | **           | **            | 261 |
|                            | **    | **    | 98% | 95% | 93%          | 90%  | **  | 92%        | **     | **           | **            | 90% |
|                            | **    | **    | 31% | 53% | 77%          | 96%  | **  | 36%        | **     | **           | **            | 74% |
| ONLY VOLUNTARY REASONS     | **    | **    | 107 | 182 | 257          | 321  | **  | 117        | **     | **           | **            | 251 |
|                            | **    | **    | 96% | 92% | 88%          | 85%  | **  | 85%        | **     | **           | **            | 86% |
|                            | **    | **    | 32% | 54% | 76%          | 96%  | **  | 35%        | **     | **           | **            | 75% |
| Don't know                 | **    | **    | 1   | 3   | 5            | 8    | **  | 2          | **     | **           | **            | 6   |
|                            | **    | **    | 1%  | 2%  | 2%           | 2%   | **  | 1%         | **     | **           | **            | 2%  |
|                            | **    | **    | 8%  | 43% | 67%          | 100% | **  | 20%        | **     | **           | **            | 84% |

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

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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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                    | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total                           | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample                  | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                                      | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Yes landline                               | 33    | 33    | 26  | 59  | 103          | 184  | 25  | 67         | 16     | 12           | 19            | 164  |
|  | 11%   | 9%    | 8%  | 8%  | 9%           | 9%   | 10% | 12%        | 16%    | 12%          | 11%           | 8%   |
|  | 16%   | 16%   | 12% | 28% | 49%          | 88%  | 12% | 32%        | 8%     | 6%           | 9%            | 78%  |
| Yes mobile                                 | 17    | 12    | 4   | 17  | 49           | 128  | 21  | 45         | 8      | 4            | 10            | 121  |
|  | 5%    | 3%    | 1%  | 2%  | 4%           | 6%   | 9%  | 8%         | 8%     | 4%           | 5%            | 6%   |
|  | cd    |       |     |     |              |      |     |            |        |              |               |      |
|  | 11%   | 8%    | 3%  | 11% | 33%          | 85%  | 14% | 30%        | 5%     | 3%           | 6%            | 80%  |
| Yes internet - fixed broadband/ narrowband | 40    | 21    | 11  | 33  | 78           | 231  | 26  | 72         | 14     | 13           | 18            | 216  |
|  | 13%   | 6%    | 3%  | 5%  | 7%           | 11%  | 11% | 13%        | 14%    | 13%          | 10%           | 11%  |
|  | bcd   |       |     |     |              |      |     |            |        |              |               |      |
|  | 15%   | 8%    | 4%  | 13% | 30%          | 88%  | 10% | 27%        | 5%     | 5%           | 7%            | 82%  |
| Yes internet - mobile broadband            | 1     | 1     | -   | 1   | 1            | 4    | -   | 4          | -      | -            | 3             | 1    |
|  | *%    | *%    | -%  | *%  | *%           | *%   | -%  | 1%         | -%     | -%           | 2%            | *%   |
|  |       |       |     |     |              |      |     |            |        |              |               |      |
|  | 30%   | 15%   | -%  | 15% | 32%          | 100% | -%  | 104%       | -%     | -%           | 78%           | 40%  |
| ANY INTERNET                               | 41    | 21    | 11  | 33  | 78           | 233  | 26  | 75         | 14     | 13           | 20            | 216  |
|  | 13%   | 6%    | 3%  | 5%  | 7%           | 11%  | 11% | 13%        | 14%    | 13%          | 11%           | 11%  |
|  | bcd   |       |     |     |              |      |     |            |        |              |               |      |
|  | 16%   | 8%    | 4%  | 12% | 30%          | 88%  | 10% | 28%        | 5%     | 5%           | 8%            | 82%  |
| No none of these                           | 236   | 316   | 308 | 624 | 1003         | 1686 | 189 | 415        | 69     | 75           | 138           | 1574 |
|  | 76%   | 85%   | 89% | 87% | 84%          | 80%  | 78% | 75%        | 70%    | 77%          | 77%           | 80%  |
|  |       | a     | a   | a   |              |      |     |            |        |              |               | hi   |
|  | 13%   | 17%   | 16% | 33% | 54%          | 90%  | 10% | 22%        | 4%     | 4%           | 7%            | 84%  |

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

Any break column with 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

|                           | AGE         |             |           |           | AGE/SEG           | MEG     |           | DISABILITY |              |                    |                     | NO<br>l |
|---------------------------|-------------|-------------|-----------|-----------|-------------------|---------|-----------|------------|--------------|--------------------|---------------------|---------|
|                           | 55-64<br>~a | 65-74<br>~b | 75+<br>~c | 65+<br>~d | 65+<br>OR DE<br>e | NO<br>f | YES<br>~g | ANY<br>~h  | VISION<br>~i | HEAR-<br>ING<br>~j | MOBI-<br>LITY<br>~k |         |
| Significance Level: 95%   |             |             |           |           |                   |         |           |            |              |                    |                     |         |
| Unweighted total          | 40          | 27          | 28        | 55        | 101               | 205     | 26        | 56         | 16           | 11                 | 21                  | 175     |
| Effective Weighted Sample | 33          | 22          | 23        | 45        | 83                | 167     | 20        | 44         | 14           | 8                  | 19                  | 145     |
| Total                     | 33          | 33          | 26        | 59        | 103               | 184     | 25        | 67         | 16           | 12                 | 19                  | 164     |
|                           | **          | **          | **        | **        | 49%               | 88%     | **        | **         | **           | **                 | **                  | 78%     |
| Yes                       | **          | **          | **        | **        | 87                | 167     | **        | **         | **           | **                 | **                  | 146     |
|                           | **          | **          | **        | **        | 85%               | 91%     | **        | **         | **           | **                 | **                  | 89%     |
|                           | **          | **          | **        | **        | 47%               | 91%     | **        | **         | **           | **                 | **                  | 80%     |
| No                        | **          | **          | **        | **        | 15                | 16      | **        | **         | **           | **                 | **                  | 17      |
|                           | **          | **          | **        | **        | 15%               | 9%      | **        | **         | **           | **                 | **                  | 11%     |
|                           | **          | **          | **        | **        | 63%               | 66%     | **        | **         | **           | **                 | **                  | 70%     |

