

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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| NATION | 1 |
| Base : All respondents | |
| REGION | 3 |
| Base : All respondents | |
| URBANITY | 7 |
| Base : All respondents | |
| CABLE AREA | 9 |
| Base : All respondents | |
| DEPRIVATION LEVEL | 11 |
| Base : All respondents | |
| SE. GENDER | 13 |
| Base : All respondents | |
| SF. AGE OF RESPONDENT | 15 |
| Base : All respondents | |
| SG (QZ8). What is the occupation of the main wage earner in your household? CODE SOCIAL GRADE. (SINGLE CODE) | 19 |
| Base : All respondents | |
| QZ6 (SG). WORKING STATUS | 21 |
| Base : All respondents | |
| QZ12 (SH). HOUSEHOLD STATUS | 25 |
| Base : All respondents | |
| SH (SI). Total number in household (including respondent and any children) | 27 |
| Base : All respondents | |
| SI (SK). Household size | 29 |
| Base : All respondents | |
| SJ. Total number of children in household (under 18), including respondent (if respondent is under 18) | 31 |
| Base : All respondents | |
| SK (SM). Can you speak or write in Welsh at all? (SINGLE CODE) | 33 |
| Base : All respondents in Wales | |
| SL (SN). What is your preferred language? (SINGLE CODE) | 35 |
| Base : All respondents in Wales | |
| QB1. SHOWCARD Which of the following do you, or does anyone in your household, have in your home at the moment? (MULTI CODE) | 37 |
| Base : All respondents | |
| QB2. SHOWCARD And do you personally use...? (MULTI CODE) | 41 |
| Base : All respondents | |
| QB3 (QB4). SHOWCARD Which games console/s do you or does anyone in your household have at the moment? (MULTI CODE) | 45 |
| Base : Those who have access to a games console at home | |
| QB4 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE) | 49 |
| Base : Those who have access to a games console at home | |

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| QB5 (QB6) Does your household's e-reader (digital book reader) have built-in 3G access to a mobile network? This means that books can be purchased online and downloaded from anywhere with a signal, without the need for a Wi-Fi connection? | 57 |
| Base : Those who personally use an e-reader/ digital book reader | |
| QC1. Is there a landline phone in your home that can be used to make and receive calls? (SINGLE CODE) PROMPTED | 59 |
| 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) | 63 |
| Base : Those with a landline phone at home | |
| QC3 (QC29). Do you use a pre-payment plan for your landline where you pay 12 months line rental in advance? IF NECESSARY - Line rental would usually be charged a month in advance for those with monthly bills or a quarter in advance for those with quarterly bills. This type of pre-payment plan covers the line rental in advance for a full 12 months. (SINGLE CODE)..... | 65 |
| Base : Those with a landline phone at home that can used to make and receive calls | |
| QC4 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE) | 67 |
| Base : All respondents | |
| QC5 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE) | 69 |
| Base : All respondents | |
| QC6 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE) | 71 |
| Base : Those with a landline phone at home | |
| QC7A (QC13A). SHOWCARD Thinking about your home phone service only, please use this card to say how satisfied you are with the overall service provided by (MAIN SUPPLIER). (SINGLE CODE) | 75 |
| Base : Those with a landline phone at home | |
| QD1. How many mobile phones IN TOTAL do you AND members of your household use? (SINGLE CODE)..... | 77 |
| 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) | 79 |
| Base : All respondents | |
| QD3 (QD10). Which mobile network do you use most often? (SINGLE CODE) | 83 |
| 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 S4. | 87 |
| Base : Those who personally use a mobile phone | |
| QD5 (QD39). SHOWCARD Which brand or type of smartphone do you have? IF MORE THAN ONE - Which one do you use most often? (SINGLE CODE) | 89 |
| Base : Those with a smartphone | |
| QD6 (QD40). SHOWCARD And which operating system is on your smartphone? This means the software which runs on your phone and determines the phone's appearance, interaction and functions. (SINGLE CODE) | 93 |
| Base : Those with a smartphone | |
| QD7 (QD41). Do you have a 4G service? This is a relatively new service that enables faster mobile internet access. | 95 |
| Base : Those with a smartphone | |
| QD8 (QD42). Which mobile network did you use before you took up the 4G service? (SINGLE CODE) | 97 |
| Base : Those who have a 4G service on their smartphone | |
| QD9 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE) | 101 |
| Base : Those without a smartphone | |
| QD10 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE) | 105 |
| Base : Those who personally use a mobile phone | |
| QD11 (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) | 107 |
| Base : Those who use a postpay/ contract mobile phone | |

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| QD12A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)..... | 109 |
| Base : Those who personally use a mobile phone | |
| QD12B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE) | 113 |
| Base : Those who personally use a mobile phone | |
| QD12C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE) | 117 |
| Base : Those with a smartphone | |
| QD13 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE) | 121 |
| Base : Those who personally use a mobile phone | |
| QD14 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE) | 135 |
| Base : Those who personally use a mobile phone | |
| QD15 (QD28E). SHOWCARD You said that you use your mobile phone to access the internet. Which of these ways do you use your mobile phone to access the internet? (MULTI CODE) | 150 |
| Base : Those who use their mobile phone to access the internet | |
| QD16 (QD28C). SHOWCARD Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE) | 152 |
| Base : Those who use their mobile phone to access the internet | |
| QD17 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE) | 155 |
| Base : Those who use their mobile phone to access the internet outside the home | |
| QD18 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE) | 159 |
| Base : Those with a smartphone | |
| QD19 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)..... | 165 |
| Base : Those with a smartphone | |
| QD20A (QD21A). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... The overall service provided by MAIN SUPPLIER. (SINGLE CODE) | 171 |
| Base : Those who personally use a mobile phone | |
| QD20J (QD21J). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Reception/ accessing network. (SINGLE CODE)..... | 173 |
| Base : Those who personally use a mobile phone | |
| QD21K (QD21K). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Ability to connect to the internet using the mobile network (3G or 4G). (SINGLE CODE) | 175 |
| Base : Those with a smartphone | |
| QE1. Does your household have a PC, laptop, netbook or tablet computer? (MULTI CODE)..... | 177 |
| Base : All respondents | |
| QE2 (QE35). How many tablet computers do you have in your household? (SINGLE CODE) | 179 |
| Base : Those with any tablet computers in the household | |
| QE3 (QE36). Do you personally use this/ any of these tablet computer/s? (SINGLE CODE)..... | 181 |
| Base : Those with any tablet computers in the household | |
| QE4 (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)..... | 183 |
| Base : Those who personally use a tablet computer | |
| QE5 (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)..... | 185 |
| Base : Those who use a 3G or 4G enabled tablet computer | |
| QE6 (QE44). SHOWCARD And how often do you personally use the mobile signal on your tablet computer to go online - rather than using a Wi-Fi connection? (SINGLE CODE)..... | 187 |
| Base : Those with a separate mobile subscription for their 3G or 4G enabled tablet computer | |

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| QE7 (QE1A). SHOWCARD How likely is it that your household will get a tablet computer - such as an iPad - in the next 12 months? (SINGLE CODE)..... | 189 |
| Base : Those without a tablet computer in the household | |
| 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) | 191 |
| 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)..... | 194 |
| Base : All respondents | |
| QE10 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE) | 198 |
| Base : Those who use the internet at home or elsewhere | |
| QE11 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE) | 202 |
| Base : Those who use the internet at home or elsewhere | |
| QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)..... | 205 |
| Base : Those with access to the internet at home | |
| QE13 (QE44A). Has your household ever used a mobile broadband connection (connecting via a USB stick or dingle, or built-in connectivity in a laptop or other device)? | 213 |
| Base : Those in a household with access to the internet at home and that does not use mobile broadband | |
| QE14 (QE45). SHOWCARD Which of these best describe why your household stopped using mobile broadband to access the internet? (MULTI CODE) | 215 |
| Base : Those whose household has previously used mobile broadband, but no longer uses | |
| QE15 (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? | 221 |
| Base : Those in a household with mobile broadband | |
| QE16 (QE22C). Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE) | 223 |
| Base : Those who use mobile broadband to access the internet | |
| QE17 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE) | 227 |
| Base : Those who use mobile broadband to access the internet outside the home | |
| QE18 (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? | 230 |
| Base : Those with fixed broadband at home where there is more than one person in household | |
| QE19 (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? | 232 |
| Base : Those with mobile broadband at home where there is more than one person in household | |
| QE20 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE) | 234 |
| Base : Those with access to the internet at home | |
| QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE) | 240 |
| Base : Those who use the internet at home or elsewhere | |
| QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE) | 256 |
| Base : Those who use the internet at home or elsewhere | |
| QE23 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)..... | 272 |
| Base : Those in a household with fixed broadband | |
| QE24 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE) | 278 |
| Base : Those in a household with fixed broadband | |
| QE25 (QE11C). Do you know how to find out what speeds you are getting on your computer at home? (SINGLE CODE)..... | 284 |
| Base : Those who use broadband to connect to the internet at home | |

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| QE26 (QE12X). SHOWCARD You said you use a mobile USB stick or dongle to access the internet, thinking about the speed of your mobile broadband, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE) | 286 |
| Base : Those in a household with mobile broadband | |
| QE27A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE)..... | 289 |
| Base : Those in a household with mobile broadband | |
| QE27B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE) | 293 |
| Base : Those in a household with mobile broadband | |
| QE27C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE) | 297 |
| Base : Those in a household with mobile broadband | |
| QE28 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE) | 301 |
| Base : Those in a household with fixed broadband | |
| QE29A (QE8A). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER. (SINGLE CODE) | 305 |
| Base : Those in a household with fixed broadband | |
| QE29B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)..... | 309 |
| Base : Those in a household with fixed broadband | |
| QE29C (QE8C). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)..... | 313 |
| Base : Those in a household with fixed broadband | |
| QE30 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)..... | 317 |
| Base : Those in a household with fixed broadband | |
| QE31 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE) | 319 |
| Base : Those using a wireless internet connection at home | |
| QE32 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE) | 323 |
| Base : Those without internet access at home | |
| QE33 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED | 325 |
| Base : Those unlikely to get internet access at home in the next 12 months | |
| QE34 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED | 333 |
| Base : Those unlikely to get internet access at home in the next 12 months | |
| QE35 (QENI1). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE) | 339 |
| Base : All respondents in Scotland and Wales | |
| QE36 (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) | 341 |
| Base : All respondents | |
| QE37 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)..... | 343 |
| Base : Those who have ever used internet voice services at home | |
| QE38 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE) | 347 |
| Base : Those who have ever used internet voice services 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) | 351 |
| Base : All respondents | |
| QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE) | 355 |
| Base : All respondents | |

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| QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED..... | 359 |
| Base : Those without a TV in the household | |
| QH3 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)..... | 363 |
| Base : Those with a TV in the household | |
| QH4 (QH54) Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE) | 365 |
| Base : Those whose main TV set is an HDTV or HD-ready | |
| QH5 (QH57). Is the MAIN TV in your household 3D ready? IF NECESSARY - By this I mean that the TV can display pictures in 3D from specific channels (such as Sky 3D) or when watching 3D DVDs or Blue Ray disks or when playing 3D video games. (SINGLE CODE)..... | 367 |
| Base : Those with a TV in the household | |
| QH6 (QH58). Do you or anyone in your household watch 3D content on your TV - whether from 3D TV channels, 3D DVDs or Blu Ray disks or 3D video games? (SINGLE CODE)..... | 369 |
| Base : Those whose main TV set is 3D ready | |
| QH7 (QH59). SHOWCARD How often do you or anyone in your household watch 3D content on your TV? (SINGLE CODE)..... | 371 |
| Base : Those whose main TV set is 3D ready | |
| QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)..... | 373 |
| Base : Those with Satellite TV | |
| QH9 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)..... | 379 |
| Base : Those with paid for Sky Satellite TV | |
| QH10 (QH5). SHOWCARD Which, if any, of these channels do you subscribe to through your Cable TV service? (MULTI CODE) | 385 |
| Base : Those with Cable TV | |
| QH11A (QR1A). Does your household have Sky+? (SINGLE CODE) | 387 |
| Base : Those with Sky Satellite TV | |
| QH11B (QR1B). Does your household have Virgin TiVo or V+? (SINGLE CODE)..... | 389 |
| Base : Those with Virgin Media (Cable TV) | |
| QH11C (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)..... | 391 |
| Base : Those with Freesat | |
| QH11D (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)..... | 393 |
| Base : Those with Freeview | |
| QH11E (QR1E). Does your broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)..... | 395 |
| Base : Those with BT Vision or TalkTalk TV | |
| QH11F (QR1F). Do you have a YouView set top box? This is a new product allowing you to watch catch-up TV via services such as BBC iPlayer and ITV Player, view TV 'on demand', and also record, pause and rewind live TV programmes. (SINGLE CODE) | 397 |
| Base : Those with a TV in the household | |
| QH11G (QR1G). Do you have a Now TV set top box? This is a new product allowing you to watch catch-up TV via services such as BBC iPlayer and Demand 5 and view Sky Sports and Sky Movies TV 'on demand'?. (SINGLE CODE)..... | 399 |
| Base : Those with a TV in the household | |
| QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)..... | 401 |
| Base : Those who own a DVR | |
| QH13 (QH42A). SHOWCARD Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) (MULTI CODE)..... | 405 |
| Base : Those with a TV in the household | |
| QH14 (QH45). SHOWCARD have you or anyone in your household used any of these devices to connect your TV to the internet in the last 12 months? (MULTI CODE) | 409 |
| Base : Those with a TV in the household | |

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| QH15 (QH62). Are any of your TV sets 'Smart TVs'? These are new 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, LoveFilm and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV. | 413 |
| Base : Those with a TV in the household | |
| QH16 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your 'Smart TV' set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)..... | 415 |
| Base : Those with a 'Smart TV' in the household | |
| QH17 (QH46). SHOWCARD Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? (MULTI CODE)..... | 423 |
| Base : Those who use the internet at home or elsewhere | |
| QH18 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)..... | 427 |
| Base : Those who use the internet at home or elsewhere | |
| QH18A (QH64A). Which of these TV channels can you receive on your television - RTÉ1? | 432 |
| Base : All respondents in Northern Ireland with a TV in the household | |
| QH18B (QH64B). Which of these TV channels can you receive on your television - RTÉ2? | 434 |
| Base : All respondents in Northern Ireland with a TV in the household | |
| QH18C (QH64C). Which of these TV channels can you receive on your television - TV3?..... | 436 |
| Base : All respondents in Northern Ireland with a TV in the household | |
| QH18D (QH64D). Which of these TV channels can you receive on your television - TG4? | 438 |
| Base : All respondents in Northern Ireland with a TV in the household | |
| QH19A (QH65A). How frequently, if at all, do you watch each of these channels - RTÉ1? (SINGLE CODE)..... | 440 |
| Base : All respondents in Northern Ireland with a TV in the household | |
| QH19B (QH65B). How frequently, if at all, do you watch each of these channels - RTÉ2? (SINGLE CODE)..... | 443 |
| Base : All respondents in Northern Ireland with a TV in the household | |
| QH19C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)..... | 447 |
| Base : All respondents in Northern Ireland with a TV in the household | |
| QH19D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE) | 451 |
| Base : All respondents in Northern Ireland with a TV in the household | |
| QCHECK. Can I just check that you have the following services? (MULTI CODE)..... | 455 |
| 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)..... | 459 |
| 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) | 463 |
| Base : All respondents | |
| QG2 (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) | 465 |
| Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package | |
| QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE) | 469 |
| 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)..... | 473 |
| Base : All respondents | |

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| QP2A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Radio set with AM Stereo - either at home or on portable radio. (SINGLE CODE) | 477 |
| 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 or on portable radio. (SINGLE CODE) | 479 |
| Base : Those who listen to radio | |
| QP2C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE) | 481 |
| 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) | 483 |
| 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) | 485 |
| 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) | 487 |
| Base : Those who listen to radio | |
| QP2G (QP11G) SHOWCARD How often, if at all, do you access the radio via - A car radio (FM). (SINGLE CODE) | 489 |
| 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) | 491 |
| 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) | 493 |
| 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) | 495 |
| 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) | 498 |
| 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) | 500 |
| Base : All respondents | |
| QP6 (QP9). How many DAB sets do you have in your household? | 502 |
| Base : All respondents | |
| QP7 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE) | 505 |
| Base : Those do not have any DAB sets at home | |
| QP8 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED | 508 |
| Base : Those unlikely to get DAB radio in the next 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) | 512 |
| Base : All respondents | |
| QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE) | 514 |
| Base : All respondents | |
| QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE) | 522 |
| Base : All respondents | |
| QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE) | 526 |
| Base : Those with poor vision, partial sight or blindness | |

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| | |
|---|-----|
| QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE) | 530 |
| Base : Those with poor hearing, partial hearing or deafness | |
| QZ7 (SGC). Are you self-employed? (SINGLE CODE)..... | 534 |
| Base : Those working full or part time | |
| QZ8 (SGD). Is your business VAT registered? (SINGLE CODE) | 536 |
| Base : Those who are self-employed | |
| QZ9 (SGE). Is your business based at your home or at a separate office? (SINGLE CODE) | 538 |
| Base : Those who are self-employed | |
| QZ10 (SGA). Do you ever work from home? (SINGLE CODE) | 540 |
| Base : Those working full or part time | |
| QZ11 (SGB). Would you say that you work from home most of the time or just occasionally? (SINGLE CODE) | 542 |
| Base : Those who ever work from home | |
| QZ13 (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? | 544 |
| 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)..... | 546 |
| Base : All respondents | |
| QZ15 (QZN1). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong? | 550 |
| Base : All respondents in Northern Ireland | |

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NATION

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| England | 2122 | 1019 | 1104 | 318 | 375 | 736 | 693 | 366 | 230 | 229 | 405 | 552 | 637 | 382 | 548 | 2122 | - | - | - |
| | | 84% | 84% | 84% | 83% | 84% | 83% | 81% | 83% | 83% | 86% | 87% | 85% | 82% | 81% | 100% | -% | -% | -% |
| | | | | | | | | | | | g | mn | n | | pqr | | | | |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 17% | 11% | 11% | 19% | 26% | 30% | 18% | 26% | 100% | -% | -% | -% |
| Scotland | 221 | 106 | 115 | 30 | 38 | 75 | 77 | 52 | 19 | 22 | 36 | 46 | 61 | 44 | 68 | - | 221 | - | - |
| | | 9% | 9% | 8% | 9% | 9% | 9% | 12% | 7% | 8% | 8% | 7% | 8% | 10% | 10% | -% | 100% | -% | -% |
| | | | | | | | | h | | | | | | | | | oqr | | |
| | | 48% | 52% | 14% | 17% | 34% | 35% | 24% | 9% | 10% | 16% | 21% | 28% | 20% | 31% | -% | 100% | -% | -% |
| Wales | 125 | 59 | 66 | 18 | 22 | 44 | 41 | 22 | 19 | 17 | 22 | 26 | 34 | 23 | 43 | - | - | 125 | - |
| | | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 7% | 6% | 5% | 4% | 4% | 5% | 6% | -% | -% | 100% | -% |
| | | | | | | | | | | | | | | | | | | opr | |
| | | 47% | 53% | 15% | 17% | 35% | 33% | 18% | 16% | 13% | 17% | 21% | 27% | 18% | 34% | -% | -% | 100% | -% |
| Northern Ireland | 70 | 34 | 36 | 14 | 11 | 24 | 20 | 13 | 10 | 9 | 6 | 13 | 20 | 16 | 21 | - | - | - | 70 |
| | | 3% | 3% | 4% | 3% | 3% | 2% | 3% | 3% | 3% | 1% | 2% | 3% | 3% | 3% | -% | -% | -% | 100% |
| | | | | | | | | | | | | | | | | | | opq | |
| | | 48% | 52% | 21% | 16% | 34% | 29% | 18% | 14% | 12% | 9% | 18% | 29% | 23% | 30% | -% | -% | -% | 100% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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NATION

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| England | 2122 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 1872 | 251 | 1210 | 912 | 1324 | 799 |
| | 84% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 85% | 74% | 85% | 82% | 85% | 81% |
| | | 15% | 16% | 10% | 8% | 10% | 11% | 10% | 5% | 13% | 88% | 12% | 57% | 43% | 62% | 38% |
| Scotland | 221 | - | - | - | - | - | - | - | - | - | 184 | 37 | 112 | 108 | 110 | 111 |
| | 9% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 8% | 11% | 8% | 10% | 7% | 11% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 83% | 17% | 51% | 49% | 50% | 50% |
| Wales | 125 | - | - | - | - | - | - | - | - | - | 99 | 26 | 69 | 56 | 78 | 47 |
| | 5% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 5% | 8% | 5% | 5% | 5% | 5% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 79% | 21% | 55% | 45% | 62% | 38% |
| Northern Ireland | 70 | - | - | - | - | - | - | - | - | - | 44 | 26 | 36 | 34 | 40 | 30 |
| | 3% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 2% | 8% | 2% | 3% | 3% | 3% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 63% | 37% | 51% | 49% | 57% | 43% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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REGION

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|------------|-------------|-------------|------------|------------|------------|------------|------------------|-------------------|-------------------|------------|--------------|------------|------------|------------|-------------|--------------|-----------|----------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 48% | 1322 52% | 381 15% | 447 18% | 879 35% | 832 33% | 454 18% | 278 11% | 276 11% | 470 18% | 637 25% | 752 30% | 465 18% | 680 27% | 2122 84% | 221 9% | 125 5% | 70 3% |
| North East | 107 4% | 50 4% | 57 4% | 20 5% | 19 4% | 31 4% | 36 4% | 16 3% | 12 4% | 12 4% | 21 4% | 20 3% | 35 5% | 20 4% | 31 5% | 107 5% | - -% | - -% | - -% |
| | | 47% | 53% | 18% | 18% | 29% | 34% | 15% | 11% | 11% | 19% | 19% | 33% | 19% | 29% | pqr 100% | - | - | - |
| North West | 284 11% | 149 12% | 135 10% | 55 14% | 45 10% | 88 10% | 96 11% | 53 12% | 37 13% | 27 10% | 71 15% | 64 10% | 85 11% | 41 9% | 95 14% | 284 13% | - -% | - -% | - -% |
| | | 52% | 48% | e 19% | 16% | 31% | 34% | 19% | 13% | 10% | i 25% | 23% | 30% | 14% | km 33% | pqr 100% | - | - | - |
| Yorkshire | 209 8% | 95 8% | 114 9% | 25 7% | 33 7% | 76 9% | 75 9% | 29 6% | 12 4% | 21 8% | 32 7% | 55 9% | 54 7% | 39 8% | 60 9% | 209 10% | - -% | - -% | - -% |
| | | 45% | 55% | 12% | 16% | 37% | 36% | 14% | 6% | 10% | 15% | 26% | 26% | 19% | 29% | pqr 100% | - | - | - |
| East Midlands | 177 7% | 87 7% | 90 7% | 30 8% | 36 8% | 48 5% | 64 8% | 41 9% | 35 13% | 38 14% | 43 9% | 34 5% | 47 6% | 32 7% | 64 9% | 177 8% | - -% | - -% | - -% |
| | | 49% | 51% | 17% | 20% | 27% | 36% | 23% | 20% | 21% | 24% | 19% | 27% | 18% | 36% | kl 100% | - | - | - |
| West Midlands | 220 9% | 106 9% | 114 9% | 32 8% | 41 9% | 71 8% | 76 9% | 34 7% | 19 7% | 15 5% | 13 3% | 42 7% | 74 10% | 43 9% | 61 9% | 220 10% | - -% | - -% | - -% |
| | | 48% | 52% | 14% | 19% | 32% | 35% | j 15% | j 9% | 7% | 6% | 19% | k 34% | 20% | 28% | pqr 100% | - | - | - |
| East of England | 238 9% | 113 9% | 125 9% | 39 10% | 47 10% | 85 10% | 67 8% | 64 14% | 20 7% | 19 7% | 36 8% | 74 12% | 67 9% | 46 10% | 50 7% | 238 11% | - -% | - -% | - -% |
| | | 48% | 52% | 16% | 20% | 36% | 28% | hij 27% | 8% | 8% | 15% | n 31% | 28% | 19% | 21% | pqr 100% | - | - | - |
| London | 322 13% | 159 13% | 163 12% | 46 12% | 76 17% | 123 14% | 77 9% | 55 12% | 26 9% | 37 13% | 42 9% | 76 12% | 109 15% | 64 14% | 70 10% | 322 15% | - -% | - -% | - -% |
| | | 49% | 51% | cf 14% | f 24% | f 38% | 24% | n 17% | 8% | 12% | 13% | n 24% | 34% | 20% | 22% | pqr 100% | - | - | - |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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REGION

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| South East | 346 | 153 | 193 | 43 | 38 | 138 | 126 | 47 | 46 | 37 | 97 | 119 | 99 | 59 | 69 | 346 | - | - | - |
| | 14% | 13% | 15% | 11% | 9% | 16% | 15% | 10% | 16% | 14% | 21% | 19% | 13% | 13% | 10% | 16% | -% | -% | -% |
| | | | | | | d | d | | g | | gi | lmn | | | | pqr | | | |
| | | 44% | 56% | 13% | 11% | 40% | 37% | 14% | 13% | 11% | 28% | 34% | 29% | 17% | 20% | 100% | -% | -% | -% |
| South West | 220 | 107 | 113 | 28 | 40 | 75 | 76 | 26 | 24 | 23 | 51 | 67 | 66 | 39 | 48 | 220 | - | - | - |
| | 9% | 9% | 9% | 7% | 9% | 9% | 9% | 6% | 9% | 8% | 11% | 11% | 9% | 8% | 7% | 10% | -% | -% | -% |
| | | | | | | | | | | | g | n | | | | pqr | | | |
| | | 49% | 51% | 13% | 18% | 34% | 35% | 12% | 11% | 11% | 23% | 30% | 30% | 18% | 22% | 100% | -% | -% | -% |
| Wales | 125 | 59 | 66 | 18 | 22 | 44 | 41 | 22 | 19 | 17 | 22 | 26 | 34 | 23 | 43 | - | - | 125 | - |
| | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 5% | 7% | 6% | 5% | 4% | 4% | 5% | 6% | -% | -% | 100% | -% |
| | | | | | | | | | | | | | | | | | | opr | |
| | | 47% | 53% | 15% | 17% | 35% | 33% | 18% | 16% | 13% | 17% | 21% | 27% | 18% | 34% | -% | -% | 100% | -% |
| Scotland | 221 | 106 | 115 | 30 | 38 | 75 | 77 | 52 | 19 | 22 | 36 | 46 | 61 | 44 | 68 | - | 221 | - | - |
| | 9% | 9% | 9% | 8% | 9% | 9% | 9% | 12% | 7% | 8% | 8% | 7% | 8% | 10% | 10% | -% | 100% | -% | -% |
| | | | | | | | | h | | | | | | | | | oqr | | |
| | | 48% | 52% | 14% | 17% | 34% | 35% | 24% | 9% | 10% | 16% | 21% | 28% | 20% | 31% | -% | 100% | -% | -% |
| Northern Ireland | 70 | 34 | 36 | 14 | 11 | 24 | 20 | 13 | 10 | 9 | 6 | 13 | 20 | 16 | 21 | - | - | - | 70 |
| | 3% | 3% | 3% | 4% | 3% | 3% | 2% | 3% | 3% | 3% | 1% | 2% | 3% | 3% | 3% | -% | -% | -% | 100% |
| | | | | | | | | | | | | | | | | | | opq | |
| | | 48% | 52% | 21% | 16% | 34% | 29% | 18% | 14% | 12% | 9% | 18% | 29% | 23% | 30% | -% | -% | -% | 100% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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REGION

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|------------|-----------------|------------|------------|-------------|-------------|-------------|----------------|-------------|-------------|-------------|------------|-------------|-------------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS & HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 13% | 346 14% | 220 9% | 177 7% | 220 9% | 238 9% | 209 8% | 107 4% | 284 11% | 2199 87% | 340 13% | 1427 56% | 1111 44% | 1552 61% | 987 39% |
| North East | 107 4% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | 107 100% | - -% | 99 4% | 8 2% | 58 4% | 49 4% | 51 3% | 55 6% |
| | | | | | | | | | abcdefgi | | k | | | | n | |
| | | | | | | | | | | - | 93% | 7% | 54% | 46% | 48% | 52% |
| North West | 284 11% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | - -% | 284 100% | 265 12% | 19 6% | 146 10% | 138 12% | 160 10% | 125 13% |
| | | | | | | | | | | abcdefgh | k | | | | | |
| | | | | | | | | | | - | 93% | 7% | 52% | 48% | 56% | 44% |
| Yorkshire | 209 8% | - -% | - -% | - -% | - -% | - -% | - -% | 209 100% | - -% | - -% | 185 8% | 24 7% | 105 7% | 103 9% | 141 9% | 68 7% |
| | | | | | | | | abcdefghi | | | | | | | o | |
| | | | | | | | | 100% | - | - | 88% | 12% | 51% | 49% | 68% | 32% |
| East Midlands | 177 7% | - -% | - -% | - -% | 177 100% | - -% | - -% | - -% | - -% | - -% | 148 7% | 29 8% | 91 6% | 86 8% | 110 7% | 67 7% |
| | | | | | abcefgghi | | | | | | | | | | | |
| | | | | | 100% | - | - | - | - | - | 84% | 16% | 52% | 48% | 62% | 38% |
| West Midlands | 220 9% | - -% | - -% | - -% | - -% | 220 100% | - -% | - -% | - -% | - -% | 196 9% | 24 7% | 123 9% | 97 9% | 138 9% | 82 8% |
| | | | | | | abcdfgghi | | | | | | | | | | |
| | | | | | - | 100% | - | - | - | - | 89% | 11% | 56% | 44% | 63% | 37% |
| East of England | 238 9% | - -% | - -% | - -% | - -% | - -% | 238 100% | - -% | - -% | - -% | 195 9% | 43 13% | 143 10% | 95 9% | 178 11% | 60 6% |
| | | | | | | | abcdeghi | | | | j | | | | o | |
| | | | | | | | 100% | - | - | - | 82% | 18% | 60% | 40% | 75% | 25% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 2

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

REGION

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| London | 322 | 322 | - | - | - | - | - | - | - | - | 322 | - | 216 | 106 | 89 | 233 |
| | 13% | 100% | -% | -% | -% | -% | -% | -% | -% | -% | 15% | -% | 15% | 10% | 6% | 24% |
| | | bcdefghi | | | | | | | | | k | | m | | | n |
| | | 100% | -% | -% | -% | -% | -% | -% | -% | -% | 100% | -% | 67% | 33% | 28% | 72% |
| South East | 346 | - | 346 | - | - | - | - | - | - | - | 296 | 50 | 195 | 151 | 279 | 67 |
| | 14% | -% | 100% | -% | -% | -% | -% | -% | -% | -% | 13% | 15% | 14% | 14% | 18% | 7% |
| | | | acdefghi | | | | | | | | | | | | o | |
| | | -% | 100% | -% | -% | -% | -% | -% | -% | -% | 86% | 14% | 56% | 44% | 81% | 19% |
| South West | 220 | - | - | 220 | - | - | - | - | - | - | 166 | 54 | 133 | 87 | 177 | 43 |
| | 9% | -% | -% | 100% | -% | -% | -% | -% | -% | -% | 8% | 16% | 9% | 8% | 11% | 4% |
| | | | -% | abdefghi | | | | | | | | j | | | o | |
| | | -% | -% | 100% | -% | -% | -% | -% | -% | -% | 76% | 24% | 60% | 40% | 81% | 19% |
| Wales | 125 | - | - | - | - | - | - | - | - | - | 99 | 26 | 69 | 56 | 78 | 47 |
| | 5% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 5% | 8% | 5% | 5% | 5% | 5% |
| | | | | | | | | | | | | j | | | | |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 79% | 21% | 55% | 45% | 62% | 38% |
| Scotland | 221 | - | - | - | - | - | - | - | - | - | 184 | 37 | 112 | 108 | 110 | 111 |
| | 9% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 8% | 11% | 8% | 10% | 7% | 11% |
| | | | | | | | | | | | | | | | | n |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 83% | 17% | 51% | 49% | 50% | 50% |
| Northern Ireland | 70 | - | - | - | - | - | - | - | - | - | 44 | 26 | 36 | 34 | 40 | 30 |
| | 3% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 2% | 8% | 2% | 3% | 3% | 3% |
| | | | | | | | | | | | | j | | | | |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 63% | 37% | 51% | 49% | 57% | 43% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 3

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URBANITY

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Urban | 2199 | 1060 | 1139 | 343 | 396 | 750 | 710 | 396 | 238 | 233 | 391 | 528 | 653 | 400 | 613 | 1872 | 184 | 99 | 44 |
| | 87% | 87% | 86% | 90% | 89% | 85% | 85% | 87% | 86% | 84% | 83% | 83% | 87% | 86% | 90% | 88% | 83% | 79% | 63% |
| | | | | ef | | | | | | | | k | | | klm | pqr | r | r | |
| | | 48% | 52% | 16% | 18% | 34% | 32% | 18% | 11% | 11% | 18% | 24% | 30% | 18% | 28% | 85% | 8% | 5% | 2% |
| Rural | 340 | 158 | 182 | 38 | 51 | 129 | 123 | 58 | 40 | 43 | 79 | 110 | 99 | 65 | 67 | 251 | 37 | 26 | 26 |
| | 13% | 13% | 14% | 10% | 11% | 15% | 15% | 13% | 14% | 16% | 17% | 17% | 13% | 14% | 10% | 12% | 17% | 21% | 37% |
| | | | | | | c | c | | | | | ln | n | n | | o | o | o | opq |
| | | 46% | 54% | 11% | 15% | 38% | 36% | 17% | 12% | 13% | 23% | 32% | 29% | 19% | 20% | 74% | 11% | 8% | 8% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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URBANITY

Base : All respondents

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | Total | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Urban | 2199 | 322 | 296 | 166 | 148 | 196 | 195 | 185 | 99 | 265 | 2199 | - | 1237 | 960 | 1252 | 947 |
| | 87% | 100% | 86% | 76% | 84% | 89% | 82% | 88% | 93% | 93% | 100% | -% | 87% | 86% | 81% | 96% |
| | | bcdefghi | c | | c | cf | | cf | bcdf | bcdf | k | | | | | n |
| | | 15% | 13% | 8% | 7% | 9% | 9% | 8% | 4% | 12% | 100% | -% | 56% | 44% | 57% | 43% |
| Rural | 340 | - | 50 | 54 | 29 | 24 | 43 | 24 | 8 | 19 | - | 340 | 189 | 151 | 300 | 40 |
| | 13% | -% | 14% | 24% | 16% | 11% | 18% | 12% | 7% | 7% | -% | 100% | 13% | 14% | 19% | 4% |
| | | | ahi | abdeghi | ahi | a | aeghi | a | a | a | | j | | | o | |
| | | -% | 15% | 16% | 8% | 7% | 13% | 7% | 2% | 6% | -% | 100% | 56% | 44% | 88% | 12% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 4

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CABLE AREA

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| TELEWEST | 535 | 261 | 274 | 89 | 95 | 183 | 168 | 81 | 45 | 43 | 96 | 128 | 162 | 87 | 158 | 446 | 89 | - | - |
| | 21% | 21% | 21% | 23% | 21% | 21% | 20% | 18% | 16% | 16% | 20% | 20% | 22% | 19% | 23% | 21% | 40% | -% | -% |
| | | 49% | 51% | 17% | 18% | 34% | 31% | 15% | 8% | 8% | 18% | 24% | 30% | 16% | m | qr | oqr | -% | -% |
| NTL | 775 | 377 | 398 | 112 | 134 | 280 | 249 | 160 | 81 | 86 | 132 | 191 | 216 | 163 | 204 | 708 | 28 | 25 | 14 |
| | 31% | 31% | 30% | 30% | 30% | 32% | 30% | 35% | 29% | 31% | 28% | 30% | 29% | 35% | 30% | 33% | 13% | 20% | 19% |
| | | 49% | 51% | 15% | 17% | 36% | 32% | j | 10% | 11% | 17% | 25% | 28% | 21% | 26% | pqr | 4% | p | p |
| NEITHER | 1229 | 580 | 649 | 180 | 219 | 416 | 415 | 213 | 152 | 147 | 242 | 318 | 374 | 216 | 318 | 968 | 105 | 100 | 56 |
| | 48% | 48% | 49% | 47% | 49% | 47% | 50% | 47% | 55% | 53% | 52% | 50% | 50% | 46% | 47% | 46% | 47% | 80% | 81% |
| | | 47% | 53% | 15% | 18% | 34% | 34% | g | 12% | 12% | 20% | 26% | 30% | 18% | 26% | 79% | 9% | op | op |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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CABLE AREA

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| TELEWEST | 535 | 87 | 13 | 48 | - | 100 | 53 | 55 | 12 | 77 | 532 | 3 | 304 | 231 | 294 | 241 |
| | 21% | 27% | 4% | 22% | -% | 46% | 22% | 26% | 11% | 27% | 24% | 1% | 21% | 21% | 19% | 24% |
| | | bdh | d | bdh | | abcdfghi | bdh | bdh | bd | bdh | k | | | | | n |
| | | 16% | 3% | 9% | -% | 19% | 10% | 10% | 2% | 14% | 99% | 1% | 57% | 43% | 55% | 45% |
| NTL | 775 | 143 | 152 | 23 | 109 | 40 | 81 | 46 | 23 | 90 | 738 | 37 | 416 | 358 | 427 | 348 |
| | 31% | 45% | 44% | 11% | 61% | 18% | 34% | 22% | 22% | 32% | 34% | 11% | 29% | 32% | 27% | 35% |
| | | cefg hi | cefg hi | | abcefg hi | c | cegh | c | c | cegh | k | | | | | n |
| | | 18% | 20% | 3% | 14% | 5% | 10% | 6% | 3% | 12% | 95% | 5% | 54% | 46% | 55% | 45% |
| NEITHER | 1229 | 91 | 180 | 149 | 68 | 80 | 104 | 107 | 72 | 117 | 929 | 300 | 706 | 522 | 832 | 397 |
| | 48% | 28% | 52% | 68% | 39% | 36% | 44% | 51% | 67% | 41% | 42% | 88% | 49% | 47% | 54% | 40% |
| | | | adei | abdefgi | a | | a | adei | abdefgi | a | | j | | | o | |
| | | 7% | 15% | 12% | 6% | 6% | 8% | 9% | 6% | 10% | 76% | 24% | 57% | 42% | 68% | 32% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 5

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DEPRIVATION LEVEL

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Low | 1552 | 727 | 825 | 204 | 236 | 525 | 587 | 217 | 157 | 180 | 354 | 472 | 455 | 280 | 343 | 1324 | 110 | 78 | 40 |
| | 61% | 60% | 62% | 54% | 53% | 60% | 71% | 48% | 57% | 65% | 75% | 74% | 60% | 60% | 50% | 62% | 50% | 62% | 57% |
| | | 47% | 53% | 13% | 15% | cd | cde | 14% | g | gh | ghi | lmn | n | n | p | p | p | p | p |
| | | | | | | 34% | 38% | | 10% | 12% | 23% | 30% | 29% | 18% | 22% | 85% | 7% | 5% | 3% |
| Medium | 903 | 450 | 453 | 155 | 193 | 324 | 231 | 210 | 111 | 90 | 112 | 150 | 273 | 166 | 312 | 734 | 101 | 42 | 26 |
| | 36% | 37% | 34% | 41% | 43% | 37% | 28% | 46% | 40% | 33% | 24% | 24% | 36% | 36% | 46% | 35% | 46% | 33% | 37% |
| | | 50% | 50% | f | ef | f | | ij | j | j | | | k | k | klm | | oqr | | |
| | | | | 17% | 21% | 36% | 26% | 23% | 12% | 10% | 12% | 17% | 30% | 18% | 35% | 81% | 11% | 5% | 3% |
| High | 84 | 41 | 43 | 22 | 17 | 30 | 14 | 26 | 9 | 7 | 3 | 15 | 25 | 19 | 26 | 65 | 9 | 6 | 4 |
| | 3% | 3% | 3% | 6% | 4% | 3% | 2% | 6% | 3% | 2% | 1% | 2% | 3% | 4% | 4% | 3% | 4% | 5% | 6% |
| | | | | f | f | f | | ij | j | | | | | | | | | | o |
| | | 48% | 52% | 26% | 20% | 36% | 17% | 31% | 11% | 8% | 4% | 18% | 30% | 22% | 30% | 77% | 11% | 7% | 5% |

