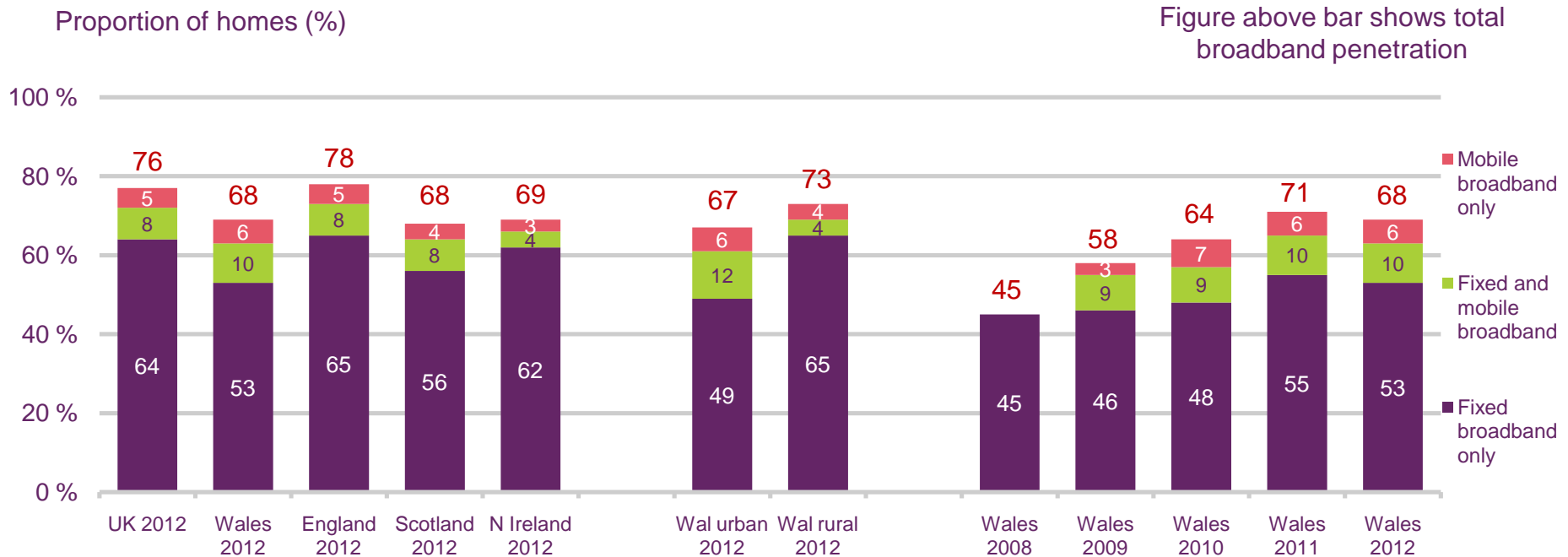


Internet and web-based content

4.1 Broadband take-up at home

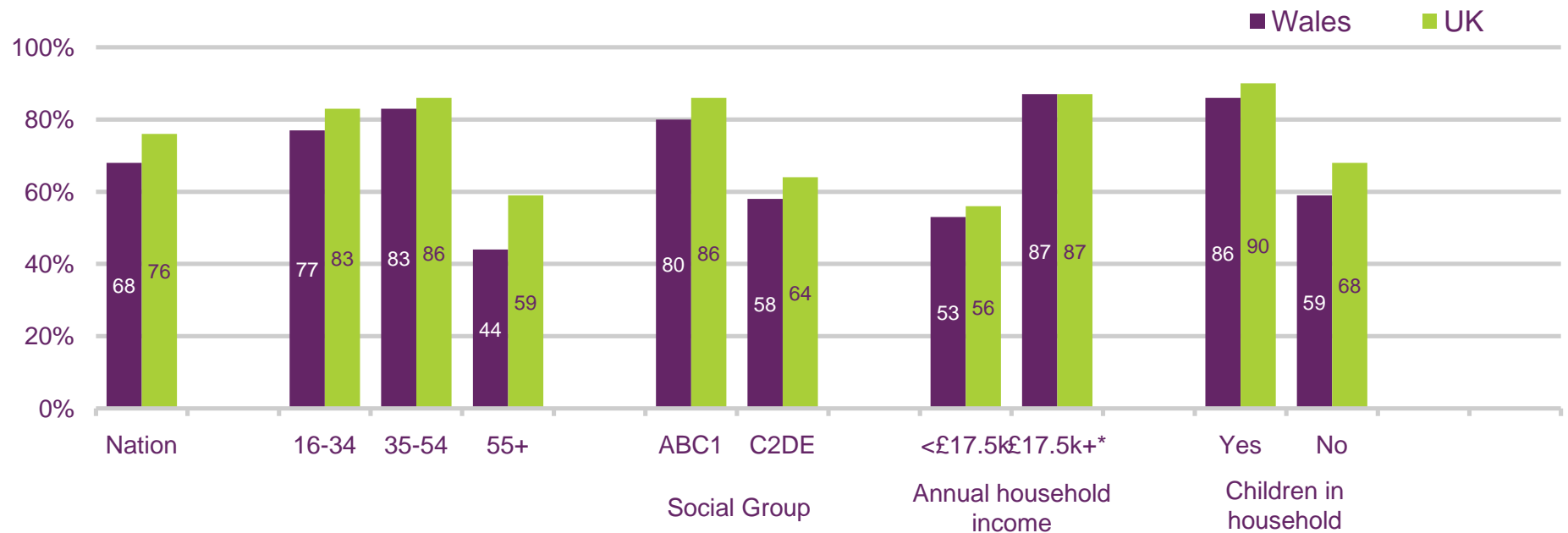


QE9. Which of these methods does your household use to connect to the internet at home? (NB 2008 survey did not cover mobile broadband. 2008 measure shows any broadband)