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

Any break column with 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

|                           | AGE         |             |           |                           | AGE/SEG | MEG       |           | DISABILITY   |                    |                     |    | NO<br>l |
|---------------------------|-------------|-------------|-----------|---------------------------|---------|-----------|-----------|--------------|--------------------|---------------------|----|---------|
|                           | 55-64<br>~a | 65-74<br>~b | 75+<br>~c | 65+<br>65+<br>OR DE<br>~d | NO<br>f | YES<br>~g | ANY<br>~h | VISION<br>~i | HEAR-<br>ING<br>~j | MOBI-<br>LITY<br>~k |    |         |
| Significance Level: 95%   |             |             |           |                           |         |           |           |              |                    |                     |    |         |
| Unweighted total          | 19          | 13          | 5         | 18                        | 55      | 149       | 23        | 39           | 6                  | 4                   | 9  | 133     |
| Effective Weighted Sample | 16          | 11          | 4         | 15                        | 46      | 121       | 18        | 31           | 5                  | 3                   | 8  | 111     |
| Total                     | 17          | 12          | 4         | 17                        | 49      | 128       | 21        | 45           | 8                  | 4                   | 10 | 121     |
|                           | **          | **          | **        | **                        | **      | 85%       | **        | **           | **                 | **                  | ** | 80%     |
| Yes                       | **          | **          | **        | **                        | **      | 94        | **        | **           | **                 | **                  | ** | 89      |
|                           | **          | **          | **        | **                        | **      | 74%       | **        | **           | **                 | **                  | ** | 74%     |
|                           | **          | **          | **        | **                        | **      | 86%       | **        | **           | **                 | **                  | ** | 81%     |
| No                        | **          | **          | **        | **                        | **      | 34        | **        | **           | **                 | **                  | ** | 32      |
|                           | **          | **          | **        | **                        | **      | 26%       | **        | **           | **                 | **                  | ** | 26%     |
|                           | **          | **          | **        | **                        | **      | 83%       | **        | **           | **                 | **                  | ** | 78%     |

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

Any break column with 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

|                                | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--------------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                                | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%        | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total               | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample      | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                          | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                                | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Married/ civil partnership     | 207   | 254   | 149 | 403 | 572          | 1042 | 132 | 232        | 31     | 45           | 64            | 1003 |
|                                | 67%   | 68%   | 43% | 56% | 48%          | 49%  | 54% | 42%        | 32%    | 46%          | 36%           | 51%  |
|                                | cd    | cd    | c   | c   |              |      |     |            |        |              |               | hik  |
|                                | 18%   | 22%   | 13% | 35% | 49%          | 90%  | 11% | 20%        | 3%     | 4%           | 6%            | 86%  |
| Co-habiting                    | 12    | 1     | 2   | 3   | 54           | 212  | 17  | 25         | 2      | 6            | 1             | 213  |
|                                | 4%    | *%    | 1%  | *%  | 4%           | 10%  | 7%  | 5%         | 2%     | 6%           | *%            | 11%  |
|                                | bcd   |       |     |     |              |      |     | k          |        | k            |               | hik  |
|                                | 5%    | *%    | 1%  | 1%  | 23%          | 92%  | 7%  | 11%        | 1%     | 3%           | *%            | 93%  |
| Single                         | 33    | 26    | 28  | 55  | 246          | 518  | 79  | 122        | 21     | 12           | 33            | 526  |
|                                | 11%   | 7%    | 8%  | 8%  | 21%          | 25%  | 33% | 22%        | 22%    | 12%          | 18%           | 27%  |
|                                |       |       |     |     |              | f    | f   | j          |        |              |               | hjk  |
|                                | 5%    | 4%    | 5%  | 9%  | 40%          | 85%  | 13% | 20%        | 3%     | 2%           | 5%            | 86%  |
| Widowed, divorced or separated | 55    | 91    | 165 | 256 | 319          | 330  | 15  | 170        | 39     | 35           | 81            | 217  |
|                                | 18%   | 24%   | 48% | 36% | 27%          | 16%  | 6%  | 31%        | 40%    | 36%          | 45%           | 11%  |
|                                |       | a     | abd | ab  |              | g    |     | l          | l      | l            | hl            |      |
|                                | 16%   | 26%   | 48% | 74% | 92%          | 95%  | 4%  | 49%        | 11%    | 10%          | 23%           | 63%  |
| Refused                        | 1     | -     | -   | -   | 1            | 10   | -   | 6          | 5      | -            | -             | 7    |
|                                | *%    | -%    | -%  | -%  | *%           | *%   | -%  | 1%         | 5%     | -%           | -%            | *%   |
|                                |       |       |     |     |              |      |     |            | hijkl  |              |               |      |
|                                | 9%    | -%    | -%  | -%  | 9%           | 100% | -%  | 53%        | 44%    | -%           | -%            | 64%  |

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

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QZ2 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)

Base : All respondents

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |            |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|------------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION     | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i          | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102        | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83         | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99         | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%         | 4%           | 8%            | 83%  |
| English                   | 207   | 266   | 242 | 507 | 774          | 1406 | 18  | 384        | 66         | 70           | 123           | 1158 |
|                           | 67%   | 71%   | 70% | 71% | 65%          | 67%  | 7%  | 69%        | 67%        | 71%          | 69%           | 59%  |
|                           | 14%   | 19%   | 17% | 36% | 54%          | 99%  | 1%  | 27%        | 5%         | 5%           | 9%            | 81%  |
| Scottish                  | 25    | 31    | 29  | 60  | 106          | 190  | 2   | 44         | 5          | 10           | 16            | 158  |
|                           | 8%    | 8%    | 8%  | 8%  | 9%           | 9%   | 1%  | 8%         | 5%         | 11%          | 9%            | 8%   |
|                           | 13%   | 16%   | 15% | 31% | 56%          | 99%  | 1%  | 23%        | 3%         | 5%           | 8%            | 82%  |
| Welsh                     | 12    | 18    | 19  | 37  | 65           | 103  | -   | 33         | 14         | 6            | 12            | 79   |
|                           | 4%    | 5%    | 5%  | 5%  | 5%           | 5%   | -%  | 6%         | 14%        | 6%           | 7%            | 4%   |
|                           | 12%   | 18%   | 18% | 36% | 63%          | 100% | -%  | 32%        | hkl<br>14% | 6%           | 11%           | 76%  |
| Northern Irish            | 8     | 7     | 10  | 17  | 25           | 50   | 1   | 11         | 1          | 2            | 3             | 43   |
|                           | 2%    | 2%    | 3%  | 2%  | 2%           | 2%   | *%  | 2%         | 1%         | 2%           | 2%            | 2%   |
|                           | 15%   | 13%   | 20% | 33% | 49%          | 98%  | 1%  | 22%        | 2%         | 4%           | 5%            | 85%  |
| British                   | 52    | 45    | 41  | 86  | 157          | 277  | 122 | 71         | 12         | 10           | 21            | 345  |
|                           | 17%   | 12%   | 12% | 12% | 13%          | 13%  | 50% | 13%        | 12%        | 10%          | 12%           | 18%  |
|                           | d     |       |     |     |              |      | f   |            |            |              |               | h    |
|                           | 13%   | 11%   | 10% | 22% | 40%          | 70%  | 31% | 18%        | 3%         | 2%           | 5%            | 88%  |
| Other                     | 6     | 6     | 4   | 10  | 65           | 85   | 103 | 11         | 1          | -            | 5             | 184  |
|                           | 2%    | 2%    | 1%  | 1%  | 5%           | 4%   | 42% | 2%         | 1%         | -%           | 3%            | 9%   |
|                           |       |       |     |     |              |      | f   |            |            |              |               | hijk |
|                           | 3%    | 3%    | 2%  | 5%  | 34%          | 45%  | 54% | 6%         | *%         | -%           | 2%            | 96%  |