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

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DEPRIVATION LEVEL

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Low | 1552 | 89 | 279 | 177 | 110 | 138 | 178 | 141 | 51 | 160 | 1252 | 300 | 851 | 702 | 1552 | - |
| | 61% | 28% | 81% | 81% | 62% | 63% | 75% | 68% | 48% | 56% | 57% | 88% | 60% | 63% | 100% | -% |
| | | | adeghi | adeghi | ah | ah | adehi | ahi | a | a | | j | | | o | |
| | | 6% | 18% | 11% | 7% | 9% | 11% | 9% | 3% | 10% | 81% | 19% | 55% | 45% | 100% | -% |
| Medium | 903 | 186 | 67 | 43 | 67 | 82 | 60 | 68 | 55 | 107 | 863 | 40 | 518 | 383 | - | 903 |
| | 36% | 58% | 19% | 19% | 38% | 37% | 25% | 32% | 52% | 38% | 39% | 12% | 36% | 34% | -% | 91% |
| | | bcdefgi | | | bcf | bcf | | bc | bcdefgi | bcf | k | | | | n | |
| | | 21% | 7% | 5% | 7% | 9% | 7% | 7% | 6% | 12% | 96% | 4% | 57% | 42% | -% | 100% |
| High | 84 | 48 | - | - | - | - | - | - | - | 17 | 84 | - | 58 | 26 | - | 84 |
| | 3% | 15% | -% | -% | -% | -% | -% | -% | -% | 6% | 4% | -% | 4% | 2% | -% | 9% |
| | | bcdefghi | | | | | | | | bcdefgh | k | | m | | n | |
| | | 57% | -% | -% | -% | -% | -% | -% | -% | 20% | 100% | -% | 69% | 31% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 6

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SE. GENDER

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Male | 1217 | 1217 | - | 191 | 197 | 419 | 411 | 197 | 130 | 139 | 245 | 326 | 338 | 248 | 302 | 1019 | 106 | 59 | 34 |
| | 48% | 100% | -% | 50% | 44% | 48% | 49% | 43% | 47% | 50% | 52% | 51% | 45% | 53% | 44% | 48% | 48% | 47% | 48% |
| | | b | | | | | | | | | g | ln | | ln | | | | | |
| | | 100% | -% | 16% | 16% | 34% | 34% | 16% | 11% | 11% | 20% | 27% | 28% | 20% | 25% | 84% | 9% | 5% | 3% |
| Female | 1322 | - | 1322 | 190 | 250 | 460 | 422 | 257 | 148 | 137 | 224 | 311 | 414 | 217 | 378 | 1104 | 115 | 66 | 36 |
| | 52% | -% | 100% | 50% | 56% | 52% | 51% | 57% | 53% | 50% | 48% | 49% | 55% | 47% | 56% | 52% | 52% | 53% | 52% |
| | | | a | | | | | j | | | | | km | | km | | | | |
| | | -% | 100% | 14% | 19% | 35% | 32% | 19% | 11% | 10% | 17% | 24% | 31% | 16% | 29% | 84% | 9% | 5% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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SE. GENDER

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Male | 1217 | 159 | 153 | 107 | 87 | 106 | 113 | 95 | 50 | 149 | 1060 | 158 | 726 | 491 | 727 | 490 |
| | 48% | 49% | 44% | 49% | 49% | 48% | 48% | 45% | 47% | 52% | 48% | 46% | 51% | 44% | 47% | 50% |
| | | 13% | 13% | 9% | 7% | 9% | 9% | 8% | 4% | 12% | 87% | 13% | 60% | 40% | 60% | 40% |
| Female | 1322 | 163 | 193 | 113 | 90 | 114 | 125 | 114 | 57 | 135 | 1139 | 182 | 700 | 620 | 825 | 497 |
| | 52% | 51% | 56% | 51% | 51% | 52% | 52% | 55% | 53% | 48% | 52% | 54% | 49% | 56% | 53% | 50% |
| | | 12% | 15% | 9% | 7% | 9% | 9% | 9% | 4% | 10% | 86% | 14% | 53% | 47% | 62% | 38% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 7

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SF. AGE OF RESPONDENT

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|------------|-------------|------------|------------|------------------|-------------------|-------------------|------------|--------------|----------|----------|----------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| 16 - 17 | 61 | 34 | 27 | 61 | - | - | - | 3 | 2 | 1 | 3 | 9 | 20 | 14 | 18 | 55 | 3 | 1 | 2 |
| | 2% | 3% | 2% | 16% def | -% | -% | -% | 1% | 1% | *% | 1% | 1% | 3% | 3% | 3% | 3% | 2% | 1% | 3% |
| | | 56% | 44% | 100% | -% | -% | -% | 5% | 3% | 1% | 5% | 15% | 32% | 24% | 29% | 89% | 6% | 2% | 3% |
| 18 - 24 | 320 | 156 | 163 | 320 | - | - | - | 66 | 25 | 30 | 29 | 52 | 120 | 60 | 87 | 263 | 27 | 17 | 13 |
| | 13% | 13% | 12% | 84% def | -% | -% | -% | 15% hj | 9% | 11% | 6% | 8% | 16% k | 13% k | 13% k | 12% | 12% | 13% | 18% |
| | | 49% | 51% | 100% | -% | -% | -% | 21% | 8% | 10% | 9% | 16% | 38% | 19% | 27% | 82% | 8% | 5% | 4% |
| 25 - 34 | 447 | 197 | 250 | - | 447 | - | - | 82 | 51 | 59 | 102 | 119 | 138 | 80 | 110 | 375 | 38 | 22 | 11 |
| | 18% | 16% | 19% | -% | 100% cef | -% | -% | 18% | 18% | 22% | 22% | 19% | 18% | 17% | 16% | 18% | 17% | 17% | 16% |
| | | 44% | 56% | -% | 100% | -% | -% | 18% | 11% | 13% | 23% | 27% | 31% | 18% | 25% | 84% | 9% | 5% | 3% |
| 35 - 44 | 484 | 226 | 257 | - | - | 484 | - | 60 | 53 | 60 | 134 | 143 | 144 | 92 | 104 | 410 | 37 | 24 | 13 |
| | 19% | 19% | 19% | -% | -% | 55% cdf | -% | 13% | 19% | 22% | 29% ghi | 22% n | 19% n | 20% n | 15% | 19% | 17% | 19% | 18% |
| | | 47% | 53% | -% | -% | 100% | -% | 12% | 11% | 12% | 28% | 30% | 30% | 19% | 22% | 85% | 8% | 5% | 3% |
| 45 - 54 | 395 | 193 | 202 | - | - | 395 | - | 57 | 32 | 33 | 105 | 106 | 123 | 70 | 97 | 326 | 38 | 20 | 11 |
| | 16% | 16% | 15% | -% | -% | 45% cdf | -% | 12% | 11% | 12% | 22% ghi | 17% | 16% | 15% | 14% | 15% | 17% | 16% | 16% |
| | | 49% | 51% | -% | -% | 100% | -% | 14% | 8% | 8% | 27% | 27% | 31% | 18% | 24% | 83% | 10% | 5% | 3% |
| 55 - 64 | 384 | 189 | 195 | - | - | - | 384 | 65 | 48 | 48 | 59 | 96 | 101 | 67 | 119 | 318 | 36 | 20 | 10 |
| | 15% | 16% | 15% | -% | -% | -% | 46% cde | 14% | 17% | 18% | 13% | 15% | 13% | 14% | 18% l | 15% | 16% | 16% | 14% |
| | | 49% | 51% | -% | -% | -% | 100% | 17% | 13% | 13% | 15% | 25% | 26% | 17% | 31% | 83% | 9% | 5% | 2% |
| 65 - 74 | 251 | 130 | 121 | - | - | - | 251 | 55 | 40 | 25 | 30 | 61 | 60 | 46 | 80 | 209 | 24 | 12 | 7 |
| | 10% | 11% | 9% | -% | -% | -% | 30% cde | 12% j | 14% j | 9% | 6% | 10% | 8% | 10% | 12% l | 10% | 11% | 10% | 9% |
| | | 52% | 48% | -% | -% | -% | 100% | 22% | 16% | 10% | 12% | 24% | 24% | 18% | 32% | 83% | 9% | 5% | 3% |

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

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SF. AGE OF RESPONDENT

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| 75+ | 198 | 92 | 106 | - | - | - | 198 | 65 | 26 | 19 | 7 | 50 | 46 | 36 | 66 | 166 | 17 | 10 | 4 |
| | 8% | 8% | 8% | -% | -% | -% | 24% | 14% | 9% | 7% | 2% | 8% | 6% | 8% | 10% | 8% | 8% | 8% | 6% |
| | | 47% | 53% | -% | -% | -% | 100% | 33% | 13% | 10% | 4% | 25% | 23% | 18% | 33% | 84% | 9% | 5% | 2% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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SF. AGE OF RESPONDENT

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| 16 - 17 | 61 | 7 | 10 | 5 | 4 | 7 | 6 | 7 | 4 | 4 | 54 | 7 | 16 | 45 | 42 | 20 |
| | 2% | 2% | 3% | 2% | 2% | 3% | 2% | 3% | 4% | 1% | 2% | 2% | 1% | 4% | 3% | 2% |
| | | | | | | | | | | | | | | l | | |
| | | 11% | 16% | 9% | 7% | 12% | 10% | 12% | 7% | 7% | 88% | 12% | 26% | 74% | 68% | 32% |
| 18 - 24 | 320 | 39 | 33 | 23 | 26 | 24 | 33 | 18 | 16 | 51 | 289 | 31 | 183 | 137 | 162 | 157 |
| | 13% | 12% | 10% | 10% | 15% | 11% | 14% | 9% | 15% | 18% | 13% | 9% | 13% | 12% | 10% | 16% |
| | | | | | g | | | | g | bceg | k | | | | | n |
| | | 12% | 10% | 7% | 8% | 8% | 10% | 6% | 5% | 16% | 90% | 10% | 57% | 43% | 51% | 49% |
| 25 - 34 | 447 | 76 | 38 | 40 | 36 | 41 | 47 | 33 | 19 | 45 | 396 | 51 | 333 | 114 | 236 | 211 |
| | 18% | 24% | 11% | 18% | 20% | 19% | 20% | 16% | 18% | 16% | 18% | 15% | 23% | 10% | 15% | 21% |
| | | bgi | | b | b | b | b | | b | | | | m | | | n |
| | | 17% | 9% | 9% | 8% | 9% | 10% | 7% | 4% | 10% | 89% | 11% | 74% | 25% | 53% | 47% |
| 35 - 44 | 484 | 85 | 80 | 40 | 27 | 40 | 43 | 34 | 14 | 47 | 415 | 69 | 382 | 102 | 274 | 210 |
| | 19% | 26% | 23% | 18% | 15% | 18% | 18% | 16% | 13% | 17% | 19% | 20% | 27% | 9% | 18% | 21% |
| | | cdefghi | dh | | | | | | | | | | m | | | n |
| | | 17% | 17% | 8% | 6% | 8% | 9% | 7% | 3% | 10% | 86% | 14% | 79% | 21% | 57% | 43% |
| 45 - 54 | 395 | 38 | 58 | 35 | 21 | 31 | 42 | 42 | 17 | 41 | 335 | 60 | 298 | 97 | 250 | 145 |
| | 16% | 12% | 17% | 16% | 12% | 14% | 18% | 20% | 16% | 14% | 15% | 18% | 21% | 9% | 16% | 15% |
| | | | | | | | | ad | | | | | m | | | |
| | | 10% | 15% | 9% | 5% | 8% | 11% | 11% | 4% | 10% | 85% | 15% | 75% | 25% | 63% | 37% |
| 55 - 64 | 384 | 39 | 45 | 39 | 31 | 35 | 30 | 38 | 18 | 43 | 329 | 54 | 186 | 197 | 261 | 123 |
| | 15% | 12% | 13% | 18% | 17% | 16% | 13% | 18% | 17% | 15% | 15% | 16% | 13% | 18% | 17% | 12% |
| | | | | | | | | | | | | | | l | o | |
| | | 10% | 12% | 10% | 8% | 9% | 8% | 10% | 5% | 11% | 86% | 14% | 49% | 51% | 68% | 32% |

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SF. AGE OF RESPONDENT

Base : All respondents

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | Total | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| 65 - 74 | 251 | 23 | 43 | 21 | 17 | 21 | 22 | 21 | 9 | 31 | 213 | 38 | 26 | 224 | 182 | 68 |
| | 10% | 7% | 12% | 10% | 10% | 9% | 9% | 10% | 9% | 11% | 10% | 11% | 2% | 20% | 12% | 7% |
| | | 9% | 17% | 8% | 7% | 8% | 9% | 8% | 4% | 12% | 85% | 15% | 10% | 89% | 73% | 27% |
| 75+ | 198 | 14 | 38 | 17 | 15 | 21 | 14 | 16 | 9 | 22 | 167 | 31 | 3 | 195 | 144 | 54 |
| | 8% | 4% | 11% | 8% | 9% | 9% | 6% | 7% | 8% | 8% | 8% | 9% | *% | 18% | 9% | 5% |
| | | | a | | | a | | | | | | | | l | o | |
| | | 7% | 19% | 8% | 8% | 10% | 7% | 8% | 4% | 11% | 84% | 16% | 2% | 98% | 73% | 27% |

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

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Table 8

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

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|------|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| A | 67 | 28 | 38 | 8 | 12 | 28 | 18 | - | 5 | 4 | 21 | 67 | - | - | - | 59 | 1 | 4 | 2 |
| | 3% | 2% | 3% | 2% | 3% | 3% | 2% | -% | 2% | 1% | 5% | 10% | -% | -% | -% | 3% | *% | 3% | 3% |
| | | 42% | 58% | 13% | 19% | 41% | 27% | -% | g | g | ghi | lmn | 100% | -% | -% | p | p | p | 3% |
| | | | | | | | | | 7% | 6% | 32% | 100% | -% | -% | -% | 89% | 1% | 6% | |
| B | 570 | 297 | 273 | 53 | 107 | 222 | 189 | 33 | 31 | 50 | 221 | 570 | - | - | - | 492 | 46 | 22 | 10 |
| | 22% | 24% | 21% | 14% | 24% | 25% | 23% | 7% | 11% | 18% | 47% | 90% | -% | -% | -% | 23% | 21% | 18% | 15% |
| | | b | c | c | c | c | c | | | gh | ghi | lmn | | | | qr | r | | |
| | | 52% | 48% | 9% | 19% | 39% | 33% | 6% | 5% | 9% | 39% | 100% | -% | -% | -% | 86% | 8% | 4% | 2% |
| C1 | 752 | 338 | 414 | 140 | 138 | 267 | 207 | 84 | 73 | 100 | 149 | - | 752 | - | - | 637 | 61 | 34 | 20 |
| | 30% | 28% | 31% | 37% | 31% | 30% | 25% | 18% | 26% | 36% | 32% | -% | 100% | -% | -% | 30% | 28% | 27% | 29% |
| | | | | ef | f | f | | | g | gh | g | | kmn | | | | | | |
| | | 45% | 55% | 19% | 18% | 36% | 28% | 11% | 10% | 13% | 20% | -% | 100% | -% | -% | 85% | 8% | 4% | 3% |
| C2 | 465 | 248 | 217 | 74 | 80 | 162 | 149 | 63 | 71 | 61 | 62 | - | - | 465 | - | 382 | 44 | 23 | 16 |
| | 18% | 20% | 16% | 20% | 18% | 18% | 18% | 14% | 26% | 22% | 13% | -% | -% | 100% | -% | 18% | 20% | 18% | 23% |
| | | b | | | | | | | gj | gj | | | | klm | | | | | |
| | | 53% | 47% | 16% | 17% | 35% | 32% | 14% | 15% | 13% | 13% | -% | -% | 100% | -% | 82% | 10% | 5% | 3% |
| D | 344 | 158 | 186 | 58 | 59 | 115 | 112 | 75 | 58 | 56 | 16 | - | - | - | 344 | 276 | 33 | 26 | 9 |
| | 14% | 13% | 14% | 15% | 13% | 13% | 13% | 17% | 21% | 20% | 3% | -% | -% | -% | 51% | 13% | 15% | 21% | 12% |
| | | 46% | 54% | 17% | 17% | 33% | 33% | 22% | j | j | j | -% | -% | -% | klm | | | or | |
| | | | | | | | | | 17% | 16% | 5% | -% | -% | -% | 100% | 80% | 10% | 8% | 2% |
| E | 336 | 144 | 192 | 47 | 51 | 86 | 152 | 198 | 39 | 6 | 1 | - | - | - | 336 | 272 | 35 | 17 | 12 |
| | 13% | 12% | 14% | 12% | 11% | 10% | 18% | 44% | 14% | 2% | *% | -% | -% | -% | 49% | 13% | 16% | 13% | 18% |
| | | | | | | cde | | hij | ij | j | | | | | klm | | | | |
| | | 43% | 57% | 14% | 15% | 25% | 45% | 59% | 12% | 2% | *% | -% | -% | -% | 100% | 81% | 10% | 5% | 4% |
| Refused | 4 | 3 | 2 | - | - | - | 4 | 1 | 1 | - | - | - | - | - | - | 4 | 1 | - | - |
| | *% | *% | *% | -% | -% | -% | 1% | *% | *% | -% | -% | -% | -% | -% | -% | *% | *% | -% | -% |
| | | | | | | e | | | | | | | | | | | | | |
| | | 62% | 38% | -% | -% | -% | 100% | 28% | 25% | -% | -% | -% | -% | -% | -% | 83% | 17% | -% | -% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 8

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

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

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| A | 67 | 14 | 8 | 13 | 1 | - | 2 | 15 | 2 | 5 | 59 | 8 | 43 | 23 | 52 | 15 |
| | 3% | 4% | 2% | 6% | 1% | 0% | 1% | 7% | 2% | 2% | 3% | 2% | 3% | 2% | 3% | 1% |
| | | def | e | defhi | | | | bdefhi | e | e | | | | | o | |
| | | 21% | 12% | 19% | 1% | 0% | 4% | 22% | 3% | 8% | 88% | 12% | 65% | 35% | 78% | 22% |
| B | 570 | 62 | 112 | 54 | 34 | 42 | 72 | 40 | 18 | 59 | 469 | 102 | 366 | 205 | 420 | 151 |
| | 22% | 19% | 32% | 25% | 19% | 19% | 30% | 19% | 17% | 21% | 21% | 30% | 26% | 18% | 27% | 15% |
| | | | adeghi | h | | | adeghi | | | | | j | m | | o | |
| | | 11% | 20% | 10% | 6% | 7% | 13% | 7% | 3% | 10% | 82% | 18% | 64% | 36% | 74% | 26% |
| C1 | 752 | 109 | 99 | 66 | 47 | 74 | 67 | 54 | 35 | 85 | 653 | 99 | 496 | 256 | 455 | 298 |
| | 30% | 34% | 29% | 30% | 27% | 34% | 28% | 26% | 33% | 30% | 30% | 29% | 35% | 23% | 29% | 30% |
| | | | | | | | | | | | | | m | | | |
| | | 15% | 13% | 9% | 6% | 10% | 9% | 7% | 5% | 11% | 87% | 13% | 66% | 34% | 60% | 40% |
| C2 | 465 | 64 | 59 | 39 | 32 | 43 | 46 | 39 | 20 | 41 | 400 | 65 | 299 | 165 | 280 | 185 |
| | 18% | 20% | 17% | 18% | 18% | 20% | 19% | 19% | 19% | 14% | 18% | 19% | 21% | 15% | 18% | 19% |
| | | | | | | | | | | | | | m | | | |
| | | 14% | 13% | 8% | 7% | 9% | 10% | 8% | 4% | 9% | 86% | 14% | 64% | 36% | 60% | 40% |
| D | 344 | 43 | 27 | 38 | 34 | 22 | 29 | 31 | 14 | 39 | 311 | 33 | 215 | 129 | 186 | 158 |
| | 14% | 13% | 8% | 17% | 19% | 10% | 12% | 15% | 13% | 14% | 14% | 10% | 15% | 12% | 12% | 16% |
| | | b | | be | bef | | | b | | b | k | | m | | n | |
| | | 13% | 8% | 11% | 10% | 6% | 9% | 9% | 4% | 11% | 90% | 10% | 62% | 38% | 54% | 46% |
| E | 336 | 26 | 42 | 10 | 30 | 39 | 21 | 30 | 17 | 56 | 302 | 34 | 7 | 329 | 157 | 179 |
| | 13% | 8% | 12% | 5% | 17% | 18% | 9% | 14% | 16% | 20% | 14% | 10% | 1% | 30% | 10% | 18% |
| | | | c | | acf | acf | | ac | acf | abcf | k | | l | | n | |
| | | 8% | 13% | 3% | 9% | 12% | 6% | 9% | 5% | 17% | 90% | 10% | 2% | 98% | 47% | 53% |
| Refused | 4 | 3 | - | - | - | - | - | 1 | - | - | 4 | * | - | 4 | 3 | 2 |
| | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 1% | 1% | 1% |
| | | | | | | | | | | | | | | l | | |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | 69% | 0% | 0% | 0% | 0% | 0% | 14% | 0% | 0% | 96% | 4% | 0% | 87% | 62% | 38% |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 9

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QZ6 (SG). WORKING STATUS

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Working full time (30hrs/wk+) | 1022 | 627 | 394 | 138 | 243 | 512 | 129 | 51 | 100 | 141 | 293 | 313 | 363 | 206 | 140 | 867 | 82 | 49 | 24 |
| | 40% | 52% | 30% | 36% | 54% | 58% | 16% | 11% | 36% | 51% | 62% | 49% | 48% | 44% | 21% | 41% | 37% | 39% | 35% |
| | | b | | f | cf | cf | | | g | gh | ghi | n | n | n | | r | | | |
| | | 61% | 39% | 14% | 24% | 50% | 13% | 5% | 10% | 14% | 29% | 31% | 35% | 20% | 14% | 85% | 8% | 5% | 2% |
| Working part time (8-29 hrs/wk) | 405 | 99 | 306 | 61 | 90 | 168 | 86 | 62 | 50 | 49 | 93 | 96 | 133 | 93 | 83 | 343 | 31 | 20 | 11 |
| | 16% | 8% | 23% | 16% | 20% | 19% | 10% | 14% | 18% | 18% | 20% | 15% | 18% | 20% | 12% | 16% | 14% | 16% | 16% |
| | | | a | f | f | f | | | | | g | | n | kn | | | | | |
| | | 24% | 76% | 15% | 22% | 42% | 21% | 15% | 12% | 12% | 23% | 24% | 33% | 23% | 20% | 85% | 8% | 5% | 3% |
| Not working (i.e. under 8hrs/wk) - retired | 530 | 260 | 270 | - | 2 | 11 | 518 | 139 | 79 | 49 | 41 | 138 | 132 | 91 | 165 | 434 | 55 | 28 | 14 |
| | 21% | 21% | 20% | -% | *% | 1% | 62% | 31% | 28% | 18% | 9% | 22% | 18% | 20% | 24% | 20% | 25% | 22% | 19% |
| | | | | | | c | cde | ij | ij | j | | | | | lm | | | | |
| | | 49% | 51% | -% | *% | 2% | 98% | 26% | 15% | 9% | 8% | 26% | 25% | 17% | 31% | 82% | 10% | 5% | 3% |
| Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work) | 168 | 106 | 62 | 39 | 48 | 62 | 19 | 90 | 21 | 6 | 4 | 7 | 14 | 13 | 134 | 128 | 21 | 12 | 7 |
| | 7% | 9% | 5% | 10% | 11% | 7% | 2% | 20% | 8% | 2% | 1% | 1% | 2% | 3% | 20% | 6% | 10% | 9% | 10% |
| | | b | | f | ef | f | | hij | ij | | | | | k | klm | | o | o | o |
| | | 63% | 37% | 23% | 28% | 37% | 11% | 53% | 12% | 3% | 2% | 4% | 8% | 8% | 80% | 76% | 13% | 7% | 4% |
| Not working (i.e. under 8hrs/wk) - student | 144 | 70 | 74 | 123 | 14 | 4 | 3 | 31 | 5 | 4 | 13 | 33 | 69 | 18 | 25 | 119 | 14 | 5 | 6 |
| | 6% | 6% | 6% | 32% | 3% | *% | *% | 7% | 2% | 1% | 3% | 5% | 9% | 4% | 4% | 6% | 6% | 4% | 9% |
| | | | def | ef | | | | hij | | | | | kmn | | | | | | oq |
| | | 49% | 51% | 85% | 10% | 3% | 2% | 22% | 3% | 3% | 9% | 23% | 48% | 12% | 17% | 83% | 10% | 3% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QZ6 (SG). WORKING STATUS

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other | 268 | 54 | 214 | 20 | 50 | 122 | 77 | 79 | 23 | 27 | 25 | 50 | 41 | 43 | 134 | 232 | 18 | 12 | 7 |
| | 11% | 4% | 16% | 5% | 11% | 14% | 9% | 17% | 8% | 10% | 5% | 8% | 5% | 9% | 20% | 11% | 8% | 9% | 10% |
| | | a | a | c | c | cf | c | hij | j | j | j | l | l | l | klm | o | p | q | r |
| | | 20% | 80% | 8% | 19% | 45% | 28% | 30% | 9% | 10% | 9% | 19% | 15% | 16% | 50% | 86% | 7% | 4% | 3% |
| Don't know | 2 | * | 1 | - | 1 | - | 1 | 1 | - | - | - | - | - | 1 | * | 1 | 1 | - | * |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| | | 7% | 93% | 0% | 43% | 0% | 57% | 53% | 0% | 0% | 0% | 0% | 0% | 50% | 10% | 43% | 40% | 0% | 17% |

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

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QZ6 (SG). WORKING STATUS

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Working full time (30hrs/wk+) | 1022 | 159 | 137 | 85 | 64 | 92 | 107 | 74 | 39 | 108 | 883 | 139 | 1022 | - | 610 | 412 |
| | 40% | 50% | 40% | 39% | 36% | 42% | 45% | 36% | 36% | 38% | 40% | 41% | 72% | -% | 39% | 42% |
| | | bcdghi | | | | | dg | | | | | | m | | | |
| | | 16% | 13% | 8% | 6% | 9% | 10% | 7% | 4% | 11% | 86% | 14% | 100% | -% | 60% | 40% |
| Working part time (8-29 hrs/wk) | 405 | 56 | 57 | 47 | 28 | 31 | 36 | 31 | 19 | 38 | 354 | 51 | 405 | - | 241 | 164 |
| | 16% | 18% | 17% | 22% | 16% | 14% | 15% | 15% | 18% | 13% | 16% | 15% | 28% | -% | 16% | 17% |
| | | | | ei | | | | | | | | | m | | | |
| | | 14% | 14% | 12% | 7% | 8% | 9% | 8% | 5% | 9% | 88% | 12% | 100% | -% | 59% | 41% |
| Not working (i.e. under 8hrs/wk) - retired | 530 | 42 | 88 | 47 | 38 | 44 | 45 | 49 | 24 | 56 | 446 | 85 | - | 530 | 388 | 143 |
| | 21% | 13% | 26% | 21% | 22% | 20% | 19% | 23% | 23% | 20% | 20% | 25% | -% | 48% | 25% | 14% |
| | | | a | a | a | a | | a | a | | | j | | l | o | |
| | | 8% | 17% | 9% | 7% | 8% | 8% | 9% | 5% | 11% | 84% | 16% | -% | 100% | 73% | 27% |
| Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work) | 168 | 13 | 12 | 9 | 19 | 13 | 9 | 15 | 8 | 30 | 155 | 13 | - | 168 | 79 | 89 |
| | 7% | 4% | 3% | 4% | 11% | 6% | 4% | 7% | 8% | 11% | 7% | 4% | -% | 15% | 5% | 9% |
| | | | | | abcef | | | | b | abcf | k | | | l | | n |
| | | 8% | 7% | 5% | 11% | 7% | 5% | 9% | 5% | 18% | 92% | 8% | -% | 100% | 47% | 53% |

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

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QZ6 (SG). WORKING STATUS

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Not working (i.e. under 8hrs/wk) - student | 144 | 24 | 12 | 11 | 7 | 11 | 15 | 13 | 7 | 20 | 131 | 13 | - | 144 | 80 | 64 |
| | 6% | 7% | 3% | 5% | 4% | 5% | 6% | 6% | 7% | 7% | 6% | 4% | -% | 13% | 5% | 6% |
| | | 17% | 8% | 7% | 5% | 8% | 10% | 9% | 5% | 14% | 91% | 9% | -% | 100% | 56% | 44% |
| Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other | 268 | 27 | 39 | 21 | 21 | 30 | 26 | 26 | 10 | 31 | 228 | 40 | - | 268 | 154 | 114 |
| | 11% | 8% | 11% | 9% | 12% | 13% | 11% | 13% | 9% | 11% | 10% | 12% | -% | 24% | 10% | 12% |
| | | 10% | 15% | 8% | 8% | 11% | 10% | 10% | 4% | 12% | 85% | 15% | -% | 100% | 57% | 43% |
| Don't know | 2 | - | - | - | - | - | 1 | - | - | - | 1 | * | - | - | * | 1 |
| | *% | -% | -% | -% | -% | -% | *% | -% | -% | -% | *% | *% | -% | -% | *% | *% |
| | | -% | -% | -% | -% | -% | 43% | -% | -% | -% | 93% | 7% | -% | -% | 7% | 93% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 10

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QZ12 (SH). HOUSEHOLD STATUS

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Being bought on mortgage | 762 | 359 | 402 | 87 | 157 | 410 | 108 | 31 | 38 | 75 | 287 | 282 | 252 | 146 | 82 | 642 | 63 | 31 | 25 |
| | 30% | 30% | 30% | 23% | 35% | 47% | 13% | 7% | 14% | 27% | 61% | 44% | 34% | 31% | 12% | 30% | 28% | 25% | 36% |
| | | | | f | cf | cdf | | | g | gh | ghi | lmn | n | n | | | | opq | |
| | | 47% | 53% | 11% | 21% | 54% | 14% | 4% | 5% | 10% | 38% | 37% | 33% | 19% | 11% | 84% | 8% | 4% | 3% |
| Rented from Local Authority/ Housing Association/ Trust | 656 | 283 | 373 | 113 | 132 | 217 | 194 | 247 | 103 | 72 | 18 | 37 | 145 | 135 | 339 | 528 | 73 | 39 | 16 |
| | 26% | 23% | 28% | 30% | 29% | 25% | 23% | 54% | 37% | 26% | 4% | 6% | 19% | 29% | 50% | 25% | 33% | 31% | 22% |
| | | | a | f | f | | | hij | ij | j | | | k | kl | klm | | or | or | |
| | | 43% | 57% | 17% | 20% | 33% | 30% | 38% | 16% | 11% | 3% | 6% | 22% | 21% | 52% | 81% | 11% | 6% | 2% |
| Owned outright by household | 634 | 312 | 322 | 46 | 16 | 102 | 469 | 77 | 71 | 73 | 101 | 216 | 178 | 105 | 131 | 535 | 48 | 35 | 16 |
| | 25% | 26% | 24% | 12% | 4% | 12% | 56% | 17% | 26% | 26% | 21% | 34% | 24% | 22% | 19% | 25% | 22% | 28% | 22% |
| | | | | d | | d | cde | | g | g | | lmn | n | | | | | p | |
| | | 49% | 51% | 7% | 3% | 16% | 74% | 12% | 11% | 11% | 16% | 34% | 28% | 16% | 21% | 84% | 8% | 6% | 2% |
| Rented from Private Landlord | 416 | 223 | 193 | 104 | 134 | 137 | 42 | 92 | 61 | 53 | 58 | 82 | 157 | 66 | 111 | 351 | 36 | 17 | 13 |
| | 16% | 18% | 15% | 27% | 30% | 16% | 5% | 20% | 22% | 19% | 12% | 13% | 21% | 14% | 16% | 17% | 16% | 13% | 18% |
| | | b | | ef | ef | f | | j | j | j | | | kmn | | | | | | |
| | | 54% | 46% | 25% | 32% | 33% | 10% | 22% | 15% | 13% | 14% | 20% | 38% | 16% | 27% | 84% | 9% | 4% | 3% |
| Other | 41 | 22 | 18 | 9 | 5 | 13 | 13 | 7 | 3 | 3 | 4 | 12 | 9 | 6 | 12 | 37 | 1 | 2 | - |
| | 2% | 2% | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 2% | -% |
| | | | | | | | | | | | | | | | | r | | r | |
| | | 55% | 45% | 23% | 13% | 32% | 32% | 18% | 8% | 8% | 9% | 31% | 23% | 15% | 30% | 91% | 4% | 6% | -% |
| Don't know | 31 | 18 | 13 | 21 | 3 | * | 7 | - | 1 | - | 2 | 7 | 11 | 8 | 5 | 28 | 1 | * | 1 |
| | 1% | 1% | 1% | 5% | 1% | % | 1% | -% | % | -% | % | 1% | 1% | 2% | 1% | 1% | 1% | % | 1% |
| | | | | def | e | | e | | | | | | | | | | | | |
| | | 58% | 42% | 67% | 10% | 1% | 22% | -% | 4% | -% | 7% | 23% | 34% | 24% | 18% | 92% | 4% | 1% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.
Table 10

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QZ12 (SH). HOUSEHOLD STATUS

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Being bought on mortgage | 762 | 85 | 128 | 78 | 41 | 55 | 82 | 74 | 37 | 61 | 640 | 122 | 624 | 138 | 542 | 220 |
| | 30% | 26% | 37% | 36% | 23% | 25% | 35% | 35% | 35% | 21% | 29% | 36% | 44% | 12% | 35% | 22% |
| | | | adei | adei | | | dei | adei | adei | | | j | m | | o | |
| | | 11% | 17% | 10% | 5% | 7% | 11% | 10% | 5% | 8% | 84% | 16% | 82% | 18% | 71% | 29% |
| Rented from Local Authority/ Housing Association/ Trust | 656 | 91 | 75 | 35 | 64 | 56 | 56 | 44 | 24 | 84 | 574 | 82 | 278 | 378 | 291 | 365 |
| | 26% | 28% | 22% | 16% | 36% | 25% | 23% | 21% | 22% | 30% | 26% | 24% | 19% | 34% | 19% | 37% |
| | | c | | | bcefg | c | c | | | cg | | | | l | | n |
| | | 14% | 11% | 5% | 10% | 9% | 8% | 7% | 4% | 13% | 87% | 13% | 42% | 58% | 44% | 56% |
| Owned outright by household | 634 | 41 | 95 | 75 | 50 | 65 | 61 | 59 | 26 | 64 | 526 | 108 | 215 | 418 | 483 | 151 |
| | 25% | 13% | 28% | 34% | 28% | 29% | 25% | 28% | 25% | 22% | 24% | 32% | 15% | 38% | 31% | 15% |
| | | | a | afhi | a | a | a | a | a | a | | j | | l | o | |
| | | 6% | 15% | 12% | 8% | 10% | 10% | 9% | 4% | 10% | 83% | 17% | 34% | 66% | 76% | 24% |
| Rented from Private Landlord | 416 | 93 | 32 | 26 | 19 | 40 | 31 | 27 | 16 | 66 | 397 | 19 | 277 | 139 | 191 | 225 |
| | 16% | 29% | 9% | 12% | 11% | 18% | 13% | 13% | 15% | 23% | 18% | 6% | 19% | 13% | 12% | 23% |
| | | bcdfe | | | | bd | | | | bcdfe | k | | m | | n | |
| | | 22% | 8% | 6% | 5% | 10% | 8% | 6% | 4% | 16% | 95% | 5% | 66% | 34% | 46% | 54% |
| Other | 41 | 6 | 7 | 5 | 4 | 2 | 5 | 1 | 1 | 6 | 33 | 8 | 20 | 20 | 24 | 17 |
| | 2% | 2% | 2% | 2% | 2% | 1% | 2% | *% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 2% |
| | | 16% | 17% | 13% | 9% | 4% | 13% | 2% | 3% | 15% | 81% | 19% | 50% | 48% | 58% | 42% |
| Don't know | 31 | 6 | 8 | 1 | - | 3 | 3 | 3 | 2 | 3 | 29 | 2 | 13 | 18 | 22 | 9 |
| | 1% | 2% | 2% | *% | -% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% |
| | | d | d | | | | d | d | d | | | | | | | |
| | | 19% | 24% | 2% | -% | 9% | 9% | 11% | 7% | 10% | 94% | 6% | 43% | 57% | 71% | 29% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 11

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

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|------|------|-------------|--------------|-------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| 1 | 477 | 228 | 250 | 24 | 47 | 101 | 306 | 185 | 70 | 41 | 20 | 76 | 128 | 75 | 195 | 383 | 56 | 25 | 15 |
| | 19% | 19% | 19% | 6% | 10% | 12% | 37% | 41% | 25% | 15% | 4% | 12% | 17% | 16% | 29% | 18% | 25% | 20% | 21% |
| | | 48% | 52% | 5% | 10% | 21% | cde | hij | ij | j | 4% | 16% | k | k | klm | o | 12% | 5% | 3% |
| 2 | 830 | 426 | 404 | 80 | 129 | 211 | 409 | 131 | 82 | 107 | 172 | 245 | 247 | 148 | 189 | 683 | 87 | 40 | 20 |
| | 33% | 35% | 31% | 21% | 29% | 24% | 49% | 29% | 30% | 39% | 37% | 38% | 33% | 32% | 28% | 32% | 39% | 32% | 28% |
| | | b | | c | | | cde | | | gh | g | lmn | n | | | or | | | |
| | | 51% | 49% | 10% | 16% | 25% | 49% | 16% | 10% | 13% | 21% | 29% | 30% | 18% | 23% | 82% | 10% | 5% | 2% |
| 3 | 486 | 213 | 273 | 110 | 119 | 189 | 67 | 78 | 43 | 46 | 109 | 118 | 149 | 89 | 130 | 410 | 36 | 27 | 13 |
| | 19% | 17% | 21% | 29% | 27% | 22% | 8% | 17% | 16% | 17% | 23% | 19% | 20% | 19% | 19% | 19% | 16% | 22% | 18% |
| | | 44% | 56% | ef | f | f | | | | | ghi | | | | | | | | |
| | | | | 23% | 24% | 39% | 14% | 16% | 9% | 9% | 22% | 24% | 31% | 18% | 27% | 84% | 7% | 6% | 3% |
| 4 | 499 | 238 | 261 | 97 | 97 | 264 | 40 | 39 | 56 | 47 | 136 | 147 | 158 | 97 | 96 | 430 | 32 | 23 | 14 |
| | 20% | 20% | 20% | 25% | 22% | 30% | 5% | 9% | 20% | 17% | 29% | 23% | 21% | 21% | 14% | 20% | 15% | 18% | 19% |
| | | 48% | 52% | f | f | df | | | g | g | ghi | n | n | n | | p | | | |
| | | | | 19% | 19% | 53% | 8% | 8% | 11% | 10% | 27% | 29% | 32% | 20% | 19% | 86% | 6% | 5% | 3% |
| 5+ | 247 | 114 | 133 | 70 | 55 | 112 | 10 | 20 | 26 | 35 | 34 | 51 | 70 | 56 | 70 | 217 | 10 | 10 | 9 |
| | 10% | 9% | 10% | 18% | 12% | 13% | 1% | 4% | 9% | 13% | 7% | 8% | 9% | 12% | 10% | 10% | 5% | 8% | 13% |
| | | 46% | 54% | def | f | f | | | g | gj | | | | k | | p | | | pq |
| | | | | 28% | 22% | 45% | 4% | 8% | 11% | 14% | 14% | 21% | 28% | 22% | 28% | 88% | 4% | 4% | 4% |
| Mean number of people | 2.7 | 2.7 | 2.8 | 3.4 | 3.0 | 3.1 | 1.8 | 2.1 | 2.7 | 2.8 | 3.0 | 2.8 | 2.8 | 2.9 | 2.6 | 2.8 | 2.4 | 2.7 | 2.8 |
| | | | | def | f | f | | | g | g | ghi | n | n | n | | p | | p | p |
| Standard deviation | 1.39 | 1.39 | 1.39 | 1.43 | 1.36 | 1.38 | .87 | 1.22 | 1.51 | 1.40 | 1.13 | 1.23 | 1.33 | 1.45 | 1.53 | 1.41 | 1.17 | 1.36 | 1.43 |
| Standard error | .02 | .03 | .03 | .06 | .06 | .04 | .02 | .05 | .07 | .07 | .05 | .04 | .04 | .05 | .05 | .03 | .05 | .06 | .06 |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| 1 | 477 | 38 | 72 | 35 | 34 | 48 | 34 | 35 | 21 | 64 | 422 | 56 | 157 | 320 | 299 | 179 |
| | 19% | 12% | 21% | 16% | 19% | 22% | 14% | 17% | 19% | 23% | 19% | 16% | 11% | 29% | 19% | 18% |
| | | | a | | a | af | | | a | af | | | | l | | |
| | | 8% | 15% | 7% | 7% | 10% | 7% | 7% | 4% | 13% | 88% | 12% | 33% | 67% | 63% | 37% |
| 2 | 830 | 70 | 108 | 81 | 61 | 69 | 85 | 75 | 34 | 101 | 696 | 134 | 429 | 400 | 541 | 288 |
| | 33% | 22% | 31% | 37% | 34% | 31% | 36% | 36% | 32% | 36% | 32% | 39% | 30% | 36% | 35% | 29% |
| | | | a | a | a | a | a | a | a | a | | j | | l | o | |
| | | 8% | 13% | 10% | 7% | 8% | 10% | 9% | 4% | 12% | 84% | 16% | 52% | 48% | 65% | 35% |
| 3 | 486 | 69 | 58 | 41 | 38 | 36 | 63 | 41 | 21 | 44 | 418 | 68 | 341 | 144 | 278 | 208 |
| | 19% | 22% | 17% | 19% | 21% | 16% | 26% | 20% | 19% | 15% | 19% | 20% | 24% | 13% | 18% | 21% |
| | | | | | | | bcei | | | | | | m | | | |
| | | 14% | 12% | 8% | 8% | 7% | 13% | 8% | 4% | 9% | 86% | 14% | 70% | 30% | 57% | 43% |
| 4 | 499 | 97 | 76 | 44 | 29 | 35 | 35 | 44 | 23 | 45 | 437 | 62 | 364 | 134 | 301 | 198 |
| | 20% | 30% | 22% | 20% | 16% | 16% | 15% | 21% | 22% | 16% | 20% | 18% | 26% | 12% | 19% | 20% |
| | | bcdefghi | f | | | | | | | | | | m | | | |
| | | 19% | 15% | 9% | 6% | 7% | 7% | 9% | 5% | 9% | 88% | 12% | 73% | 27% | 60% | 40% |
| 5+ | 247 | 47 | 32 | 18 | 16 | 32 | 21 | 14 | 8 | 30 | 226 | 21 | 135 | 112 | 133 | 114 |
| | 10% | 15% | 9% | 8% | 9% | 14% | 9% | 7% | 8% | 11% | 10% | 6% | 9% | 10% | 9% | 12% |
| | | cd fgh | | | | cgh | | | | | k | | | | | n |
| | | 19% | 13% | 7% | 6% | 13% | 9% | 6% | 3% | 12% | 92% | 8% | 55% | 45% | 54% | 46% |
| Mean number of people | 2.7 | 3.2 | 2.7 | 2.7 | 2.7 | 2.8 | 2.7 | 2.7 | 2.7 | 2.6 | 2.8 | 2.6 | 3.0 | 2.4 | 2.7 | 2.8 |
| | | bcdefghi | | | | | | | | | k | | m | | | n |
| Standard deviation | 1.39 | 1.39 | 1.43 | 1.29 | 1.33 | 1.62 | 1.30 | 1.31 | 1.34 | 1.45 | 1.41 | 1.22 | 1.29 | 1.46 | 1.35 | 1.44 |
| Standard error | .02 | .09 | .09 | .08 | .08 | .10 | .08 | .08 | .08 | .09 | .03 | .04 | .03 | .03 | .03 | .04 |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