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n = 3772 UK, 513 Wales, 2251 England, 500 Scotland, 508 Northern Ireland, 249 Wales urban, 264 Wales rural, 811 Wales 2008, 987 Wales 2009, 1075 Wales 2010, 493 Wales 2011, 513 Wales 2012)

4.2 Broadband take-up in Wales (by demographic)



Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n =513 Wales, 161 16-34s, 156 35-54s, 195 55+, 264 ABC1, 249 C2DE, 198 <£17.5k income, 92 £17.5k+, 174 children in home, 339 no children in home)

QE9. Which of these methods does your household use to connect to the Internet at home?

*Caution: Low base

4.3 Tablet computer take-up in Wales

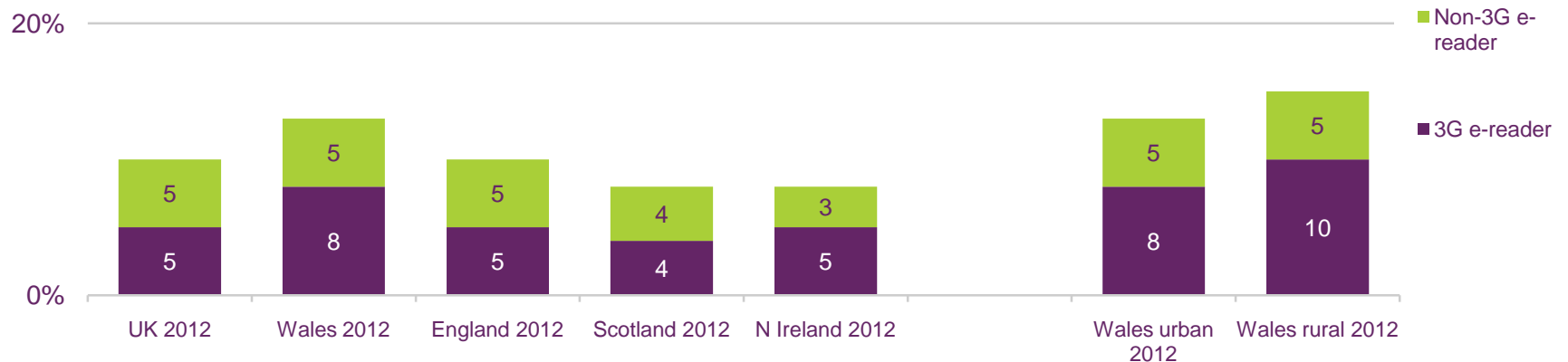


QE1. Does your household have a PC, laptop, netbook or tablet computer?

Source: Ofcom research, Quarter 1 2012

Base: All adults aged 16+ (n = 3772 UK, 513 Wales, 2251 England, 500 Scotland, 508 Northern Ireland, 249 Wales urban, 264 Wales rural, 493 Wales 2011, 513 Wales 2012)