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

Any break column with 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

|                            | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|----------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                            | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%    | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total           | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample  | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                      | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                            | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| <b>WHITE</b>               |       |       |     |     |              |      |     |            |        |              |               |      |
| British                    | 167   | 196   | 171 | 367 | 574          | 1179 | -   | 289        | 42     | 52           | 76            | 978  |
|                            | 54%   | 53%   | 50% | 51% | 48%          | 56%  | -%  | 52%        | 43%    | 53%          | 43%           | 50%  |
|                            |       |       |     |     |              | g    |     | k          |        |              |               |      |
|                            | 14%   | 17%   | 15% | 31% | 49%          | 100% | -%  | 25%        | 4%     | 4%           | 6%            | 83%  |
| English                    | 79    | 112   | 113 | 225 | 326          | 559  | -   | 159        | 37     | 28           | 65            | 446  |
|                            | 26%   | 30%   | 33% | 31% | 27%          | 26%  | -%  | 29%        | 37%    | 29%          | 36%           | 23%  |
|                            |       |       | a   |     |              | g    |     | l          | l      |              | l             |      |
|                            | 14%   | 20%   | 20% | 40% | 58%          | 100% | -%  | 28%        | 7%     | 5%           | 12%           | 80%  |
| Scottish                   | 23    | 28    | 26  | 54  | 96           | 169  | -   | 38         | 3      | 10           | 14            | 140  |
|                            | 8%    | 7%    | 8%  | 8%  | 8%           | 8%   | -%  | 7%         | 3%     | 11%          | 8%            | 7%   |
|                            |       |       |     |     |              | g    |     |            |        |              |               |      |
|                            | 14%   | 16%   | 16% | 32% | 57%          | 100% | -%  | 22%        | 2%     | 6%           | 8%            | 83%  |
| Welsh                      | 11    | 19    | 16  | 35  | 60           | 87   | -   | 29         | 10     | 6            | 12            | 66   |
|                            | 4%    | 5%    | 5%  | 5%  | 5%           | 4%   | -%  | 5%         | 10%    | 6%           | 7%            | 3%   |
|                            |       |       |     |     |              | g    |     |            | l      |              | l             |      |
|                            | 12%   | 21%   | 19% | 40% | 69%          | 100% | -%  | 33%        | 11%    | 7%           | 14%           | 76%  |
| Irish                      | 4     | 6     | 7   | 13  | 20           | 34   | -   | 8          | *      | 1            | 2             | 28   |
|                            | 1%    | 2%    | 2%  | 2%  | 2%           | 2%   | -%  | 1%         | *%     | 1%           | 1%            | 1%   |
|                            | 11%   | 17%   | 20% | 37% | 59%          | 100% | -%  | 23%        | 1%     | 3%           | 6%            | 83%  |
|                            |       |       |     |     |              | g    |     |            |        |              |               | hk   |
| Any other white background | 4     | 2     | 1   | 2   | 25           | 84   | -   | 5          | -      | 1            | 2             | 80   |
|                            | 1%    | *%    | *%  | *%  | 2%           | 4%   | -%  | 1%         | -%     | 1%           | 1%            | 4%   |
|                            |       |       |     |     |              | g    |     |            |        |              |               | hk   |
|                            | 5%    | 2%    | 1%  | 3%  | 30%          | 100% | -%  | 6%         | -%     | 1%           | 2%            | 96%  |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |      | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|------|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES  | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                     | a     | b     | c   | d   | e            | f    | g    | h          | i      | j            | k             | l    |
| Unweighted total                            | 427   | 346   | 371 | 717 | 1268         | 2626 | 244  | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample                   | 358   | 283   | 307 | 586 | 1041         | 2133 | 193  | 433        | 83     | 88           | 170           | 1914 |
| Total                                       | 308   | 372   | 345 | 717 | 1192         | 2112 | 244  | 555        | 99     | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10%  | 24%        | 4%     | 4%           | 8%            | 83%  |
| <b>MIXED</b>                                |       |       |     |     |              |      |      |            |        |              |               |      |
| White and Black Caribbean                   | 2     | -     | -   | -   | 2            | -    | 6    | -          | -      | -            | -             | 6    |
|   | 1%    | -%    | -%  | -%  | *%           | -%   | 3%   | -%         | -%     | -%           | -%            | *%   |
|   |       |       |     |     |              |      | f    |            |        |              |               |      |
|   | 29%   | -%    | -%  | -%  | 26%          | -%   | 110% | -%         | -%     | -%           | -%            | 100% |
| White and Black African                     | -     | -     | -   | -   | 2            | -    | 7    | 2          | -      | -            | -             | 6    |
|   | -%    | -%    | -%  | -%  | *%           | -%   | 3%   | *%         | -%     | -%           | -%            | *%   |
|   |       |       |     |     |              |      | f    |            |        |              |               |      |
|   | -%    | -%    | -%  | -%  | 28%          | -%   | 100% | 31%        | -%     | -%           | -%            | 82%  |
| White and Asian                             | -     | -     | -   | -   | 1            | -    | 4    | -          | -      | -            | -             | 4    |
|   | -%    | -%    | -%  | -%  | *%           | -%   | 2%   | -%         | -%     | -%           | -%            | *%   |
|   |       |       |     |     |              |      | f    |            |        |              |               |      |
|   | -%    | -%    | -%  | -%  | 22%          | -%   | 109% | -%         | -%     | -%           | -%            | 100% |
| Any other mixed/ multiple ethnic background | -     | -     | 1   | 1   | 4            | -    | 6    | 1          | -      | -            | -             | 7    |
|   | -%    | -%    | *%  | *%  | *%           | -%   | 3%   | *%         | -%     | -%           | -%            | *%   |
|   |       |       |     |     |              |      | f    |            |        |              |               |      |
|   | -%    | -%    | 20% | 20% | 53%          | -%   | 87%  | 14%        | -%     | -%           | -%            | 91%  |
| <b>ASIAN AND BRITISH ASIAN</b>              |       |       |     |     |              |      |      |            |        |              |               |      |
| Indian                                      | 3     | 7     | 3   | 10  | 20           | -    | 60   | 6          | 2      | -            | 2             | 40   |
|   | 1%    | 2%    | 1%  | 1%  | 2%           | -%   | 24%  | 1%         | 2%     | -%           | 1%            | 2%   |
|   |       |       |     |     |              |      | f    |            |        |              |               |      |
|   | 6%    | 16%   | 6%  | 21% | 46%          | -%   | 134% | 14%        | 4%     | -%           | 5%            | 89%  |