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SI (SK). Household size

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Small (1-2 people) | 1307 | 654 | 654 | 103 | 176 | 312 | 715 | 317 | 152 | 148 | 192 | 321 | 375 | 223 | 384 | 1065 | 143 | 65 | 34 |
| | 51% | 54% | 49% | 27% | 39% | 36% | 86% | 70% | 55% | 54% | 41% | 50% | 50% | 48% | 56% | 50% | 65% | 52% | 49% |
| | | b | | | c | c | cde | hij | j | j | | | | | klm | | oqr | | |
| | | 50% | 50% | 8% | 13% | 24% | 55% | 24% | 12% | 11% | 15% | 25% | 29% | 17% | 29% | 81% | 11% | 5% | 3% |
| Medium (3-4 people) | 985 | 450 | 535 | 207 | 216 | 454 | 107 | 117 | 99 | 93 | 244 | 265 | 307 | 186 | 226 | 840 | 68 | 50 | 26 |
| | 39% | 37% | 40% | 54% | 48% | 52% | 13% | 26% | 36% | 34% | 52% | 42% | 41% | 40% | 33% | 40% | 31% | 40% | 38% |
| | | | | f | f | f | | | g | g | ghi | n | n | n | | p | | p | p |
| | | 46% | 54% | 21% | 22% | 46% | 11% | 12% | 10% | 9% | 25% | 27% | 31% | 19% | 23% | 85% | 7% | 5% | 3% |
| Large (5+ people) | 247 | 114 | 133 | 70 | 55 | 112 | 10 | 20 | 26 | 35 | 34 | 51 | 70 | 56 | 70 | 217 | 10 | 10 | 9 |
| | 10% | 9% | 10% | 18% | 12% | 13% | 1% | 4% | 9% | 13% | 7% | 8% | 9% | 12% | 10% | 10% | 5% | 8% | 13% |
| | | | | def | f | f | | | g | gj | | | | k | | p | | | pq |
| | | 46% | 54% | 28% | 22% | 45% | 4% | 8% | 11% | 14% | 14% | 21% | 28% | 22% | 28% | 88% | 4% | 4% | 4% |

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

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SI (SK). Household size

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Small (1-2 people) | 1307 | 108 | 180 | 116 | 95 | 117 | 119 | 110 | 55 | 166 | 1117 | 190 | 586 | 720 | 840 | 467 |
| | 51% | 34% | 52% | 53% | 54% | 53% | 50% | 53% | 51% | 58% | 51% | 56% | 41% | 65% | 54% | 47% |
| | | a | a | a | a | a | a | a | a | a | | | | l | o | |
| | | 8% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 13% | 85% | 15% | 45% | 55% | 64% | 36% |
| Medium (3-4 people) | 985 | 167 | 134 | 86 | 67 | 71 | 98 | 85 | 44 | 88 | 855 | 130 | 705 | 279 | 579 | 406 |
| | 39% | 52% | 39% | 39% | 38% | 32% | 41% | 41% | 41% | 31% | 39% | 38% | 49% | 25% | 37% | 41% |
| | | bcdefghi | | | | | i | i | i | | | | m | | | |
| | | 17% | 14% | 9% | 7% | 7% | 10% | 9% | 4% | 9% | 87% | 13% | 72% | 28% | 59% | 41% |
| Large (5+ people) | 247 | 47 | 32 | 18 | 16 | 32 | 21 | 14 | 8 | 30 | 226 | 21 | 135 | 112 | 133 | 114 |
| | 10% | 15% | 9% | 8% | 9% | 14% | 9% | 7% | 8% | 11% | 10% | 6% | 9% | 10% | 9% | 12% |
| | | cd fgh | | | | cgh | | | | | k | | | | | n |
| | | 19% | 13% | 7% | 6% | 13% | 9% | 6% | 3% | 12% | 92% | 8% | 55% | 45% | 54% | 46% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 13

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

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

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|----------------|----------------|-------|--------------|------|------|------|----------|-----------|-------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| None | 1600 | 849 | 751 | 206 | 199 | 398 | 796 | 324 | 168 | 173 | 256 | 395 | 489 | 281 | 430 | 1319 | 159 | 76 | 45 |
| | 63% | 70% | 57% | 54% | 44% | 45% | 96% | 71% | 60% | 63% | 54% | 62% | 65% | 60% | 63% | 62% | 72% | 61% | 64% |
| | | b | | de | | | cde | hij | | j | | | | | | | oqr | | |
| | | 53% | 47% | 13% | 12% | 25% | 50% | 20% | 10% | 11% | 16% | 25% | 31% | 18% | 27% | 82% | 10% | 5% | 3% |
| 1 | 392 | 155 | 236 | 96 | 101 | 170 | 26 | 61 | 28 | 35 | 93 | 102 | 104 | 86 | 100 | 327 | 32 | 23 | 10 |
| | 15% | 13% | 18% | 25% | 23% | 19% | 3% | 13% | 10% | 13% | 20% | 16% | 14% | 18% | 15% | 15% | 14% | 18% | 14% |
| | | | a | ef | f | f | | | | | ghi | | | l | | | | | |
| | | 40% | 60% | 24% | 26% | 43% | 7% | 16% | 7% | 9% | 24% | 26% | 27% | 22% | 26% | 84% | 8% | 6% | 3% |
| 2 | 389 | 154 | 235 | 50 | 101 | 229 | 9 | 52 | 56 | 42 | 101 | 118 | 115 | 68 | 88 | 338 | 23 | 18 | 9 |
| | 15% | 13% | 18% | 13% | 23% | 26% | 1% | 11% | 20% | 15% | 22% | 18% | 15% | 15% | 13% | 16% | 11% | 14% | 13% |
| | | | a | f | cf | cf | | | | | gi | | | n | | p | | | |
| | | 40% | 60% | 13% | 26% | 59% | 2% | 13% | 14% | 11% | 26% | 30% | 30% | 17% | 23% | 87% | 6% | 5% | 2% |
| 3 | 104 | 40 | 65 | 18 | 27 | 58 | 1 | 13 | 11 | 22 | 11 | 15 | 31 | 22 | 36 | 90 | 4 | 6 | 4 |
| | 4% | 3% | 5% | 5% | 6% | 7% | *% | 3% | 4% | 8% | 2% | 2% | 4% | 5% | 5% | 4% | 2% | 5% | 6% |
| | | | a | f | f | f | | | | ghj | | | | k | k | p | | p | p |
| | | 38% | 62% | 17% | 26% | 55% | 1% | 12% | 10% | 21% | 11% | 15% | 29% | 21% | 35% | 86% | 4% | 6% | 4% |
| 4 | 41 | 14 | 27 | 7 | 16 | 18 | - | 3 | 11 | 3 | 9 | 7 | 10 | 7 | 17 | 35 | 3 | 2 | 1 |
| | 2% | 1% | 2% | 2% | 4% | 2% | -% | 1% | 4% | 1% | 2% | 1% | 1% | 1% | 3% | 2% | 1% | 2% | 1% |
| | | | | f | f | f | | | gi | | | | | | | | | | |
| | | 34% | 66% | 17% | 40% | 43% | -% | 8% | 27% | 7% | 21% | 17% | 25% | 16% | 42% | 85% | 7% | 5% | 2% |
| 5+ | 13 | 6 | 8 | 4 | 3 | 7 | - | 1 | 4 | 2 | - | * | 3 | 2 | 8 | 12 | - | 1 | * |
| | 1% | *% | 1% | 1% | 1% | 1% | -% | *% | 2% | 1% | -% | *% | *% | 1% | 1% | 1% | -% | 1% | *% |
| | | | | f | f | f | | | j | | | | | | k | | | | |
| | | 43% | 57% | 27% | 21% | 52% | -% | 11% | 32% | 13% | -% | 1% | 24% | 18% | 58% | 92% | -% | 6% | 2% |
| Mean number of children | .7 | .6 | .8 | .8 | 1.0 | 1.0 | .1 | .5 | .9 | .7 | .8 | .6 | .6 | .7 | .7 | .7 | .5 | .7 | .7 |
| | | | a | f | cf | cf | | | g | g | g | | | | | p | | p | p |
| Standard deviation | 1.06 | .99 | 1.11 | 1.10 | 1.19 | 1.16 | .29 | .91 | 1.31 | 1.16 | .99 | .94 | 1.03 | 1.05 | 1.19 | 1.07 | .86 | 1.11 | 1.09 |
| Standard error | .02 | .02 | .03 | .05 | .05 | .03 | .01 | .03 | .06 | .06 | .04 | .03 | .03 | .04 | .04 | .02 | .04 | .05 | .05 |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 13

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

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| None | 1600 | 177 | 216 | 136 | 107 | 150 | 155 | 127 | 62 | 189 | 1382 | 218 | 791 | 808 | 999 | 601 |
| | 63% | 55% | 63% | 62% | 60% | 68% | 65% | 61% | 58% | 66% | 63% | 64% | 55% | 73% | 64% | 61% |
| | | | | | | ah | a | | | a | | | | l | | |
| | | 11% | 14% | 9% | 7% | 9% | 10% | 8% | 4% | 12% | 86% | 14% | 49% | 50% | 62% | 38% |
| 1 | 392 | 59 | 45 | 32 | 33 | 21 | 43 | 42 | 17 | 36 | 340 | 51 | 272 | 120 | 219 | 173 |
| | 15% | 18% | 13% | 15% | 18% | 9% | 18% | 20% | 16% | 13% | 15% | 15% | 19% | 11% | 14% | 18% |
| | | e | | | e | | e | bei | e | | | | m | | | n |
| | | 15% | 11% | 8% | 8% | 5% | 11% | 11% | 4% | 9% | 87% | 13% | 69% | 31% | 56% | 44% |
| 2 | 389 | 65 | 65 | 38 | 24 | 28 | 29 | 30 | 21 | 38 | 335 | 54 | 287 | 101 | 244 | 145 |
| | 15% | 20% | 19% | 17% | 14% | 13% | 12% | 14% | 20% | 13% | 15% | 16% | 20% | 9% | 16% | 15% |
| | | ef | | | | | | | ef | | | | m | | | |
| | | 17% | 17% | 10% | 6% | 7% | 8% | 8% | 6% | 10% | 86% | 14% | 74% | 26% | 63% | 37% |
| 3 | 104 | 18 | 9 | 9 | 9 | 15 | 8 | 6 | 3 | 12 | 92 | 12 | 50 | 54 | 55 | 49 |
| | 4% | 6% | 3% | 4% | 5% | 7% | 3% | 3% | 3% | 4% | 4% | 4% | 4% | 5% | 4% | 5% |
| | | | | | | bg | | | | | | | | | | |
| | | 18% | 8% | 9% | 9% | 15% | 8% | 5% | 3% | 11% | 88% | 12% | 48% | 52% | 53% | 47% |
| 4 | 41 | 3 | 10 | 3 | 3 | 3 | 1 | 1 | 2 | 9 | 37 | 4 | 20 | 21 | 27 | 14 |
| | 2% | 1% | 3% | 1% | 2% | 1% | 1% | 1% | 2% | 3% | 2% | 1% | 1% | 2% | 2% | 1% |
| | | | f | | | | | | | f | | | | | | |
| | | 7% | 23% | 8% | 8% | 8% | 2% | 3% | 6% | 21% | 91% | 9% | 49% | 51% | 66% | 34% |
| 5+ | 13 | - | 2 | 1 | 1 | 3 | 2 | 3 | * | 1 | 12 | 1 | 6 | 7 | 8 | 6 |
| | 1% | -% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | -% | 11% | 5% | 8% | 22% | 14% | 21% | 3% | 7% | 92% | 8% | 44% | 56% | 58% | 42% |
| Mean number of children | .7 | .8 | .7 | .7 | .7 | .7 | .6 | .7 | .8 | .7 | .7 | .6 | .8 | .5 | .7 | .7 |
| | | f | | | | | | | | | | | m | | | |
| Standard deviation | 1.06 | 1.01 | 1.09 | 1.04 | 1.08 | 1.23 | 1.03 | 1.03 | 1.06 | 1.08 | 1.07 | 1.01 | 1.04 | 1.07 | 1.05 | 1.07 |
| Standard error | .02 | .06 | .07 | .07 | .07 | .08 | .06 | .06 | .07 | .07 | .02 | .03 | .02 | .02 | .02 | .03 |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 14

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SK (SM). Can you speak or write in Welsh at all? (SINGLE CODE)

Base : All respondents in Wales

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | g | ~h | ~i | ~j | k | l | m | n | ~o | ~p | q | ~r |
| Unweighted total | 491 | 232 | 259 | 59 | 66 | 133 | 233 | 102 | 82 | 65 | 67 | 110 | 146 | 113 | 122 | - | - | 491 | - |
| Effective Weighted Sample | 313 | 150 | 163 | 39 | 47 | 94 | 156 | 63 | 53 | 41 | 44 | 69 | 95 | 73 | 86 | - | - | 313 | - |
| Total | 125 | 59 | 66 | 18 | 22 | 44 | 41 | 22 | 19 | 17 | 22 | 26 | 34 | 23 | 43 | - | - | 125 | - |
| | | 47% | 53% | ** | ** | 35% | 33% | 18% | ** | ** | ** | 21% | 27% | 18% | 34% | -% | -% | 100% | -% |
| Yes, and fluent | 12 | 5 | 7 | ** | ** | 4 | 5 | 2 | ** | ** | ** | 3 | 4 | 3 | 2 | - | - | 12 | - |
| | 10% | 9% | 11% | ** | ** | 9% | 12% | 10% | ** | ** | ** | 11% | 12% | 12% | 6% | -% | -% | 10% | -% |
| | | 42% | 58% | ** | ** | 32% | 39% | 19% | ** | ** | ** | 25% | 33% | 23% | 19% | -% | -% | 100% | -% |
| Yes, but not fluent | 15 | 7 | 8 | ** | ** | 6 | 5 | 2 | ** | ** | ** | 5 | 4 | 2 | 4 | - | - | 15 | - |
| | 12% | 11% | 12% | ** | ** | 13% | 12% | 9% | ** | ** | ** | 18% | 13% | 7% | 9% | -% | -% | 12% | -% |
| | | 46% | 54% | ** | ** | 38% | 33% | 14% | ** | ** | ** | 32% | 31% | 11% | 26% | -% | -% | 100% | -% |
| No | 99 | 47 | 51 | ** | ** | 34 | 32 | 18 | ** | ** | ** | 19 | 25 | 18 | 36 | - | - | 99 | - |
| | 79% | 80% | 77% | ** | ** | 79% | 77% | 81% | ** | ** | ** | 71% | 75% | 81% | 85% | -% | -% | 79% | -% |
| | | 48% | 52% | ** | ** | 35% | 32% | 18% | ** | ** | ** | 19% | 26% | 18% | 37% | -% | -% | 100% | -% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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SK (SM). Can you speak or write in Welsh at all? (SINGLE CODE)

Base : All respondents in Wales

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|---------------------|---------------------|--------------------|--------------------|-------------------------|------------------------|---------------------|---------------------|------------|------------|----------|---------|-------------------|----------------------|
| | | LONDON ~a | SOUTH EAST ~b | SOUTH WEST ~c | EAST MIDS ~d | WEST MIDS ~e | EAST OF ENG ~f | YORKS& HUMBER ~g | NORTH EAST ~h | NORTH WEST ~i | URBAN j | RURAL k | YES l | NO m | LOW n | MEDIUM/ HIGH o |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Unweighted total | 491 | - | - | - | - | - | - | - | - | - | 252 | 239 | 197 | 294 | 359 | 132 |
| Effective Weighted Sample | 313 | - | - | - | - | - | - | - | - | - | 209 | 202 | 137 | 204 | 220 | 99 |
| Total | 125 | - | - | - | - | - | - | - | - | - | 99 | 26 | 69 | 56 | 78 | 47 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 79% | 21% | 55% | 45% | 62% | 38% |
| Yes, and fluent | 12 | - | - | - | - | - | - | - | - | - | 7 | 5 | 7 | 5 | 10 | 2 |
| | 10% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 7% | 20% | 10% | 9% | 13% | 4% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 57% | 43% | 57% | 43% | 84% | 16% |
| Yes, but not fluent | 15 | - | - | - | - | - | - | - | - | - | 11 | 4 | 8 | 7 | 10 | 4 |
| | 12% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 11% | 15% | 11% | 12% | 13% | 9% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 73% | 27% | 52% | 48% | 70% | 30% |
| No | 99 | - | - | - | - | - | - | - | - | - | 81 | 17 | 54 | 44 | 57 | 41 |
| | 79% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 82% | 65% | 79% | 78% | 74% | 87% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 83% | 17% | 55% | 45% | 58% | 42% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 15

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SL (SN). What is you preferred language? (SINGLE CODE)

Base : All respondents in Wales

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | | |
|--|-----|--------|------|-----------|-------|-------|-------|------------------|-----------------|-------------------|-------------------|--------------|-----|-----|-----|--------|-------------|--------------|-------|----|
| | | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | | a | b | ~c | ~d | e | f | g | ~h | ~i | ~j | k | l | m | n | ~o | ~p | q | ~r |
| Unweighted total | 491 | 232 | 259 | 59 | 66 | 133 | 233 | 102 | 82 | 65 | 67 | 110 | 146 | 113 | 122 | - | - | 491 | - | |
| Effective Weighted Sample | 313 | 150 | 163 | 39 | 47 | 94 | 156 | 63 | 53 | 41 | 44 | 69 | 95 | 73 | 86 | - | - | 313 | - | |
| Total | 125 | 59 | 66 | 18 | 22 | 44 | 41 | 22 | 19 | 17 | 22 | 26 | 34 | 23 | 43 | - | - | 125 | - | |
| | | 47% | 53% | ** | ** | 35% | 33% | 18% | ** | ** | ** | 21% | 27% | 18% | 34% | -% | -% | 100% | -% | |
| PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH | | | | | | | | | | | | | | | | | | | | |
| English | 21 | 10 | 11 | ** | ** | 8 | 7 | 2 | ** | ** | ** | 6 | 7 | 3 | 5 | - | - | 21 | - | |
| | 16% | 16% | 16% | ** | ** | 18% | 18% | 10% | ** | ** | ** | n | 23% | 19% | 15% | 11% | -% | -% | 16% | -% |
| | | 47% | 53% | ** | ** | 38% | 36% | 11% | ** | ** | ** | 30% | 32% | 16% | 22% | -% | -% | 100% | -% | |
| Welsh | 5 | 2 | 3 | ** | ** | 1 | 2 | 1 | ** | ** | ** | 2 | 1 | 1 | 1 | - | - | 5 | - | |
| | 4% | 3% | 4% | ** | ** | 2% | 5% | 5% | ** | ** | ** | 6% | 4% | 4% | 2% | -% | -% | 4% | -% | |
| | | 44% | 56% | ** | ** | 22% | 48% | 25% | ** | ** | ** | 33% | 30% | 21% | 17% | -% | -% | 100% | -% | |
| Don't know | 2 | - | 2 | ** | ** | 1 | - | 1 | ** | ** | ** | - | 1 | - | 1 | - | - | 2 | - | |
| | 1% | -% | 2% | ** | ** | 1% | -% | 4% | ** | ** | ** | -% | 2% | -% | 2% | -% | -% | 1% | -% | |
| | | -% | 100% | ** | ** | 40% | -% | 60% | ** | ** | ** | -% | 40% | -% | 60% | -% | -% | 100% | -% | |
| CANNOT SPEAK OR WRITE IN WELSH | | | | | | | | | | | | | | | | | | | | |
| | 99 | 47 | 51 | ** | ** | 34 | 32 | 18 | ** | ** | ** | 19 | 25 | 18 | 36 | - | - | 99 | - | |
| | 79% | 80% | 77% | ** | ** | 79% | 77% | 81% | ** | ** | ** | 71% | 75% | 81% | 85% | -% | -% | 79% | -% | |
| | | 48% | 52% | ** | ** | 35% | 32% | 18% | ** | ** | ** | 19% | 26% | 18% | k | 37% | -% | -% | 100% | -% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | | |

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SL (SN). What is you preferred language? (SINGLE CODE)

Base : All respondents in Wales

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|---------------------|---------------------|--------------------|--------------------|-------------------------|------------------------|---------------------|---------------------|------------|------------|----------|---------|-------------------|----------------------|
| | | LONDON ~a | SOUTH EAST ~b | SOUTH WEST ~c | EAST MIDS ~d | WEST MIDS ~e | EAST OF ENG ~f | YORKS& HUMBER ~g | NORTH EAST ~h | NORTH WEST ~i | URBAN j | RURAL k | YES l | NO m | LOW n | MEDIUM/ HIGH o |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Unweighted total | 491 | - | - | - | - | - | - | - | - | - | 252 | 239 | 197 | 294 | 359 | 132 |
| Effective Weighted Sample | 313 | - | - | - | - | - | - | - | - | - | 209 | 202 | 137 | 204 | 220 | 99 |
| Total | 125 | - | - | - | - | - | - | - | - | - | 99 | 26 | 69 | 56 | 78 | 47 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 79% | 21% | 55% | 45% | 62% | 38% |
| PREFERRED LANGUAGE FOR THOSE WHO CAN SPEAK OR WRITE IN WELSH | | | | | | | | | | | | | | | | |
| English | 21 | - | - | - | - | - | - | - | - | - | 15 | 5 | 11 | 10 | 15 | 5 |
| | 16% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 15% | 21% | 15% | 18% | 20% | 11% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 74% | 26% | 51% | 49% | 75% | 25% |
| Welsh | 5 | - | - | - | - | - | - | - | - | - | 1 | 4 | 3 | 2 | 4 | * |
| | 4% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 1% | 14% | 4% | 4% | 6% | *% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 21% | 79% | 55% | 45% | 95% | 5% |
| Don't know | 2 | - | - | - | - | - | - | - | - | - | 2 | - | 2 | - | 1 | 1 |
| | 1% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 2% | -% | 2% | -% | 1% | 2% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 100% | -% | 100% | -% | 40% | 60% |
| CANNOT SPEAK OR WRITE IN WELSH | 99 | - | - | - | - | - | - | - | - | - | 81 | 17 | 54 | 44 | 57 | 41 |
| | 79% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 82% | 65% | 79% | 78% | 74% | 87% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 83% | 17% | 55% | 45% | 58% | 42% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 16

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

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| A standard DVD player | 1484 | 692 | 792 | 237 | 241 | 552 | 453 | 228 | 158 | 157 | 291 | 379 | 438 | 281 | 385 | 1246 | 126 | 66 | 46 |
| | | 58% | 57% | 62% | 54% | 63% | 54% | 50% | 57% | 57% | 62% | 60% | 58% | 61% | 57% | 59% | 57% | 53% | 65% |
| | | | | df | df | df | | | | | g | | | | | | | opq | |
| | | 47% | 53% | 16% | 16% | 37% | 31% | 15% | 11% | 11% | 20% | 26% | 30% | 19% | 26% | 84% | 8% | 4% | 3% |
| Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox) | 1190 | 560 | 629 | 277 | 258 | 528 | 128 | 159 | 125 | 124 | 286 | 308 | 372 | 232 | 277 | 996 | 97 | 62 | 35 |
| | | 47% | 46% | 73% | 58% | 60% | 15% | 35% | 45% | 45% | 61% | 48% | 50% | 50% | 41% | 47% | 44% | 49% | 50% |
| | | | | def | f | f | | | g | g | ghi | n | n | n | | | | | |
| | | 47% | 53% | 23% | 22% | 44% | 11% | 13% | 10% | 10% | 24% | 26% | 31% | 19% | 23% | 84% | 8% | 5% | 3% |
| An MP3 player/iPod | 872 | 432 | 441 | 195 | 179 | 380 | 119 | 81 | 68 | 94 | 254 | 275 | 273 | 162 | 163 | 722 | 82 | 39 | 29 |
| | | 34% | 35% | 51% | 40% | 43% | 14% | 18% | 24% | 34% | 54% | 43% | 36% | 35% | 24% | 34% | 37% | 31% | 42% |
| | | | | def | f | f | | | g | gh | ghi | lmn | n | n | | | | | oq |
| | | 49% | 51% | 22% | 21% | 44% | 14% | 9% | 8% | 11% | 29% | 31% | 31% | 19% | 19% | 83% | 9% | 4% | 3% |
| E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader) | 621 | 306 | 314 | 90 | 97 | 267 | 166 | 41 | 51 | 64 | 201 | 225 | 182 | 115 | 98 | 524 | 47 | 31 | 19 |
| | | 24% | 25% | 24% | 22% | 30% | 20% | 9% | 18% | 23% | 43% | 35% | 24% | 25% | 14% | 25% | 21% | 24% | 28% |
| | | | | | | cdf | | | g | g | ghi | lmn | n | n | | | | | p |
| | | 49% | 51% | 15% | 16% | 43% | 27% | 7% | 8% | 10% | 32% | 36% | 29% | 19% | 16% | 84% | 8% | 5% | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|------|------|-------------|--------------|-------|------|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Handheld/ portable games player (e.g. Nintendo DS, Sony PSP) | 608 | 263 | 346 | 131 | 130 | 295 | 53 | 65 | 73 | 68 | 145 | 149 | 190 | 129 | 141 | 513 | 46 | 34 | 15 |
| | 24% | 22% | 26% | 34% | 29% | 34% | 6% | 14% | 26% | 25% | 31% | 23% | 25% | 28% | 21% | 24% | 21% | 27% | 21% |
| | | a | a | f | f | f | | | g | g | g | | n | n | | | | pr | |
| | | 43% | 57% | 21% | 21% | 48% | 9% | 11% | 12% | 11% | 24% | 24% | 31% | 21% | 23% | 84% | 8% | 6% | 2% |
| A Blu Ray DVD player | 543 | 304 | 239 | 100 | 110 | 222 | 111 | 41 | 43 | 61 | 157 | 190 | 167 | 102 | 84 | 471 | 33 | 26 | 12 |
| | 21% | 25% | 18% | 26% | 25% | 25% | 13% | 9% | 16% | 22% | 33% | 30% | 22% | 22% | 12% | 22% | 15% | 21% | 18% |
| | | b | | f | f | f | | | g | gh | ghi | lmn | n | n | | pr | | | |
| | | 56% | 44% | 18% | 20% | 41% | 20% | 8% | 8% | 11% | 29% | 35% | 31% | 19% | 15% | 87% | 6% | 5% | 2% |
| None of these | 468 | 225 | 243 | 29 | 64 | 109 | 266 | 150 | 51 | 47 | 38 | 78 | 126 | 84 | 177 | 388 | 42 | 27 | 11 |
| | 18% | 18% | 18% | 8% | 14% | 12% | 32% | 33% | 18% | 17% | 8% | 12% | 17% | 18% | 26% | 18% | 19% | 21% | 16% |
| | | | | c | c | c | cde | hij | j | j | | | k | k | klm | | | r | |
| | | 48% | 52% | 6% | 14% | 23% | 57% | 32% | 11% | 10% | 8% | 17% | 27% | 18% | 38% | 83% | 9% | 6% | 2% |
| Don't know | 8 | 5 | 4 | - | - | 3 | 5 | * | 2 | 1 | - | 1 | 5 | 1 | 1 | 8 | * | * | * |
| | 0.3% | 0.4% | 0.3% | 0% | 0% | 0.3% | 0.6% | 0.4% | 0.7% | 0.4% | 0% | 0.2% | 0.7% | 0.3% | 0.3% | 0.4% | 0.5% | 0.5% | 0.5% |
| | | 57% | 43% | 0% | 0% | 37% | 63% | 3% | 25% | 6% | 0% | 9% | 58% | 13% | 9% | 93% | 2% | 3% | 3% |

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

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

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| A standard DVD player | 1484 | 152 | 205 | 150 | 106 | 108 | 145 | 146 | 78 | 155 | 1271 | 213 | 865 | 619 | 949 | 535 |
| | 58% | 47% | 59% | 68% | 60% | 49% | 61% | 70% | 73% | 55% | 58% | 63% | 61% | 56% | 61% | 54% |
| | | | ae | abei | ae | | ae | abdefi | abdefi | | | | m | | o | |
| | | 10% | 14% | 10% | 7% | 7% | 10% | 10% | 5% | 10% | 86% | 14% | 58% | 42% | 64% | 36% |
| Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox) | 1190 | 107 | 163 | 119 | 86 | 111 | 116 | 101 | 56 | 137 | 1035 | 155 | 817 | 373 | 729 | 461 |
| | 47% | 33% | 47% | 54% | 49% | 50% | 49% | 48% | 53% | 48% | 47% | 45% | 57% | 34% | 47% | 47% |
| | | | a | a | a | a | a | a | a | a | | | m | | | |
| | | 9% | 14% | 10% | 7% | 9% | 10% | 8% | 5% | 12% | 87% | 13% | 69% | 31% | 61% | 39% |
| An MP3 player/iPod | 872 | 79 | 144 | 91 | 51 | 57 | 90 | 71 | 49 | 90 | 770 | 102 | 617 | 255 | 577 | 296 |
| | 34% | 25% | 42% | 41% | 29% | 26% | 38% | 34% | 46% | 32% | 35% | 30% | 43% | 23% | 37% | 30% |
| | | | adei | adei | | | ade | a | adegi | | k | | m | | o | |
| | | 9% | 16% | 10% | 6% | 7% | 10% | 8% | 6% | 10% | 88% | 12% | 71% | 29% | 66% | 34% |
| E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader) | 621 | 52 | 99 | 70 | 39 | 46 | 55 | 59 | 38 | 66 | 522 | 98 | 443 | 178 | 424 | 197 |
| | 24% | 16% | 29% | 32% | 22% | 21% | 23% | 28% | 36% | 23% | 24% | 29% | 31% | 16% | 27% | 20% |
| | | | a | adefi | | | | a | adefi | | | j | m | | o | |
| | | 8% | 16% | 11% | 6% | 7% | 9% | 9% | 6% | 11% | 84% | 16% | 71% | 29% | 68% | 32% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

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

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Handheld/ portable games player (e.g. Nintendo DS, Sony PSP) | 608 | 76 | 80 | 66 | 34 | 53 | 49 | 48 | 39 | 68 | 540 | 69 | 424 | 184 | 373 | 235 |
| | 24% | 23% | 23% | 30% | 19% | 24% | 21% | 23% | 36% | 24% | 25% | 20% | 30% | 17% | 24% | 24% |
| | | | | df | | | | | abdefgi | | k | | m | | | |
| | | | | 12% | 6% | 9% | 8% | 8% | 6% | 11% | 89% | 11% | 70% | 30% | 61% | 39% |
| A Blu Ray DVD player | 543 | 56 | 99 | 58 | 41 | 26 | 63 | 44 | 33 | 51 | 484 | 59 | 367 | 176 | 355 | 187 |
| | 21% | 18% | 29% | 26% | 23% | 12% | 27% | 21% | 31% | 18% | 22% | 17% | 26% | 16% | 23% | 19% |
| | | | aei | aei | e | | aei | e | adeji | | k | | m | | o | |
| | | | 10% | 18% | 11% | 8% | 5% | 12% | 6% | 9% | 89% | 11% | 68% | 32% | 65% | 35% |
| None of these | 468 | 95 | 51 | 20 | 28 | 54 | 44 | 26 | 10 | 60 | 409 | 59 | 183 | 283 | 264 | 205 |
| | 18% | 29% | 15% | 9% | 16% | 24% | 18% | 13% | 10% | 21% | 19% | 17% | 13% | 25% | 17% | 21% |
| | | bcd fghi | | | ch | bcdgh | ch | | | cgh | | | l | | n | |
| | | 20% | 11% | 4% | 6% | 11% | 9% | 6% | 2% | 13% | 87% | 13% | 39% | 61% | 56% | 44% |
| Don't know | 8 | 4 | 1 | 1 | 1 | 2 | - | - | - | - | 7 | 1 | 4 | 5 | 5 | 4 |
| | *% | 1% | *% | *% | *% | 1% | -% | -% | -% | -% | *% | *% | *% | *% | *% | *% |
| | | 43% | 12% | 9% | 6% | 23% | -% | -% | -% | -% | 87% | 13% | 46% | 54% | 54% | 46% |

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

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

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| A standard DVD player | 1242 | 576 | 666 | 194 | 208 | 445 | 396 | 201 | 143 | 139 | 234 | 314 | 367 | 231 | 330 | 1044 | 106 | 56 | 36 |
| | 49% | 47% | 50% | 51% | 46% | 51% | 48% | 44% | 51% | 50% | 50% | 49% | 49% | 50% | 49% | 49% | 48% | 44% | 51% |
| | | 46% | 54% | 16% | 17% | 36% | 32% | 16% | 11% | 11% | 19% | 25% | 30% | 19% | 27% | 84% | 9% | 4% | 3% |
| Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox) | 678 | 403 | 275 | 215 | 161 | 243 | 59 | 90 | 69 | 69 | 146 | 173 | 223 | 128 | 154 | 573 | 53 | 37 | 15 |
| | 27% | 33% | 21% | 56% | 36% | 28% | 7% | 20% | 25% | 25% | 31% | 27% | 30% | 28% | 23% | 27% | 24% | 29% | 22% |
| | | b | | def | ef | f | | | | | g | | n | n | | r | | r | |
| | | 59% | 41% | 32% | 24% | 36% | 9% | 13% | 10% | 10% | 22% | 26% | 33% | 19% | 23% | 85% | 8% | 5% | 2% |
| An MP3 player/iPod | 604 | 315 | 289 | 167 | 138 | 223 | 76 | 65 | 38 | 62 | 170 | 196 | 184 | 113 | 110 | 498 | 60 | 28 | 18 |
| | 24% | 26% | 22% | 44% | 31% | 25% | 9% | 14% | 14% | 23% | 36% | 31% | 25% | 24% | 16% | 23% | 27% | 22% | 26% |
| | | b | | def | ef | f | | | | gh | ghi | lmn | n | n | | | | | |
| | | 52% | 48% | 28% | 23% | 37% | 13% | 11% | 6% | 10% | 28% | 32% | 31% | 19% | 18% | 82% | 10% | 5% | 3% |
| A Blu Ray DVD player | 443 | 256 | 187 | 81 | 97 | 177 | 87 | 37 | 35 | 53 | 131 | 157 | 139 | 82 | 64 | 386 | 26 | 21 | 9 |
| | 17% | 21% | 14% | 21% | 22% | 20% | 10% | 8% | 13% | 19% | 28% | 25% | 18% | 18% | 9% | 18% | 12% | 17% | 13% |
| | | b | | f | f | f | | | g | gh | ghi | lmn | n | n | | pr | | | |
| | | 58% | 42% | 18% | 22% | 40% | 20% | 8% | 8% | 12% | 30% | 35% | 31% | 19% | 15% | 87% | 6% | 5% | 2% |
| E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader) | 431 | 185 | 246 | 57 | 74 | 176 | 124 | 31 | 44 | 46 | 139 | 158 | 136 | 72 | 64 | 358 | 36 | 23 | 14 |
| | 17% | 15% | 19% | 15% | 17% | 20% | 15% | 7% | 16% | 17% | 30% | 25% | 18% | 16% | 9% | 17% | 16% | 18% | 20% |
| | | | a | | | cf | | | g | g | ghi | lmn | n | n | | | | | |
| | | 43% | 57% | 13% | 17% | 41% | 29% | 7% | 10% | 11% | 32% | 37% | 32% | 17% | 15% | 83% | 8% | 5% | 3% |

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

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

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Handheld/ portable games player (e.g. Nintendo DS, Sony PSP) | 257 | 146 | 111 | 79 | 73 | 90 | 15 | 32 | 30 | 28 | 55 | 54 | 84 | 54 | 65 | 220 | 17 | 16 | 4 |
| | 10% | 12% | 8% | 21% | 16% | 10% | 2% | 7% | 11% | 10% | 12% | 8% | 11% | 12% | 10% | 10% | 8% | 13% | 6% |
| | | b | | ef | ef | f | | | | | g | | | | | r | | pr | |
| | | 57% | 43% | 31% | 29% | 35% | 6% | 12% | 12% | 11% | 21% | 21% | 33% | 21% | 25% | 86% | 7% | 6% | 2% |
| None of these | 669 | 304 | 365 | 51 | 96 | 205 | 317 | 179 | 75 | 72 | 76 | 124 | 187 | 118 | 236 | 555 | 59 | 36 | 18 |
| | 26% | 25% | 28% | 13% | 22% | 23% | 38% | 39% | 27% | 26% | 16% | 19% | 25% | 25% | 35% | 26% | 27% | 29% | 26% |
| | | | | c | c | c | cde | hij | j | j | | | k | k | klm | | | | |
| | | 45% | 55% | 8% | 14% | 31% | 47% | 27% | 11% | 11% | 11% | 19% | 28% | 18% | 35% | 83% | 9% | 5% | 3% |
| Don't know | 12 | 6 | 6 | 1 | - | 6 | 6 | 1 | 2 | 1 | 2 | 1 | 8 | 2 | 1 | 11 | * | * | 1 |
| | *% | *% | *% | *% | -% | 1% | 1% | *% | 1% | *% | *% | *% | 1% | *% | *% | 1% | *% | *% | 1% |
| | | | | | | | | | | | | | n | | | | | | |
| | | 49% | 51% | 9% | -% | 46% | 45% | 11% | 17% | 6% | 12% | 9% | 62% | 16% | 6% | 90% | 3% | 3% | 4% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 17