4.4 Ownership of e-readers in Wales

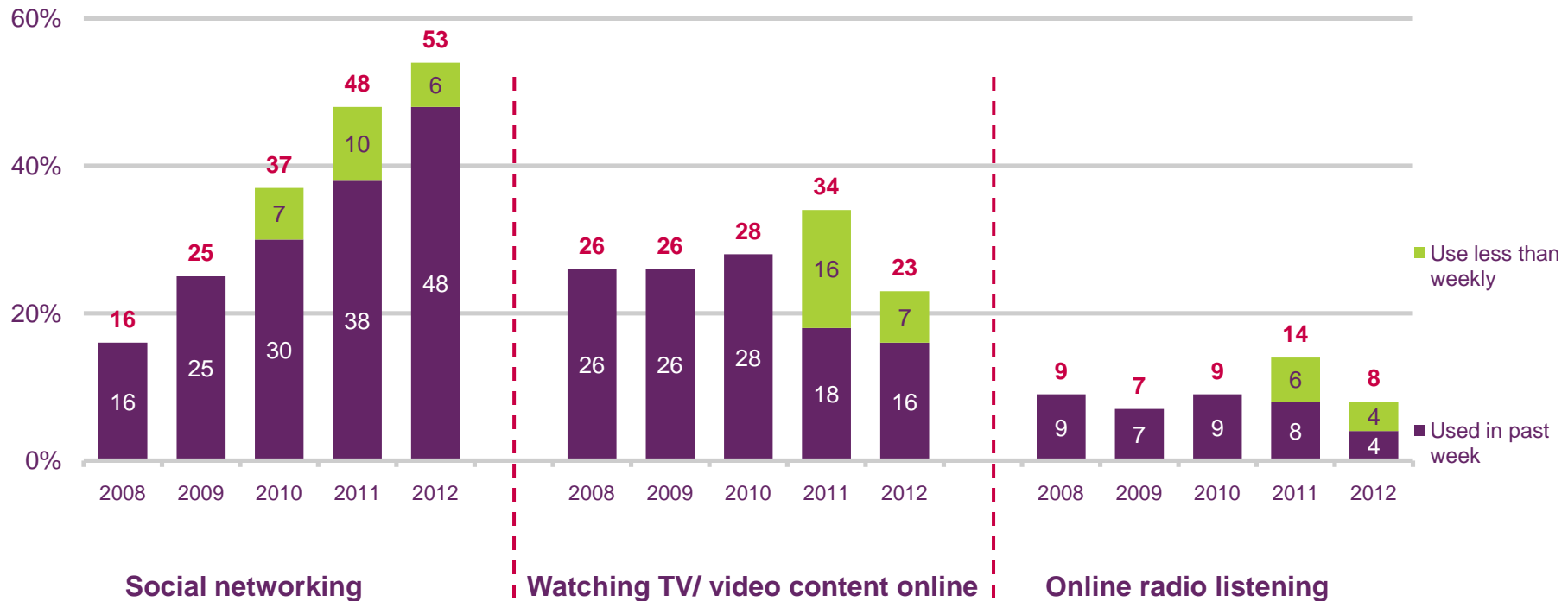


QB1. Which of the following do you ,or does anyone in your household, have in your home at the moment ?/ QB2. And do you personally use.../ QB6. Does your household's e-reader have built-in 3G access to a mobile network?

Source: Ofcom research, Quarter 1 2012

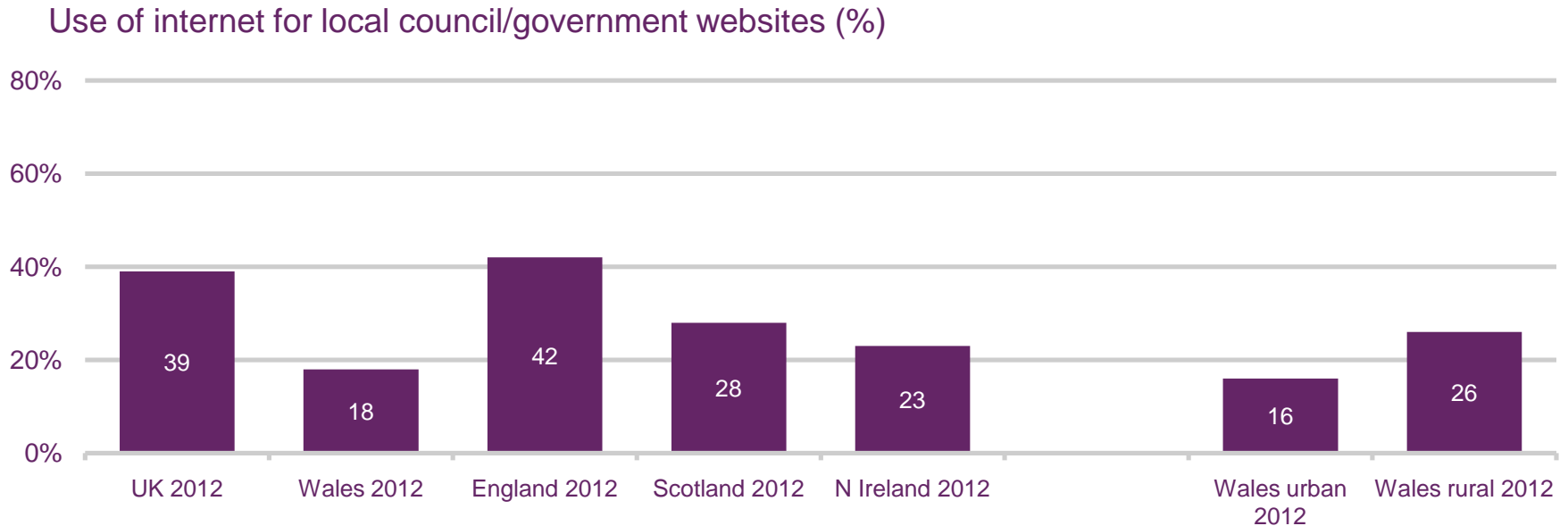
Base: All adults aged 16+ (n = 3772 UK, 513 Wales, 2251 England, 500 Scotland, 508 Northern Ireland, 249 Wales urban, 264 Wales rural)

4.5 Use of internet applications in Wales



NB includes use via any device i.e. PC/ laptop or mobile phone

4.6 Use of internet to access local council/government websites



QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Quarter 1 2012

Base: Adults aged 16+ with access to the internet at home (n = 2823 UK, 1734 England, 363 Wales, 361 Scotland, 365 Northern Ireland, 176 Wales urban, 187 Wales rural)