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

Any break column with 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

|                                | AGE   |       |     |     | AGE/SEG      | MEG  |      | DISABILITY |        |              |               |      |
|--------------------------------|-------|-------|-----|-----|--------------|------|------|------------|--------|--------------|---------------|------|
|                                | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES  | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%        | a     | b     | c   | d   | e            | f    | g    | h          | i      | j            | k             | l    |
| Unweighted total               | 427   | 346   | 371 | 717 | 1268         | 2626 | 244  | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample      | 358   | 283   | 307 | 586 | 1041         | 2133 | 193  | 433        | 83     | 88           | 170           | 1914 |
| Total                          | 308   | 372   | 345 | 717 | 1192         | 2112 | 244  | 555        | 99     | 98           | 179           | 1965 |
|                                | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10%  | 24%        | 4%     | 4%           | 8%            | 83%  |
| Pakistani                      | 7     | -     | 2   | 2   | 15           | -    | 52   | 8          | 1      | -            | 2             | 34   |
|                                | 2%    | -%    | 1%  | *%  | 1%           | -%   | 21%  | 1%         | 1%     | -%           | 1%            | 2%   |
|                                | bd    |       |     |     | f            |      |      |            |        |              |               |      |
|                                | 19%   | -%    | 6%  | 6%  | 39%          | -%   | 132% | 19%        | 3%     | -%           | 5%            | 87%  |
| Bangladeshi                    | -     | -     | -   | -   | 4            | -    | 6    | -          | -      | -            | -             | 6    |
|                                | -%    | -%    | -%  | -%  | *%           | -%   | 2%   | -%         | -%     | -%           | -%            | *%   |
|                                |       |       |     |     | f            |      |      |            |        |              |               |      |
|                                | -%    | -%    | -%  | -%  | 65%          | -%   | 94%  | -%         | -%     | -%           | -%            | 100% |
| Any other Asian background     | -     | -     | -   | -   | 2            | -    | 10   | 2          | -      | -            | -             | 7    |
|                                | -%    | -%    | -%  | -%  | *%           | -%   | 4%   | *%         | -%     | -%           | -%            | *%   |
|                                |       |       |     |     | f            |      |      |            |        |              |               |      |
|                                | -%    | -%    | -%  | -%  | 25%          | -%   | 125% | 19%        | -%     | -%           | -%            | 89%  |
| <b>BLACK AND BLACK BRITISH</b> |       |       |     |     |              |      |      |            |        |              |               |      |
| Caribbean                      | 3     | -     | 3   | 3   | 8            | -    | 21   | 5          | 2      | -            | 1             | 30   |
|                                | 1%    | -%    | 1%  | *%  | 1%           | -%   | 9%   | 1%         | 2%     | -%           | 1%            | 2%   |
|                                |       |       |     |     | f            |      |      |            |        |              |               |      |
|                                | 8%    | -%    | 9%  | 9%  | 23%          | -%   | 64%  | 15%        | 5%     | -%           | 3%            | 91%  |
| African                        | 4     | -     | -   | -   | 18           | -    | 37   | 1          | -      | -            | 1             | 61   |
|                                | 1%    | -%    | -%  | -%  | 1%           | -%   | 15%  | *%         | -%     | -%           | *%            | 3%   |
|                                | cd    |       |     |     | f            |      |      |            |        |              |               | h    |
|                                | 7%    | -%    | -%  | -%  | 29%          | -%   | 60%  | 1%         | -%     | -%           | 1%            | 99%  |
| Any other black background     | -     | -     | -   | -   | 6            | -    | 4    | -          | -      | -            | -             | 8    |
|                                | -%    | -%    | -%  | -%  | *%           | -%   | 2%   | -%         | -%     | -%           | -%            | *%   |
|                                |       |       |     |     | f            |      |      |            |        |              |               |      |
|                                | -%    | -%    | -%  | -%  | 71%          | -%   | 55%  | -%         | -%     | -%           | -%            | 100% |

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

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  |           | DISABILITY |        |              |               |      |
|---|-------|-------|-----|-----|--------------|------|-----------|------------|--------|--------------|---------------|------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES       | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%                 | a     | b     | c   | d   | e            | f    | g         | h          | i      | j            | k             | l    |
| Unweighted total                        | 427   | 346   | 371 | 717 | 1268         | 2626 | 244       | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample               | 358   | 283   | 307 | 586 | 1041         | 2133 | 193       | 433        | 83     | 88           | 170           | 1914 |
| Total                                   | 308   | 372   | 345 | 717 | 1192         | 2112 | 244       | 555        | 99     | 98           | 179           | 1965 |
|   | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10%       | 24%        | 4%     | 4%           | 8%            | 83%  |
| <b>MIDDLE EAST AND ARABIC ORIGIN</b>    |       |       |     |     |              |      |           |            |        |              |               |      |
| Middle Eastern, including Arabic origin | -     | -     | -   | -   | 1            | -    | 5         | 1          | 1      | -            | 1             | 2    |
|   | -%    | -%    | -%  | -%  | *%           | -%   | 2%        | *%         | 1%     | -%           | 1%            | *%   |
|   | -%    | -%    | -%  | -%  | 28%          | -%   | f<br>167% | 46%        | 46%    | -%           | 46%           | 72%  |
| <b>CHINESE OR OTHER ETHNIC GROUP</b>    |       |       |     |     |              |      |           |            |        |              |               |      |
| Chinese                                 | -     | -     | -   | -   | 3            | -    | 13        | -          | -      | -            | -             | 7    |
|   | -%    | -%    | -%  | -%  | *%           | -%   | 5%        | -%         | -%     | -%           | -%            | *%   |
|   | -%    | -%    | -%  | -%  | 40%          | -%   | f<br>193% | -%         | -%     | -%           | -%            | 100% |
| Any other background                    | -     | 1     | 1   | 2   | 3            | -    | 11        | 1          | -      | -            | -             | 5    |
|   | -%    | *%    | *%  | *%  | *%           | -%   | 4%        | *%         | -%     | -%           | -%            | *%   |
|   | -%    | 19%   | 21% | 40% | 54%          | -%   | f<br>190% | 12%        | -%     | -%           | -%            | 91%  |
| Refused                                 | 1     | 2     | *   | 2   | 3            | -    | -         | *          | -      | -            | -             | 4    |
|   | *%    | 1%    | *%  | *%  | *%           | -%   | -%        | *%         | -%     | -%           | -%            | *%   |
|   | 28%   | 42%   | 8%  | 50% | 74%          | -%   | -%        | 10%        | -%     | -%           | -%            | 96%  |