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

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

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| A standard DVD player | 1242 | 132 | 175 | 123 | 92 | 95 | 124 | 122 | 60 | 121 | 1063 | 179 | 717 | 525 | 791 | 451 |
| | 49% | 41% | 51% | 56% | 52% | 43% | 52% | 58% | 56% | 43% | 48% | 53% | 50% | 47% | 51% | 46% |
| | | a | a | aei | ai | ai | ai | aei | aei | | | | | | o | |
| | | 11% | 14% | 10% | 7% | 8% | 10% | 10% | 5% | 10% | 86% | 14% | 58% | 42% | 64% | 36% |
| Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox) | 678 | 65 | 93 | 72 | 53 | 68 | 71 | 48 | 32 | 71 | 596 | 82 | 469 | 209 | 419 | 259 |
| | 27% | 20% | 27% | 33% | 30% | 31% | 30% | 23% | 30% | 25% | 27% | 24% | 33% | 19% | 27% | 26% |
| | | | | ag | a | a | a | | a | | | | m | | | |
| | | 10% | 14% | 11% | 8% | 10% | 10% | 7% | 5% | 10% | 88% | 12% | 69% | 31% | 62% | 38% |
| An MP3 player/iPod | 604 | 54 | 103 | 67 | 33 | 37 | 64 | 44 | 34 | 62 | 539 | 65 | 431 | 173 | 399 | 205 |
| | 24% | 17% | 30% | 30% | 19% | 17% | 27% | 21% | 32% | 22% | 24% | 19% | 30% | 16% | 26% | 21% |
| | | | adeg | adegi | | | ade | | adegi | | k | | m | | o | |
| | | 9% | 17% | 11% | 6% | 6% | 11% | 7% | 6% | 10% | 89% | 11% | 71% | 29% | 66% | 34% |
| A Blu Ray DVD player | 443 | 48 | 72 | 46 | 34 | 18 | 59 | 38 | 26 | 45 | 396 | 47 | 303 | 139 | 284 | 159 |
| | 17% | 15% | 21% | 21% | 19% | 8% | 25% | 18% | 25% | 16% | 18% | 14% | 21% | 13% | 18% | 16% |
| | | e | e | e | e | | aei | e | aei | e | k | | m | | | |
| | | 11% | 16% | 10% | 8% | 4% | 13% | 8% | 6% | 10% | 89% | 11% | 69% | 31% | 64% | 36% |
| E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, Nook eReader) | 431 | 39 | 64 | 53 | 29 | 31 | 39 | 35 | 27 | 42 | 361 | 70 | 307 | 124 | 291 | 141 |
| | 17% | 12% | 18% | 24% | 16% | 14% | 16% | 17% | 26% | 15% | 16% | 21% | 22% | 11% | 19% | 14% |
| | | | | adefi | | | | | adefgi | | | j | m | | o | |
| | | 9% | 15% | 12% | 7% | 7% | 9% | 8% | 6% | 10% | 84% | 16% | 71% | 29% | 67% | 33% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Handheld/ portable games player (e.g. Nintendo DS, Sony PSP) | 257 | 35 | 29 | 31 | 14 | 23 | 24 | 15 | 18 | 30 | 228 | 29 | 182 | 75 | 153 | 104 |
| | 10% | 11% | 8% | 14% | 8% | 11% | 10% | 7% | 17% | 11% | 10% | 9% | 13% | 7% | 10% | 11% |
| | | | | bdg | | | | | bdefgi | | | | m | | | |
| | | 14% | 11% | 12% | 5% | 9% | 9% | 6% | 7% | 12% | 89% | 11% | 71% | 29% | 59% | 41% |
| None of these | 669 | 117 | 79 | 37 | 33 | 68 | 62 | 46 | 17 | 96 | 584 | 85 | 299 | 368 | 374 | 295 |
| | 26% | 36% | 23% | 17% | 19% | 31% | 26% | 22% | 16% | 34% | 27% | 25% | 21% | 33% | 24% | 30% |
| | | bcd fgh | | | | cdgh | ch | | bcdgh | | | | l | | n | |
| | | 17% | 12% | 6% | 5% | 10% | 9% | 7% | 3% | 14% | 87% | 13% | 45% | 55% | 56% | 44% |
| Don't know | 12 | 4 | 1 | 2 | 1 | 3 | - | - | - | 1 | 10 | 2 | 6 | 6 | 7 | 5 |
| | *% | 1% | *% | 1% | *% | 1% | -% | -% | -% | *% | *% | 1% | *% | 1% | *% | 1% |
| | | 30% | 8% | 13% | 4% | 25% | -% | -% | -% | 9% | 80% | 20% | 52% | 48% | 59% | 41% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.
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QB3 (QB4). SHOWCARD Which games console/s do you or does anyone in your household have at the moment? (MULTI CODE)

Base : Those who have access to a games console at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1755 | 832 | 923 | 403 | 368 | 763 | 221 | 251 | 197 | 215 | 365 | 371 | 553 | 397 | 434 | 1058 | 229 | 219 | 249 |
| Effective Weighted Sample | 1207 | 572 | 635 | 280 | 258 | 519 | 152 | 183 | 126 | 137 | 251 | 255 | 384 | 280 | 307 | 919 | 156 | 149 | 227 |
| Total | 1259 | 588 | 671 | 288 | 276 | 556 | 140 | 170 | 134 | 132 | 294 | 321 | 394 | 247 | 297 | 1057 | 99 | 67 | 36 |
| | | 47% | 53% | 23% | 22% | 44% | 11% | 13% | 11% | 11% | 23% | 25% | 31% | 20% | 24% | 84% | 8% | 5% | 3% |
| Nintendo Wii/ Wii U | 531 | 233 | 298 | 108 | 100 | 269 | 55 | 54 | 55 | 55 | 130 | 136 | 180 | 103 | 112 | 457 | 38 | 22 | 15 |
| | 42% | 40% | 44% | 37% | 36% | 48% | 39% | 32% | 41% | 41% | 44% | 42% | 46% | 42% | 38% | 43% | 38% | 33% | 40% |
| | | | | | | cdf | | | | | g | | n | | q | | | | |
| | | 44% | 56% | 20% | 19% | 51% | 10% | 10% | 10% | 10% | 24% | 26% | 34% | 19% | 21% | 86% | 7% | 4% | 3% |
| XBox 360 | 440 | 222 | 218 | 119 | 94 | 201 | 26 | 59 | 42 | 48 | 98 | 98 | 134 | 94 | 114 | 367 | 39 | 24 | 11 |
| | 35% | 38% | 32% | 41% | 34% | 36% | 19% | 35% | 31% | 36% | 33% | 31% | 34% | 38% | 38% | 35% | 39% | 36% | 30% |
| | | 50% | 50% | 27% | 21% | 46% | 6% | 13% | 10% | 11% | 22% | 22% | 30% | 21% | 26% | 83% | 9% | 5% | 2% |
| PlayStation 3 | 416 | 212 | 204 | 118 | 92 | 174 | 33 | 48 | 42 | 45 | 104 | 100 | 139 | 80 | 97 | 345 | 38 | 20 | 13 |
| | 33% | 36% | 30% | 41% | 33% | 31% | 24% | 28% | 31% | 34% | 35% | 31% | 35% | 32% | 33% | 33% | 38% | 30% | 35% |
| | | b | | f | f | f | | | | | | | | | k | | | | |
| | | 51% | 49% | 28% | 22% | 42% | 8% | 11% | 10% | 11% | 25% | 24% | 33% | 19% | 23% | 83% | 9% | 5% | 3% |
| Nintendo DS/ DSi/ DS Lite/ 3DS | 407 | 163 | 244 | 71 | 97 | 201 | 38 | 37 | 57 | 42 | 100 | 98 | 128 | 82 | 99 | 353 | 30 | 14 | 10 |
| | 32% | 28% | 36% | 25% | 35% | 36% | 27% | 22% | 42% | 32% | 34% | 30% | 32% | 33% | 33% | 33% | 30% | 21% | 28% |
| | | | a | c | c | cf | | | g | g | g | | | | | q | | | |
| | | 40% | 60% | 18% | 24% | 49% | 9% | 9% | 14% | 10% | 25% | 24% | 31% | 20% | 24% | 87% | 7% | 3% | 3% |
| PlayStation 2 | 155 | 73 | 81 | 34 | 30 | 69 | 21 | 26 | 18 | 13 | 30 | 37 | 48 | 23 | 46 | 123 | 14 | 13 | 4 |
| | 12% | 12% | 12% | 12% | 11% | 12% | 15% | 15% | 13% | 10% | 10% | 12% | 12% | 9% | 16% | 12% | 14% | 19% | 11% |
| | | 47% | 53% | 22% | 20% | 45% | 14% | 17% | 12% | 9% | 20% | 24% | 31% | 15% | 30% | 80% | 9% | 8% | 3% |
| XBox | 104 | 42 | 63 | 29 | 20 | 44 | 12 | 13 | 11 | 11 | 27 | 26 | 37 | 17 | 24 | 87 | 12 | 3 | 2 |
| | 8% | 7% | 9% | 10% | 7% | 8% | 8% | 8% | 8% | 9% | 9% | 8% | 9% | 7% | 8% | 8% | 12% | 5% | 6% |
| | | 40% | 60% | 27% | 19% | 42% | 11% | 12% | 10% | 11% | 26% | 25% | 36% | 17% | 23% | 84% | 11% | 3% | 2% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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QB3 (QB4). SHOWCARD Which games console/s do you or does anyone in your household have at the moment? (MULTI CODE)

Base : Those who have access to a games console at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1755 | 832 | 923 | 403 | 368 | 763 | 221 | 251 | 197 | 215 | 365 | 371 | 553 | 397 | 434 | 1058 | 229 | 219 | 249 |
| Effective Weighted Sample | 1207 | 572 | 635 | 280 | 258 | 519 | 152 | 183 | 126 | 137 | 251 | 255 | 384 | 280 | 307 | 919 | 156 | 149 | 227 |
| Total | 1259 | 588 | 671 | 288 | 276 | 556 | 140 | 170 | 134 | 132 | 294 | 321 | 394 | 247 | 297 | 1057 | 99 | 67 | 36 |
| | | 47% | 53% | 23% | 22% | 44% | 11% | 13% | 11% | 11% | 23% | 25% | 31% | 20% | 24% | 84% | 8% | 5% | 3% |
| PlayStation Portable (PSP)/ PlayStation Vita | 83 | 41 | 42 | 20 | 15 | 44 | 3 | 8 | 11 | 10 | 18 | 24 | 20 | 20 | 19 | 74 | 4 | 3 | 2 |
| | 7% | 7% | 6% | 7% | 6% | 8% | 2% | 5% | 8% | 7% | 6% | 7% | 5% | 8% | 6% | 7% | 5% | 4% | 5% |
| | | 50% | 50% | 25% | 18% | 53% | 4% | 9% | 13% | 11% | 21% | 29% | 25% | 24% | 22% | 89% | 5% | 3% | 2% |
| PlayStation 4 | 61 | 37 | 24 | 14 | 12 | 32 | 3 | 8 | 2 | 6 | 14 | 20 | 18 | 16 | 7 | 44 | 10 | 5 | 2 |
| | 5% | 6% | 4% | 5% | 4% | 6% | 2% | 5% | 2% | 4% | 5% | 6% | 4% | 7% | 2% | 4% | 11% | 7% | 4% |
| | | b | | | | | | | | | | n | | n | | | or | | |
| | | 61% | 39% | 22% | 20% | 52% | 6% | 14% | 4% | 9% | 23% | 33% | 29% | 27% | 11% | 72% | 17% | 8% | 3% |
| XBox One | 28 | 16 | 13 | 7 | 6 | 15 | * | 3 | 3 | * | 7 | 5 | 10 | 9 | 3 | 26 | 1 | * | 1 |
| | 2% | 3% | 2% | 3% | 2% | 3% | *% | 2% | 2% | *% | 3% | 2% | 3% | 4% | 1% | 2% | 1% | *% | 4% |
| | | | | | | f | | | | | | | | n | | | | | q |
| | | 55% | 45% | 26% | 20% | 54% | *% | 12% | 9% | 1% | 26% | 19% | 37% | 32% | 12% | 91% | 3% | *% | 5% |
| Other | 15 | 7 | 8 | 6 | 3 | 6 | 1 | 6 | 3 | 1 | 1 | 2 | 3 | 4 | 6 | 13 | 1 | * | 1 |
| | 1% | 1% | 1% | 2% | 1% | 1% | *% | 4% | 2% | *% | *% | 1% | 1% | 2% | 2% | 1% | 1% | *% | 2% |
| | | | | | | | | ij | | | | | | | | | | | |
| | | 48% | 52% | 39% | 20% | 37% | 4% | 40% | 18% | 3% | 5% | 11% | 21% | 28% | 40% | 87% | 8% | 2% | 4% |
| Don't know | 28 | 13 | 15 | 4 | 4 | 10 | 9 | 5 | 1 | 2 | 5 | 7 | 7 | 9 | 6 | 25 | 1 | 1 | 1 |
| | 2% | 2% | 2% | 1% | 2% | 2% | 6% | 3% | 1% | 1% | 2% | 2% | 2% | 3% | 2% | 2% | 1% | 1% | 3% |
| | | | | | | cde | | | | | | | | | | | | | |
| | | 47% | 53% | 15% | 16% | 36% | 33% | 20% | 4% | 5% | 17% | 24% | 24% | 31% | 21% | 90% | 3% | 2% | 4% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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QB3 (QB4). SHOWCARD Which games console/s do you or does anyone in your household have at the moment? (MULTI CODE)

Base : Those who have access to a games console at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1755 | 97 | 109 | 130 | 117 | 119 | 124 | 117 | 127 | 118 | 1278 | 477 | 1078 | 677 | 1085 | 670 |
| Effective Weighted Sample | 1207 | 92 | 103 | 124 | 111 | 113 | 118 | 110 | 121 | 111 | 1013 | 209 | 747 | 491 | 717 | 490 |
| Total | 1259 | 129 | 168 | 123 | 88 | 113 | 125 | 103 | 60 | 147 | 1096 | 163 | 858 | 401 | 762 | 497 |
| | | ** | 13% | 10% | 7% | 9% | 10% | 8% | 5% | 12% | 87% | 13% | 68% | 32% | 61% | 39% |
| Nintendo Wii/ Wii U | 531 | ** | 86 | 60 | 41 | 56 | 41 | 49 | 23 | 45 | 464 | 67 | 376 | 155 | 332 | 199 |
| | 42% | ** | 51% | 49% | 46% | 50% | 33% | 47% | 38% | 31% | 42% | 41% | 44% | 39% | 44% | 40% |
| | | ** | fi | fi | fi | fi | fi | fi | | | | | | | | |
| | | ** | 16% | 11% | 8% | 11% | 8% | 9% | 4% | 8% | 87% | 13% | 71% | 29% | 63% | 37% |
| XBox 360 | 440 | ** | 60 | 42 | 31 | 40 | 54 | 40 | 24 | 45 | 384 | 57 | 304 | 137 | 273 | 167 |
| | 35% | ** | 35% | 34% | 35% | 35% | 43% | 39% | 40% | 30% | 35% | 35% | 35% | 34% | 36% | 34% |
| | | ** | | | | | i | | | | | | | | | |
| | | ** | 14% | 9% | 7% | 9% | 12% | 9% | 5% | 10% | 87% | 13% | 69% | 31% | 62% | 38% |
| PlayStation 3 | 416 | ** | 51 | 29 | 31 | 38 | 39 | 30 | 15 | 44 | 377 | 39 | 295 | 121 | 242 | 174 |
| | 33% | ** | 30% | 23% | 35% | 34% | 31% | 29% | 25% | 30% | 34% | 24% | 34% | 30% | 32% | 35% |
| | | ** | | | | | | | | | k | | | | | |
| | | ** | 12% | 7% | 7% | 9% | 9% | 7% | 4% | 11% | 91% | 9% | 71% | 29% | 58% | 42% |
| Nintendo DS/ DSi/ DS Lite/ 3DS | 407 | ** | 67 | 46 | 22 | 43 | 26 | 34 | 22 | 40 | 354 | 53 | 273 | 134 | 262 | 145 |
| | 32% | ** | 40% | 38% | 25% | 38% | 21% | 33% | 37% | 27% | 32% | 33% | 32% | 33% | 34% | 29% |
| | | ** | df | df | | df | f | f | df | | | | | | | |
| | | ** | 16% | 11% | 5% | 11% | 6% | 8% | 5% | 10% | 87% | 13% | 67% | 33% | 64% | 36% |
| PlayStation 2 | 155 | ** | 22 | 15 | 11 | 17 | 15 | 9 | 6 | 20 | 130 | 25 | 94 | 61 | 103 | 51 |
| | 12% | ** | 13% | 12% | 13% | 15% | 12% | 8% | 9% | 13% | 12% | 15% | 11% | 15% | 14% | 10% |
| | | ** | | | | | | | | | | | | l | | |
| | | ** | 14% | 10% | 7% | 11% | 10% | 6% | 4% | 13% | 84% | 16% | 61% | 39% | 67% | 33% |
| XBox | 104 | ** | 6 | 12 | 7 | 8 | 9 | 10 | 8 | 17 | 87 | 17 | 71 | 33 | 66 | 38 |
| | 8% | ** | 3% | 10% | 8% | 7% | 7% | 10% | 13% | 12% | 8% | 11% | 8% | 8% | 9% | 8% |
| | | ** | | | | | | | b | b | | | | | | |
| | | ** | 5% | 12% | 7% | 8% | 9% | 10% | 7% | 16% | 83% | 17% | 68% | 32% | 63% | 37% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 18

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QB3 (QB4). SHOWCARD Which games console/s do you or does anyone in your household have at the moment? (MULTI CODE)

Base : Those who have access to a games console at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|----------|-----------------|-------------------|----------------|----------------|---------------|----------------|----------------|---------------------------|----------------|-----------------|----------------|-----------------|-----------------|-------------------|-----------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1755 | 97 | 109 | 130 | 117 | 119 | 124 | 117 | 127 | 118 | 1278 | 477 | 1078 | 677 | 1085 | 670 |
| Effective Weighted Sample | 1207 | 92 | 103 | 124 | 111 | 113 | 118 | 110 | 121 | 111 | 1013 | 209 | 747 | 491 | 717 | 490 |
| Total | 1259 | 129 ** | 168 13% | 123 10% | 88 7% | 113 9% | 125 10% | 103 8% | 60 5% | 147 12% | 1096 87% | 163 13% | 858 68% | 401 32% | 762 61% | 497 39% |
| PlayStation Portable (PSP)/ PlayStation Vita | 83 7% | ** ** | 23 13% efgh | 7 6% | 9 10% eg | 3 2% | 5 4% | 3 3% | 3 4% | 10 7% | 76 7% | 7 4% | 62 7% | 21 5% | 54 7% | 29 6% |
| PlayStation 4 | 61 5% | ** ** | 3 1% | 4 3% | 5 6% | 5 4% | 6 5% | 7 7% b | 4 7% | 7 5% | 51 5% | 10 6% | 42 5% | 19 5% | 42 5% | 19 4% |
| XBox One | 28 2% | ** ** | 4% 6 3% | 7% 1 | 9% 2 2% | 8% 2 2% | 10% 5 4% | 12% 1 1% | 7% 8 14% bcdefgi | 12% 1 1% | 83% 25 2% | 17% 4 2% | 68% 22 3% | 32% 6 2% | 68% 18 2% | 32% 10 2% |
| Other | 15 1% | ** ** | 20% 1 1% | 3% 2 1% | 7% 1 2% | 7% 1 1% | 17% 1 *% | 3% - -% | 29% 1 2% | 5% 6 4% | 87% 15 1% | 13% * *% | 77% 8 1% | 23% 7 2% | 64% 7 1% | 36% 8 2% |
| Don't know | 28 2% | ** ** | 9% 5 3% | 11% 3 3% | 10% 1 2% | 7% 2 1% | 4% 4 3% | -% 4 4% | 7% 1 2% | 39% 3 2% | 97% 25 2% | 3% 3 2% | 55% 12 1% | 45% 16 4% | 46% 14 2% | 54% 14 3% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | ** | 18% | 12% | 5% | 6% | 15% | 14% | 5% | 12% | 91% | 9% | 42% | 58% l | 50% | 50% |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.
Table 19

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QB4 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

Base : Those who have access to a games console at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1755 | 832 | 923 | 403 | 368 | 763 | 221 | 251 | 197 | 215 | 365 | 371 | 553 | 397 | 434 | 1058 | 229 | 219 | 249 |
| Effective Weighted Sample | 1207 | 572 | 635 | 280 | 258 | 519 | 152 | 183 | 126 | 137 | 251 | 255 | 384 | 280 | 307 | 919 | 156 | 149 | 227 |
| Total | 1259 | 588 | 671 | 288 | 276 | 556 | 140 | 170 | 134 | 132 | 294 | 321 | 394 | 247 | 297 | 1057 | 99 | 67 | 36 |
| | | 47% | 53% | 23% | 22% | 44% | 11% | 13% | 11% | 11% | 23% | 25% | 31% | 20% | 24% | 84% | 8% | 5% | 3% |
| Online gaming | 340 | 207 | 133 | 119 | 78 | 121 | 23 | 44 | 43 | 37 | 64 | 87 | 109 | 75 | 69 | 274 | 38 | 19 | 9 |
| | 27% | 35% | 20% | 41% | 28% | 22% | 16% | 26% | 32% | 28% | 22% | 27% | 28% | 30% | 23% | 26% | 39% | 29% | 24% |
| | | b | | def | ef | | | | j | | | | | | | | or | | |
| | | 61% | 39% | 35% | 23% | 35% | 7% | 13% | 13% | 11% | 19% | 26% | 32% | 22% | 20% | 80% | 11% | 6% | 3% |
| Watching DVDs/ Blu Ray DVDs | 263 | 148 | 115 | 90 | 62 | 103 | 8 | 29 | 27 | 36 | 62 | 71 | 80 | 61 | 52 | 221 | 22 | 10 | 10 |
| | 21% | 25% | 17% | 31% | 23% | 18% | 6% | 17% | 20% | 27% | 21% | 22% | 20% | 25% | 17% | 21% | 22% | 15% | 28% |
| | | b | | def | f | f | | | g | | | | | n | | | | | oq |
| | | 56% | 44% | 34% | 24% | 39% | 3% | 11% | 10% | 14% | 24% | 27% | 30% | 23% | 20% | 84% | 8% | 4% | 4% |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go | 231 | 123 | 108 | 71 | 62 | 84 | 13 | 25 | 22 | 29 | 64 | 63 | 77 | 44 | 47 | 196 | 19 | 9 | 7 |
| | 18% | 21% | 16% | 25% | 23% | 15% | 9% | 15% | 16% | 22% | 22% | 20% | 19% | 18% | 16% | 19% | 19% | 13% | 20% |
| | | b | | ef | ef | | | | | | | | | | | | | | |
| | | 53% | 47% | 31% | 27% | 37% | 6% | 11% | 10% | 12% | 28% | 27% | 33% | 19% | 21% | 85% | 8% | 4% | 3% |
| Browsing the web/ internet | 185 | 110 | 75 | 66 | 46 | 59 | 14 | 21 | 25 | 20 | 36 | 34 | 71 | 32 | 48 | 153 | 17 | 9 | 6 |
| | 15% | 19% | 11% | 23% | 17% | 11% | 10% | 12% | 18% | 15% | 12% | 11% | 18% | 13% | 16% | 14% | 18% | 13% | 15% |
| | | b | | ef | e | | | | | | | | k | | | | | | |
| | | 60% | 40% | 36% | 25% | 32% | 8% | 11% | 13% | 11% | 19% | 18% | 39% | 17% | 26% | 83% | 9% | 5% | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QB4 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

Base : Those who have access to a games console at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1755 | 832 | 923 | 403 | 368 | 763 | 221 | 251 | 197 | 215 | 365 | 371 | 553 | 397 | 434 | 1058 | 229 | 219 | 249 |
| Effective Weighted Sample | 1207 | 572 | 635 | 280 | 258 | 519 | 152 | 183 | 126 | 137 | 251 | 255 | 384 | 280 | 307 | 919 | 156 | 149 | 227 |
| Total | 1259 | 588 | 671 | 288 | 276 | 556 | 140 | 170 | 134 | 132 | 294 | 321 | 394 | 247 | 297 | 1057 | 99 | 67 | 36 |
| | | 47% | 53% | 23% | 22% | 44% | 11% | 13% | 11% | 11% | 23% | 25% | 31% | 20% | 24% | 84% | 8% | 5% | 3% |
| Watching purchased TV programmes/ films online or downloads, either via pay per view services (e.g. Playstation Movies, Blinkbox) or via a 'standalone' subscription service (e.g. LoveFilm Instant, Netflix) | 134 | 81 | 53 | 44 | 40 | 43 | 7 | 12 | 18 | 17 | 32 | 41 | 41 | 25 | 27 | 116 | 9 | 5 | 4 |
| | 11% | 14% | 8% | 15% | 15% | 8% | 5% | 7% | 13% | 13% | 11% | 13% | 10% | 10% | 9% | 11% | 9% | 8% | 11% |
| | | b | | ef | ef | | | | | | | | | | | | | | |
| | | 60% | 40% | 33% | 30% | 32% | 5% | 9% | 13% | 12% | 24% | 30% | 31% | 19% | 20% | 86% | 7% | 4% | 3% |
| Watching short video clips online (e.g. YouTube or Dailymotion) | 109 | 71 | 38 | 41 | 25 | 36 | 7 | 7 | 14 | 16 | 17 | 23 | 44 | 22 | 20 | 91 | 10 | 3 | 5 |
| | 9% | 12% | 6% | 14% | 9% | 6% | 5% | 4% | 10% | 12% | 6% | 7% | 11% | 9% | 7% | 9% | 10% | 5% | 12% |
| | | b | | ef | | | | | g | gj | | | | | | | | | q |
| | | 65% | 35% | 37% | 23% | 33% | 6% | 7% | 12% | 15% | 15% | 21% | 40% | 20% | 19% | 83% | 10% | 3% | 4% |

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

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QB4 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

Base : Those who have access to a games console at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1755 | 832 | 923 | 403 | 368 | 763 | 221 | 251 | 197 | 215 | 365 | 371 | 553 | 397 | 434 | 1058 | 229 | 219 | 249 |
| Effective Weighted Sample | 1207 | 572 | 635 | 280 | 258 | 519 | 152 | 183 | 126 | 137 | 251 | 255 | 384 | 280 | 307 | 919 | 156 | 149 | 227 |
| Total | 1259 | 588 | 671 | 288 | 276 | 556 | 140 | 170 | 134 | 132 | 294 | 321 | 394 | 247 | 297 | 1057 | 99 | 67 | 36 |
| | | 47% | 53% | 23% | 22% | 44% | 11% | 13% | 11% | 11% | 23% | 25% | 31% | 20% | 24% | 84% | 8% | 5% | 3% |
| Watching other free professional TV programmes/ films or video channels online (e.g. on YouTube channels such as Channel 4, Jamie Oliver's Foodtube or on other sites e.g. Vimeo, South Park Studios) | 92 | 63 | 29 | 29 | 28 | 30 | 5 | 8 | 10 | 13 | 21 | 18 | 31 | 18 | 25 | 76 | 9 | 4 | 3 |
| | 7% | 11% | 4% | 10% | 10% | 5% | 4% | 5% | 8% | 10% | 7% | 6% | 8% | 7% | 8% | 7% | 9% | 6% | 7% |
| | | b | | ef | ef | | | | | | | | | | | | | | |
| | | 68% | 32% | 32% | 30% | 33% | 5% | 9% | 11% | 14% | 23% | 20% | 34% | 20% | 27% | 83% | 9% | 4% | 3% |
| Watching 'live' TV programmes/ content via your internet connection | 62 | 43 | 19 | 23 | 16 | 20 | 3 | 3 | 8 | 8 | 10 | 15 | 19 | 12 | 16 | 51 | 7 | 1 | 2 |
| | 5% | 7% | 3% | 8% | 6% | 4% | 2% | 2% | 6% | 6% | 3% | 5% | 5% | 5% | 5% | 5% | 7% | 2% | 7% |
| | | b | | ef | | | | | | | | | | | | | q | | q |
| | | 69% | 31% | 37% | 26% | 32% | 5% | 6% | 12% | 12% | 17% | 25% | 30% | 19% | 26% | 82% | 11% | 2% | 4% |
| Other | 1 | 1 | - | - | - | 1 | - | 1 | - | - | - | - | - | - | 1 | 1 | - | - | - |
| | *% | *% | -% | -% | -% | *% | -% | 1% | -% | -% | -% | -% | -% | -% | *% | *% | -% | -% | -% |
| | | 100% | -% | -% | -% | 100% | -% | 100% | -% | -% | -% | -% | -% | -% | 100% | 100% | -% | -% | -% |
| None of these | 638 | 256 | 383 | 98 | 135 | 315 | 90 | 89 | 64 | 62 | 163 | 156 | 189 | 124 | 169 | 545 | 43 | 35 | 16 |
| | 51% | 44% | 57% | 34% | 49% | 57% | 65% | 52% | 47% | 47% | 56% | 49% | 48% | 50% | 57% | 52% | 43% | 52% | 43% |
| | | | a | c | c | cd | cd | | | | | | | | l | r | | | |
| | | 40% | 60% | 15% | 21% | 49% | 14% | 14% | 10% | 10% | 26% | 25% | 30% | 19% | 26% | 85% | 7% | 5% | 2% |

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

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QB4 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

Base : Those who have access to a games console at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1755 | 832 | 923 | 403 | 368 | 763 | 221 | 251 | 197 | 215 | 365 | 371 | 553 | 397 | 434 | 1058 | 229 | 219 | 249 |
| Effective Weighted Sample | 1207 | 572 | 635 | 280 | 258 | 519 | 152 | 183 | 126 | 137 | 251 | 255 | 384 | 280 | 307 | 919 | 156 | 149 | 227 |
| Total | 1259 | 588 | 671 | 288 | 276 | 556 | 140 | 170 | 134 | 132 | 294 | 321 | 394 | 247 | 297 | 1057 | 99 | 67 | 36 |
| | | 47% | 53% | 23% | 22% | 44% | 11% | 13% | 11% | 11% | 23% | 25% | 31% | 20% | 24% | 84% | 8% | 5% | 3% |
| Don't know | 33 | 11 | 21 | 6 | 3 | 15 | 9 | 5 | 4 | 6 | 5 | 9 | 10 | 6 | 8 | 29 | 1 | 1 | 2 |
| | 3% | 2% | 3% | 2% | 1% | 3% | 6% | 3% | 3% | 4% | 2% | 3% | 3% | 3% | 3% | 3% | 1% | 1% | 6% |
| | | 35% | 65% | 19% | 8% | 46% | cde 27% | 16% | 12% | 17% | 16% | 27% | 30% | 19% | 24% | 88% | 2% | 3% | opq 7% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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QB4 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

Base : Those who have access to a games console at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1755 | 97 | 109 | 130 | 117 | 119 | 124 | 117 | 127 | 118 | 1278 | 477 | 1078 | 677 | 1085 | 670 |
| Effective Weighted Sample | 1207 | 92 | 103 | 124 | 111 | 113 | 118 | 110 | 121 | 111 | 1013 | 209 | 747 | 491 | 717 | 490 |
| Total | 1259 | 129 | 168 | 123 | 88 | 113 | 125 | 103 | 60 | 147 | 1096 | 163 | 858 | 401 | 762 | 497 |
| | | ** | 13% | 10% | 7% | 9% | 10% | 8% | 5% | 12% | 87% | 13% | 68% | 32% | 61% | 39% |
| Online gaming | 340 | ** | 40 | 29 | 29 | 23 | 44 | 28 | 16 | 23 | 300 | 41 | 240 | 101 | 223 | 117 |
| | 27% | ** | 24% | 24% | 32% | 21% | 35% | 27% | 27% | 16% | 27% | 25% | 28% | 25% | 29% | 24% |
| | | ** | 12% | 9% | 8% | 7% | 13% | 8% | 5% | 7% | 88% | 12% | 70% | 30% | 66% | 34% |
| Watching DVDs/ Blu Ray DVDs | 263 | ** | 45 | 34 | 31 | 12 | 25 | 19 | 14 | 25 | 225 | 38 | 199 | 64 | 174 | 89 |
| | 21% | ** | 27% | 28% | 35% | 10% | 20% | 18% | 24% | 17% | 20% | 24% | 23% | 16% | 23% | 18% |
| | | ** | e | e | efgi | | e | | e | | | | m | | o | |
| | | ** | 17% | 13% | 12% | 4% | 9% | 7% | 5% | 9% | 85% | 15% | 76% | 24% | 66% | 34% |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go) | 231 | ** | 51 | 24 | 20 | 10 | 23 | 16 | 13 | 30 | 202 | 29 | 167 | 64 | 142 | 89 |
| | 18% | ** | 30% | 20% | 23% | 9% | 18% | 16% | 22% | 20% | 18% | 18% | 19% | 16% | 19% | 18% |
| | | ** | efg | e | e | | e | | e | e | | | | | | |
| | | ** | 22% | 11% | 9% | 4% | 10% | 7% | 6% | 13% | 87% | 13% | 72% | 28% | 61% | 39% |
| Browsing the web/ internet | 185 | ** | 30 | 25 | 14 | 17 | 20 | 9 | 7 | 16 | 163 | 22 | 123 | 62 | 108 | 77 |
| | 15% | ** | 18% | 20% | 15% | 15% | 16% | 8% | 12% | 11% | 15% | 14% | 14% | 15% | 14% | 15% |
| | | ** | g | g | | | | | | | | | | | | |
| | | ** | 16% | 13% | 7% | 9% | 11% | 5% | 4% | 9% | 88% | 12% | 67% | 33% | 59% | 41% |

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

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QB4 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

Base : Those who have access to a games console at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1755 | 97 | 109 | 130 | 117 | 119 | 124 | 117 | 127 | 118 | 1278 | 477 | 1078 | 677 | 1085 | 670 |
| Effective Weighted Sample | 1207 | 92 | 103 | 124 | 111 | 113 | 118 | 110 | 121 | 111 | 1013 | 209 | 747 | 491 | 717 | 490 |
| Total | 1259 | 129** | 168 | 123 | 88 | 113 | 125 | 103 | 60 | 147 | 1096 | 163 | 858 | 401 | 762 | 497 |
| | | | 13% | 10% | 7% | 9% | 10% | 8% | 5% | 12% | 87% | 13% | 68% | 32% | 61% | 39% |
| Watching purchased TV programmes/ films online or downloads, either via pay per view services (e.g. Playstation Movies, Blinkbox) or via a 'standalone' subscription service (e.g. LoveFilm Instant, Netflix) | 134 | ** | 23 | 19 | 20 | 3 | 13 | 7 | 4 | 11 | 117 | 17 | 97 | 37 | 81 | 54 |
| | 11% | ** | 14% | 16% | 22% | 3% | 10% | 7% | 7% | 7% | 11% | 10% | 11% | 9% | 11% | 11% |
| | | ** | e | efgh | efghi | | e | | | | | | | | | |
| | | | 17% | 14% | 15% | 2% | 10% | 5% | 3% | 8% | 87% | 13% | 72% | 28% | 60% | 40% |
| Watching short video clips online (e.g. YouTube or Dailymotion) | 109 | ** | 17 | 17 | 15 | 7 | 7 | 6 | 2 | 8 | 95 | 13 | 76 | 33 | 64 | 44 |
| | 9% | ** | 10% | 14% | 17% | 7% | 6% | 6% | 3% | 5% | 9% | 8% | 9% | 8% | 8% | 9% |
| | | ** | h | fhi | efghi | | | | | | | | | | | |
| | | | 16% | 15% | 13% | 7% | 7% | 6% | 2% | 7% | 88% | 12% | 70% | 30% | 59% | 41% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.
Table 19

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QB4 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

Base : Those who have access to a games console at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|------------|-----------------|---------------|--------------------|-------------------|-----------------|---------------|---------------|---------------|-------------------|-----------------|---------------|---------------|-----------------|-------------------|-----------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1755 | 97 | 109 | 130 | 117 | 119 | 124 | 117 | 127 | 118 | 1278 | 477 | 1078 | 677 | 1085 | 670 |
| Effective Weighted Sample | 1207 | 92 | 103 | 124 | 111 | 113 | 118 | 110 | 121 | 111 | 1013 | 209 | 747 | 491 | 717 | 490 |
| Total | 1259 | 129 ** | 168 13% | 123 10% | 88 7% | 113 9% | 125 10% | 103 8% | 60 5% | 147 12% | 1096 87% | 163 13% | 858 68% | 401 32% | 762 61% | 497 39% |
| Watching other free professional TV programmes/ films or video channels online (e.g. on YouTube channels such as Channel 4, Jamie Oliver's Foodtube or on other sites e.g. Vimeo, South Park Studios) | 92 7% | ** ** | 12 7% | 18 14% efghi | 12 14% efgh | 3 3% | 7 6% | 3 3% | 2 3% | 9 6% | 78 7% | 14 8% | 68 8% | 24 6% | 58 8% | 34 7% |
| | | ** | 13% | 19% | 13% | 4% | 8% | 3% | 2% | 10% | 85% | 15% | 74% | 26% | 63% | 37% |
| Watching 'live' TV programmes/ content via your internet connection | 62 5% | ** ** | 9 5% | 12 9% efgh | 6 6% | 4 3% | 2 2% | 2 2% | 1 2% | 8 5% | 54 5% | 8 5% | 41 5% | 21 5% | 38 5% | 24 5% |
| | | ** | 14% | 19% | 9% | 6% | 3% | 4% | 2% | 13% | 88% | 12% | 67% | 33% | 61% | 39% |
| Other | 1 *% | ** ** ** | - -% -% | - -% -% | - -% -% | - -% -% | - -% -% | - -% -% | - -% -% | 1 1% 100% | 1 *% 100% | - -% -% | - -% -% | 1 *% 100% | - -% -% | 1 *% 100% |
| None of these | 638 51% | ** ** | 80 48% | 65 53% | 38 43% | 68 60% dh | 59 47% | 55 53% | 26 43% | 94 64% bdfh | 559 51% | 79 49% | 424 49% | 214 53% | 370 49% | 268 54% |
| | | ** | 13% | 10% | 6% | 11% | 9% | 9% | 4% | 15% | 88% | 12% | 66% | 34% | 58% | 42% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QB4 (QB5). SHOWCARD Which, if any, of these do you use your games console for? (MULTI CODE)

Base : Those who have access to a games console at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1755 | 97 | 109 | 130 | 117 | 119 | 124 | 117 | 127 | 118 | 1278 | 477 | 1078 | 677 | 1085 | 670 |
| Effective Weighted Sample | 1207 | 92 | 103 | 124 | 111 | 113 | 118 | 110 | 121 | 111 | 1013 | 209 | 747 | 491 | 717 | 490 |
| Total | 1259 | 129 | 168 | 123 | 88 | 113 | 125 | 103 | 60 | 147 | 1096 | 163 | 858 | 401 | 762 | 497 |
| | | ** | 13% | 10% | 7% | 9% | 10% | 8% | 5% | 12% | 87% | 13% | 68% | 32% | 61% | 39% |
| Don't know | 33 | ** | - | 1 | 2 | 4 | 2 | 7 | 3 | 1 | 30 | 3 | 20 | 13 | 15 | 18 |
| | 3% | ** | -% | 1% | 2% | 4% | 2% | 7% | 4% | 1% | 3% | 2% | 2% | 3% | 2% | 4% |
| | | | | | | b | | bci | b | | | | | | | |
| | | ** | -% | 4% | 5% | 13% | 7% | 21% | 8% | 4% | 90% | 10% | 61% | 39% | 45% | 55% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 20

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QB5 (QB6) Does your household's e-reader (digital book reader) have built-in 3G access to a mobile network? This means that books can be purchased online and downloaded from anywhere with a signal, without the need for a Wi-Fi connection?

Base : Those who personally use an e-reader/ digital book reader

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| | | a | b | ~c | d | e | f | ~g | ~h | ~i | j | k | l | m | ~n | o | ~p | ~q | r |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | | |
| Unweighted total | 645 | 279 | 366 | 89 | 101 | 244 | 211 | 50 | 65 | 77 | 187 | 215 | 215 | 123 | 92 | 364 | 90 | 88 | 103 |
| Effective Weighted Sample | 416 | 183 | 233 | 62 | 63 | 156 | 140 | 35 | 39 | 46 | 123 | 132 | 143 | 84 | 64 | 308 | 62 | 56 | 94 |
| Total | 431 | 185 | 246 | 57 | 74 | 176 | 124 | 31 | 44 | 46 | 139 | 158 | 136 | 72 | 64 | 358 | 36 | 23 | 14 |
| | | 43% | 57% | ** | 17% | 41% | 29% | ** | ** | ** | 32% | 37% | 32% | 17% | ** | 83% | ** | ** | 3% |
| Yes | 189 | 82 | 107 | ** | 26 | 88 | 46 | ** | ** | ** | 66 | 73 | 62 | 30 | ** | 154 | ** | ** | 6 |
| | 44% | 44% | 44% | ** | 35% | 50% | 37% | ** | ** | ** | 47% | 46% | 46% | 42% | ** | 43% | ** | ** | 40% |
| | | 43% | 57% | ** | 14% | 46% | 24% | ** | ** | ** | 35% | 38% | 33% | 16% | ** | 81% | ** | ** | 3% |
| No | 205 | 91 | 114 | ** | 41 | 80 | 61 | ** | ** | ** | 63 | 76 | 60 | 36 | ** | 171 | ** | ** | 7 |
| | 47% | 49% | 46% | ** | 55% | 45% | 49% | ** | ** | ** | 45% | 48% | 44% | 49% | ** | 48% | ** | ** | 52% |
| | | 44% | 56% | ** | 20% | 39% | 30% | ** | ** | ** | 31% | 37% | 29% | 17% | ** | 84% | ** | ** | 4% |
| Don't know | 38 | 13 | 25 | ** | 7 | 9 | 17 | ** | ** | ** | 10 | 10 | 14 | 7 | ** | 32 | ** | ** | 1 |
| | 9% | 7% | 10% | ** | 10% | 5% | 14% | ** | ** | ** | 7% | 6% | 10% | 9% | ** | 9% | ** | ** | 8% |
| | | 34% | 66% | ** | 20% | 23% | 46% | ** | ** | ** | 26% | 25% | 37% | 17% | ** | 86% | ** | ** | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QB5 (QB6) Does your household's e-reader (digital book reader) have built-in 3G access to a mobile network? This means that books can be purchased online and downloaded from anywhere with a signal, without the need for a Wi-Fi connection?

Base : Those who personally use an e-reader/ digital book reader

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 645 | 29 | 42 | 56 | 38 | 30 | 42 | 38 | 57 | 32 | 448 | 197 | 403 | 242 | 441 | 204 |
| Effective Weighted Sample | 416 | 28 | 39 | 53 | 36 | 27 | 39 | 35 | 54 | 30 | 337 | 81 | 266 | 166 | 278 | 138 |
| Total | 431 | 39 | 64 | 53 | 29 | 31 | 39 | 35 | 27 | 42 | 361 | 70 | 307 | 124 | 291 | 141 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 84% | 16% | 71% | 29% | 67% | 33% |
| Yes | 189 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 160 | 29 | 147 | 41 | 118 | 71 |
| | 44% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 44% | 41% | 48% | 33% | 41% | 51% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | 15% | 78% | 22% | 62% | 38% |
| No | 205 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 168 | 36 | 137 | 67 | 148 | 57 |
| | 47% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 47% | 52% | 45% | 54% | 51% | 41% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 82% | 18% | 67% | 33% | 72% | 28% |
| Don't know | 38 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 32 | 5 | 22 | 16 | 25 | 12 |
| | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | 7% | 7% | 13% | 9% | 9% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | 14% | 59% | 41% | 67% | 33% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 21

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

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Can use to make and receive calls | 2058 | 977 | 1081 | 265 | 299 | 731 | 762 | 294 | 211 | 226 | 428 | 583 | 625 | 375 | 472 | 1726 | 182 | 96 | 54 |
| | 81% | 80% | 82% | 70% | 67% | 83% | 92% | 65% | 76% | 82% | 91% | 91% | 83% | 81% | 69% | 81% | 82% | 76% | 77% |
| | | 47% | 53% | 13% | 15% | 36% | 37% | 14% | 10% | 11% | 21% | 28% | 30% | 18% | 23% | 84% | 9% | 5% | 3% |
| Can receive but not make calls/ incoming only | 49 | 29 | 20 | 9 | 14 | 20 | 6 | 10 | 6 | 10 | 7 | 12 | 13 | 11 | 12 | 43 | 1 | 1 | 3 |
| | 2% | 2% | 2% | 2% | 3% | 2% | 1% | 2% | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 5% |
| | | 59% | 41% | 18% | 30% | 41% | 12% | 21% | 12% | 20% | 14% | 24% | 27% | 22% | 25% | 88% | 3% | 2% | 7% |
| Line not working properly/ needs to be repaired | 23 | 6 | 17 | 7 | 7 | 8 | 1 | 7 | 3 | 3 | 4 | 3 | 9 | 3 | 8 | 21 | - | 1 | 1 |
| | 1% | 1% | 1% | 2% | 2% | 1% | *% | 2% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | -% | 1% | 1% |
| | | 27% | 73% | 29% | 30% | 36% | 6% | 32% | 14% | 15% | 16% | 13% | 39% | 11% | 37% | 92% | -% | 5% | 3% |
| No, do not have landline phone | 409 | 205 | 204 | 101 | 126 | 119 | 63 | 142 | 58 | 37 | 31 | 40 | 105 | 77 | 187 | 332 | 37 | 27 | 12 |
| | 16% | 17% | 15% | 26% | 28% | 14% | 8% | 31% | 21% | 13% | 7% | 6% | 14% | 16% | 28% | 16% | 17% | 22% | 17% |
| | | 50% | 50% | 25% | 31% | 29% | 15% | 35% | 14% | 9% | 8% | 10% | 26% | 19% | 46% | 81% | 9% | 7% | 3% |
| Don't know | * | * | * | - | * | * | - | - | - | - | - | * | * | - | - | - | - | * | * |
| | *% | *% | *% | -% | *% | *% | -% | -% | -% | -% | -% | *% | *% | -% | -% | -% | -% | *% | *% |
| | | 38% | 62% | -% | 38% | 62% | -% | -% | -% | -% | -% | 38% | 62% | -% | -% | -% | -% | 62% | 38% |

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

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

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|-----------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| HOUSEHOLD PHONE OWNERSHIP | | | | | | | | | | | | | | | | | | | |
| FIXED ONLY | 110 | 48 | 62 | * | * | 5 | 104 | 50 | 14 | 3 | 1 | 13 | 19 | 22 | 56 | 88 | 14 | 6 | 3 |
| | 4% | 4% | 5% | *% | *% | 1% | 13% | 11% | 5% | 1% | *% | 2% | 3% | 5% | 8% | 4% | 6% | 4% | 4% |
| | | | | | | | cde | hij | ij | | | | | kl | klm | | | | |
| | | 43% | 57% | *% | *% | 5% | 95% | 45% | 12% | 3% | 1% | 12% | 18% | 20% | 51% | 80% | 12% | 5% | 3% |
| FIXED & MOBILE | 2020 | 964 | 1055 | 280 | 321 | 754 | 665 | 262 | 207 | 236 | 437 | 584 | 627 | 367 | 437 | 1702 | 170 | 92 | 55 |
| | 80% | 79% | 80% | 73% | 72% | 86% | 80% | 58% | 74% | 85% | 93% | 92% | 83% | 79% | 64% | 80% | 77% | 74% | 79% |
| | | | | | | cdf | cd | | g | gh | ghi | lmn | mn | n | | q | | | |
| | | 48% | 52% | 14% | 16% | 37% | 33% | 13% | 10% | 12% | 22% | 29% | 31% | 18% | 22% | 84% | 8% | 5% | 3% |
| MOBILE ONLY | 401 | 199 | 202 | 101 | 124 | 119 | 58 | 135 | 57 | 37 | 31 | 40 | 105 | 75 | 181 | 328 | 34 | 27 | 12 |
| | 16% | 16% | 15% | 26% | 28% | 14% | 7% | 30% | 20% | 13% | 7% | 6% | 14% | 16% | 27% | 15% | 16% | 22% | 17% |
| | | | | ef | ef | f | | hij | ij | j | | | k | k | klm | | | op | |
| | | 50% | 50% | 25% | 31% | 30% | 14% | 34% | 14% | 9% | 8% | 10% | 26% | 19% | 45% | 82% | 9% | 7% | 3% |
| ALL FIXED | 2130 | 1012 | 1117 | 280 | 321 | 759 | 769 | 312 | 220 | 239 | 438 | 597 | 647 | 388 | 493 | 1790 | 184 | 98 | 58 |
| | 84% | 83% | 85% | 74% | 72% | 86% | 92% | 69% | 79% | 87% | 93% | 94% | 86% | 84% | 72% | 84% | 83% | 78% | 83% |
| | | | | | | cd | cde | | g | gh | ghi | lmn | n | n | | q | | | |
| | | 48% | 52% | 13% | 15% | 36% | 36% | 15% | 10% | 11% | 21% | 28% | 30% | 18% | 23% | 84% | 9% | 5% | 3% |
| ALL MOBILE | 2421 | 1164 | 1257 | 381 | 444 | 873 | 723 | 397 | 264 | 273 | 468 | 624 | 732 | 442 | 618 | 2030 | 205 | 119 | 67 |
| | 95% | 96% | 95% | 100% | 99% | 99% | 87% | 87% | 95% | 99% | 100% | 98% | 97% | 95% | 91% | 96% | 92% | 95% | 96% |
| | | | | f | f | f | | | g | gh | gh | mn | mn | n | | p | | p | |
| | | 48% | 52% | 16% | 18% | 36% | 30% | 16% | 11% | 11% | 19% | 26% | 30% | 18% | 26% | 84% | 8% | 5% | 3% |
| NEITHER | 8 | 6 | 2 | - | 2 | 1 | 5 | 7 | 1 | - | - | - | 1 | 1 | 6 | 5 | 3 | * | * |
| | *% | *% | *% | -% | 1% | *% | 1% | 2% | *% | -% | -% | -% | *% | *% | 1% | *% | 1% | *% | *% |
| | | | | | | | e | ij | | | | | | | kl | | or | | |
| | | 73% | 27% | -% | 29% | 7% | 64% | 85% | 8% | -% | -% | -% | 10% | 14% | 75% | 58% | 38% | 3% | 1% |
| MOBILE ONLY NO FIXED BROADBAND | 280 | 139 | 142 | 62 | 73 | 91 | 55 | 102 | 43 | 21 | 16 | 21 | 60 | 54 | 146 | 227 | 24 | 21 | 9 |
| | 11% | 11% | 11% | 16% | 16% | 10% | 7% | 22% | 16% | 8% | 3% | 3% | 8% | 12% | 21% | 11% | 11% | 16% | 13% |
| | | | | ef | ef | f | | hij | ij | j | | | k | kl | klm | | | op | |
| | | 49% | 51% | 22% | 26% | 32% | 19% | 36% | 15% | 8% | 6% | 7% | 21% | 19% | 52% | 81% | 9% | 7% | 3% |

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

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

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Can use to make and receive calls | 2058 | 249 | 307 | 192 | 131 | 181 | 202 | 168 | 85 | 211 | 1764 | 294 | 1169 | 888 | 1329 | 729 |
| | 81% | 77% | 89% | 87% | 74% | 82% | 85% | 81% | 80% | 74% | 80% | 86% | 82% | 80% | 86% | 74% |
| | | | adeghi | adghi | | di | adi | | | | | j | | | o | |
| | | 12% | 15% | 9% | 6% | 9% | 10% | 8% | 4% | 10% | 86% | 14% | 57% | 43% | 65% | 35% |
| Can receive but not make calls/ incoming only | 49 | 27 | 2 | 4 | 3 | 1 | - | 3 | - | 3 | 46 | 3 | 35 | 13 | 18 | 31 |
| | 2% | 8% | 1% | 2% | 2% | 1% | 0% | 2% | 0% | 1% | 2% | 1% | 2% | 1% | 1% | 3% |
| | | bcdefghi | | fh | | | 0% | fh | 0% | 6% | 94% | 6% | m | 28% | 36% | n |
| | | 55% | 4% | 8% | 6% | 1% | 0% | 7% | 0% | 6% | 94% | 6% | 72% | 28% | 36% | 64% |
| Line not working properly/ needs to be repaired | 23 | 4 | - | 1 | 5 | 1 | 2 | 3 | * | 4 | 23 | * | 13 | 10 | 8 | 15 |
| | 1% | 1% | 0% | 1% | 3% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% |
| | | | | | beh | | | | | | k | | | | | n |
| | | 19% | 0% | 5% | 22% | 4% | 10% | 14% | 2% | 16% | 99% | 1% | 58% | 42% | 34% | 66% |
| No, do not have landline phone | 409 | 42 | 37 | 22 | 39 | 38 | 34 | 33 | 21 | 67 | 366 | 43 | 208 | 200 | 197 | 212 |
| | 16% | 13% | 11% | 10% | 22% | 17% | 14% | 16% | 20% | 23% | 17% | 13% | 15% | 18% | 13% | 21% |
| | | | | | abcf | bc | | | abc | abcfg | k | | l | | | n |
| | | 10% | 9% | 5% | 9% | 9% | 8% | 8% | 5% | 16% | 90% | 10% | 51% | 49% | 48% | 52% |
| Don't know | * | - | - | - | - | - | - | - | - | - | - | * | * | - | * | - |
| | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 100% | 100% | 0% | 100% | 0% |
| | | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 100% | 100% | 0% | 100% | 0% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 21

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

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

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|----------------------------------|-------------|-----------------|------------|------------|------------|------------|-------------|---------------|------------|------------|-------------|------------|--------------|------------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| HOUSEHOLD PHONE OWNERSHIP | | | | | | | | | | | | | | | | |
| FIXED ONLY | 110 4% | 9 3% | 13 4% | 5 2% | 10 6% | 17 8% | 10 4% | 6 3% | 9 8% | 11 4% | 91 4% | 18 5% | 4 * | 106 10% | 69 4% | 41 4% |
| | | | | | | acg | | | abcgi | | | | | l | | |
| | | 8% | 11% | 4% | 9% | 15% | 9% | 5% | 8% | 10% | 83% | 17% | 4% | 96% | 63% | 37% |
| FIXED & MOBILE | 2020 80% | 271 84% | 296 86% | 193 88% | 129 73% | 166 75% | 194 82% | 169 81% | 77 72% | 207 73% | 1741 79% | 279 82% | 1214 85% | 805 72% | 1286 83% | 734 74% |
| | | dehi | dehi | dehi | | | dhi | dhi | | | | | m | | o | |
| | | 13% | 15% | 10% | 6% | 8% | 10% | 8% | 4% | 10% | 86% | 14% | 60% | 40% | 64% | 36% |
| MOBILE ONLY | 401 16% | 41 13% | 36 10% | 22 10% | 37 21% | 38 17% | 34 14% | 33 16% | 20 19% | 67 23% | 360 16% | 41 12% | 208 15% | 192 17% | 193 12% | 208 21% |
| | | | | | abc | bc | | | bc | abcfg | k | | | | | n |
| | | 10% | 9% | 6% | 9% | 9% | 9% | 8% | 5% | 17% | 90% | 10% | 52% | 48% | 48% | 52% |
| ALL FIXED | 2130 84% | 280 87% | 309 89% | 198 90% | 138 78% | 182 83% | 204 86% | 175 84% | 85 80% | 218 77% | 1832 83% | 297 87% | 1218 85% | 911 82% | 1355 87% | 775 79% |
| | | dhi | dehi | dehi | | | di | i | | | | j | m | | o | |
| | | 13% | 15% | 9% | 7% | 9% | 10% | 8% | 4% | 10% | 86% | 14% | 57% | 43% | 64% | 36% |
| ALL MOBILE | 2421 95% | 312 97% | 332 96% | 215 98% | 166 94% | 203 92% | 228 96% | 202 97% | 97 91% | 274 96% | 2101 96% | 320 94% | 1422 100% | 998 90% | 1479 95% | 942 95% |
| | | eh | h | deh | | | h | eh | | h | | | m | | | |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 59% | 41% | 61% | 39% |
| NEITHER | 8 * | 1 * | 1 * | - -% | 1 1% | - -% | - -% | 1 * | 1 1% | - -% | 7 * | 2 * | 1 * | 8 1% | 4 * | 4 * |
| | | | | | | | | | | | | | | l | | |
| | | 10% | 13% | -% | 16% | -% | -% | 9% | 11% | -% | 80% | 20% | 8% | 92% | 53% | 47% |
| MOBILE ONLY NO FIXED BROADBAND | 280 11% | 14 4% | 23 7% | 14 6% | 26 15% | 31 14% | 27 11% | 25 12% | 18 17% | 48 17% | 245 11% | 35 10% | 122 9% | 157 14% | 144 9% | 136 14% |
| | | | | | abc | abc | ac | abc | abc | abc | | | | l | | n |
| | | 5% | 8% | 5% | 9% | 11% | 10% | 9% | 7% | 17% | 88% | 12% | 44% | 56% | 51% | 49% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 22

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

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

Base : Those with a landline phone at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3143 | 1504 | 1639 | 389 | 406 | 994 | 1354 | 505 | 371 | 368 | 547 | 734 | 967 | 675 | 761 | 1883 | 431 | 408 | 421 |
| Effective Weighted Sample | 2117 | 1011 | 1106 | 268 | 277 | 688 | 924 | 357 | 229 | 246 | 376 | 495 | 652 | 471 | 533 | 1616 | 297 | 256 | 382 |
| Total | 2130 | 1012 | 1117 | 280 | 321 | 759 | 769 | 312 | 220 | 239 | 438 | 597 | 647 | 388 | 493 | 1790 | 184 | 98 | 58 |
| | | 48% | 52% | 13% | 15% | 36% | 36% | 15% | 10% | 11% | 21% | 28% | 30% | 18% | 23% | 84% | 9% | 5% | 3% |
| Yes to make calls | 1960 | 928 | 1032 | 234 | 280 | 704 | 741 | 277 | 209 | 218 | 408 | 556 | 589 | 358 | 452 | 1646 | 169 | 93 | 52 |
| | 92% | 92% | 92% | 84% | 87% | 93% | 96% | 89% | 95% | 91% | 93% | 93% | 91% | 92% | 92% | 92% | 92% | 95% | 90% |
| | | | | | | cd | cde | | g | | g | | | | | | | or | |
| | | 47% | 53% | 12% | 14% | 36% | 38% | 14% | 11% | 11% | 21% | 28% | 30% | 18% | 23% | 84% | 9% | 5% | 3% |
| Yes to receive calls | 1989 | 946 | 1043 | 244 | 295 | 713 | 738 | 285 | 214 | 228 | 410 | 558 | 600 | 362 | 464 | 1682 | 163 | 92 | 52 |
| | 93% | 93% | 93% | 87% | 92% | 94% | 96% | 91% | 97% | 95% | 93% | 93% | 93% | 93% | 94% | 94% | 89% | 94% | 89% |
| | | | | | | c | cd | | gj | | | | | | | pr | | pr | |
| | | 48% | 52% | 12% | 15% | 36% | 37% | 14% | 11% | 11% | 21% | 28% | 30% | 18% | 23% | 85% | 8% | 5% | 3% |
| Yes for internet access | 1226 | 611 | 615 | 170 | 221 | 489 | 346 | 132 | 118 | 149 | 324 | 395 | 385 | 209 | 235 | 1049 | 81 | 53 | 44 |
| | 58% | 60% | 55% | 61% | 69% | 64% | 45% | 42% | 54% | 62% | 74% | 66% | 59% | 54% | 48% | 59% | 44% | 54% | 75% |
| | | b | | f | f | f | | | g | g | ghi | lmn | n | | | p | | p | opq |
| | | 50% | 50% | 14% | 18% | 40% | 28% | 11% | 10% | 12% | 26% | 32% | 31% | 17% | 19% | 86% | 7% | 4% | 4% |
| TOTAL PERSONALLY USE | 2071 | 986 | 1086 | 265 | 308 | 741 | 757 | 297 | 220 | 235 | 428 | 583 | 628 | 377 | 478 | 1748 | 171 | 96 | 56 |
| | 97% | 97% | 97% | 95% | 96% | 98% | 98% | 95% | 100% | 98% | 98% | 98% | 97% | 97% | 97% | 98% | 93% | 98% | 97% |
| | | | | | | c | cd | | gj | | | | | | | p | | p | p |
| | | 48% | 52% | 13% | 15% | 36% | 37% | 14% | 11% | 11% | 21% | 28% | 30% | 18% | 23% | 84% | 8% | 5% | 3% |
| No do not use landline at home | 57 | 26 | 31 | 15 | 13 | 17 | 12 | 15 | * | 4 | 11 | 14 | 18 | 11 | 13 | 41 | 13 | 2 | 2 |
| | 3% | 3% | 3% | 5% | 4% | 2% | 2% | 5% | % | 1% | 2% | 2% | 3% | 3% | 3% | 2% | 7% | 2% | 3% |
| | | | | ef | f | | | hi | | | h | | | | | | oqr | | |
| | | 46% | 54% | 26% | 22% | 31% | 22% | 26% | 1% | 6% | 19% | 25% | 32% | 19% | 23% | 72% | 22% | 3% | 3% |
| Don't know | 1 | - | 1 | - | - | 1 | - | - | - | 1 | - | - | - | - | 1 | 1 | - | - | - |
| | % | - | % | - | - | % | - | - | - | % | - | - | - | - | % | % | - | - | - |
| | | - | 100% | - | - | 100% | - | - | - | 100% | - | - | - | - | 100% | 100% | - | - | - |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 22

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

Base : Those with a landline phone at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3143 | 220 | 223 | 226 | 197 | 208 | 216 | 210 | 198 | 185 | 2246 | 897 | 1508 | 1633 | 2073 | 1070 |
| Effective Weighted Sample | 2117 | 208 | 204 | 213 | 185 | 194 | 203 | 195 | 186 | 171 | 1750 | 395 | 1041 | 1157 | 1356 | 761 |
| Total | 2130 | 280 | 309 | 198 | 138 | 182 | 204 | 175 | 85 | 218 | 1832 | 297 | 1218 | 911 | 1355 | 775 |
| | | 13% | 15% | 9% | 7% | 9% | 10% | 8% | 4% | 10% | 86% | 14% | 57% | 43% | 64% | 36% |
| Yes to make calls | 1960 | 247 | 292 | 183 | 128 | 162 | 196 | 162 | 80 | 195 | 1676 | 284 | 1111 | 848 | 1273 | 687 |
| | 92% | 88% | 94% | 93% | 92% | 89% | 96% | 93% | 93% | 90% | 91% | 95% | 91% | 93% | 94% | 89% |
| | | ae | j | | | | aei | | | | j | | | | o | |
| | | 13% | 15% | 9% | 7% | 8% | 10% | 8% | 4% | 10% | 86% | 14% | 57% | 43% | 65% | 35% |
| Yes to receive calls | 1989 | 273 | 295 | 186 | 134 | 161 | 193 | 166 | 80 | 195 | 1707 | 282 | 1134 | 855 | 1283 | 706 |
| | 93% | 97% | 96% | 94% | 96% | 88% | 95% | 95% | 94% | 89% | 93% | 95% | 93% | 94% | 95% | 91% |
| | | ei | ei | e | ei | | e | e | | | | | | | o | |
| | | 14% | 15% | 9% | 7% | 8% | 10% | 8% | 4% | 10% | 86% | 14% | 57% | 43% | 65% | 35% |
| Yes for internet access | 1226 | 176 | 172 | 130 | 88 | 61 | 128 | 98 | 48 | 148 | 1051 | 175 | 804 | 422 | 778 | 448 |
| | 58% | 63% | 56% | 66% | 63% | 34% | 63% | 56% | 56% | 68% | 57% | 59% | 66% | 46% | 57% | 58% |
| | | e | e | be | e | | e | e | e | begh | | | m | | | |
| | | 14% | 14% | 11% | 7% | 5% | 10% | 8% | 4% | 12% | 86% | 14% | 66% | 34% | 63% | 37% |
| TOTAL PERSONALLY USE | 2071 | 279 | 301 | 192 | 136 | 172 | 203 | 171 | 82 | 212 | 1781 | 290 | 1185 | 886 | 1325 | 746 |
| | 97% | 99% | 97% | 97% | 98% | 94% | 99% | 98% | 96% | 97% | 97% | 98% | 97% | 97% | 98% | 96% |
| | | eh | | | e | | eh | | | | | | | | o | |
| | | 13% | 15% | 9% | 7% | 8% | 10% | 8% | 4% | 10% | 86% | 14% | 57% | 43% | 64% | 36% |
| No do not use landline at home | 57 | 2 | 8 | 5 | 1 | 10 | 1 | 4 | 4 | 6 | 50 | 7 | 32 | 25 | 30 | 27 |
| | 3% | 1% | 3% | 3% | 1% | 6% | 1% | 2% | 4% | 3% | 3% | 2% | 3% | 3% | 2% | 4% |
| | | | | | adf | | | | af | | | | | | | |
| | | 3% | 14% | 9% | 2% | 18% | 2% | 7% | 6% | 10% | 88% | 12% | 56% | 44% | 52% | 48% |
| Don't know | 1 | - | - | - | 1 | - | - | - | - | - | 1 | - | 1 | - | - | 1 |
| | *% | -% | -% | -% | 1% | -% | -% | -% | -% | -% | *% | -% | *% | -% | -% | *% |
| | | -% | -% | -% | 100% | -% | -% | -% | -% | -% | 100% | -% | 100% | -% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QC3 (QC29). Do you use a pre-payment plan for your landline where you pay 12 months line rental in advance? IF NECESSARY - Line rental would usually be charged a month in advance for those with monthly bills or a quarter in advance for those with quarterly bills. This type of pre-payment plan covers the line rental in advance for a full 12 months. (SINGLE CODE)

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

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3049 | 1458 | 1591 | 366 | 381 | 958 | 1344 | 482 | 356 | 353 | 534 | 718 | 936 | 658 | 732 | 1825 | 429 | 401 | 394 |
| Effective Weighted Sample | 2055 | 983 | 1073 | 253 | 260 | 664 | 917 | 345 | 219 | 236 | 367 | 484 | 634 | 458 | 514 | 1565 | 295 | 250 | 357 |
| Total | 2058 | 977 | 1081 | 265 | 299 | 731 | 762 | 294 | 211 | 226 | 428 | 583 | 625 | 375 | 472 | 1726 | 182 | 96 | 54 |
| | | 47% | 53% | 13% | 15% | 36% | 37% | 14% | 10% | 11% | 21% | 28% | 30% | 18% | 23% | 84% | 9% | 5% | 3% |
| Yes | 419 | 201 | 218 | 49 | 54 | 160 | 156 | 55 | 47 | 50 | 92 | 126 | 135 | 73 | 84 | 370 | 25 | 14 | 10 |
| | 20% | 21% | 20% | 18% | 18% | 22% | 20% | 19% | 22% | 22% | 21% | 22% | 22% | 20% | 18% | 21% | 14% | 14% | 18% |
| | | 48% | 52% | 12% | 13% | 38% | 37% | 13% | 11% | 12% | 22% | 30% | 32% | 18% | 20% | 88% | 6% | 3% | 2% |
| No | 1515 | 709 | 806 | 140 | 236 | 550 | 588 | 228 | 161 | 173 | 315 | 421 | 448 | 274 | 369 | 1243 | 155 | 77 | 40 |
| | 74% | 73% | 75% | 53% | 79% | 75% | 77% | 78% | 76% | 77% | 73% | 72% | 72% | 73% | 78% | 72% | 85% | 81% | 74% |
| | | 47% | 53% | 9% | 16% | 36% | 39% | 15% | 11% | 11% | 21% | 28% | 30% | 18% | 24% | 82% | 10% | 5% | 3% |
| Don't know | 124 | 67 | 57 | 76 | 9 | 22 | 18 | 11 | 3 | 3 | 22 | 36 | 42 | 27 | 19 | 113 | 3 | 4 | 5 |
| | 6% | 7% | 5% | 29% | 3% | 3% | 2% | 4% | 1% | 1% | 5% | 6% | 7% | 7% | 4% | 7% | 1% | 5% | 8% |
| | | 54% | 46% | 61% | 7% | 17% | 14% | 9% | 2% | 3% | 18% | 29% | 34% | 22% | 15% | 91% | 2% | 4% | 4% |

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

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Table 23

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QC3 (QC29). Do you use a pre-payment plan for your landline where you pay 12 months line rental in advance? IF NECESSARY - Line rental would usually be charged a month in advance for those with monthly bills or a quarter in advance for those with quarterly bills. This type of pre-payment plan covers the line rental in advance for a full 12 months. (SINGLE CODE)

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

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3049 | 198 | 221 | 221 | 186 | 206 | 214 | 202 | 197 | 180 | 2164 | 885 | 1452 | 1595 | 2035 | 1014 |
| Effective Weighted Sample | 2055 | 187 | 203 | 208 | 175 | 192 | 202 | 187 | 185 | 166 | 1691 | 390 | 1003 | 1131 | 1331 | 724 |
| Total | 2058 | 249 | 307 | 192 | 131 | 181 | 202 | 168 | 85 | 211 | 1764 | 294 | 1169 | 888 | 1329 | 729 |
| | | 12% | 15% | 9% | 6% | 9% | 10% | 8% | 4% | 10% | 86% | 14% | 57% | 43% | 65% | 35% |
| Yes | 419 | 48 | 89 | 52 | 32 | 50 | 25 | 19 | 20 | 35 | 340 | 78 | 248 | 171 | 258 | 160 |
| | 20% | 19% | 29% | 27% | 25% | 28% | 12% | 11% | 23% | 17% | 19% | 27% | 21% | 19% | 19% | 22% |
| | | g | afgi | fgi | fg | afgi | | | fg | | | j | | | | |
| | | 11% | 21% | 12% | 8% | 12% | 6% | 5% | 5% | 8% | 81% | 19% | 59% | 41% | 62% | 38% |
| No | 1515 | 197 | 193 | 129 | 94 | 110 | 167 | 133 | 58 | 163 | 1310 | 205 | 858 | 656 | 986 | 529 |
| | 74% | 79% | 63% | 67% | 72% | 61% | 83% | 79% | 68% | 77% | 74% | 70% | 73% | 74% | 74% | 73% |
| | | bceh | | | e | | bcdeh | bceh | | bce | | | | | | |
| | | 13% | 13% | 9% | 6% | 7% | 11% | 9% | 4% | 11% | 86% | 14% | 57% | 43% | 65% | 35% |
| Don't know | 124 | 5 | 25 | 11 | 5 | 20 | 11 | 16 | 7 | 13 | 113 | 11 | 64 | 61 | 85 | 39 |
| | 6% | 2% | 8% | 6% | 4% | 11% | 5% | 10% | 8% | 6% | 6% | 4% | 5% | 7% | 6% | 5% |
| | | | a | a | | adf | | ad | a | a | k | | | | | |
| | | 4% | 20% | 9% | 4% | 16% | 9% | 13% | 6% | 11% | 91% | 9% | 51% | 49% | 68% | 32% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 24

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

QC4 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Mobile phone | 1596 | 795 | 802 | 358 | 396 | 620 | 222 | 260 | 175 | 166 | 324 | 381 | 497 | 309 | 409 | 1347 | 126 | 73 | 51 |
| | 63% | 65% | 61% | 94% | 89% | 71% | 27% | 57% | 63% | 60% | 69% | 60% | 66% | 66% | 60% | 63% | 57% | 58% | 73% |
| | | b | | def | ef | f | | | | | gi | | kn | kn | | p | | | opq |
| | | 50% | 50% | 22% | 25% | 39% | 14% | 16% | 11% | 10% | 20% | 24% | 31% | 19% | 26% | 84% | 8% | 5% | 3% |
| Landline phone at home | 865 | 383 | 481 | 17 | 45 | 228 | 575 | 177 | 96 | 104 | 128 | 234 | 228 | 144 | 255 | 712 | 88 | 47 | 18 |
| | 34% | 31% | 36% | 5% | 10% | 26% | 69% | 39% | 35% | 38% | 27% | 37% | 30% | 31% | 37% | 34% | 40% | 38% | 26% |
| | | | a | | c | cd | cde | j | j | j | | lm | | | lm | r | or | r | |
| | | 44% | 56% | 2% | 5% | 26% | 66% | 20% | 11% | 12% | 15% | 27% | 26% | 17% | 29% | 82% | 10% | 5% | 2% |
| Landline phone at work | 48 | 23 | 25 | 2 | 4 | 17 | 26 | 8 | 5 | 6 | 13 | 13 | 20 | 8 | 7 | 43 | 2 | 2 | 1 |
| | 2% | 2% | 2% | 1% | 1% | 2% | 3% | 2% | 2% | 2% | 3% | 2% | 3% | 2% | 1% | 2% | 1% | 2% | 1% |
| | | | | | | cd | | | | | | | n | | | | | | |
| | | 48% | 52% | 5% | 7% | 35% | 53% | 16% | 10% | 12% | 28% | 26% | 42% | 17% | 15% | 90% | 5% | 4% | 1% |
| Other | 15 | 9 | 5 | * | 2 | 7 | 6 | 7 | 1 | * | - | 5 | 3 | 1 | 6 | 10 | 3 | 2 | * |
| | 1% | 1% | *% | *% | *% | 1% | 1% | 1% | *% | *% | -% | 1% | *% | *% | 1% | *% | 1% | 1% | 1% |
| | | | | | | | | ij | | | | | | | | | | | |
| | | 64% | 36% | 1% | 12% | 47% | 40% | 46% | 8% | 1% | -% | 32% | 19% | 9% | 39% | 66% | 20% | 11% | 3% |
| Don't know | 15 | 6 | 8 | 3 | 1 | 7 | 4 | 2 | * | - | 5 | 5 | 4 | 3 | 3 | 10 | 2 | 2 | * |
| | 1% | 1% | 1% | 1% | *% | 1% | *% | 1% | *% | -% | 1% | 1% | *% | 1% | *% | *% | 1% | 2% | *% |
| | | | | | | | | | | | | | | | | | or | | |
| | | 43% | 57% | 19% | 9% | 45% | 26% | 16% | 1% | -% | 31% | 34% | 24% | 17% | 20% | 69% | 17% | 14% | 1% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 24

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QC4 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Mobile phone | 1596 | 243 | 210 | 125 | 111 | 139 | 129 | 128 | 66 | 197 | 1409 | 187 | 1090 | 505 | 882 | 714 |
| | 63% | 75% | 61% | 57% | 63% | 63% | 54% | 61% | 62% | 69% | 64% | 55% | 76% | 46% | 57% | 72% |
| | | bcdefgh | | | | f | | | cf | k | | | m | | n | |
| | | 15% | 13% | 8% | 7% | 9% | 8% | 8% | 4% | 12% | 88% | 12% | 68% | 32% | 55% | 45% |
| Landline phone at home | 865 | 73 | 124 | 85 | 64 | 77 | 102 | 73 | 37 | 78 | 720 | 145 | 294 | 571 | 623 | 241 |
| | 34% | 23% | 36% | 38% | 36% | 35% | 43% | 35% | 34% | 27% | 33% | 43% | 21% | 51% | 40% | 24% |
| | | | ai | ai | ai | a | ai | a | a | | | j | | l | o | |
| | | 8% | 14% | 10% | 7% | 9% | 12% | 8% | 4% | 9% | 83% | 17% | 34% | 66% | 72% | 28% |
| Landline phone at work | 48 | 5 | 10 | 7 | 1 | 4 | 4 | 3 | 3 | 6 | 45 | 4 | 29 | 19 | 28 | 20 |
| | 2% | 2% | 3% | 3% | *% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% |
| | | | d | d | | | | | | | | | | | | |
| | | 11% | 21% | 15% | 1% | 9% | 9% | 5% | 5% | 12% | 92% | 8% | 60% | 40% | 58% | 42% |
| Other | 15 | 1 | 1 | 2 | 1 | - | 1 | - | 1 | 2 | 11 | 3 | 6 | 9 | 8 | 7 |
| | 1% | *% | *% | 1% | 1% | -% | 1% | -% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% |
| | | 5% | 7% | 16% | 9% | -% | 9% | -% | 9% | 11% | 76% | 24% | 41% | 59% | 53% | 47% |
| Don't know | 15 | - | - | 1 | - | - | 1 | 6 | - | 2 | 14 | 1 | 8 | 7 | 11 | 4 |
| | 1% | -% | -% | *% | -% | -% | 1% | 3% | -% | 1% | 1% | *% | 1% | 1% | 1% | *% |
| | | | | | | | | abcdeh | | | | | | | | |
| | | -% | -% | 6% | -% | -% | 9% | 38% | -% | 16% | 94% | 6% | 51% | 45% | 72% | 28% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 25

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

QC5 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Mobile phone | 1487 | 739 | 747 | 355 | 378 | 549 | 203 | 255 | 163 | 158 | 281 | 341 | 460 | 295 | 390 | 1249 | 119 | 70 | 48 |
| | 59% | 61% | 57% | 93% | 85% | 63% | 24% | 56% | 59% | 57% | 60% | 54% | 61% | 63% | 57% | 59% | 54% | 56% | 69% |
| | | b | | def | ef | f | | | | | | | k | kn | | | | | opq |
| | | 50% | 50% | 24% | 25% | 37% | 14% | 17% | 11% | 11% | 19% | 23% | 31% | 20% | 26% | 84% | 8% | 5% | 3% |
| Landline phone at home | 1023 | 464 | 560 | 25 | 61 | 318 | 620 | 188 | 112 | 116 | 183 | 288 | 283 | 166 | 282 | 855 | 95 | 53 | 21 |
| | 40% | 38% | 42% | 6% | 14% | 36% | 74% | 41% | 40% | 42% | 39% | 45% | 38% | 36% | 42% | 40% | 43% | 42% | 30% |
| | | | a | | c | cd | cde | | | | | lm | | | m | r | r | r | |
| | | 45% | 55% | 2% | 6% | 31% | 61% | 18% | 11% | 11% | 18% | 28% | 28% | 16% | 28% | 84% | 9% | 5% | 2% |
| Other | 22 | 12 | 9 | * | 5 | 9 | 7 | 9 | 2 | 2 | 4 | 6 | 6 | 3 | 7 | 14 | 4 | 3 | 1 |
| | 1% | 1% | 1% | *% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 1% |
| | | | | c | | | | | | | | | | | | o | o | o | |
| | | 57% | 43% | 1% | 24% | 43% | 31% | 40% | 11% | 10% | 18% | 29% | 26% | 14% | 31% | 65% | 19% | 13% | 3% |
| Don't know | 7 | 2 | 5 | 1 | 2 | 2 | 2 | 2 | * | - | 1 | 2 | 3 | 1 | 1 | 4 | 3 | * | - |
| | *% | *% | *% | *% | *% | *% | *% | *% | *% | -% | *% | *% | *% | *% | *% | *% | 1% | *% | -% |
| | | 29% | 71% | 9% | 27% | 32% | 32% | 24% | 1% | -% | 15% | 21% | 43% | 16% | 12% | 57% | 42% | 2% | -% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

Table 25

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

QC5 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | n |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Mobile phone | 1487 | 229 | 180 | 116 | 107 | 130 | 123 | 117 | 63 | 184 | 1327 | 160 | 1003 | 483 | 797 | 690 |
| | 59% | 71% | 52% | 53% | 61% | 59% | 52% | 56% | 59% | 65% | 60% | 47% | 70% | 43% | 51% | 70% |
| | | bcdefgh | | | f | | | | | bcfg | k | | m | | | n |
| | | 15% | 12% | 8% | 7% | 9% | 8% | 8% | 4% | 12% | 89% | 11% | 67% | 32% | 54% | 46% |
| Landline phone at home | 1023 | 92 | 164 | 101 | 67 | 89 | 111 | 90 | 42 | 100 | 850 | 174 | 409 | 614 | 737 | 286 |
| | 40% | 29% | 47% | 46% | 38% | 40% | 47% | 43% | 40% | 35% | 39% | 51% | 29% | 55% | 47% | 29% |
| | | | adi | ai | a | a | adi | a | a | | | j | | l | o | |
| | | 9% | 16% | 10% | 7% | 9% | 11% | 9% | 4% | 10% | 83% | 17% | 40% | 60% | 72% | 28% |
| Other | 22 | 1 | 2 | 2 | 3 | 1 | 2 | 1 | 2 | - | 15 | 6 | 11 | 10 | 14 | 7 |
| | 1% | *% | 1% | 1% | 2% | *% | 1% | *% | 1% | -% | 1% | 2% | 1% | 1% | 1% | 1% |
| | | | | | i | | | | | | | j | | | | |
| | | 4% | 11% | 9% | 15% | 4% | 11% | 3% | 7% | -% | 71% | 29% | 52% | 48% | 66% | 34% |
| Don't know | 7 | - | - | 1 | - | - | 2 | 1 | - | - | 7 | 1 | 4 | 3 | 4 | 3 |
| | *% | -% | -% | *% | -% | -% | 1% | 1% | -% | -% | *% | *% | *% | *% | *% | *% |
| | | -% | -% | 11% | -% | -% | 27% | 18% | -% | -% | 92% | 8% | 51% | 41% | 56% | 44% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 26