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

Any break column with 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

|  | AGE   |       |     |      | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|------|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+  | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d    | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total   | 427   | 346   | 371 | 717  | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample  | 358   | 283   | 307 | 586  | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total  | 308   | 372   | 345 | 717  | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30%  | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Cannot walk far or manage stairs or can only do so with difficulty | 16    | 46    | 74  | 120  | 144          | 112  | 5   | 154        | 31     | 24           | 154           | -    |
|  | 5%    | 12%   | 21% | 17%  | 12%          | 5%   | 2%  | 28%        | 32%    | 24%          | 86%           | -%   |
|  |       | a     | ab  | a    |              | g    |     | l          | l      | l            | hijl          |      |
|  | 14%   | 39%   | 64% | 103% | 124%         | 96%  | 4%  | 132%       | 27%    | 20%          | 132%          | -%   |
| Breathlessness or chest pains                                      | 19    | 31    | 45  | 76   | 93           | 90   | 3   | 136        | 26     | 25           | 37            | -    |
|  | 6%    | 8%    | 13% | 11%  | 8%           | 4%   | 1%  | 24%        | 27%    | 25%          | 21%           | -%   |
|  |       | a     | a   |      |              | g    |     | l          | l      | l            | l             |      |
|  | 20%   | 33%   | 48% | 81%  | 100%         | 96%  | 3%  | 145%       | 28%    | 26%          | 40%           | -%   |
| Poor hearing, partial hearing or deafness                          | 4     | 22    | 64  | 86   | 97           | 75   | -   | 98         | 20     | 98           | 24            | -    |
|  | 1%    | 6%    | 19% | 12%  | 8%           | 4%   | -%  | 18%        | 21%    | 100%         | 14%           | -%   |
|  |       | a     | abd | ab   |              | g    |     | l          | l      | hikl         | l             |      |
|  | 5%    | 29%   | 85% | 115% | 129%         | 100% | -%  | 130%       | 27%    | 130%         | 32%           | -%   |
| Poor vision, partial sight or blindness                            | 4     | 19    | 49  | 68   | 79           | 68   | 5   | 99         | 99     | 20           | 36            | -    |
|  | 1%    | 5%    | 14% | 10%  | 7%           | 3%   | 2%  | 18%        | 100%   | 21%          | 20%           | -%   |
|  |       | a     | abd | ab   |              |      |     | l          | hijkl  | l            | l             |      |
|  | 6%    | 26%   | 69% | 95%  | 110%         | 95%  | 7%  | 137%       | 137%   | 28%          | 50%           | -%   |
| Mental health problems or difficulties                             | 5     | 2     | 3   | 5    | 27           | 35   | 1   | 52         | 3      | 2            | 14            | -    |
|  | 1%    | 1%    | 1%  | 1%   | 2%           | 2%   | *%  | 9%         | 3%     | 2%           | 8%            | -%   |
|  |       |       |     |      |              |      |     | jl         | l      | l            | l             |      |
|  | 12%   | 5%    | 9%  | 14%  | 75%          | 96%  | 3%  | 141%       | 9%     | 6%           | 39%           | -%   |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|--|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%  | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total   | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample  | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total  | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|  | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Limited ability to reach   | 5     | 9     | 17  | 27  | 36           | 32   | 2   | 46         | 15     | 8            | 46            | -    |
|  | 2%    | 3%    | 5%  | 4%  | 3%           | 2%   | 1%  | 8%         | 15%    | 8%           | 26%           | -%   |
|  |       |       | a   |     |              |      |     |            |        |              | hijl          |      |
|  | 16%   | 28%   | 52% | 80% | 108%         | 95%  | 7%  | 139%       | 44%    | 24%          | 139%          | -%   |
| Dyslexia   | 5     | 1     | -   | 1   | 9            | 25   | 1   | 39         | 1      | 1            | 8             | -    |
|  | 2%    | *%    | -%  | *%  | 1%           | 1%   | *%  | 7%         | 1%     | 1%           | 5%            | -%   |
|  | cd    |       |     |     |              |      |     | jl         |        |              |               |      |
|  | 19%   | 5%    | -%  | 5%  | 35%          | 96%  | 3%  | 153%       | 6%     | 4%           | 31%           | -%   |
| Cannot walk at all / use a wheelchair  | *     | 3     | 12  | 15  | 21           | 17   | 1   | 23         | 6      | 4            | 23            | -    |
|  | *%    | 1%    | 4%  | 2%  | 2%           | 1%   | *%  | 4%         | 6%     | 4%           | 13%           | -%   |
|  |       |       | ab  | a   |              |      |     |            |        |              | hjl           |      |
|  | 3%    | 15%   | 69% | 84% | 120%         | 96%  | 3%  | 134%       | 36%    | 22%          | 134%          | -%   |
| Difficulty in speaking or in communicating   | 1     | *     | 1   | 1   | 2            | 2    | -   | 3          | 2      | *            | 1             | -    |
|  | *%    | *%    | *%  | *%  | *%           | *%   | -%  | 1%         | 2%     | *%           | 1%            | -%   |
|  |       |       |     |     |              |      |     |            |        |              |               |      |
|  | 39%   | 17%   | 42% | 58% | 88%          | 100% | -%  | 152%       | 120%   | 11%          | 60%           | -%   |
| Other illnesses or health problems which limit your daily activities or the work that you can do | 23    | 48    | 32  | 80  | 117          | 112  | 10  | 180        | 16     | 11           | 40            | -    |
|  | 7%    | 13%   | 9%  | 11% | 10%          | 5%   | 4%  | 32%        | 16%    | 11%          | 22%           | -%   |
|  |       | a     |     |     |              |      |     | ijkl       |        |              | jl            |      |
|  | 19%   | 40%   | 26% | 66% | 97%          | 92%  | 8%  | 149%       | 13%    | 9%           | 33%           | -%   |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| None                      | 252   | 251   | 170 | 421 | 801          | 1738 | 226 | -          | -      | -            | -             | 1965 |
|                           | 82%   | 67%   | 49% | 59% | 67%          | 82%  | 92% | -%         | -%     | -%           | -%            | 100% |
|                           | bcd   | cd    | c   | c   | f            | f    | f   | -%         | -%     | -%           | -%            | hijk |
|                           | 13%   | 13%   | 9%  | 21% | 41%          | 88%  | 11% | -%         | -%     | -%           | -%            | 100% |