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QC6 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3143 | 1504 | 1639 | 389 | 406 | 994 | 1354 | 505 | 371 | 368 | 547 | 734 | 967 | 675 | 761 | 1883 | 431 | 408 | 421 |
| Effective Weighted Sample | 2117 | 1011 | 1106 | 268 | 277 | 688 | 924 | 357 | 229 | 246 | 376 | 495 | 652 | 471 | 533 | 1616 | 297 | 256 | 382 |
| Total | 2130 | 1012 | 1117 | 280 | 321 | 759 | 769 | 312 | 220 | 239 | 438 | 597 | 647 | 388 | 493 | 1790 | 184 | 98 | 58 |
| | | 48% | 52% | 13% | 15% | 36% | 36% | 15% | 10% | 11% | 21% | 28% | 30% | 18% | 23% | 84% | 9% | 5% | 3% |
| BT | 954 | 459 | 495 | 99 | 120 | 314 | 420 | 145 | 90 | 110 | 195 | 282 | 267 | 180 | 223 | 794 | 71 | 52 | 37 |
| | 45% | 45% | 44% | 36% | 37% | 41% | 55% | 46% | 41% | 46% | 45% | 47% | 41% | 46% | 45% | 44% | 39% | 53% | 63% |
| | | 48% | 52% | 10% | 13% | 33% | 44% | 15% | 9% | 12% | 20% | 30% | 28% | 19% | 23% | 83% | 7% | 5% | 4% |
| Virgin Media (including NTL and Telewest) | 394 | 186 | 208 | 53 | 59 | 160 | 123 | 51 | 42 | 39 | 93 | 117 | 121 | 72 | 84 | 344 | 44 | 3 | 4 |
| | 19% | 18% | 19% | 19% | 18% | 21% | 16% | 16% | 19% | 16% | 21% | 20% | 19% | 19% | 17% | 19% | 24% | 4% | 6% |
| | | 47% | 53% | 13% | 15% | 41% | 31% | 13% | 11% | 10% | 23% | 30% | 31% | 18% | 21% | 87% | 11% | 1% | 1% |
| SkyTalk | 357 | 170 | 188 | 71 | 72 | 138 | 77 | 50 | 41 | 48 | 73 | 88 | 110 | 66 | 93 | 286 | 46 | 16 | 9 |
| | 17% | 17% | 17% | 25% | 22% | 18% | 10% | 16% | 19% | 20% | 17% | 15% | 17% | 17% | 19% | 16% | 25% | 17% | 16% |
| | | 47% | 53% | 20% | 20% | 39% | 21% | 14% | 11% | 14% | 21% | 25% | 31% | 18% | 26% | 80% | 13% | 5% | 3% |
| Talk Talk/ Carphone Warehouse | 234 | 101 | 132 | 28 | 32 | 91 | 83 | 34 | 29 | 27 | 37 | 60 | 80 | 41 | 53 | 202 | 14 | 12 | 6 |
| | 11% | 10% | 12% | 10% | 10% | 12% | 11% | 11% | 13% | 11% | 8% | 10% | 12% | 11% | 11% | 11% | 7% | 13% | 10% |
| | | 43% | 57% | 12% | 14% | 39% | 35% | 14% | 12% | 11% | 16% | 26% | 34% | 17% | 23% | 86% | 6% | 5% | 3% |
| EE/ Everything Everywhere | 37 | 23 | 15 | 9 | 8 | 12 | 9 | 6 | 4 | 1 | 13 | 12 | 14 | 5 | 6 | 30 | 2 | 5 | * |
| | 2% | 2% | 1% | 3% | 2% | 2% | 1% | 2% | 2% | 1% | 3% | 2% | 2% | 1% | 1% | 2% | 1% | 5% | 1% |
| | | 61% | 39% | 23% | 21% | 33% | 23% | 15% | 10% | 4% | 34% | 32% | 37% | 14% | 17% | 80% | 6% | 12% | 1% |
| Post Office | 32 | 16 | 16 | 2 | 3 | 6 | 21 | 9 | 3 | 2 | 6 | 6 | 7 | 6 | 13 | 30 | 1 | * | * |
| | 2% | 2% | 1% | 1% | 1% | 1% | 3% | 3% | 2% | 1% | 1% | 1% | 1% | 1% | 3% | 2% | 1% | 1% | 1% |
| | | 49% | 51% | 6% | 10% | 20% | 64% | 28% | 11% | 5% | 17% | 19% | 22% | 18% | 41% | 93% | 5% | 1% | 1% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QC6 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3143 | 1504 | 1639 | 389 | 406 | 994 | 1354 | 505 | 371 | 368 | 547 | 734 | 967 | 675 | 761 | 1883 | 431 | 408 | 421 |
| Effective Weighted Sample | 2117 | 1011 | 1106 | 268 | 277 | 688 | 924 | 357 | 229 | 246 | 376 | 495 | 652 | 471 | 533 | 1616 | 297 | 256 | 382 |
| Total | 2130 | 1012 | 1117 | 280 | 321 | 759 | 769 | 312 | 220 | 239 | 438 | 597 | 647 | 388 | 493 | 1790 | 184 | 98 | 58 |
| | | 48% | 52% | 13% | 15% | 36% | 36% | 15% | 10% | 11% | 21% | 28% | 30% | 18% | 23% | 84% | 9% | 5% | 3% |
| Plusnet | 27 | 12 | 15 | 3 | 8 | 9 | 8 | 1 | 3 | 5 | 8 | 12 | 10 | 4 | 1 | 24 | 2 | 1 | * |
| | 1% | 1% | 1% | 1% | 2% | 1% | 1% | % | 1% | 2% | 2% | 2% | 1% | 1% | % | 1% | 1% | 1% | 1% |
| | | 44% | 56% | 10% | 29% | 33% | 28% | 5% | 11% | 19% | 28% | 44% | 36% | 15% | 5% | 91% | 6% | 2% | 1% |
| Other | 62 | 29 | 33 | 4 | 14 | 23 | 22 | 8 | 8 | 4 | 13 | 15 | 26 | 9 | 13 | 55 | 3 | 4 | 1 |
| | 3% | 3% | 3% | 1% | 4% | 3% | 3% | 3% | 4% | 2% | 3% | 3% | 4% | 2% | 3% | 3% | 2% | 4% | 1% |
| | | 46% | 54% | 6% | c | 36% | 35% | 13% | 12% | 6% | 22% | 25% | 41% | 14% | 20% | 88% | 5% | 6% | 1% |
| Don't know | 31 | 17 | 15 | 12 | 6 | 6 | 8 | 8 | 1 | 3 | 1 | 6 | 13 | 6 | 7 | 25 | 1 | 4 | 1 |
| | 1% | 2% | 1% | 4% | 2% | 1% | 1% | 3% | % | 1% | % | 1% | 2% | 1% | 1% | 1% | 1% | 4% | 2% |
| | | 53% | 47% | ef | 18% | 20% | 24% | j | 3% | 9% | 2% | 19% | 42% | 18% | 22% | 81% | 4% | op | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 26

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

QC6 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3143 | 220 | 223 | 226 | 197 | 208 | 216 | 210 | 198 | 185 | 2246 | 897 | 1508 | 1633 | 2073 | 1070 |
| Effective Weighted Sample | 2117 | 208 | 204 | 213 | 185 | 194 | 203 | 195 | 186 | 171 | 1750 | 395 | 1041 | 1157 | 1356 | 761 |
| Total | 2130 | 280 | 309 | 198 | 138 | 182 | 204 | 175 | 85 | 218 | 1832 | 297 | 1218 | 911 | 1355 | 775 |
| | | 13% | 15% | 9% | 7% | 9% | 10% | 8% | 4% | 10% | 86% | 14% | 57% | 43% | 64% | 36% |
| BT | 954 | 145 | 136 | 94 | 46 | 79 | 100 | 83 | 38 | 73 | 767 | 187 | 519 | 435 | 651 | 303 |
| | 45% | 52% | 44% | 47% | 33% | 43% | 49% | 47% | 44% | 34% | 42% | 63% | 43% | 48% | 48% | 39% |
| | | di | di | di | | d | di | di | di | | j | | | l | o | |
| | | 15% | 14% | 10% | 5% | 8% | 11% | 9% | 4% | 8% | 80% | 20% | 54% | 46% | 68% | 32% |
| Virgin Media (including NTL and Telewest) | 394 | 42 | 70 | 33 | 37 | 43 | 38 | 26 | 14 | 41 | 380 | 15 | 246 | 148 | 227 | 168 |
| | 19% | 15% | 23% | 17% | 26% | 24% | 19% | 15% | 16% | 19% | 21% | 5% | 20% | 16% | 17% | 22% |
| | | | ag | | acgh | ag | | | | | k | | m | | | n |
| | | 11% | 18% | 8% | 9% | 11% | 10% | 7% | 3% | 10% | 96% | 4% | 62% | 38% | 57% | 43% |
| SkyTalk | 357 | 42 | 35 | 20 | 30 | 24 | 29 | 33 | 19 | 54 | 328 | 29 | 227 | 131 | 198 | 159 |
| | 17% | 15% | 11% | 10% | 22% | 13% | 14% | 19% | 22% | 25% | 18% | 10% | 19% | 14% | 15% | 21% |
| | | | | | bce | | | bc | bce | abcef | k | | m | | | n |
| | | 12% | 10% | 6% | 8% | 7% | 8% | 9% | 5% | 15% | 92% | 8% | 63% | 37% | 56% | 44% |
| Talk Talk/ Carphone Warehouse | 234 | 34 | 43 | 29 | 12 | 14 | 19 | 15 | 11 | 24 | 193 | 40 | 128 | 105 | 153 | 81 |
| | 11% | 12% | 14% | 14% | 9% | 8% | 9% | 8% | 13% | 11% | 11% | 14% | 11% | 12% | 11% | 10% |
| | | | e | e | | | | | | | | | | | | |
| | | 15% | 18% | 12% | 5% | 6% | 8% | 6% | 5% | 10% | 83% | 17% | 55% | 45% | 65% | 35% |
| EE/ Everything Everywhere | 37 | 4 | 5 | 5 | 4 | 3 | 2 | 1 | 1 | 5 | 36 | 2 | 27 | 11 | 21 | 17 |
| | 2% | 2% | 2% | 3% | 3% | 2% | 1% | *% | 1% | 2% | 2% | 1% | 2% | 1% | 2% | 2% |
| | | | | | g | | | | | | k | | | | | |
| | | 11% | 12% | 14% | 12% | 8% | 4% | 2% | 2% | 14% | 95% | 5% | 71% | 29% | 55% | 45% |
| Post Office | 32 | 2 | 9 | 4 | 1 | 5 | 1 | 3 | - | 5 | 30 | 2 | 12 | 21 | 25 | 7 |
| | 2% | 1% | 3% | 2% | 1% | 3% | 1% | 2% | -% | 2% | 2% | 1% | 1% | 2% | 2% | 1% |
| | | | h | | | h | | | | h | | | | l | | |
| | | 5% | 27% | 12% | 4% | 16% | 3% | 9% | -% | 16% | 92% | 8% | 36% | 64% | 77% | 23% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 26

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

QC6 (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3143 | 220 | 223 | 226 | 197 | 208 | 216 | 210 | 198 | 185 | 2246 | 897 | 1508 | 1633 | 2073 | 1070 |
| Effective Weighted Sample | 2117 | 208 | 204 | 213 | 185 | 194 | 203 | 195 | 186 | 171 | 1750 | 395 | 1041 | 1157 | 1356 | 761 |
| Total | 2130 | 280 | 309 | 198 | 138 | 182 | 204 | 175 | 85 | 218 | 1832 | 297 | 1218 | 911 | 1355 | 775 |
| | | 13% | 15% | 9% | 7% | 9% | 10% | 8% | 4% | 10% | 86% | 14% | 57% | 43% | 64% | 36% |
| Plusnet | 27 | 2 | 3 | 5 | 1 | 1 | 1 | 4 | 1 | 5 | 22 | 5 | 16 | 11 | 19 | 8 |
| | 1% | 1% | 1% | 3% | 1% | 1% | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 1% |
| | | 8% | 13% | 18% | 3% | 5% | 3% | 16% | 5% | 19% | 80% | 20% | 58% | 42% | 69% | 31% |
| Other | 62 | 7 | 4 | 5 | 6 | 10 | 7 | 7 | 1 | 8 | 49 | 13 | 34 | 28 | 42 | 20 |
| | 3% | 3% | 1% | 2% | 4% | 5% | 3% | 4% | 1% | 4% | 3% | 4% | 3% | 3% | 3% | 3% |
| | | | | | h | bh | | h | | | | | | | | |
| | | 11% | 6% | 8% | 9% | 16% | 11% | 12% | 1% | 13% | 79% | 21% | 55% | 45% | 68% | 32% |
| Don't know | 31 | 1 | 3 | 3 | 2 | 3 | 6 | 3 | 1 | 2 | 27 | 4 | 10 | 21 | 20 | 11 |
| | 1% | 1% | 1% | 2% | 1% | 2% | 3% | 2% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% |
| | | | | | a | | | | | | | | l | | | |
| | | 4% | 11% | 10% | 6% | 10% | 20% | 9% | 4% | 7% | 87% | 13% | 33% | 67% | 64% | 36% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 27

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

QC7A (QC13A). SHOWCARD Thinking about your home phone service only, please use this card to say how satisfied you are with the overall service provided by (MAIN SUPPLIER). (SINGLE CODE)

Base : Those with a landline phone at home

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3143 | 1504 | 1639 | 389 | 406 | 994 | 1354 | 505 | 371 | 368 | 547 | 734 | 967 | 675 | 761 | 1883 | 431 | 408 | 421 |
| Effective Weighted Sample | 2117 | 1011 | 1106 | 268 | 277 | 688 | 924 | 357 | 229 | 246 | 376 | 495 | 652 | 471 | 533 | 1616 | 297 | 256 | 382 |
| Total | 2130 | 1012 | 1117 | 280 | 321 | 759 | 769 | 312 | 220 | 239 | 438 | 597 | 647 | 388 | 493 | 1790 | 184 | 98 | 58 |
| | | 48% | 52% | 13% | 15% | 36% | 36% | 15% | 10% | 11% | 21% | 28% | 30% | 18% | 23% | 84% | 9% | 5% | 3% |
| Very satisfied | 1235 | 583 | 651 | 160 | 173 | 417 | 484 | 202 | 119 | 141 | 225 | 327 | 384 | 218 | 302 | 1050 | 105 | 52 | 28 |
| | 58% | 58% | 58% | 57% | 54% | 55% | 63% | 65% | 54% | 59% | 51% | 55% | 59% | 56% | 61% | 59% | 57% | 53% | 48% |
| | | | | | | | de | hj | | | | | | | k | r | r | | |
| | | 47% | 53% | 13% | 14% | 34% | 39% | 16% | 10% | 11% | 18% | 27% | 31% | 18% | 24% | 85% | 9% | 4% | 2% |
| Fairly satisfied | 628 | 295 | 333 | 68 | 99 | 242 | 219 | 69 | 75 | 75 | 154 | 187 | 189 | 115 | 136 | 517 | 54 | 35 | 21 |
| | 29% | 29% | 30% | 24% | 31% | 32% | 28% | 22% | 34% | 31% | 35% | 31% | 29% | 30% | 28% | 29% | 30% | 36% | 36% |
| | | | | | | c | | | g | g | g | | | | | | | o | o |
| | | 47% | 53% | 11% | 16% | 39% | 35% | 11% | 12% | 12% | 25% | 30% | 30% | 18% | 22% | 82% | 9% | 6% | 3% |
| Neither | 118 | 61 | 58 | 24 | 19 | 53 | 21 | 16 | 10 | 8 | 29 | 43 | 33 | 25 | 17 | 101 | 9 | 4 | 4 |
| | 6% | 6% | 5% | 9% | 6% | 7% | 3% | 5% | 5% | 4% | 7% | 7% | 5% | 6% | 4% | 6% | 5% | 4% | 7% |
| | | | | f | f | f | | | | | | n | | n | | | | q | |
| | | 51% | 49% | 20% | 16% | 45% | 18% | 13% | 9% | 7% | 24% | 36% | 28% | 21% | 15% | 85% | 8% | 3% | 4% |
| Fairly dissatisfied | 69 | 34 | 35 | 10 | 11 | 19 | 29 | 14 | 7 | 7 | 13 | 20 | 17 | 12 | 20 | 55 | 8 | 4 | 2 |
| | 3% | 3% | 3% | 4% | 3% | 2% | 4% | 5% | 3% | 3% | 3% | 3% | 3% | 3% | 4% | 3% | 5% | 4% | 3% |
| | | 50% | 50% | 15% | 16% | 27% | 42% | 20% | 10% | 10% | 20% | 29% | 24% | 18% | 30% | 80% | 12% | 5% | 3% |
| Very dissatisfied | 41 | 18 | 24 | 3 | 7 | 21 | 11 | 3 | 6 | 4 | 12 | 14 | 11 | 7 | 8 | 34 | 4 | 1 | 2 |
| | 2% | 2% | 2% | 1% | 2% | 3% | 1% | 1% | 3% | 1% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 3% |
| | | | | | | f | | | | | | | | | | | | | |
| | | 42% | 58% | 8% | 16% | 50% | 26% | 7% | 15% | 9% | 28% | 34% | 28% | 17% | 19% | 83% | 9% | 3% | 5% |
| Don't know | 39 | 21 | 17 | 14 | 12 | 7 | 5 | 9 | 3 | 4 | 5 | 6 | 12 | 11 | 9 | 32 | 3 | 2 | 1 |
| | 2% | 2% | 2% | 5% | 4% | 1% | 1% | 3% | 1% | 2% | 1% | 1% | 2% | 3% | 2% | 2% | 2% | 2% | 2% |
| | | | | ef | ef | | | | | | | | | k | | | | | |
| | | 55% | 45% | 36% | 31% | 19% | 14% | 23% | 8% | 12% | 14% | 16% | 31% | 30% | 23% | 83% | 8% | 5% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 27

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

QC7A (QC13A). SHOWCARD Thinking about your home phone service only, please use this card to say how satisfied you are with the overall service provided by (MAIN SUPPLIER). (SINGLE CODE)

Base : Those with a landline phone at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3143 | 220 | 223 | 226 | 197 | 208 | 216 | 210 | 198 | 185 | 2246 | 897 | 1508 | 1633 | 2073 | 1070 |
| Effective Weighted Sample | 2117 | 208 | 204 | 213 | 185 | 194 | 203 | 195 | 186 | 171 | 1750 | 395 | 1041 | 1157 | 1356 | 761 |
| Total | 2130 | 280 | 309 | 198 | 138 | 182 | 204 | 175 | 85 | 218 | 1832 | 297 | 1218 | 911 | 1355 | 775 |
| | | 13% | 15% | 9% | 7% | 9% | 10% | 8% | 4% | 10% | 86% | 14% | 57% | 43% | 64% | 36% |
| Very satisfied | 1235 | 143 | 178 | 88 | 74 | 138 | 153 | 94 | 51 | 131 | 1068 | 166 | 682 | 553 | 796 | 438 |
| | 58% | 51% | 58% | 45% | 53% | 76% | 75% | 54% | 60% | 60% | 58% | 56% | 56% | 61% | 59% | 57% |
| | | | c | | | abcdghi | abcdghi | | c | c | | | | l | | |
| | | 12% | 14% | 7% | 6% | 11% | 12% | 8% | 4% | 11% | 87% | 13% | 55% | 45% | 65% | 35% |
| Fairly satisfied | 628 | 111 | 99 | 67 | 43 | 36 | 30 | 51 | 22 | 57 | 537 | 90 | 373 | 255 | 393 | 235 |
| | 29% | 40% | 32% | 34% | 31% | 20% | 15% | 29% | 26% | 26% | 29% | 30% | 31% | 28% | 29% | 30% |
| | | efghi | ef | ef | ef | | | ef | f | f | | | | | | |
| | | 18% | 16% | 11% | 7% | 6% | 5% | 8% | 4% | 9% | 86% | 14% | 59% | 41% | 63% | 37% |
| Neither | 118 | 9 | 20 | 19 | 9 | 4 | 7 | 14 | 6 | 12 | 95 | 23 | 79 | 39 | 77 | 41 |
| | 6% | 3% | 7% | 10% | 7% | 2% | 4% | 8% | 7% | 5% | 5% | 8% | 7% | 4% | 6% | 5% |
| | | | e | aef | e | | | ae | e | | | j | m | | | |
| | | 8% | 17% | 16% | 8% | 3% | 6% | 12% | 5% | 10% | 80% | 20% | 67% | 33% | 65% | 35% |
| Fairly dissatisfied | 69 | 7 | 5 | 11 | 5 | 3 | 5 | 8 | 4 | 8 | 63 | 6 | 36 | 33 | 43 | 26 |
| | 3% | 3% | 2% | 5% | 4% | 1% | 3% | 4% | 4% | 4% | 3% | 2% | 3% | 4% | 3% | 3% |
| | | | | be | | | | | | | | | | | | |
| | | 10% | 7% | 16% | 7% | 4% | 8% | 11% | 5% | 12% | 91% | 9% | 52% | 48% | 62% | 38% |
| Very dissatisfied | 41 | 6 | 4 | 9 | 4 | - | 2 | 6 | 1 | 2 | 34 | 8 | 27 | 14 | 25 | 16 |
| | 2% | 2% | 1% | 5% | 3% | -% | 1% | 3% | 2% | 1% | 2% | 3% | 2% | 2% | 2% | 2% |
| | | e | | efl | e | | | e | | | | | | | | |
| | | 13% | 11% | 22% | 9% | -% | 4% | 14% | 4% | 5% | 82% | 18% | 65% | 34% | 61% | 39% |
| Don't know | 39 | 4 | 2 | 3 | 3 | 2 | 7 | 3 | 2 | 8 | 35 | 3 | 21 | 18 | 21 | 18 |
| | 2% | 1% | 1% | 1% | 2% | 1% | 3% | 2% | 2% | 4% | 2% | 1% | 2% | 2% | 2% | 2% |
| | | | | | | | b | | | b | | | | | | |
| | | 10% | 4% | 7% | 8% | 4% | 18% | 8% | 4% | 21% | 91% | 9% | 54% | 46% | 53% | 47% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 28

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

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

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|------|------|-------------|--------------|-------|------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI | |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | |
| Unweighted total | | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% | |
| One | (1.0) | 589 | 258 | 331 | 55 | 98 | 128 | 308 | 207 | 94 | 55 | 27 | 96 | 155 | 90 | 243 | 464 | 70 | 38 | 17 |
| | | 23% | 21% | 25% | 14% | 22% | 15% | 37% | 46% | 34% | 20% | 6% | 15% | 21% | 19% | 36% | 22% | 32% | 30% | 24% |
| | | | a | ce | | | cde | hij | ij | j | | | k | klm | | or | o | | | |
| | | 44% | 56% | 9% | 17% | 22% | 52% | 35% | 16% | 9% | 5% | 16% | 26% | 15% | 41% | 79% | 12% | 6% | 3% | |
| Two | (2.0) | 991 | 473 | 518 | 108 | 231 | 356 | 297 | 119 | 111 | 135 | 245 | 295 | 305 | 180 | 210 | 846 | 72 | 49 | 24 |
| | | 39% | 39% | 39% | 28% | 52% | 40% | 36% | 26% | 40% | 49% | 52% | 46% | 41% | 39% | 31% | 40% | 33% | 39% | 35% |
| | | | | cef | | cf | c | gh | gh | lmn | n | n | | pr | | | | | | |
| | | 48% | 52% | 11% | 23% | 36% | 30% | 12% | 11% | 14% | 25% | 30% | 31% | 18% | 21% | 85% | 7% | 5% | 2% | |
| Three | (3.0) | 413 | 197 | 216 | 87 | 68 | 194 | 65 | 42 | 33 | 46 | 97 | 116 | 128 | 81 | 88 | 349 | 35 | 17 | 12 |
| | | 16% | 16% | 16% | 23% | 15% | 22% | 8% | 9% | 12% | 17% | 21% | 18% | 17% | 17% | 13% | 16% | 16% | 14% | 18% |
| | | | | df | f | df | | g | gh | n | n | n | | | | | | | | |
| | | 48% | 52% | 21% | 16% | 47% | 16% | 10% | 8% | 11% | 23% | 28% | 31% | 20% | 21% | 84% | 8% | 4% | 3% | |
| Four or more | (4.0) | 427 | 235 | 192 | 131 | 48 | 195 | 53 | 29 | 26 | 37 | 99 | 116 | 144 | 90 | 77 | 371 | 27 | 15 | 13 |
| | | 17% | 19% | 15% | 34% | 11% | 22% | 6% | 6% | 9% | 14% | 21% | 18% | 19% | 19% | 11% | 17% | 12% | 12% | 19% |
| | | | b | def | f | df | | g | ghi | n | n | n | | pq | | | | | | |
| | | 55% | 45% | 31% | 11% | 46% | 12% | 7% | 6% | 9% | 23% | 27% | 34% | 21% | 18% | 87% | 6% | 4% | 3% | |
| None | (0.0) | 118 | 54 | 64 | * | 3 | 6 | 109 | 57 | 14 | 3 | 1 | 13 | 20 | 23 | 62 | 93 | 17 | 6 | 3 |
| | | 5% | 4% | 5% | *% | 1% | 1% | 13% | 13% | 5% | 1% | *% | 2% | 3% | 5% | 9% | 4% | 8% | 5% | 4% |
| | | | | cde | | | cde | hij | ij | | | | kl | klm | | or | | | | |
| | | 45% | 55% | *% | 2% | 5% | 93% | 48% | 12% | 3% | 1% | 11% | 17% | 19% | 53% | 78% | 14% | 5% | 2% | |
| Mean mobiles in household | | 2.2 | 2.2 | 2.1 | 2.8 | 2.1 | 2.5 | 1.6 | 1.5 | 1.9 | 2.2 | 2.6 | 2.4 | 2.3 | 2.3 | 1.8 | 2.2 | 1.9 | 2.0 | 2.2 |
| | | | b | | def | f | df | | | g | gh | ghi | n | n | n | | pq | | | pq |
| Standard deviation | | 1.11 | 1.12 | 1.09 | 1.08 | .90 | 1.01 | 1.02 | 1.04 | 1.01 | .95 | .89 | 1.01 | 1.08 | 1.13 | 1.13 | 1.10 | 1.13 | 1.06 | 1.15 |
| Standard error | | .02 | .03 | .02 | .05 | .04 | .03 | .03 | .04 | .05 | .05 | .04 | .04 | .03 | .04 | .03 | .02 | .05 | .05 | .05 |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 28

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

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

Base : All respondents

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | | |
|---|-------|-----------------|----------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|---------|------|-------------------|------|--------------|
| | | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| One | (1.0) | 589 | 53 | 69 | 51 | 40 | 52 | 52 | 48 | 25 | 75 | 517 | 72 | 216 | 372 | 367 | 223 |
| | | 23% | 17% | 20% | 23% | 23% | 23% | 22% | 23% | 23% | 26% | 24% | 21% | 15% | 33% | 24% | 23% |
| | | | | | | | | | | | a | | | l | | | |
| | | | 9% | 12% | 9% | 7% | 9% | 9% | 8% | 4% | 13% | 88% | 12% | 37% | 63% | 62% | 38% |
| Two | (2.0) | 991 | 107 | 138 | 89 | 79 | 88 | 93 | 81 | 41 | 130 | 848 | 143 | 623 | 368 | 618 | 374 |
| | | 39% | 33% | 40% | 41% | 45% | 40% | 39% | 39% | 38% | 46% | 39% | 42% | 44% | 33% | 40% | 38% |
| | | | | | | a | | | | | a | | | m | | | |
| | | | 11% | 14% | 9% | 8% | 9% | 9% | 8% | 4% | 13% | 86% | 14% | 63% | 37% | 62% | 38% |
| Three | (3.0) | 413 | 66 | 67 | 33 | 26 | 29 | 48 | 30 | 18 | 31 | 354 | 59 | 294 | 119 | 246 | 168 |
| | | 16% | 21% | 20% | 15% | 15% | 13% | 20% | 15% | 16% | 11% | 16% | 17% | 21% | 11% | 16% | 17% |
| | | | ei | i | | | | ei | | | | | | m | | | |
| | | | 16% | 16% | 8% | 6% | 7% | 12% | 7% | 4% | 8% | 86% | 14% | 71% | 29% | 59% | 41% |
| Four or more | (4.0) | 427 | 86 | 58 | 41 | 21 | 35 | 36 | 43 | 14 | 37 | 381 | 46 | 288 | 138 | 248 | 179 |
| | | 17% | 27% | 17% | 19% | 12% | 16% | 15% | 20% | 13% | 13% | 17% | 14% | 20% | 12% | 16% | 18% |
| | | | bcdefhi | | d | | | | dhi | | | k | | m | | | |
| | | | 20% | 14% | 10% | 5% | 8% | 8% | 10% | 3% | 9% | 89% | 11% | 67% | 32% | 58% | 42% |
| None | (0.0) | 118 | 10 | 14 | 5 | 11 | 17 | 10 | 6 | 10 | 11 | 98 | 20 | 5 | 113 | 74 | 44 |
| | | 5% | 3% | 4% | 2% | 6% | 8% | 4% | 3% | 9% | 4% | 4% | 6% | *% | 10% | 5% | 5% |
| | | | | | | c | acg | | | abcfgi | | | | l | | | |
| | | | 8% | 12% | 4% | 9% | 14% | 8% | 5% | 8% | 9% | 83% | 17% | 4% | 96% | 62% | 38% |
| Mean mobiles in household | | 2.2 | 2.5 | 2.3 | 2.3 | 2.0 | 2.1 | 2.2 | 2.3 | 2.0 | 2.0 | 2.2 | 2.1 | 2.5 | 1.8 | 2.1 | 2.2 |
| | | | bcdefghi | dhi | dhi | | | | dhi | | | | | m | | | |
| Standard deviation | | 1.11 | 1.14 | 1.08 | 1.08 | 1.05 | 1.14 | 1.07 | 1.12 | 1.14 | 1.03 | 1.11 | 1.07 | .99 | 1.15 | 1.10 | 1.12 |
| Standard error | | .02 | .07 | .07 | .07 | .07 | .07 | .07 | .07 | .07 | .07 | .02 | .03 | .02 | .03 | .02 | .03 |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 29

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

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

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | | |
|---|-------|--------|------|-----------|-------|-------|-------|------------------|-----------------|-------------------|-------------------|--------------|-----|------|-----|--------|-------------|--------------|-------|-----|
| | | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| No | (0.0) | 55 | 26 | 28 | 1 | 1 | 8 | 44 | 7 | 8 | 7 | 3 | 12 | 11 | 11 | 22 | 44 | 5 | 4 | 1 |
| | | 2% | 2% | 2% | *% | *% | 1% | cde | 1% | 3% | 3% | 1% | 2% | 1% | 2% | 3% | 2% | 2% | 3% | 2% |
| | | | 48% | 52% | 1% | 2% | 15% | 81% | 12% | 15% | 14% | 6% | 22% | 19% | 19% | 39% | 81% | 10% | 7% | 2% |
| 1 | (1.0) | 2172 | 1028 | 1144 | 348 | 403 | 778 | 643 | 368 | 236 | 245 | 422 | 561 | 659 | 384 | 565 | 1810 | 194 | 108 | 61 |
| | | 86% | 84% | 87% | 91% | 90% | 88% | 77% | 81% | 85% | 89% | 90% | 88% | 88% | 82% | 83% | 85% | 88% | 86% | 87% |
| | | | 47% | 53% | f | f | f | g | 17% | 11% | 11% | 19% | mn | mn | 18% | 26% | 83% | 9% | 5% | 3% |
| 2 | (2.0) | 149 | 81 | 68 | 20 | 35 | 66 | 29 | 15 | 15 | 17 | 38 | 46 | 45 | 33 | 25 | 135 | 5 | 6 | 4 |
| | | 6% | 7% | 5% | 5% | 8% | 8% | 3% | 3% | 6% | 6% | 8% | 7% | 6% | 7% | 4% | 6% | 2% | 5% | 6% |
| | | | 54% | 46% | f | f | g | g | 10% | 10% | 11% | 26% | n | n | n | p | 90% | 3% | 4% | 3% |
| 3 | (3.0) | 24 | 14 | 9 | 7 | * | 13 | 3 | 5 | 2 | 2 | 1 | 2 | 7 | 8 | 6 | 23 | * | * | 1 |
| | | 1% | 1% | 1% | 2% | *% | 1% | *% | 1% | 1% | 1% | *% | *% | 1% | 2% | 1% | 1% | *% | *% | 1% |
| | | | 60% | 40% | df | df | 55% | 14% | 23% | 10% | 9% | 6% | 9% | 30% | 35% | 27% | 97% | 1% | *% | 2% |
| 4 or more | (4.0) | 21 | 14 | 7 | 5 | 5 | 8 | 3 | 1 | 1 | 2 | 3 | 3 | 11 | 6 | 1 | 18 | * | 2 | 1 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | *% | *% | *% | 1% | 1% | *% | 1% | 1% | *% | 1% | *% | 2% | 1% |
| | | | 67% | 33% | 24% | 23% | 38% | 16% | 5% | 5% | 9% | 14% | 14% | 52% | 30% | 4% | 87% | 1% | 10% | 3% |
| No mobiles in household | (0.0) | 118 | 54 | 64 | * | 3 | 6 | 109 | 57 | 14 | 3 | 1 | 13 | 20 | 23 | 62 | 93 | 17 | 6 | 3 |
| | | 5% | 4% | 5% | *% | 1% | 1% | 13% | 13% | 5% | 1% | *% | 2% | 3% | 5% | 9% | 4% | 8% | 5% | 4% |
| | | | 45% | 55% | *% | 2% | 5% | cde | 48% | 12% | 3% | 1% | 11% | 17% | 19% | 53% | 78% | 14% | 5% | 2% |
| Mean mobiles used | 1.0 | 1.1 | 1.0 | 1.1 | 1.1 | 1.1 | .9 | .9 | 1.0 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 | .9 | 1.0 | .9 | 1.0 | 1.0 |
| | | | b | | f | f | f | | g | g | g | gh | n | n | n | | p | | p | p |
| Standard deviation | .49 | .53 | .45 | .48 | .42 | .47 | .50 | .49 | .46 | .43 | .39 | .41 | .51 | .58 | .45 | .45 | .50 | .35 | .53 | .46 |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 29

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

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| Standard error | .01 | .01 | .01 | .02 | .02 | .01 | .01 | .02 | .02 | .02 | .02 | .01 | .02 | .02 | .01 | .01 | .02 | .02 | .02 |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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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

| | | | ENGLAND REGIONS | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | | | |
|---------------------------|-------|------|-----------------|----------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|---------|-------|-------------------|------|------|--------------|
| | | | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | | | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | | | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | | | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| No | (0.0) | 55 | 7 | 7 | 4 | 4 | 5 | 5 | 6 | 2 | 5 | 49 | 5 | 4 | 50 | 37 | 17 | |
| | | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | *% | 5% | 2% | 2% |
| | | | | | | | | | | | | | | | l | | | |
| | | | | 14% | 13% | 7% | 7% | 9% | 9% | 10% | 3% | 10% | 91% | 9% | 8% | 92% | 68% | 32% |
| 1 | (1.0) | 2172 | 241 | 292 | 197 | 153 | 186 | 217 | 185 | 92 | 248 | 1870 | 302 | 1273 | 898 | 1352 | 820 | |
| | | 86% | 75% | 84% | 90% | 86% | 84% | 91% | 89% | 86% | 87% | 85% | 89% | 89% | 81% | 87% | 83% | |
| | | | | 11% | 13% | 9% | 7% | 9% | 10% | 9% | 4% | 11% | 86% | 14% | 59% | 41% | 62% | 38% |
| 2 | (2.0) | 149 | 48 | 23 | 14 | 8 | 9 | 4 | 9 | 2 | 18 | 139 | 10 | 116 | 34 | 72 | 77 | |
| | | 6% | 15% | 7% | 6% | 4% | 4% | 2% | 4% | 2% | 6% | 6% | 3% | 8% | 3% | 5% | 8% | |
| | | | | bcdefghi | fh | fh | | | | | fh | k | | m | | n | | |
| | | | | 32% | 16% | 9% | 5% | 6% | 3% | 6% | 1% | 12% | 93% | 7% | 77% | 23% | 48% | 52% |
| 3 | (3.0) | 24 | 6 | 9 | 1 | 2 | 1 | 1 | 1 | 1 | - | 21 | 2 | 13 | 10 | 10 | 13 | |
| | | 1% | 2% | 3% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | |
| | | | | i | i | | | | | | | | | | | | | |
| | | | | 27% | 37% | 5% | 8% | 6% | 6% | 5% | 3% | -% | 91% | 9% | 57% | 43% | 43% | 57% |
| 4 or more | (4.0) | 21 | 10 | 1 | - | - | 3 | 1 | 1 | * | 3 | 21 | * | 15 | 6 | 7 | 14 | |
| | | 1% | 3% | *% | -% | -% | 1% | *% | *% | *% | 1% | 1% | *% | 1% | 1% | *% | 1% | |
| | | | | bcdfgh | | | | | | | | k | | | | n | | |
| | | | | 46% | 5% | -% | -% | 14% | 4% | 4% | 2% | 12% | 99% | 1% | 71% | 29% | 35% | 65% |
| No mobiles in household | (0.0) | 118 | 10 | 14 | 5 | 11 | 17 | 10 | 6 | 10 | 11 | 98 | 20 | 5 | 113 | 74 | 44 | |
| | | 5% | 3% | 4% | 2% | 6% | 8% | 4% | 3% | 9% | 4% | 4% | 6% | *% | 10% | 5% | 5% | |
| | | | | | | | c | acg | | abcfgi | | | | | l | | | |
| | | | | 8% | 12% | 4% | 9% | 14% | 8% | 5% | 8% | 9% | 83% | 17% | 4% | 96% | 62% | 38% |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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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

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| Mean mobiles used | 1.0 | 1.2 | 1.1 | 1.0 | 1.0 | 1.0 | 1.0 | 1.0 | .9 | 1.0 | 1.0 | 1.0 | 1.1 | .9 | 1.0 | 1.1 |
| | | bcdefghi | dfh | h | | | | h | | h | k | | m | | | n |
| Standard deviation | .49 | .71 | .50 | .35 | .41 | .53 | .37 | .40 | .42 | .45 | .50 | .37 | .45 | .51 | .43 | .56 |
| Standard error | .01 | .04 | .03 | .02 | .03 | .03 | .02 | .03 | .03 | .03 | .01 | .01 | .01 | .01 | .01 | .02 |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 30

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

Base : Those who personally use a mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| O2 | 586 | 279 | 307 | 101 | 122 | 221 | 143 | 91 | 60 | 68 | 115 | 156 | 174 | 99 | 157 | 460 | 60 | 25 | 42 |
| | 25% | 25% | 25% | 26% | 28% | 26% | 21% | 23% | 23% | 26% | 25% | 26% | 24% | 23% | 26% | 23% | 30% | 21% | 65% |
| | | | | f | f | f | | | | | | | | | | oq | | opq | |
| | | 48% | 52% | 17% | 21% | 38% | 24% | 16% | 10% | 12% | 20% | 27% | 30% | 17% | 27% | 78% | 10% | 4% | 7% |
| Vodafone | 445 | 226 | 220 | 59 | 64 | 184 | 139 | 61 | 45 | 51 | 110 | 137 | 131 | 72 | 106 | 382 | 38 | 18 | 8 |
| | 19% | 20% | 18% | 15% | 14% | 21% | 20% | 16% | 17% | 19% | 24% | 22% | 18% | 17% | 18% | 19% | 19% | 15% | 12% |
| | | | | | | cd | cd | | | | g | m | | | | r | r | | |
| | | 51% | 49% | 13% | 14% | 41% | 31% | 14% | 10% | 11% | 25% | 31% | 29% | 16% | 24% | 86% | 9% | 4% | 2% |
| Orange | 397 | 185 | 212 | 64 | 75 | 132 | 126 | 80 | 40 | 42 | 65 | 95 | 138 | 67 | 96 | 335 | 27 | 30 | 6 |
| | 17% | 16% | 17% | 17% | 17% | 15% | 19% | 20% | 16% | 16% | 14% | 16% | 19% | 15% | 16% | 17% | 13% | 26% | 8% |
| | | | | | | | | j | | | | | | | | r | r | opr | |
| | | 47% | 53% | 16% | 19% | 33% | 32% | 20% | 10% | 11% | 16% | 24% | 35% | 17% | 24% | 84% | 7% | 8% | 1% |
| T-Mobile | 226 | 96 | 130 | 46 | 28 | 87 | 66 | 40 | 22 | 21 | 30 | 38 | 74 | 54 | 58 | 203 | 16 | 7 | 1 |
| | 10% | 8% | 11% | 12% | 6% | 10% | 10% | 10% | 9% | 8% | 6% | 6% | 10% | 13% | 10% | 10% | 8% | 6% | 1% |
| | | | | d | | d | | j | | | | | k | k | k | qr | r | r | |
| | | 43% | 57% | 20% | 12% | 38% | 29% | 18% | 10% | 9% | 13% | 17% | 33% | 24% | 26% | 90% | 7% | 3% | *% |
| '3' | 207 | 110 | 97 | 36 | 64 | 79 | 27 | 29 | 24 | 26 | 46 | 45 | 66 | 45 | 50 | 179 | 15 | 10 | 3 |
| | 9% | 10% | 8% | 9% | 15% | 9% | 4% | 7% | 9% | 10% | 10% | 7% | 9% | 10% | 8% | 9% | 8% | 9% | 4% |
| | | | | f | cef | f | | | | | | | | | | r | r | r | |
| | | 53% | 47% | 17% | 31% | 38% | 13% | 14% | 12% | 13% | 22% | 22% | 32% | 22% | 24% | 86% | 7% | 5% | 1% |
| EE/ Everything Everywhere | 167 | 91 | 76 | 33 | 40 | 57 | 36 | 35 | 16 | 20 | 45 | 62 | 46 | 25 | 33 | 140 | 14 | 11 | 2 |
| | 7% | 8% | 6% | 9% | 9% | 7% | 5% | 9% | 6% | 8% | 10% | 10% | 6% | 6% | 6% | 7% | 7% | 9% | 3% |
| | | | | f | f | | | | | | | lmn | | | | r | r | r | |
| | | 54% | 46% | 20% | 24% | 34% | 22% | 21% | 9% | 12% | 27% | 37% | 28% | 15% | 20% | 84% | 8% | 7% | 1% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 30