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

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |              |               |
|--|-------|-------|-----|-----|--------------|-----|-----|------------|--------|--------------|---------------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY |
| Significance Level: 95%  | ~a    | ~b    | ~c  | ~d  | ~e           | ~f  | ~g  | h          | i      | ~j           | ~k            |
| Unweighted total   | 7     | 19    | 50  | 69  | 85           | 96  | 6   | 102        | 102    | 25           | 40            |
| Effective Weighted Sample  | 7     | 16    | 41  | 56  | 69           | 79  | 5   | 83         | 83     | 21           | 35            |
| Total  | 4     | 19    | 49  | 68  | 79           | 68  | 5   | 99         | 99     | 20           | 36            |
|  | **    | **    | **  | **  | **           | **  | **  | 137%       | 137%   | **           | **            |
| Cannot tell by the light where the windows are                               | **    | **    | **  | **  | **           | **  | **  | 3          | 3      | **           | **            |
|  | **    | **    | **  | **  | **           | **  | **  | 3%         | 3%     | **           | **            |
|  | **    | **    | **  | **  | **           | **  | **  | 157%       | 157%   | **           | **            |
| Cannot see the shapes of furniture in the room                               | **    | **    | **  | **  | **           | **  | **  | 2          | 2      | **           | **            |
|  | **    | **    | **  | **  | **           | **  | **  | 2%         | 2%     | **           | **            |
|  | **    | **    | **  | **  | **           | **  | **  | 126%       | 126%   | **           | **            |
| Cannot see well enough to recognise a friend if close to his or her face     | **    | **    | **  | **  | **           | **  | **  | 2          | 2      | **           | **            |
|  | **    | **    | **  | **  | **           | **  | **  | 2%         | 2%     | **           | **            |
|  | **    | **    | **  | **  | **           | **  | **  | 130%       | 130%   | **           | **            |
| Cannot see well enough to recognise a friend if he or she is at arm's length | **    | **    | **  | **  | **           | **  | **  | 2          | 2      | **           | **            |
|  | **    | **    | **  | **  | **           | **  | **  | 2%         | 2%     | **           | **            |
|  | **    | **    | **  | **  | **           | **  | **  | 113%       | 113%   | **           | **            |
| Cannot see well enough to read a newspaper headline                          | **    | **    | **  | **  | **           | **  | **  | 13         | 13     | **           | **            |
|  | **    | **    | **  | **  | **           | **  | **  | 13%        | 13%    | **           | **            |
|  | **    | **    | **  | **  | **           | **  | **  | 134%       | 134%   | **           | **            |

Columns Tested: a,b,c,d - f,g - h,i,j,k

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG |     | DISABILITY |        |          | MOBI-LITY |
|--|-------|-------|-----|-----|--------------|-----|-----|------------|--------|----------|-----------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO  | YES | ANY        | VISION | HEAR-ING |           |
| Significance Level: 95%                                    | ~a    | ~b    | ~c  | ~d  | ~e           | ~f  | ~g  | h          | i      | ~j       | ~k        |
| Unweighted total   | 7     | 19    | 50  | 69  | 85           | 96  | 6   | 102        | 102    | 25       | 40        |
| Effective Weighted Sample                                  | 7     | 16    | 41  | 56  | 69           | 79  | 5   | 83         | 83     | 21       | 35        |
| Total  | 4     | 19    | 49  | 68  | 79           | 68  | 5   | 99         | 99     | 20       | 36        |
|  | **    | **    | **  | **  | **           | **  | **  | 137%       | 137%   | **       | **        |
| Cannot see well enough to read a large print book          | **    | **    | **  | **  | **           | **  | **  | 2          | 2      | **       | **        |
|  | **    | **    | **  | **  | **           | **  | **  | 2%         | 2%     | **       | **        |
|  | **    | **    | **  | **  | **           | **  | **  | 105%       | 105%   | **       | **        |
| Cannot see well enough to recognise a friend across a room | **    | **    | **  | **  | **           | **  | **  | 1          | 1      | **       | **        |
|  | **    | **    | **  | **  | **           | **  | **  | 1%         | 1%     | **       | **        |
|  | **    | **    | **  | **  | **           | **  | **  | 168%       | 168%   | **       | **        |
| Cannot see well enough to recognise a friend across a road | **    | **    | **  | **  | **           | **  | **  | 2          | 2      | **       | **        |
|  | **    | **    | **  | **  | **           | **  | **  | 3%         | 3%     | **       | **        |
|  | **    | **    | **  | **  | **           | **  | **  | 150%       | 150%   | **       | **        |
| Have difficulty seeing ordinary newspaper print            | **    | **    | **  | **  | **           | **  | **  | 35         | 35     | **       | **        |
|  | **    | **    | **  | **  | **           | **  | **  | 35%        | 35%    | **       | **        |
|  | **    | **    | **  | **  | **           | **  | **  | 136%       | 136%   | **       | **        |
| Other  | **    | **    | **  | **  | **           | **  | **  | 19         | 19     | **       | **        |
|  | **    | **    | **  | **  | **           | **  | **  | 19%        | 19%    | **       | **        |
|  | **    | **    | **  | **  | **           | **  | **  | 144%       | 144%   | **       | **        |
| Don't know   | **    | **    | **  | **  | **           | **  | **  | 18         | 18     | **       | **        |
|  | **    | **    | **  | **  | **           | **  | **  | 18%        | 18%    | **       | **        |
|  | **    | **    | **  | **  | **           | **  | **  | 138%       | 138%   | **       | **        |

Columns Tested: a,b,c,d - f,g - h,i,j,k

Any break column with 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

|   | AGE   |       |     |     | AGE/SEG      | MEG  | DISABILITY |        |              |               |
|---|-------|-------|-----|-----|--------------|------|------------|--------|--------------|---------------|
|   | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY |
| Significance Level: 95%   | ~a    | ~b    | ~c  | ~d  | e            | f    | g          | ~h     | i            | ~j            |
| Unweighted total  | 5     | 23    | 67  | 90  | 103          | 114  | 114        | 25     | 114          | 32            |
| Effective Weighted Sample   | 4     | 19    | 53  | 71  | 82           | 92   | 88         | 21     | 88           | 27            |
| Total   | 4     | 22    | 64  | 86  | 97           | 75   | 98         | 20     | 98           | 24            |
|   | **    | **    | **  | **  | 129%         | 100% | 130%       | **     | 130%         | **            |
| Cannot hear sounds at all   | **    | **    | **  | **  | 1            | 2    | 3          | **     | 3            | **            |
|   | **    | **    | **  | **  | 1%           | 2%   | 3%         | **     | 3%           | **            |
|   | **    | **    | **  | **  | 67%          | 100% | 157%       | **     | 157%         | **            |
| Cannot follow a TV programme with the volume turned up                  | **    | **    | **  | **  | 11           | 9    | 11         | **     | 11           | **            |
|   | **    | **    | **  | **  | 11%          | 12%  | 11%        | **     | 11%          | **            |
|   | **    | **    | **  | **  | 123%         | 100% | 126%       | **     | 126%         | **            |
| Have difficulty hearing someone talking in a loud voice in a quiet room | **    | **    | **  | **  | 6            | 4    | 5          | **     | 5            | **            |
|   | **    | **    | **  | **  | 6%           | 6%   | 6%         | **     | 6%           | **            |
|   | **    | **    | **  | **  | 138%         | 100% | 122%       | **     | 122%         | **            |
| Cannot hear a doorbell, alarm clock or telephone bell                   | **    | **    | **  | **  | 5            | 5    | 5          | **     | 5            | **            |
|   | **    | **    | **  | **  | 5%           | 6%   | 5%         | **     | 5%           | **            |
|   | **    | **    | **  | **  | 110%         | 100% | 112%       | **     | 112%         | **            |
| Cannot follow a TV programme at a volume others find acceptable         | **    | **    | **  | **  | 12           | 10   | 13         | **     | 13           | **            |
|   | **    | **    | **  | **  | 12%          | 13%  | 13%        | **     | 13%          | **            |
|   | **    | **    | **  | **  | 122%         | 100% | 128%       | **     | 128%         | **            |

Columns Tested: a,b,c,d - g,h,i,j

Any break column with 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

|  | AGE   |       |     |     | AGE/SEG      | MEG  | DISABILITY |        |              |               |
|--|-------|-------|-----|-----|--------------|------|------------|--------|--------------|---------------|
|  | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY |
| Significance Level: 95%  | ~a    | ~b    | ~c  | ~d  | e            | f    | g          | ~h     | i            | ~j            |
| Unweighted total   | 5     | 23    | 67  | 90  | 103          | 114  | 114        | 25     | 114          | 32            |
| Effective Weighted Sample  | 4     | 19    | 53  | 71  | 82           | 92   | 88         | 21     | 88           | 27            |
| Total  | 4     | 22    | 64  | 86  | 97           | 75   | 98         | 20     | 98           | 24            |
|  | **    | **    | **  | **  | 129%         | 100% | 130%       | **     | 130%         | **            |
| Difficulty hearing someone talking in a normal voice in a quiet room | **    | **    | **  | **  | 7            | 5    | 7          | **     | 7            | **            |
|  | **    | **    | **  | **  | 7%           | 7%   | 7%         | **     | 7%           | **            |
|  | **    | **    | **  | **  | 135%         | 100% | 134%       | **     | 134%         | **            |
| Difficulty following a conversation against background noise         | **    | **    | **  | **  | 31           | 22   | 28         | **     | 28           | **            |
|  | **    | **    | **  | **  | 32%          | 29%  | 29%        | **     | 29%          | **            |
|  | **    | **    | **  | **  | 138%         | 100% | 128%       | **     | 128%         | **            |
| Other  | **    | **    | **  | **  | 10           | 8    | 11         | **     | 11           | **            |
|  | **    | **    | **  | **  | 11%          | 11%  | 11%        | **     | 11%          | **            |
|  | **    | **    | **  | **  | 129%         | 100% | 135%       | **     | 135%         | **            |
| Don't know   | **    | **    | **  | **  | 13           | 10   | 14         | **     | 14           | **            |
|  | **    | **    | **  | **  | 14%          | 14%  | 15%        | **     | 15%          | **            |
|  | **    | **    | **  | **  | 131%         | 100% | 140%       | **     | 140%         | **            |

Columns Tested: a,b,c,d - g,h,i,j

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Under £11,500             | 39    | 70    | 109 | 179 | 340          | 317  | 22  | 169        | 33     | 24           | 70            | 216  |
|                           | 13%   | 19%   | 31% | 25% | 29%          | 15%  | 9%  | 30%        | 33%    | 25%          | 39%           | 11%  |
|                           |       | a     | abd | ab  |              | g    |     | l          | l      | l            | hjl           |      |
|                           | 11%   | 21%   | 32% | 52% | 99%          | 93%  | 7%  | 49%        | 10%    | 7%           | 20%           | 63%  |
| Above £11,500             | 173   | 192   | 126 | 317 | 493          | 1194 | 139 | 219        | 33     | 40           | 50            | 1185 |
|                           | 56%   | 51%   | 36% | 44% | 41%          | 57%  | 57% | 40%        | 33%    | 41%          | 28%           | 60%  |
|                           | cd    | cd    |     | c   |              |      |     | k          |        | k            |               | hijk |
|                           | 13%   | 14%   | 9%  | 24% | 37%          | 90%  | 10% | 16%        | 2%     | 3%           | 4%            | 89%  |
| Don't know                | 11    | 14    | 28  | 42  | 101          | 164  | 39  | 47         | 14     | 11           | 14            | 167  |
|                           | 4%    | 4%    | 8%  | 6%  | 8%           | 8%   | 16% | 9%         | 14%    | 11%          | 8%            | 8%   |
|                           |       | ab    |     | f   |              |      |     |            |        |              |               |      |
|                           | 6%    | 7%    | 14% | 21% | 50%          | 81%  | 19% | 24%        | 7%     | 5%           | 7%            | 83%  |
| Refused                   | 84    | 96    | 83  | 179 | 259          | 437  | 44  | 120        | 19     | 23           | 44            | 398  |
|                           | 27%   | 26%   | 24% | 25% | 22%          | 21%  | 18% | 22%        | 19%    | 24%          | 25%           | 20%  |
|                           | 17%   | 20%   | 17% | 37% | 54%          | 90%  | 9%  | 25%        | 4%     | 5%           | 9%            | 82%  |