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

Base : Those who personally use a mobile phone

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Virgin Media/ Any Virgin | 127 | 53 | 74 | 12 | 17 | 42 | 56 | 20 | 17 | 16 | 27 | 31 | 36 | 23 | 36 | 111 | 13 | 2 | 1 |
| | 5% | 5% | 6% | 3% | 4% | 5% | 8% | 5% | 7% | 6% | 6% | 5% | 5% | 5% | 6% | 6% | 6% | 2% | 1% |
| | | | | | | | cde | | | | | | | | | qr | qr | | |
| | | 41% | 59% | 9% | 13% | 33% | 44% | 16% | 13% | 13% | 21% | 24% | 29% | 18% | 28% | 88% | 10% | 2% | *% |
| Tesco | 117 | 52 | 65 | 22 | 10 | 33 | 53 | 16 | 18 | 13 | 17 | 29 | 27 | 31 | 30 | 95 | 12 | 8 | 2 |
| | 5% | 5% | 5% | 6% | 2% | 4% | 8% | 4% | 7% | 5% | 4% | 5% | 4% | 7% | 5% | 5% | 6% | 7% | 3% |
| | | | | d | | | de | | j | | | | | l | | | r | r | |
| | | 44% | 56% | 19% | 8% | 28% | 45% | 14% | 16% | 11% | 15% | 24% | 23% | 27% | 25% | 81% | 10% | 7% | 2% |
| Other | 75 | 37 | 38 | 8 | 23 | 28 | 16 | 16 | 12 | 7 | 10 | 18 | 22 | 12 | 23 | 64 | 5 | 5 | 1 |
| | 3% | 3% | 3% | 2% | 5% | 3% | 2% | 4% | 5% | 3% | 2% | 3% | 3% | 3% | 4% | 3% | 2% | 4% | 1% |
| | | | | cf | | | | | | | | | | | | | r | | |
| | | 50% | 50% | 10% | 31% | 37% | 21% | 21% | 17% | 10% | 13% | 24% | 29% | 16% | 31% | 86% | 7% | 6% | 1% |
| Don't know | 19 | 8 | 10 | - | - | 2 | 17 | 3 | 2 | * | - | 2 | 6 | 3 | 8 | 17 | 1 | * | 1 |
| | 1% | 1% | 1% | -% | -% | *% | 3% | 1% | 1% | *% | -% | *% | 1% | 1% | 1% | 1% | *% | *% | 1% |
| | | | | | | | cde | | | | | | | | | | | | |
| | | 45% | 55% | -% | -% | 9% | 91% | 17% | 9% | 1% | -% | 10% | 34% | 14% | 42% | 90% | 3% | 2% | 5% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 30

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

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| O2 | 586 | 62 | 81 | 43 | 36 | 41 | 46 | 59 | 19 | 72 | 497 | 89 | 358 | 228 | 350 | 237 |
| | 25% | 20% | 25% | 20% | 22% | 20% | 21% | 30% | 20% | 27% | 24% | 28% | 25% | 24% | 24% | 26% |
| | | | | | | | | acefh | | | | | | | | |
| | | 11% | 14% | 7% | 6% | 7% | 8% | 10% | 3% | 12% | 85% | 15% | 61% | 39% | 60% | 40% |
| Vodafone | 445 | 39 | 91 | 51 | 30 | 22 | 36 | 44 | 20 | 49 | 378 | 67 | 281 | 164 | 307 | 138 |
| | 19% | 13% | 28% | 24% | 18% | 11% | 16% | 22% | 21% | 18% | 18% | 21% | 20% | 17% | 21% | 15% |
| | | | ade fi | aef | e | | | ae | ae | e | | | | | o | |
| | | 9% | 20% | 12% | 7% | 5% | 8% | 10% | 4% | 11% | 85% | 15% | 63% | 37% | 69% | 31% |
| Orange | 397 | 23 | 42 | 36 | 33 | 59 | 46 | 23 | 23 | 51 | 340 | 57 | 237 | 159 | 245 | 152 |
| | 17% | 7% | 13% | 17% | 20% | 30% | 21% | 12% | 24% | 19% | 17% | 18% | 17% | 17% | 17% | 16% |
| | | | | a | abg | abcd fgi | abg | | abg | ag | | | | | | |
| | | 6% | 11% | 9% | 8% | 15% | 12% | 6% | 6% | 13% | 86% | 14% | 60% | 40% | 62% | 38% |
| T-Mobile | 226 | 84 | 22 | 13 | 14 | 6 | 21 | 12 | 8 | 24 | 201 | 25 | 134 | 92 | 108 | 118 |
| | 10% | 28% | 7% | 6% | 9% | 3% | 9% | 6% | 8% | 9% | 10% | 8% | 9% | 10% | 7% | 13% |
| | | bcdefghi | | | e | | e | | e | e | | | | | n | |
| | | 37% | 10% | 6% | 6% | 2% | 9% | 5% | 3% | 11% | 89% | 11% | 59% | 41% | 48% | 52% |
| '3' | 207 | 44 | 16 | 17 | 14 | 21 | 23 | 20 | 6 | 18 | 185 | 22 | 136 | 70 | 109 | 98 |
| | 9% | 14% | 5% | 8% | 9% | 10% | 10% | 10% | 6% | 7% | 9% | 7% | 10% | 7% | 8% | 11% |
| | | bchi | | | b | b | b | b | | | | | | | n | |
| | | 21% | 8% | 8% | 7% | 10% | 11% | 10% | 3% | 9% | 89% | 11% | 66% | 34% | 53% | 47% |
| EE/ Everything Everywhere | 167 | 14 | 25 | 16 | 13 | 18 | 19 | 9 | 8 | 17 | 146 | 21 | 104 | 63 | 114 | 52 |
| | 7% | 4% | 8% | 8% | 8% | 9% | 9% | 5% | 8% | 6% | 7% | 7% | 7% | 7% | 8% | 6% |
| | | | | | | | | | | | | | | | o | |
| | | 8% | 15% | 10% | 8% | 11% | 11% | 6% | 5% | 10% | 87% | 13% | 62% | 38% | 69% | 31% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 30

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

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Virgin Media/ Any Virgin | 127 | 7 | 19 | 17 | 11 | 10 | 15 | 11 | 5 | 16 | 117 | 10 | 70 | 57 | 83 | 44 |
| | 5% | 2% | 6% | 8% | 7% | 5% | 7% | 6% | 5% | 6% | 6% | 3% | 5% | 6% | 6% | 5% |
| | | | a | a | a | | a | | | | k | | | | | |
| | | 6% | 15% | 13% | 9% | 8% | 12% | 9% | 4% | 13% | 92% | 8% | 55% | 45% | 65% | 35% |
| Tesco | 117 | 14 | 23 | 11 | 4 | 13 | 13 | 9 | 3 | 6 | 102 | 16 | 54 | 63 | 79 | 39 |
| | 5% | 5% | 7% | 5% | 2% | 7% | 6% | 5% | 3% | 2% | 5% | 5% | 4% | 7% | 5% | 4% |
| | | | di | di | | di | | | | | | | | l | | |
| | | 12% | 19% | 9% | 3% | 11% | 11% | 8% | 3% | 5% | 87% | 13% | 46% | 54% | 67% | 33% |
| Other | 75 | 14 | 3 | 6 | 7 | 8 | 4 | 6 | 3 | 13 | 69 | 6 | 43 | 32 | 34 | 41 |
| | 3% | 5% | 1% | 3% | 4% | 4% | 2% | 3% | 3% | 5% | 3% | 2% | 3% | 3% | 2% | 4% |
| | | b | | | b | b | | | | b | | | | | | n |
| | | 18% | 5% | 8% | 10% | 11% | 6% | 8% | 3% | 17% | 92% | 8% | 57% | 43% | 46% | 54% |
| Don't know | 19 | 4 | 2 | 1 | * | 1 | 1 | 3 | 1 | 3 | 17 | 2 | * | 19 | 13 | 5 |
| | 1% | 1% | 1% | 1% | *% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | *% | 2% | 1% | 1% |
| | | | | | | | | | | | | | | l | | |
| | | 20% | 11% | 7% | 2% | 7% | 8% | 17% | 4% | 14% | 90% | 10% | 1% | 99% | 71% | 29% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 31

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

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 S4.

Base : Those who personally use a mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|------|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Yes | 1549 | 745 | 804 | 335 | 375 | 630 | 210 | 199 | 135 | 163 | 381 | 449 | 514 | 268 | 319 | 1302 | 138 | 71 | 38 |
| | 65% | 66% | 65% | 88% | 85% | 73% | 31% | 51% | 53% | 61% | 82% | 73% | 71% | 62% | 53% | 66% | 69% | 62% | 58% |
| | | | | ef | ef | f | | | | gh | ghi | mn | mn | n | | r | r | | |
| | | 48% | 52% | 22% | 24% | 41% | 14% | 13% | 9% | 11% | 25% | 29% | 33% | 17% | 21% | 84% | 9% | 5% | 2% |
| No | 806 | 391 | 415 | 45 | 67 | 231 | 463 | 189 | 120 | 100 | 81 | 162 | 203 | 162 | 274 | 674 | 61 | 44 | 28 |
| | 34% | 34% | 34% | 12% | 15% | 27% | 68% | 48% | 47% | 38% | 17% | 26% | 28% | 38% | 46% | 34% | 31% | 38% | 42% |
| | | | | | | cd | cde | ij | ij | j | | | | kl | klm | | | | op |
| | | 49% | 51% | 6% | 8% | 29% | 57% | 23% | 15% | 12% | 10% | 20% | 25% | 20% | 34% | 84% | 8% | 5% | 3% |
| Don't know | 10 | 1 | 9 | - | 1 | 4 | 6 | 2 | - | 2 | 3 | 2 | 4 | 1 | 4 | 10 | - | 1 | - |
| | 0.4% | 0.4% | 0.7% | 0% | 0.4% | 1.6% | 0.9% | 0.8% | 0% | 0.8% | 1.3% | 0.3% | 1.7% | 0.2% | 0.7% | 0.5% | 0% | 0.9% | 0% |
| | | | a | | | | | | | | | | | | | | | | |
| | | 9% | 91% | 0% | 11% | 34% | 55% | 20% | 0% | 20% | 31% | 16% | 36% | 11% | 37% | 93% | 0% | 7% | 0% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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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 S4.

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Yes | 1549 | 220 | 216 | 148 | 99 | 112 | 148 | 126 | 63 | 168 | 1358 | 192 | 1098 | 451 | 928 | 622 |
| | 65% | 72% | 67% | 70% | 61% | 57% | 66% | 64% | 67% | 63% | 66% | 61% | 77% | 48% | 64% | 67% |
| | | dei | e | e | | | e | | e | | k | | m | | | |
| | | 14% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |
| No | 806 | 85 | 105 | 62 | 63 | 86 | 75 | 69 | 32 | 98 | 686 | 120 | 313 | 492 | 508 | 299 |
| | 34% | 28% | 32% | 29% | 39% | 43% | 34% | 35% | 33% | 36% | 33% | 38% | 22% | 52% | 35% | 32% |
| | | | | | ac | abcfh | | | | | | | l | | | |
| | | 11% | 13% | 8% | 8% | 11% | 9% | 8% | 4% | 12% | 85% | 15% | 39% | 61% | 63% | 37% |
| Don't know | 10 | - | 4 | 2 | - | - | - | 2 | - | 2 | 7 | 3 | 6 | 4 | 6 | 4 |
| | *% | -% | 1% | 1% | -% | -% | -% | 1% | -% | 1% | *% | 1% | *% | *% | *% | *% |
| | | -% | 37% | 16% | -% | -% | -% | 19% | -% | 21% | 72% | 28% | 57% | 43% | 58% | 42% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 32

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QD5 (QD39). SHOWCARD Which brand or type of smartphone do you have? IF MORE THAN ONE - Which one do you use most often? (SINGLE CODE)

Base : Those with a smartphone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2038 | 981 | 1057 | 460 | 469 | 783 | 326 | 276 | 197 | 237 | 454 | 493 | 695 | 416 | 434 | 1252 | 290 | 235 | 261 |
| Effective Weighted Sample | 1421 | 684 | 737 | 320 | 323 | 557 | 229 | 205 | 125 | 159 | 315 | 347 | 483 | 299 | 316 | 1085 | 211 | 163 | 238 |
| Total | 1549 | 745 | 804 | 335 | 375 | 630 | 210 | 199 | 135 | 163 | 381 | 449 | 514 | 268 | 319 | 1302 | 138 | 71 | 38 |
| | | 48% | 52% | 22% | 24% | 41% | 14% | 13% | 9% | 11% | 25% | 29% | 33% | 17% | 21% | 84% | 9% | 5% | 2% |
| Apple iPhone | 618 | 289 | 328 | 141 | 171 | 256 | 50 | 66 | 43 | 59 | 182 | 205 | 220 | 108 | 85 | 506 | 65 | 29 | 18 |
| | 40% | 39% | 41% | 42% | 46% | 41% | 24% | 33% | 32% | 36% | 48% | 46% | 43% | 40% | 27% | 39% | 47% | 41% | 48% |
| | | 47% | 53% | 23% | 28% | 41% | 8% | 11% | 7% | 10% | 30% | 33% | 36% | 17% | 14% | 82% | 10% | 5% | 3% |
| Samsung | 527 | 246 | 281 | 98 | 135 | 200 | 93 | 82 | 56 | 59 | 120 | 145 | 169 | 93 | 120 | 454 | 38 | 23 | 11 |
| | 34% | 33% | 35% | 29% | 36% | 32% | 44% | 41% | 41% | 36% | 32% | 32% | 33% | 35% | 38% | 35% | 28% | 33% | 29% |
| | | 47% | 53% | 19% | 26% | 38% | 18% | 16% | 11% | 11% | 23% | 27% | 32% | 18% | 23% | 86% | 7% | 4% | 2% |
| BlackBerry | 109 | 44 | 65 | 31 | 22 | 43 | 12 | 12 | 12 | 14 | 14 | 33 | 35 | 15 | 25 | 92 | 10 | 4 | 3 |
| | 7% | 6% | 8% | 9% | 6% | 7% | 6% | 6% | 9% | 9% | 4% | 7% | 7% | 6% | 8% | 7% | 7% | 6% | 7% |
| | | 40% | 60% | 29% | 20% | 40% | 11% | 11% | 11% | 13% | 13% | 30% | 33% | 14% | 23% | 84% | 9% | 4% | 3% |
| Nokia | 89 | 46 | 43 | 20 | 17 | 31 | 20 | 13 | 7 | 9 | 14 | 16 | 31 | 16 | 26 | 78 | 6 | 3 | 2 |
| | 6% | 6% | 5% | 6% | 5% | 5% | 9% | 7% | 5% | 5% | 4% | 4% | 6% | 6% | 8% | 6% | 4% | 4% | 5% |
| | | 51% | 49% | 23% | 20% | 35% | 22% | 15% | 8% | 10% | 15% | 18% | 35% | 18% | 29% | 88% | 7% | 3% | 2% |
| HTC | 82 | 46 | 36 | 15 | 16 | 39 | 12 | 9 | 7 | 9 | 25 | 21 | 17 | 17 | 27 | 67 | 8 | 4 | 2 |
| | 5% | 6% | 5% | 4% | 4% | 6% | 6% | 4% | 5% | 6% | 7% | 5% | 3% | 6% | 9% | 5% | 6% | 6% | 5% |
| | | 56% | 44% | 18% | 19% | 48% | 15% | 11% | 9% | 11% | 31% | 26% | 20% | 21% | 33% | 82% | 10% | 5% | 2% |
| Sony Xperia | 78 | 46 | 31 | 21 | 10 | 35 | 11 | 9 | 6 | 7 | 13 | 18 | 24 | 11 | 25 | 63 | 9 | 5 | 1 |
| | 5% | 6% | 4% | 6% | 3% | 6% | 5% | 5% | 4% | 4% | 3% | 4% | 5% | 4% | 8% | 5% | 6% | 7% | 3% |
| | | b | d | d | | | | | | | | | | | k | | | | |
| | | 60% | 40% | 27% | 13% | 45% | 15% | 12% | 7% | 9% | 17% | 24% | 30% | 14% | 32% | 81% | 11% | 6% | 1% |
| LG | 12 | 9 | 4 | 4 | - | 7 | 2 | 1 | * | 1 | 6 | 4 | 7 | 1 | 1 | 10 | 1 | 1 | 1 |
| | 1% | 1% | *% | 1% | -% | 1% | 1% | *% | *% | *% | 2% | 1% | 1% | *% | *% | 1% | 1% | 1% | 2% |
| | | 70% | 30% | 33% | -% | 54% | 13% | 7% | 1% | 4% | 46% | 32% | 57% | 6% | 4% | 82% | 7% | 5% | 5% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 32

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

QD5 (QD39). SHOWCARD Which brand or type of smartphone do you have? IF MORE THAN ONE - Which one do you use most often? (SINGLE CODE)

Base : Those with a smartphone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2038 | 981 | 1057 | 460 | 469 | 783 | 326 | 276 | 197 | 237 | 454 | 493 | 695 | 416 | 434 | 1252 | 290 | 235 | 261 |
| Effective Weighted Sample | 1421 | 684 | 737 | 320 | 323 | 557 | 229 | 205 | 125 | 159 | 315 | 347 | 483 | 299 | 316 | 1085 | 211 | 163 | 238 |
| Total | 1549 | 745 | 804 | 335 | 375 | 630 | 210 | 199 | 135 | 163 | 381 | 449 | 514 | 268 | 319 | 1302 | 138 | 71 | 38 |
| | | 48% | 52% | 22% | 24% | 41% | 14% | 13% | 9% | 11% | 25% | 29% | 33% | 17% | 21% | 84% | 9% | 5% | 2% |
| Other | 27 | 19 | 8 | 4 | 2 | 14 | 8 | 4 | 5 | 5 | 5 | 4 | 10 | 5 | 8 | 25 | * | 1 | * |
| | 2% | 3% | 1% | 1% | 1% | 2% | 4% | 2% | 3% | 3% | 1% | 1% | 2% | 2% | 2% | 2% | 1% | 2% | 1% |
| | | b | | | | | cd | | | | | | | | | | | | |
| | | 70% | 30% | 14% | 8% | 51% | 28% | 14% | 17% | 17% | 18% | 15% | 37% | 20% | 28% | 92% | 2% | 4% | 2% |
| Don't know | 8 | 1 | 7 | - | 1 | 4 | 3 | 3 | * | - | 1 | 2 | 3 | 1 | 2 | 7 | 1 | * | * |
| | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 2% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | | a | | | | c | | | | | | | | | | | | |
| | | 11% | 89% | 0% | 11% | 56% | 32% | 43% | 2% | 0% | 9% | 28% | 33% | 9% | 30% | 84% | 9% | 5% | 2% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 32

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QD5 (QD39). SHOWCARD Which brand or type of smartphone do you have? IF MORE THAN ONE - Which one do you use most often? (SINGLE CODE)

Base : Those with a smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|-----------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2038 | 160 | 139 | 157 | 131 | 112 | 147 | 139 | 136 | 131 | 1534 | 504 | 1292 | 745 | 1277 | 761 |
| Effective Weighted Sample | 1421 | 153 | 130 | 149 | 125 | 106 | 139 | 131 | 129 | 123 | 1206 | 228 | 916 | 545 | 853 | 568 |
| Total | 1549 | 220 | 216 | 148 | 99 | 112 | 148 | 126 | 63 | 168 | 1358 | 192 | 1098 | 451 | 928 | 622 |
| | | 14% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |
| Apple iPhone | 618 | 82 | 95 | 61 | 24 | 45 | 63 | 58 | 23 | 55 | 530 | 87 | 476 | 141 | 402 | 216 |
| | 40% | 37% | 44% | 41% | 24% | 40% | 43% | 46% | 37% | 33% | 39% | 46% | 43% | 31% | 43% | 35% |
| | | d | d | d | d | d | d | di | d | d | | | m | | o | |
| | | 13% | 15% | 10% | 4% | 7% | 10% | 9% | 4% | 9% | 86% | 14% | 77% | 23% | 65% | 35% |
| Samsung | 527 | 96 | 65 | 53 | 40 | 51 | 47 | 32 | 12 | 58 | 473 | 55 | 353 | 174 | 295 | 232 |
| | 34% | 44% | 30% | 36% | 41% | 45% | 32% | 25% | 19% | 35% | 35% | 28% | 32% | 39% | 32% | 37% |
| | | b f g h | h | h | g h | b f g h | h | | | h | | | l | | n | |
| | | 18% | 12% | 10% | 8% | 10% | 9% | 6% | 2% | 11% | 90% | 10% | 67% | 33% | 56% | 44% |
| BlackBerry | 109 | 22 | 19 | 3 | 9 | 3 | 12 | 5 | 5 | 15 | 96 | 13 | 71 | 38 | 55 | 53 |
| | 7% | 10% | 9% | 2% | 9% | 2% | 8% | 4% | 8% | 9% | 7% | 7% | 6% | 8% | 6% | 9% |
| | | c e g | c e | | c e | | c | | c | c e | | | | | | |
| | | 20% | 17% | 3% | 8% | 2% | 11% | 4% | 5% | 13% | 88% | 12% | 65% | 35% | 51% | 49% |
| Nokia | 89 | 11 | 10 | 13 | 7 | 2 | 5 | 10 | 7 | 13 | 82 | 7 | 61 | 28 | 46 | 43 |
| | 6% | 5% | 5% | 8% | 7% | 1% | 3% | 8% | 12% | 8% | 6% | 4% | 6% | 6% | 5% | 7% |
| | | | | e | | | | e | a b e f | e | | | | | | |
| | | 13% | 11% | 14% | 8% | 2% | 5% | 12% | 8% | 15% | 92% | 8% | 69% | 31% | 51% | 49% |
| HTC | 82 | 1 | 9 | 8 | 11 | 7 | 7 | 10 | 4 | 10 | 69 | 13 | 59 | 22 | 58 | 24 |
| | 5% | 1% | 4% | 6% | 11% | 6% | 5% | 8% | 7% | 6% | 5% | 7% | 5% | 5% | 6% | 4% |
| | | | a | a | a b | a | a | a | a | a | | | | | | |
| | | 2% | 11% | 10% | 13% | 8% | 9% | 13% | 5% | 12% | 84% | 16% | 73% | 27% | 71% | 29% |
| Sony Xperia | 78 | 5 | 9 | 9 | 5 | 5 | 5 | 6 | 9 | 10 | 68 | 9 | 53 | 25 | 43 | 35 |
| | 5% | 2% | 4% | 6% | 5% | 4% | 3% | 5% | 14% | 6% | 5% | 5% | 5% | 6% | 5% | 6% |
| | | | | | | | | a b c d e f g i | | | | | | | | |
| | | 6% | 12% | 12% | 6% | 6% | 7% | 8% | 11% | 13% | 88% | 12% | 68% | 32% | 55% | 45% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 32

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QD5 (QD39). SHOWCARD Which brand or type of smartphone do you have? IF MORE THAN ONE - Which one do you use most often? (SINGLE CODE)

Base : Those with a smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2038 | 160 | 139 | 157 | 131 | 112 | 147 | 139 | 136 | 131 | 1534 | 504 | 1292 | 745 | 1277 | 761 |
| Effective Weighted Sample | 1421 | 153 | 130 | 149 | 125 | 106 | 139 | 131 | 129 | 123 | 1206 | 228 | 916 | 545 | 853 | 568 |
| Total | 1549 | 220 | 216 | 148 | 99 | 112 | 148 | 126 | 63 | 168 | 1358 | 192 | 1098 | 451 | 928 | 622 |
| | | 14% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |
| LG | 12 | - | 2 | - | - | 1 | 1 | 2 | * | 4 | 11 | 2 | 7 | 5 | 6 | 6 |
| | 1% | -% | 1% | -% | -% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | -% | 18% | -% | -% | 8% | 5% | 19% | 4% | 30% | 86% | 14% | 59% | 41% | 48% | 52% |
| Other | 27 | 2 | 5 | 2 | 4 | - | 5 | 2 | 2 | 4 | 21 | 6 | 14 | 13 | 18 | 9 |
| | 2% | 1% | 2% | 1% | 4% | -% | 3% | 2% | 2% | 2% | 2% | 3% | 1% | 3% | 2% | 1% |
| | | | | | e | | | | | | | | | l | | |
| | | 9% | 19% | 6% | 14% | -% | 17% | 7% | 6% | 15% | 79% | 21% | 51% | 49% | 66% | 34% |
| Don't know | 8 | - | 2 | - | 1 | - | 3 | - | * | - | 8 | * | 3 | 5 | 5 | 3 |
| | 1% | -% | 1% | -% | 1% | -% | 2% | -% | 1% | -% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | -% | 28% | -% | 11% | -% | 41% | -% | 4% | -% | 98% | 2% | 40% | 60% | 59% | 41% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 33

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QD6 (QD40). SHOWCARD And which operating system is on your smartphone? This means the software which runs on your phone and determines the phone's appearance, interaction and functions. (SINGLE CODE)

Base : Those with a smartphone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2038 | 981 | 1057 | 460 | 469 | 783 | 326 | 276 | 197 | 237 | 454 | 493 | 695 | 416 | 434 | 1252 | 290 | 235 | 261 |
| Effective Weighted Sample | 1421 | 684 | 737 | 320 | 323 | 557 | 229 | 205 | 125 | 159 | 315 | 347 | 483 | 299 | 316 | 1085 | 211 | 163 | 238 |
| Total | 1549 | 745 | 804 | 335 | 375 | 630 | 210 | 199 | 135 | 163 | 381 | 449 | 514 | 268 | 319 | 1302 | 138 | 71 | 38 |
| | | 48% | 52% | 22% | 24% | 41% | 14% | 13% | 9% | 11% | 25% | 29% | 33% | 17% | 21% | 84% | 9% | 5% | 2% |
| Android | 722 | 366 | 356 | 150 | 166 | 286 | 120 | 103 | 72 | 80 | 162 | 188 | 228 | 133 | 173 | 616 | 59 | 32 | 14 |
| | 47% | 49% | 44% | 45% | 44% | 45% | 57% | 52% | 53% | 49% | 42% | 42% | 44% | 50% | 54% | 47% | 43% | 46% | 38% |
| | | 51% | 49% | 21% | 23% | 40% | cde | j | j | 11% | 22% | 26% | 32% | 18% | kl | r | 8% | 4% | 2% |
| Apple iOS | 624 | 289 | 335 | 143 | 171 | 259 | 51 | 67 | 48 | 61 | 181 | 208 | 220 | 110 | 86 | 513 | 65 | 29 | 18 |
| | 40% | 39% | 42% | 43% | 46% | 41% | 24% | 33% | 36% | 37% | 48% | 46% | 43% | 41% | 27% | 39% | 47% | 41% | 47% |
| | | 46% | 54% | f | f | f | 8% | 11% | 8% | 10% | ghi | n | n | n | 14% | 82% | 10% | 5% | 3% |
| RIM BlackBerry OS | 70 | 30 | 40 | 17 | 15 | 30 | 8 | 9 | 6 | 9 | 15 | 22 | 26 | 7 | 15 | 60 | 5 | 3 | 2 |
| | 5% | 4% | 5% | 5% | 4% | 5% | 4% | 4% | 4% | 5% | 4% | 5% | 5% | 3% | 5% | 5% | 4% | 4% | 4% |
| | | 42% | 58% | 25% | 21% | 42% | 12% | 12% | 8% | 12% | 21% | 32% | 37% | 10% | 22% | 86% | 7% | 4% | 2% |
| Microsoft Windows | 58 | 35 | 23 | 19 | 8 | 23 | 8 | 6 | 3 | 7 | 13 | 11 | 19 | 6 | 22 | 50 | 4 | 3 | 2 |
| | 4% | 5% | 3% | 6% | 2% | 4% | 4% | 3% | 2% | 4% | 3% | 3% | 4% | 2% | 7% | 4% | 3% | 4% | 5% |
| | | 61% | 39% | d | 14% | 40% | 14% | 10% | 6% | 12% | 22% | 19% | 32% | 11% | klm | 37% | 85% | 6% | 5% |
| Other | 13 | 5 | 8 | 1 | 4 | 4 | 4 | 1 | - | 5 | 1 | 3 | 6 | 2 | 2 | 12 | * | 1 | * |
| | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | -% | 3% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | 37% | 63% | 9% | 31% | 32% | 27% | 10% | -% | 35% | 5% | 25% | 44% | 13% | 17% | 90% | 3% | 6% | 1% |
| Don't know | 62 | 21 | 42 | 4 | 11 | 28 | 20 | 14 | 6 | 2 | 10 | 16 | 16 | 10 | 21 | 52 | 6 | 3 | 2 |
| | 4% | 3% | 5% | 1% | 3% | 4% | 10% | 7% | 4% | 1% | 3% | 4% | 3% | 4% | 6% | 4% | 4% | 4% | 6% |
| | | 33% | a | 6% | 17% | c | cde | ij | 10% | 4% | 16% | 25% | 26% | 16% | l | 33% | 83% | 9% | 5% |

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

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QD6 (QD40). SHOWCARD And which operating system is on your smartphone? This means the software which runs on your phone and determines the phone's appearance, interaction and functions. (SINGLE CODE)

Base : Those with a smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2038 | 160 | 139 | 157 | 131 | 112 | 147 | 139 | 136 | 131 | 1534 | 504 | 1292 | 745 | 1277 | 761 |
| Effective Weighted Sample | 1421 | 153 | 130 | 149 | 125 | 106 | 139 | 131 | 129 | 123 | 1206 | 228 | 916 | 545 | 853 | 568 |
| Total | 1549 | 220 | 216 | 148 | 99 | 112 | 148 | 126 | 63 | 168 | 1358 | 192 | 1098 | 451 | 928 | 622 |
| | | 14% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |
| Android | 722 | 103 | 85 | 74 | 59 | 60 | 69 | 48 | 23 | 94 | 644 | 78 | 490 | 232 | 411 | 310 |
| | 47% | 47% | 39% | 50% | 60% | 53% | 47% | 38% | 37% | 56% | 47% | 41% | 45% | 51% | 44% | 50% |
| | | | | gh | abfgh | bgh | | | | bgh | | | | l | | n |
| | | 14% | 12% | 10% | 8% | 8% | 10% | 7% | 3% | 13% | 89% | 11% | 68% | 32% | 57% | 43% |
| Apple iOS | 624 | 83 | 99 | 61 | 24 | 44 | 66 | 57 | 22 | 57 | 537 | 87 | 477 | 146 | 400 | 225 |
| | 40% | 38% | 46% | 41% | 24% | 40% | 45% | 45% | 35% | 34% | 40% | 46% | 43% | 32% | 43% | 36% |
| | | d | d | d | | d | d | d | | | | | m | | o | |
| | | 13% | 16% | 10% | 4% | 7% | 11% | 9% | 4% | 9% | 86% | 14% | 76% | 23% | 64% | 36% |
| RIM BlackBerry OS | 70 | 18 | 13 | 2 | 7 | 2 | 5 | 3 | 5 | 5 | 60 | 10 | 46 | 24 | 38 | 32 |
| | 5% | 8% | 6% | 1% | 7% | 2% | 4% | 3% | 8% | 3% | 4% | 5% | 4% | 5% | 4% | 5% |
| | | ceg | c | | c | | | | ce | | | | | | | |
| | | 26% | 18% | 3% | 10% | 3% | 8% | 5% | 7% | 8% | 86% | 14% | 66% | 34% | 54% | 46% |
| Microsoft Windows | 58 | 5 | 7 | 8 | 5 | 5 | 2 | 7 | 7 | 4 | 50 | 8 | 42 | 16 | 31 | 27 |
| | 4% | 2% | 3% | 6% | 5% | 4% | 1% | 5% | 11% | 2% | 4% | 4% | 4% | 4% | 3% | 4% |
| | | | | f | | | | | abfi | | | | | | | |
| | | 9% | 11% | 14% | 9% | 8% | 3% | 12% | 12% | 6% | 86% | 14% | 73% | 27% | 53% | 47% |
| Other | 13 | 4 | 5 | - | 2 | - | - | 2 | * | - | 12 | 1 | 7 | 6 | 8 | 5 |
| | 1% | 2% | 2% | -% | 2% | -% | -% | 1% | 1% | -% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | 27% | 35% | -% | 12% | -% | -% | 13% | 3% | -% | 91% | 9% | 57% | 43% | 58% | 42% |
| Don't know | 62 | 7 | 8 | 4 | 3 | 1 | 5 | 9 | 6 | 8 | 55 | 7 | 35 | 27 | 40 | 22 |
| | 4% | 3% | 4% | 2% | 3% | 1% | 4% | 7% | 9% | 4% | 4% | 4% | 3% | 6% | 4% | 4% |
| | | | | | | | | e | ace | | | | | l | | |
| | | 12% | 13% | 6% | 5% | 2% | 9% | 15% | 9% | 12% | 88% | 12% | 56% | 44% | 65% | 35% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 34

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

QD7 (QD41). Do you have a 4G service? This is a relatively new service that enables faster mobile internet access.

Base : Those with a smartphone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|---------|-----------|-----------|-----------|------------|------------------|-------------------|-------------------|-------|--------------|-----|-----|----------|-------------|--------------|-------|----------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2038 | 981 | 1057 | 460 | 469 | 783 | 326 | 276 | 197 | 237 | 454 | 493 | 695 | 416 | 434 | 1252 | 290 | 235 | 261 |
| Effective Weighted Sample | 1421 | 684 | 737 | 320 | 323 | 557 | 229 | 205 | 125 | 159 | 315 | 347 | 483 | 299 | 316 | 1085 | 211 | 163 | 238 |
| Total | 1549 | 745 | 804 | 335 | 375 | 630 | 210 | 199 | 135 | 163 | 381 | 449 | 514 | 268 | 319 | 1302 | 138 | 71 | 38 |
| | | 48% | 52% | 22% | 24% | 41% | 14% | 13% | 9% | 11% | 25% | 29% | 33% | 17% | 21% | 84% | 9% | 5% | 2% |
| Yes | 302 | 151 | 151 | 75 | 58 | 142 | 27 | 37 | 24 | 28 | 82 | 101 | 105 | 46 | 49 | 241 | 41 | 14 | 6 |
| | 19% | 20% | 19% | 23% df | 16% | 22% df | 13% | 19% | 18% | 17% | 22% | 23% n | 20% | 17% | 15% | 19% | 30% oqr | 20% | 15% |
| | | 50% | 50% | 25% | 19% | 47% | 9% | 12% | 8% | 9% | 27% | 34% | 35% | 15% | 16% | 80% | 14% | 5% | 2% |
| No | 1184 | 576 | 608 | 249 | 308 | 464 | 163 | 151 | 105 | 130 | 284 | 326 | 391 | 209 | 259 | 1007 | 92 | 53 | 31 |
| | 76% | 77% | 76% | 75% | 82% ce | 74% | 78% | 76% | 78% | 80% | 75% | 73% | 76% | 78% | 81% k | 77% p | 67% | 75% | 81% p |
| | | 49% | 51% | 21% | 26% | 39% | 14% | 13% | 9% | 11% | 24% | 28% | 33% | 18% | 22% | 85% | 8% | 5% | 3% |
| Don't know | 63 | 18 | 45 | 10 | 8 | 24 | 20 | 12 | 6 | 5 | 14 | 21 | 18 | 13 | 11 | 53 | 4 | 4 | 2 |
| | 4% | 2% | 6% a | 3% | 2% | 4% | 10% cde | 6% | 4% | 3% | 4% | 5% | 4% | 5% | 3% | 4% | 3% | 5% | 5% |
| | | 29% | 71% | 16% | 13% | 39% | 32% | 18% | 9% | 8% | 23% | 34% | 29% | 20% | 17% | 84% | 7% | 6% | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 34

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

QD7 (QD41). Do you have a 4G service? This is a relatively new service that enables faster mobile internet access.