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

Any break column with 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

|                           | AGE   |       |     |     | AGE/SEG      | MEG  |     | DISABILITY |        |              |               |      |
|---------------------------|-------|-------|-----|-----|--------------|------|-----|------------|--------|--------------|---------------|------|
|                           | 55-64 | 65-74 | 75+ | 65+ | 65+<br>OR DE | NO   | YES | ANY        | VISION | HEAR-<br>ING | MOBI-<br>LITY | NO   |
| Significance Level: 95%   | a     | b     | c   | d   | e            | f    | g   | h          | i      | j            | k             | l    |
| Unweighted total          | 427   | 346   | 371 | 717 | 1268         | 2626 | 244 | 555        | 102    | 114          | 202           | 2322 |
| Effective Weighted Sample | 358   | 283   | 307 | 586 | 1041         | 2133 | 193 | 433        | 83     | 88           | 170           | 1914 |
| Total                     | 308   | 372   | 345 | 717 | 1192         | 2112 | 244 | 555        | 99     | 98           | 179           | 1965 |
|                           | 13%   | 16%   | 15% | 30% | 51%          | 90%  | 10% | 24%        | 4%     | 4%           | 8%            | 83%  |
| Under £11,500             | 39    | 70    | 109 | 179 | 340          | 317  | 22  | 169        | 33     | 24           | 70            | 216  |
|                           | 13%   | 19%   | 31% | 25% | 29%          | 15%  | 9%  | 30%        | 33%    | 25%          | 39%           | 11%  |
|                           |       | a     | abd | ab  |              | g    |     | l          | l      | l            | hjl           |      |
|                           | 11%   | 21%   | 32% | 52% | 99%          | 93%  | 7%  | 49%        | 10%    | 7%           | 20%           | 63%  |
| £11,500 - £17,499         | 28    | 82    | 50  | 131 | 208          | 232  | 32  | 86         | 14     | 14           | 21            | 206  |
|                           | 9%    | 22%   | 14% | 18% | 17%          | 11%  | 13% | 16%        | 14%    | 14%          | 12%           | 10%  |
|                           |       | ac    | a   | a   |              | l    |     | l          |        |              |               |      |
|                           | 11%   | 31%   | 19% | 50% | 79%          | 88%  | 12% | 32%        | 5%     | 5%           | 8%            | 78%  |
| £17,500 - £29,999         | 34    | 31    | 27  | 58  | 93           | 235  | 33  | 49         | 9      | 10           | 11            | 238  |
|                           | 11%   | 8%    | 8%  | 8%  | 8%           | 11%  | 13% | 9%         | 9%     | 11%          | 6%            | 12%  |
|                           |       |       |     |     |              |      |     |            |        |              |               | k    |
|                           | 13%   | 12%   | 10% | 21% | 35%          | 88%  | 12% | 18%        | 3%     | 4%           | 4%            | 89%  |
| £30,000 - £49,999         | 35    | 14    | 4   | 18  | 32           | 211  | 24  | 10         | 3      | 1            | 4             | 229  |
|                           | 11%   | 4%    | 1%  | 3%  | 3%           | 10%  | 10% | 2%         | 3%     | 1%           | 2%            | 12%  |
|                           | bcd   | c     |     |     |              |      |     |            |        |              |               | hijk |
|                           | 15%   | 6%    | 2%  | 8%  | 13%          | 89%  | 10% | 4%         | 1%     | *%           | 2%            | 97%  |
| £50,000+                  | 14    | 1     | 6   | 7   | 13           | 166  | 9   | 20         | 1      | 6            | 5             | 161  |
|                           | 5%    | *%    | 2%  | 1%  | 1%           | 8%   | 4%  | 4%         | 1%     | 6%           | 3%            | 8%   |
|                           | bcd   |       |     |     |              | g    |     |            |        |              |               | hik  |
|                           | 8%    | 1%    | 3%  | 4%  | 7%           | 95%  | 5%  | 12%        | 1%     | 4%           | 3%            | 92%  |
| REFUSED BUT ABOVE £11.5K  | 64    | 66    | 46  | 112 | 161          | 365  | 46  | 61         | 8      | 11           | 12            | 366  |
|                           | 21%   | 18%   | 13% | 16% | 13%          | 17%  | 19% | 11%        | 8%     | 11%          | 7%            | 19%  |
|                           | cd    |       |     |     |              |      |     |            |        |              |               | hik  |
|                           | 16%   | 16%   | 11% | 28% | 40%          | 90%  | 11% | 15%        | 2%     | 3%           | 3%            | 90%  |
| DK/ Refused               | 93    | 107   | 105 | 212 | 346          | 585  | 78  | 160        | 31     | 31           | 55            | 550  |
|                           | 30%   | 29%   | 30% | 30% | 29%          | 28%  | 32% | 29%        | 32%    | 32%          | 31%           | 28%  |
|                           | 14%   | 16%   | 16% | 32% | 52%          | 88%  | 12% | 24%        | 5%     | 5%           | 8%            | 83%  |

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

Any break column with 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

|                           | AGE       |           |            |            | AGE/SEG      | MEG        |           | DISABILITY |           |              |               |            |
|---------------------------|-----------|-----------|------------|------------|--------------|------------|-----------|------------|-----------|--------------|---------------|------------|
|                           | 55-64     | 65-74     | 75+        | 65+        | 65+<br>OR DE | NO         | YES       | ANY        | VISION    | HEAR-<br>ING | MOBI-<br>LITY | NO         |
| Significance Level: 95%   | a         | b         | c          | d          | e            | f          | g         | h          | i         | j            | k             | l          |
| Effective Weighted Sample | 358       | 283       | 307        | 586        | 1041         | 2133       | 193       | 433        | 83        | 88           | 170           | 1914       |
| <b>HOUSEHOLD INCOME</b>   |           |           |            |            |              |            |           |            |           |              |               |            |
| <b>UNDER</b>              |           |           |            |            |              |            |           |            |           |              |               |            |
| £11.5K                    | 39<br>13% | 70<br>19% | 109<br>31% | 179<br>25% | 340<br>29%   | 317<br>15% | 22<br>9%  | 169<br>30% | 33<br>33% | 24<br>25%    | 70<br>39%     | 216<br>11% |
|                           | 11%       | 21%       | 32%        | 52%        | 99%          | 93%        | 7%        | 49%        | 10%       | 7%           | 20%           | 63%        |
| £11.5K-<br>£17.5K         | 28<br>9%  | 82<br>22% | 50<br>14%  | 131<br>18% | 208<br>17%   | 232<br>11% | 32<br>13% | 86<br>16%  | 14<br>14% | 14<br>14%    | 21<br>12%     | 206<br>10% |
|                           | 11%       | 31%       | 19%        | 50%        | 79%          | 88%        | 12%       | 32%        | 5%        | 5%           | 8%            | 78%        |
| £17.5K-<br>£29.9K         | 34<br>11% | 31<br>8%  | 27<br>8%   | 58<br>8%   | 93<br>8%     | 235<br>11% | 33<br>13% | 49<br>9%   | 9<br>9%   | 10<br>11%    | 11<br>6%      | 238<br>12% |
|                           | 13%       | 12%       | 10%        | 21%        | 35%          | 88%        | 12%       | 18%        | 3%        | 4%           | 4%            | 89%        |
| £30K+                     | 49<br>16% | 15<br>4%  | 9<br>3%    | 25<br>3%   | 44<br>4%     | 376<br>18% | 33<br>13% | 30<br>5%   | 4<br>4%   | 7<br>7%      | 9<br>5%       | 390<br>20% |
|                           | 12%       | 4%        | 2%         | 6%         | 11%          | 92%        | 8%        | 7%         | 1%        | 2%           | 2%            | 95%        |

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