Base : Those with a smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|---------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2038 | 160 | 139 | 157 | 131 | 112 | 147 | 139 | 136 | 131 | 1534 | 504 | 1292 | 745 | 1277 | 761 |
| Effective Weighted Sample | 1421 | 153 | 130 | 149 | 125 | 106 | 139 | 131 | 129 | 123 | 1206 | 228 | 916 | 545 | 853 | 568 |
| Total | 1549 | 220 | 216 | 148 | 99 | 112 | 148 | 126 | 63 | 168 | 1358 | 192 | 1098 | 451 | 928 | 622 |
| | | 14% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |
| Yes | 302 | 44 | 31 | 27 | 15 | 19 | 30 | 21 | 16 | 37 | 265 | 37 | 220 | 82 | 181 | 121 |
| | 19% | 20% | 14% | 18% | 15% | 17% | 20% | 17% | 26% bd | 22% | 20% | 19% | 20% | 18% | 20% | 19% |
| | | 15% | 10% | 9% | 5% | 6% | 10% | 7% | 5% | 12% | 88% | 12% | 73% | 27% | 60% | 40% |
| No | 1184 | 167 | 174 | 115 | 83 | 88 | 113 | 98 | 44 | 125 | 1039 | 146 | 841 | 343 | 710 | 474 |
| | 76% | 76% | 80% | 78% | 84% h | 78% | 76% | 78% | 70% | 74% | 77% | 76% | 77% | 76% | 77% | 76% |
| | | 14% | 15% | 10% | 7% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |
| Don't know | 63 | 8 | 11 | 6 | 1 | 6 | 5 | 7 | 3 | 6 | 54 | 9 | 37 | 26 | 37 | 26 |
| | 4% | 4% | 5% | 4% | 1% | 5% | 3% | 5% | 4% | 3% | 4% | 5% | 3% | 6% l | 4% | 4% |
| | | 13% | 18% | 9% | 2% | 9% | 8% | 11% | 4% | 9% | 85% | 15% | 58% | 42% | 58% | 42% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 35

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

QD8 (QD42). Which mobile network did you use before you took up the 4G service? (SINGLE CODE)

Base : Those who have a 4G service on their smartphone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | ~f | ~g | ~h | ~i | ~j | k | l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 387 | 200 | 187 | 98 | 76 | 171 | 42 | 47 | 31 | 43 | 97 | 110 | 139 | 69 | 69 | 234 | 74 | 44 | 35 |
| Effective Weighted Sample | 283 | 147 | 137 | 71 | 55 | 128 | 32 | 37 | 21 | 29 | 68 | 80 | 103 | 53 | 53 | 203 | 61 | 31 | 32 |
| Total | 302 | 151 | 151 | 75 | 58 | 142 | 27 | 37 | 24 | 28 | 82 | 101 | 105 | 46 | 49 | 241 | 41 | 14 | 6 |
| | | 50% | 50% | ** | ** | 47% | ** | ** | ** | ** | ** | 34% | 35% | ** | ** | 80% | ** | ** | ** |
| Orange | 76 | 33 | 43 | ** | ** | 36 | ** | ** | ** | ** | ** | 31 | 25 | ** | ** | 57 | ** | ** | ** |
| | 25% | 22% | 29% | ** | ** | 26% | ** | ** | ** | ** | ** | 31% | 24% | ** | ** | 24% | ** | ** | ** |
| | | 43% | 57% | ** | ** | 48% | ** | ** | ** | ** | ** | 41% | 33% | ** | ** | 75% | ** | ** | ** |
| O2 | 59 | 28 | 31 | ** | ** | 31 | ** | ** | ** | ** | ** | 23 | 19 | ** | ** | 48 | ** | ** | ** |
| | 20% | 18% | 21% | ** | ** | 22% | ** | ** | ** | ** | ** | 23% | 18% | ** | ** | 20% | ** | ** | ** |
| | | 47% | 53% | ** | ** | 53% | ** | ** | ** | ** | ** | 39% | 32% | ** | ** | 81% | ** | ** | ** |
| Vodafone | 50 | 29 | 21 | ** | ** | 24 | ** | ** | ** | ** | ** | 16 | 15 | ** | ** | 40 | ** | ** | ** |
| | 17% | 19% | 14% | ** | ** | 17% | ** | ** | ** | ** | ** | 15% | 14% | ** | ** | 17% | ** | ** | ** |
| | | 58% | 42% | ** | ** | 48% | ** | ** | ** | ** | ** | 31% | 30% | ** | ** | 80% | ** | ** | ** |
| EE/ Everything Everywhere | 32 | 20 | 12 | ** | ** | 14 | ** | ** | ** | ** | ** | 11 | 7 | ** | ** | 24 | ** | ** | ** |
| | 11% | 13% | 8% | ** | ** | 10% | ** | ** | ** | ** | ** | 11% | 7% | ** | ** | 10% | ** | ** | ** |
| | | 62% | 38% | ** | ** | 43% | ** | ** | ** | ** | ** | 36% | 22% | ** | ** | 75% | ** | ** | ** |
| T-Mobile | 30 | 13 | 17 | ** | ** | 13 | ** | ** | ** | ** | ** | 9 | 13 | ** | ** | 28 | ** | ** | ** |
| | 10% | 8% | 11% | ** | ** | 9% | ** | ** | ** | ** | ** | 8% | 13% | ** | ** | 12% | ** | ** | ** |
| | | 43% | 57% | ** | ** | 43% | ** | ** | ** | ** | ** | 29% | 44% | ** | ** | 93% | ** | ** | ** |
| '3' | 29 | 13 | 16 | ** | ** | 10 | ** | ** | ** | ** | ** | 3 | 17 | ** | ** | 21 | ** | ** | ** |
| | 10% | 9% | 11% | ** | ** | 7% | ** | ** | ** | ** | ** | 3% | 16% | ** | ** | 9% | ** | ** | ** |
| | | 45% | 55% | ** | ** | 34% | ** | ** | ** | ** | ** | 11% | 58% | ** | ** | 74% | ** | ** | ** |
| Virgin Media/ Any Virgin | 8 | 7 | 1 | ** | ** | 4 | ** | ** | ** | ** | ** | 4 | 2 | ** | ** | 8 | ** | ** | ** |
| | 3% | 5% | 1% | ** | ** | 3% | ** | ** | ** | ** | ** | 4% | 2% | ** | ** | 3% | ** | ** | ** |
| | | 83% | 17% | ** | ** | 49% | ** | ** | ** | ** | ** | 45% | 27% | ** | ** | 98% | ** | ** | ** |
| Tesco | 6 | 3 | 2 | ** | ** | 2 | ** | ** | ** | ** | ** | 1 | 1 | ** | ** | 3 | ** | ** | ** |
| | 2% | 2% | 1% | ** | ** | 1% | ** | ** | ** | ** | ** | 1% | 1% | ** | ** | 1% | ** | ** | ** |
| | | 61% | 39% | ** | ** | 38% | ** | ** | ** | ** | ** | 19% | 18% | ** | ** | 63% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 35

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

QD8 (QD42). Which mobile network did you use before you took up the 4G service? (SINGLE CODE)

Base : Those who have a 4G service on their smartphone

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|----|-------------|--------------|-------|----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | ~f | ~g | ~h | ~i | ~j | k | l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 387 | 200 | 187 | 98 | 76 | 171 | 42 | 47 | 31 | 43 | 97 | 110 | 139 | 69 | 69 | 234 | 74 | 44 | 35 |
| Effective Weighted Sample | 283 | 147 | 137 | 71 | 55 | 128 | 32 | 37 | 21 | 29 | 68 | 80 | 103 | 53 | 53 | 203 | 61 | 31 | 32 |
| Total | 302 | 151 | 151 | 75 | 58 | 142 | 27 | 37 | 24 | 28 | 82 | 101 | 105 | 46 | 49 | 241 | 41 | 14 | 6 |
| | | 50% | 50% | ** | ** | 47% | ** | ** | ** | ** | ** | 34% | 35% | ** | ** | 80% | ** | ** | ** |
| Other | 5 | 2 | 2 | ** | ** | 2 | ** | ** | ** | ** | ** | - | 3 | ** | ** | 4 | ** | ** | ** |
| | 1% | 1% | 2% | ** | ** | 2% | ** | ** | ** | ** | ** | -% | 3% | ** | ** | 2% | ** | ** | ** |
| | | 50% | 50% | ** | ** | 54% | ** | ** | ** | ** | ** | -% | 67% | ** | ** | 84% | ** | ** | ** |
| Don't know | 7 | 3 | 4 | ** | ** | 5 | ** | ** | ** | ** | ** | 3 | 2 | ** | ** | 7 | ** | ** | ** |
| | 2% | 2% | 3% | ** | ** | 3% | ** | ** | ** | ** | ** | 3% | 2% | ** | ** | 3% | ** | ** | ** |
| | | 43% | 57% | ** | ** | 64% | ** | ** | ** | ** | ** | 47% | 28% | ** | ** | 100% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 35

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QD8 (QD42). Which mobile network did you use before you took up the 4G service? (SINGLE CODE)

Base : Those who have a 4G service on their smartphone

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-----|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|---------|-----|-------------------|-----|
| | | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | o |
| Unweighted total | 387 | 31 | 19 | 27 | 19 | 21 | 30 | 24 | 33 | 30 | 304 | 83 | 263 | 124 | 242 | 145 |
| Effective Weighted Sample | 283 | 30 | 18 | 26 | 18 | 20 | 28 | 23 | 32 | 28 | 242 | 43 | 191 | 98 | 167 | 116 |
| Total | 302 | 44 | 31 | 27 | 15 | 19 | 30 | 21 | 16 | 37 | 265 | 37 | 220 | 82 | 181 | 121 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | 73% | 27% | 60% | 40% |
| Orange | 76 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 68 | ** | 58 | 18 | 46 | 30 |
| | 25% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 26% | ** | 26% | 23% | 26% | 25% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | 76% | 24% | 61% | 39% |
| O2 | 59 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 51 | ** | 41 | 18 | 32 | 27 |
| | 20% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19% | ** | 19% | 22% | 18% | 22% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | ** | 69% | 31% | 55% | 45% |
| Vodafone | 50 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 46 | ** | 41 | 9 | 29 | 21 |
| | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17% | ** | 18% | 12% | 16% | 18% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 91% | ** | 81% | 19% | 57% | 43% |
| EE/ Everything Everywhere | 32 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24 | ** | 23 | 9 | 24 | 8 |
| | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** | 11% | 11% | 13% | 6% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 76% | ** | 73% | 27% | 75% | 25% |
| T-Mobile | 30 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25 | ** | 22 | 8 | 17 | 13 |
| | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** | 10% | 10% | 9% | 11% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 84% | ** | 73% | 27% | 56% | 44% |
| '3' | 29 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 27 | ** | 21 | 8 | 17 | 12 |
| | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | ** | 9% | 10% | 9% | 10% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 92% | ** | 71% | 29% | 58% | 42% |
| Virgin Media/ Any Virgin | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** | 3 | 5 | 5 | 3 |
| | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | 1% | 6% | 3% | 3% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | | l | | | |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | 88% | ** | 38% | 62% | 61% | 39% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 35

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QD8 (QD42). Which mobile network did you use before you took up the 4G service? (SINGLE CODE)

Base : Those who have a 4G service on their smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | o |
| Unweighted total | 387 | 31 | 19 | 27 | 19 | 21 | 30 | 24 | 33 | 30 | 304 | 83 | 263 | 124 | 242 | 145 |
| Effective Weighted Sample | 283 | 30 | 18 | 26 | 18 | 20 | 28 | 23 | 32 | 28 | 242 | 43 | 191 | 98 | 167 | 116 |
| Total | 302 | 44 | 31 | 27 | 15 | 19 | 30 | 21 | 16 | 37 | 265 | 37 | 220 | 82 | 181 | 121 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | 73% | 27% | 60% | 40% |
| Tesco | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | 4 | 1 | 3 | 2 |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | 2% | 2% | 2% | 2% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 97% | ** | 74% | 26% | 57% | 43% |
| Other | 5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | 3 | 1 | 2 | 2 |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | 1% | 2% | 1% | 2% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | 70% | 30% | 54% | 46% |
| Don't know | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** | 5 | 3 | 5 | 2 |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | 2% | 3% | 3% | 2% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | 64% | 36% | 71% | 29% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 36

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QD9 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE)

Base : Those without a smartphone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1354 | 670 | 684 | 73 | 90 | 356 | 835 | 321 | 214 | 166 | 118 | 239 | 352 | 307 | 450 | 794 | 157 | 199 | 204 |
| Effective Weighted Sample | 912 | 450 | 462 | 50 | 63 | 240 | 568 | 226 | 135 | 109 | 83 | 152 | 233 | 215 | 319 | 692 | 103 | 119 | 185 |
| Total | 806 | 391 | 415 | 45 | 67 | 231 | 463 | 189 | 120 | 100 | 81 | 162 | 203 | 162 | 274 | 674 | 61 | 44 | 28 |
| | | 49% | 51% | ** | ** | 29% | 57% | 23% | 15% | 12% | 10% | 20% | 25% | 20% | 34% | 84% | 8% | 5% | 3% |
| Certain to | 25 | 15 | 10 | ** | ** | 11 | 7 | 1 | 4 | 2 | 5 | 5 | 5 | 8 | 7 | 22 | * | 3 | * |
| | 3% | 4% | 3% | ** | ** | 5% | 2% | *% | 4% | 2% | 6% | 3% | 2% | 5% | 2% | 3% | *% | 6% | 1% |
| | | | | | | f | | | g | | g | | | | | r | | pr | |
| | | 59% | 41% | ** | ** | 45% | 28% | 3% | 17% | 8% | 19% | 20% | 19% | 31% | 27% | 88% | 1% | 11% | 1% |
| Very likely | 23 | 12 | 11 | ** | ** | 8 | 7 | 5 | 6 | 2 | 4 | 5 | 6 | 5 | 7 | 20 | 2 | - | 1 |
| | 3% | 3% | 3% | ** | ** | 4% | 1% | 3% | 5% | 2% | 5% | 3% | 3% | 3% | 2% | 3% | 3% | -% | 3% |
| | | | | | | f | | | | | | | | | | | q | q | |
| | | 51% | 49% | ** | ** | 36% | 29% | 21% | 28% | 8% | 18% | 22% | 27% | 22% | 29% | 87% | 9% | -% | 4% |
| Likely | 76 | 38 | 39 | ** | ** | 33 | 21 | 13 | 12 | 12 | 8 | 24 | 16 | 15 | 21 | 63 | 6 | 4 | 3 |
| | 9% | 10% | 9% | ** | ** | 14% | 5% | 7% | 10% | 12% | 10% | 15% | 8% | 9% | 8% | 9% | 10% | 8% | 11% |
| | | | | | | f | | | | | | ln | | | | | | | |
| | | 49% | 51% | ** | ** | 43% | 28% | 17% | 16% | 16% | 11% | 32% | 21% | 20% | 28% | 83% | 8% | 5% | 4% |
| TOTAL LIKELY | 124 | 64 | 60 | ** | ** | 52 | 35 | 19 | 23 | 16 | 17 | 34 | 27 | 28 | 34 | 105 | 8 | 6 | 4 |
| | 15% | 16% | 14% | ** | ** | 23% | 8% | 10% | 19% | 16% | 21% | 21% | 13% | 17% | 13% | 16% | 14% | 15% | 15% |
| | | | | | | f | | | g | | g | | | | | | | | |
| | | 52% | 48% | ** | ** | 42% | 28% | 15% | 18% | 13% | 14% | 28% | 22% | 22% | 28% | 85% | 7% | 5% | 3% |
| Unlikely | 117 | 58 | 59 | ** | ** | 42 | 60 | 22 | 16 | 15 | 14 | 23 | 36 | 23 | 35 | 97 | 9 | 5 | 6 |
| | 14% | 15% | 14% | ** | ** | 18% | 13% | 12% | 13% | 15% | 17% | 14% | 17% | 14% | 13% | 14% | 14% | 12% | 22% |
| | | | | | | | | | | | | | | | | | | oq | |
| | | 50% | 50% | ** | ** | 36% | 51% | 19% | 14% | 13% | 12% | 20% | 30% | 20% | 30% | 83% | 7% | 5% | 5% |
| Very unlikely | 204 | 101 | 103 | ** | ** | 51 | 131 | 46 | 28 | 33 | 18 | 39 | 53 | 41 | 69 | 169 | 19 | 11 | 5 |
| | 25% | 26% | 25% | ** | ** | 22% | 28% | 24% | 24% | 33% | 22% | 24% | 26% | 25% | 25% | 25% | 31% | 25% | 17% |
| | | | | | | | | | | | | | | | | r | r | | |
| | | 50% | 50% | ** | ** | 25% | 64% | 23% | 14% | 16% | 9% | 19% | 26% | 20% | 34% | 83% | 9% | 5% | 2% |
| Certain not to | 265 | 124 | 141 | ** | ** | 52 | 198 | 77 | 37 | 18 | 22 | 51 | 60 | 52 | 99 | 226 | 15 | 14 | 9 |
| | 33% | 32% | 34% | ** | ** | 23% | 43% | 41% | 31% | 18% | 27% | 31% | 30% | 32% | 36% | 34% | 25% | 33% | 33% |
| | | | | | | e | | ij | i | | | | | | | | | | |
| | | 47% | 53% | ** | ** | 20% | 75% | 29% | 14% | 7% | 8% | 19% | 23% | 20% | 37% | 85% | 6% | 5% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 36

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QD9 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE)

Base : Those without a smartphone

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1354 | 670 | 684 | 73 | 90 | 356 | 835 | 321 | 214 | 166 | 118 | 239 | 352 | 307 | 450 | 794 | 157 | 199 | 204 |
| Effective Weighted Sample | 912 | 450 | 462 | 50 | 63 | 240 | 568 | 226 | 135 | 109 | 83 | 152 | 233 | 215 | 319 | 692 | 103 | 119 | 185 |
| Total | 806 | 391 | 415 | 45 | 67 | 231 | 463 | 189 | 120 | 100 | 81 | 162 | 203 | 162 | 274 | 674 | 61 | 44 | 28 |
| | | 49% | 51% | ** | ** | 29% | 57% | 23% | 15% | 12% | 10% | 20% | 25% | 20% | 34% | 84% | 8% | 5% | 3% |
| TOTAL UNLIKELY | 586 | 283 | 303 | ** | ** | 146 | 389 | 146 | 81 | 66 | 53 | 113 | 149 | 116 | 204 | 492 | 43 | 31 | 20 |
| | 73% | 72% | 73% | ** | ** | 63% | 84% | 77% | 68% | 66% | 66% | 70% | 73% | 71% | 74% | 73% | 70% | 71% | 73% |
| | | | | | | e | e | hij | | | | | | | | | | | |
| | | 48% | 52% | ** | ** | 25% | 66% | 25% | 14% | 11% | 9% | 19% | 25% | 20% | 35% | 84% | 7% | 5% | 3% |
| Don't know | 96 | 44 | 52 | ** | ** | 33 | 39 | 24 | 16 | 18 | 11 | 15 | 27 | 18 | 36 | 77 | 10 | 6 | 3 |
| | 12% | 11% | 13% | ** | ** | 14% | 8% | 13% | 13% | 18% | 13% | 9% | 13% | 11% | 13% | 11% | 16% | 15% | 12% |
| | | | | | | f | f | | | | | | | | | | | | |
| | | 46% | 54% | ** | ** | 34% | 40% | 25% | 17% | 19% | 11% | 15% | 28% | 19% | 37% | 79% | 10% | 7% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 36

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QD9 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE)

Base : Those without a smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 1354 | 72 | 88 | 79 | 95 | 106 | 86 | 93 | 82 | 93 | 946 | 408 | 436 | 916 | 866 | 488 |
| Effective Weighted Sample | 912 | 68 | 82 | 76 | 89 | 100 | 81 | 88 | 79 | 87 | 745 | 178 | 290 | 647 | 575 | 337 |
| Total | 806 | 85 | 105 | 62 | 63 | 86 | 75 | 69 | 32 | 98 | 686 | 120 | 313 | 492 | 508 | 299 |
| | | ** | ** | ** | ** | 11% | ** | ** | ** | ** | 85% | 15% | 39% | 61% | 63% | 37% |
| Certain to | 25 | ** | ** | ** | ** | 1 | ** | ** | ** | ** | 23 | 2 | 16 | 9 | 10 | 15 |
| | 3% | ** | ** | ** | ** | 1% | ** | ** | ** | ** | 3% | 2% | 5% | 2% | 2% | 5% |
| | | ** | ** | ** | ** | 4% | ** | ** | ** | ** | 92% | 8% | 62% | 38% | 41% | 59% |
| Very likely | 23 | ** | ** | ** | ** | 4 | ** | ** | ** | ** | 19 | 4 | 11 | 12 | 9 | 13 |
| | 3% | ** | ** | ** | ** | 4% | ** | ** | ** | ** | 3% | 3% | 4% | 2% | 2% | 4% |
| | | ** | ** | ** | ** | 16% | ** | ** | ** | ** | 82% | 18% | 49% | 51% | 41% | 59% |
| Likely | 76 | ** | ** | ** | ** | 9 | ** | ** | ** | ** | 64 | 12 | 37 | 39 | 44 | 32 |
| | 9% | ** | ** | ** | ** | 11% | ** | ** | ** | ** | 9% | 10% | 12% | 8% | 9% | 11% |
| | | ** | ** | ** | ** | 12% | ** | ** | ** | ** | 84% | 16% | 49% | 51% | 58% | 42% |
| TOTAL LIKELY | 124 | ** | ** | ** | ** | 14 | ** | ** | ** | ** | 106 | 18 | 64 | 60 | 64 | 60 |
| | 15% | ** | ** | ** | ** | 16% | ** | ** | ** | ** | 15% | 15% | 20% | 12% | 13% | 20% |
| | | ** | ** | ** | ** | 11% | ** | ** | ** | ** | 85% | 15% | 51% | 49% | 52% | 48% |
| Unlikely | 117 | ** | ** | ** | ** | 17 | ** | ** | ** | ** | 100 | 16 | 59 | 57 | 69 | 47 |
| | 14% | ** | ** | ** | ** | 20% | ** | ** | ** | ** | 15% | 14% | 19% | 12% | 14% | 16% |
| | | ** | ** | ** | ** | 15% | ** | ** | ** | ** | 86% | 14% | 51% | 49% | 59% | 41% |
| Very unlikely | 204 | ** | ** | ** | ** | 24 | ** | ** | ** | ** | 176 | 28 | 70 | 135 | 133 | 72 |
| | 25% | ** | ** | ** | ** | 28% | ** | ** | ** | ** | 26% | 23% | 22% | 27% | 26% | 24% |
| | | ** | ** | ** | ** | 12% | ** | ** | ** | ** | 86% | 14% | 34% | 66% | 65% | 35% |
| Certain not to | 265 | ** | ** | ** | ** | 18 | ** | ** | ** | ** | 224 | 41 | 72 | 193 | 185 | 80 |
| | 33% | ** | ** | ** | ** | 21% | ** | ** | ** | ** | 33% | 34% | 23% | 39% | 37% | 27% |
| | | ** | ** | ** | ** | 7% | ** | ** | ** | ** | 85% | 15% | 27% | 73% | 70% | 30% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 36

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QD9 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE)

Base : Those without a smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 1354 | 72 | 88 | 79 | 95 | 106 | 86 | 93 | 82 | 93 | 946 | 408 | 436 | 916 | 866 | 488 |
| Effective Weighted Sample | 912 | 68 | 82 | 76 | 89 | 100 | 81 | 88 | 79 | 87 | 745 | 178 | 290 | 647 | 575 | 337 |
| Total | 806 | 85 | 105 | 62 | 63 | 86 | 75 | 69 | 32 | 98 | 686 | 120 | 313 | 492 | 508 | 299 |
| | | ** | ** | ** | ** | 11% | ** | ** | ** | ** | 85% | 15% | 39% | 61% | 63% | 37% |
| TOTAL UNLIKELY | 586 | ** | ** | ** | ** | 60 | ** | ** | ** | ** | 501 | 85 | 201 | 385 | 387 | 198 |
| | 73% | ** | ** | ** | ** | 69% | ** | ** | ** | ** | 73% | 71% | 64% | 78% | 76% | 66% |
| | | ** | ** | ** | ** | 10% | ** | ** | ** | ** | 85% | 15% | 34% | 66% | 66% | 34% |
| Don't know | 96 | ** | ** | ** | ** | 12 | ** | ** | ** | ** | 79 | 17 | 49 | 48 | 56 | 40 |
| | 12% | ** | ** | ** | ** | 14% | ** | ** | ** | ** | 12% | 14% | 16% | 10% | 11% | 13% |
| | | ** | ** | ** | ** | 13% | ** | ** | ** | ** | 82% | 18% | 50% | 49% | 58% | 42% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 37

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QD10 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Prepay/ Pay as you go | 826 | 392 | 434 | 94 | 107 | 230 | 396 | 214 | 121 | 92 | 71 | 147 | 215 | 146 | 317 | 680 | 65 | 49 | 32 |
| | 35% | 34% | 35% | 25% | 24% | 27% | 58% | 55% | 48% | 35% | 15% | 24% | 30% | 34% | 53% | 34% | 33% | 43% | 48% |
| | | 47% | 53% | 11% | 13% | 28% | cde | ij | ij | j | | 18% | k | k | klm | | op | op | |
| | | | | | | | 48% | 26% | 15% | 11% | 9% | | 26% | 18% | 38% | 82% | 8% | 6% | 4% |
| Postpay/ monthly contract | 1532 | 739 | 793 | 286 | 336 | 631 | 278 | 174 | 134 | 174 | 393 | 464 | 502 | 285 | 278 | 1299 | 134 | 65 | 34 |
| | 65% | 65% | 65% | 75% | 76% | 73% | 41% | 44% | 52% | 65% | 85% | 76% | 70% | 66% | 47% | 65% | 67% | 56% | 52% |
| | | 48% | 52% | f | f | f | | | g | gh | ghi | lmn | n | n | qr | qr | | | |
| | | | | 19% | 22% | 41% | 18% | 11% | 9% | 11% | 26% | 30% | 33% | 19% | 18% | 85% | 9% | 4% | 2% |
| Other | 4 | 4 | * | - | - | 2 | 2 | 1 | - | - | 1 | * | 2 | - | 1 | 3 | - | * | * |
| | *% | *% | *% | -% | -% | *% | *% | *% | -% | -% | *% | *% | *% | -% | *% | *% | -% | *% | *% |
| | | 93% | 7% | -% | -% | 46% | 54% | 27% | -% | -% | 35% | 11% | 57% | -% | 33% | 85% | -% | 11% | 5% |
| Don't know | 4 | 2 | 2 | - | - | 2 | 2 | 1 | - | - | * | 1 | 2 | - | * | 3 | - | 1 | - |
| | *% | *% | *% | -% | -% | *% | *% | *% | -% | -% | *% | *% | *% | -% | *% | *% | -% | 1% | -% |
| | | 55% | 45% | -% | -% | 41% | 59% | 30% | -% | -% | 4% | 34% | 55% | -% | 11% | 81% | -% | 19% | -% |

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

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QD10 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Prepay/ Pay as you go | 826 | 82 | 103 | 62 | 67 | 84 | 77 | 77 | 32 | 97 | 707 | 119 | 314 | 510 | 487 | 339 |
| | 35% | 27% | 32% | 29% | 41% | 42% | 35% | 39% | 33% | 36% | 34% | 38% | 22% | 54% | 34% | 37% |
| | | | | | abc | abc | | ac | | a | | | | l | | |
| | | 10% | 12% | 8% | 8% | 10% | 9% | 9% | 4% | 12% | 86% | 14% | 38% | 62% | 59% | 41% |
| Postpay/ monthly contract | 1532 | 223 | 220 | 147 | 95 | 114 | 145 | 120 | 63 | 170 | 1337 | 196 | 1100 | 432 | 949 | 583 |
| | 65% | 73% | 68% | 70% | 59% | 58% | 65% | 61% | 66% | 64% | 65% | 62% | 78% | 46% | 66% | 63% |
| | | degi | e | de | | | | | | | | | m | | | |
| | | 15% | 14% | 10% | 6% | 7% | 9% | 8% | 4% | 11% | 87% | 13% | 72% | 28% | 62% | 38% |
| Other | 4 | - | - | 2 | - | - | - | - | * | 1 | 4 | * | 2 | 2 | 2 | 1 |
| | *% | -% | -% | 1% | -% | -% | -% | -% | *% | *% | *% | *% | *% | *% | *% | *% |
| | | -% | -% | 52% | -% | -% | -% | -% | 10% | 23% | 96% | 4% | 61% | 39% | 63% | 37% |
| Don't know | 4 | - | 2 | - | - | - | 1 | - | - | - | 4 | * | * | 4 | 3 | 1 |
| | *% | -% | 1% | -% | -% | -% | *% | -% | -% | -% | *% | *% | *% | *% | *% | *% |
| | | | | | | | | | | | | | | l | | |
| | | -% | 55% | -% | -% | -% | 26% | -% | -% | -% | 92% | 8% | 8% | 92% | 64% | 36% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 38

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QD11 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE)

Base : Those who use a postpay/ contract mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1998 | 968 | 1030 | 376 | 401 | 786 | 435 | 230 | 190 | 260 | 459 | 512 | 677 | 445 | 361 | 1253 | 280 | 230 | 235 |
| Effective Weighted Sample | 1401 | 679 | 722 | 269 | 284 | 556 | 302 | 172 | 124 | 175 | 325 | 359 | 477 | 321 | 266 | 1084 | 207 | 156 | 214 |
| Total | 1532 | 739 | 793 | 286 | 336 | 631 | 278 | 174 | 134 | 174 | 393 | 464 | 502 | 285 | 278 | 1299 | 134 | 65 | 34 |
| | | 48% | 52% | 19% | 22% | 41% | 18% | 11% | 9% | 11% | 26% | 30% | 33% | 19% | 18% | 85% | 9% | 4% | 2% |
| Handset and contract | 1349 | 640 | 709 | 262 | 304 | 564 | 219 | 146 | 117 | 155 | 355 | 414 | 459 | 249 | 227 | 1141 | 122 | 60 | 27 |
| | 88% | 87% | 89% | 91% | 90% | 89% | 79% | 84% | 87% | 89% | 90% | 89% | 91% | 87% | 82% | 88% | 91% | 92% | 78% |
| | | | | f | f | f | | | | | g | n | n | | | r | r | r | |
| | | 47% | 53% | 19% | 22% | 42% | 16% | 11% | 9% | 11% | 26% | 31% | 34% | 18% | 17% | 85% | 9% | 4% | 2% |
| SIM card only | 172 | 98 | 75 | 23 | 29 | 65 | 55 | 27 | 15 | 19 | 37 | 48 | 42 | 35 | 46 | 149 | 12 | 5 | 7 |
| | 11% | 13% | 9% | 8% | 9% | 10% | 20% | 15% | 11% | 11% | 9% | 10% | 8% | 12% | 17% | 11% | 9% | 7% | 20% |
| | | b | | | | | cde | | | | | | | | kl | | | | opq |
| | | 57% | 43% | 14% | 17% | 38% | 32% | 15% | 9% | 11% | 22% | 28% | 24% | 20% | 27% | 86% | 7% | 3% | 4% |
| Don't know | 10 | 2 | 9 | 1 | 4 | 2 | 4 | 1 | 2 | - | 1 | 3 | 1 | 2 | 5 | 8 | 1 | 1 | 1 |
| | 1% | *% | 1% | *% | 1% | *% | 1% | 1% | 1% | -% | *% | 1% | *% | 1% | 2% | 1% | 1% | 1% | 2% |
| | | | a | | | | | | | | | | | | l | | | | |
| | | 16% | 84% | 11% | 36% | 16% | 38% | 13% | 15% | -% | 7% | 25% | 12% | 15% | 48% | 82% | 7% | 6% | 6% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 38

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

QD11 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE)

Base : Those who use a postpay/ contract mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1998 | 165 | 143 | 158 | 127 | 116 | 143 | 133 | 136 | 132 | 1497 | 501 | 1302 | 696 | 1300 | 698 |
| Effective Weighted Sample | 1401 | 157 | 134 | 150 | 120 | 109 | 136 | 125 | 129 | 124 | 1185 | 228 | 920 | 519 | 874 | 527 |
| Total | 1532 | 223 | 220 | 147 | 95 | 114 | 145 | 120 | 63 | 170 | 1337 | 196 | 1100 | 432 | 949 | 583 |
| | | 15% | 14% | 10% | 6% | 7% | 9% | 8% | 4% | 11% | 87% | 13% | 72% | 28% | 62% | 38% |
| Handset and contract | 1349 | 206 | 188 | 125 | 84 | 109 | 135 | 101 | 58 | 135 | 1180 | 169 | 978 | 371 | 832 | 517 |
| | 88% | 93% | 85% | 85% | 88% | 95% | 93% | 84% | 91% | 79% | 88% | 86% | 89% | 86% | 88% | 89% |
| | | bcgi | | | | bcgi | bcgi | | i | | | | | | | |
| | | 15% | 14% | 9% | 6% | 8% | 10% | 7% | 4% | 10% | 87% | 13% | 73% | 27% | 62% | 38% |
| SIM card only | 172 | 15 | 32 | 21 | 11 | 6 | 8 | 17 | 5 | 34 | 148 | 25 | 117 | 56 | 110 | 63 |
| | 11% | 7% | 15% | 14% | 11% | 5% | 5% | 14% | 8% | 20% | 11% | 13% | 11% | 13% | 12% | 11% |
| | | | aef | aef | | | | aef | | aefh | | | | | | |
| | | 9% | 19% | 12% | 6% | 3% | 4% | 10% | 3% | 20% | 86% | 14% | 68% | 32% | 64% | 36% |
| Don't know | 10 | 2 | - | 1 | 1 | - | 3 | 1 | * | 1 | 9 | 2 | 5 | 5 | 8 | 3 |
| | 1% | 1% | -% | 1% | 1% | -% | 2% | 1% | 1% | 1% | 1% | 1% | -% | 1% | 1% | -% |
| | | 15% | -% | 9% | 5% | -% | 24% | 14% | 4% | 11% | 83% | 17% | 49% | 51% | 73% | 27% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 39

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

QD12A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Several times a day | 1291 | 597 | 694 | 299 | 335 | 495 | 163 | 180 | 135 | 136 | 302 | 359 | 420 | 227 | 285 | 1098 | 99 | 57 | 37 |
| | 55% | 52% | 57% | 79% | 76% | 57% | 24% | 46% | 53% | 51% | 65% | 59% | 58% | 53% | 48% | 55% | 50% | 49% | 56% |
| | | 46% | 54% | ef | ef | f | | | | | ghi | n | n | | | | | | |
| | | | | 23% | 26% | 38% | 13% | 14% | 10% | 11% | 23% | 28% | 33% | 18% | 22% | 85% | 8% | 4% | 3% |
| Every day | 447 | 203 | 244 | 59 | 73 | 200 | 115 | 67 | 48 | 54 | 88 | 105 | 129 | 91 | 121 | 349 | 51 | 32 | 14 |
| | 19% | 18% | 20% | 16% | 16% | 23% | 17% | 17% | 19% | 20% | 19% | 17% | 18% | 21% | 20% | 18% | 26% | 28% | 21% |
| | | 45% | 55% | 13% | 16% | 45% | 26% | 15% | 11% | 12% | 20% | 24% | 29% | 20% | 27% | 78% | 12% | 7% | 3% |
| Several times a week | 238 | 129 | 109 | 13 | 20 | 86 | 120 | 36 | 35 | 26 | 42 | 62 | 64 | 45 | 65 | 201 | 22 | 8 | 6 |
| | 10% | 11% | 9% | 3% | 4% | 10% | 18% | 9% | 14% | 10% | 9% | 10% | 9% | 10% | 11% | 10% | 11% | 7% | 10% |
| | | 54% | 46% | 5% | 8% | 36% | 50% | 15% | 15% | 11% | 18% | 26% | 27% | 19% | 27% | 85% | 9% | 3% | 3% |
| At least once a week | 118 | 62 | 56 | 6 | 8 | 35 | 69 | 29 | 7 | 18 | 11 | 31 | 28 | 19 | 41 | 99 | 11 | 6 | 2 |
| | 5% | 5% | 5% | 1% | 2% | 4% | 10% | 7% | 3% | 7% | 2% | 5% | 4% | 4% | 7% | 5% | 6% | 5% | 4% |
| | | | | | | cd | cde | | | | | | | | l | | | | |
| | | 53% | 47% | 5% | 7% | 30% | 59% | 25% | 6% | 16% | 10% | 26% | 24% | 16% | 35% | 84% | 10% | 5% | 2% |
| At least once a month | 59 | 36 | 23 | 1 | 4 | 18 | 35 | 16 | 6 | 9 | 6 | 13 | 21 | 7 | 16 | 48 | 5 | 5 | 1 |
| | 2% | 3% | 2% | *% | 1% | 2% | 5% | 4% | 2% | 3% | 1% | 2% | 3% | 2% | 3% | 2% | 2% | 4% | 2% |
| | | 61% | 39% | 2% | 7% | 31% | 60% | 27% | 10% | 15% | 9% | 23% | 37% | 13% | 28% | 82% | 8% | 8% | 2% |
| Less than once a month | 57 | 31 | 27 | 2 | - | 9 | 46 | 14 | 5 | 6 | 7 | 14 | 17 | 7 | 18 | 52 | 3 | 2 | 1 |
| | 2% | 3% | 2% | *% | -% | 1% | 7% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 3% | 2% | 2% | 1% |
| | | | | | | d | cde | | | | | | | | r | | | | |
| | | 54% | 46% | 3% | -% | 16% | 81% | 24% | 9% | 10% | 13% | 24% | 30% | 13% | 31% | 91% | 5% | 3% | 1% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 39

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QD12A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Never | 150 | 77 | 73 | * | 3 | 20 | 126 | 44 | 17 | 16 | 9 | 28 | 38 | 35 | 49 | 132 | 7 | 6 | 5 |
| | 6% | 7% | 6% | *% | 1% | 2% | 19% | 11% | 7% | 6% | 2% | 5% | 5% | 8% | 8% | 7% | 4% | 5% | 7% |
| | | | | | | cd | cde | ij | j | j | | | | kl | kl | p | | | |
| | | 51% | 49% | *% | 2% | 13% | 84% | 29% | 12% | 11% | 6% | 19% | 25% | 23% | 33% | 88% | 5% | 4% | 3% |
| Don't know | 7 | 4 | 3 | - | 1 | 1 | 5 | 4 | 1 | - | * | 1 | 4 | 1 | 2 | 7 | * | * | - |
| | *% | *% | *% | -% | *% | *% | 1% | 1% | *% | -% | *% | *% | 1% | *% | *% | *% | *% | *% | -% |
| | | 55% | 45% | -% | 11% | 14% | 75% | 56% | 10% | -% | 2% | 11% | 56% | 10% | 24% | 97% | 2% | 1% | -% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QD12A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Several times a day | 1291 | 186 | 166 | 116 | 85 | 93 | 123 | 110 | 43 | 177 | 1128 | 163 | 902 | 389 | 763 | 528 |
| | 55% | 61% | 51% | 55% | 53% | 47% | 55% | 56% | 45% | 66% | 55% | 52% | 64% | 41% | 53% | 57% |
| | | beh | | h | | | h | h | | bcdefgh | | | m | | | |
| | | 14% | 13% | 9% | 7% | 7% | 10% | 8% | 3% | 14% | 87% | 13% | 70% | 30% | 59% | 41% |
| Every day | 447 | 49 | 64 | 31 | 30 | 49 | 50 | 25 | 24 | 27 | 390 | 56 | 284 | 163 | 269 | 178 |
| | 19% | 16% | 20% | 15% | 19% | 25% | 22% | 13% | 25% | 10% | 19% | 18% | 20% | 17% | 19% | 19% |
| | | | gi | | i | acgi | cgi | | acgi | | | | | | | |
| | | 11% | 14% | 7% | 7% | 11% | 11% | 6% | 5% | 6% | 87% | 13% | 63% | 36% | 60% | 40% |
| Several times a week | 238 | 30 | 34 | 25 | 24 | 20 | 15 | 23 | 13 | 18 | 204 | 34 | 118 | 120 | 143 | 95 |
| | 10% | 10% | 11% | 12% | 15% | 10% | 7% | 12% | 14% | 7% | 10% | 11% | 8% | 13% | 10% | 10% |
| | | | | | fi | | | | fi | | | | | l | | |
| | | 12% | 14% | 11% | 10% | 8% | 6% | 10% | 6% | 7% | 86% | 14% | 49% | 50% | 60% | 40% |
| At least once a week | 118 | 13 | 17 | 10 | 7 | 13 | 9 | 17 | 5 | 7 | 98 | 20 | 47 | 71 | 78 | 40 |
| | 5% | 4% | 5% | 5% | 4% | 7% | 4% | 9% | 5% | 2% | 5% | 6% | 3% | 7% | 5% | 4% |
| | | | | | i | | | i | | | | | | l | | |
| | | 11% | 15% | 9% | 6% | 11% | 8% | 14% | 4% | 6% | 83% | 17% | 40% | 60% | 66% | 34% |
| At least once a month | 59 | 5 | 6 | 6 | 4 | 7 | 7 | - | 2 | 11 | 48 | 10 | 25 | 34 | 41 | 17 |
| | 2% | 2% | 2% | 3% | 2% | 4% | 3% | -% | 2% | 4% | 2% | 3% | 2% | 4% | 3% | 2% |
| | | | g | g | g | g | g | | | g | | | | l | | |
| | | 9% | 11% | 11% | 7% | 12% | 11% | -% | 3% | 18% | 82% | 18% | 43% | 57% | 71% | 29% |
| Less than once a month | 57 | 6 | 11 | 10 | 1 | 7 | 4 | 4 | 3 | 6 | 46 | 11 | 13 | 44 | 42 | 15 |
| | 2% | 2% | 3% | 5% | 1% | 3% | 2% | 2% | 3% | 2% | 2% | 3% | 1% | 5% | 3% | 2% |
| | | | | d | | | | | | | | | | l | o | |
| | | 11% | 19% | 17% | 2% | 12% | 6% | 7% | 5% | 10% | 81% | 19% | 22% | 78% | 74% | 26% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QD12A (QD4A). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Never | 150 | 15 | 25 | 13 | 10 | 9 | 14 | 18 | 6 | 23 | 129 | 21 | 29 | 120 | 101 | 49 |
| | 6% | 5% | 8% | 6% | 6% | 4% | 6% | 9% | 6% | 8% | 6% | 7% | 2% | 13% | 7% | 5% |
| | | 10% | 17% | 9% | 7% | 6% | 9% | 12% | 4% | 15% | 86% | 14% | 19% | 80% | 67% | 33% |
| Don't know | 7 | 1 | 1 | - | 1 | 1 | 1 | - | - | 2 | 7 | * | * | 7 | 4 | 3 |
| | *% | *% | *% | -% | *% | *% | 1% | -% | -% | 1% | *% | *% | *% | 1% | *% | *% |
| | | 13% | 17% | -% | 11% | 11% | 21% | -% | -% | 25% | 97% | 3% | 2% | 98% | 52% | 48% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 40

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QD12B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Several times a day | 1102 | 563 | 539 | 241 | 275 | 429 | 157 | 149 | 122 | 117 | 260 | 301 | 360 | 208 | 232 | 931 | 92 | 46 | 33 |
| | 47% | 49% | 44% | 63% | 62% | 50% | 23% | 38% | 48% | 44% | 56% | 49% | 50% | 48% | 39% | 47% | 46% | 40% | 50% |
| | | b | | ef | ef | f | | | g | | ghi | n | n | n | | q | | | q |
| | | 51% | 49% | 22% | 25% | 39% | 14% | 14% | 11% | 11% | 24% | 27% | 33% | 19% | 21% | 84% | 8% | 4% | 3% |
| Every day | 497 | 225 | 271 | 70 | 91 | 217 | 119 | 84 | 47 | 58 | 93 | 125 | 143 | 95 | 132 | 401 | 46 | 33 | 16 |
| | 21% | 20% | 22% | 18% | 21% | 25% | 18% | 22% | 18% | 22% | 20% | 20% | 20% | 22% | 22% | 20% | 23% | 29% | 25% |
| | | | | | | cf | | | | | | | | | | | | o | o |
| | | 45% | 55% | 14% | 18% | 44% | 24% | 17% | 9% | 12% | 19% | 25% | 29% | 19% | 27% | 81% | 9% | 7% | 3% |
| Several times a week | 355 | 160 | 195 | 40 | 51 | 125 | 139 | 66 | 42 | 40 | 58 | 86 | 99 | 64 | 105 | 300 | 27 | 18 | 10 |
| | 15% | 14% | 16% | 10% | 12% | 14% | 21% | 17% | 16% | 15% | 13% | 14% | 14% | 15% | 18% | 15% | 13% | 16% | 15% |
| | | | | | | cde | | | | | | | | | l | | | | |
| | | 45% | 55% | 11% | 14% | 35% | 39% | 18% | 12% | 11% | 16% | 24% | 28% | 18% | 30% | 85% | 8% | 5% | 3% |
| At least once a week | 196 | 89 | 107 | 17 | 17 | 46 | 116 | 39 | 19 | 26 | 29 | 48 | 60 | 33 | 53 | 164 | 18 | 10 | 4 |
| | 8% | 8% | 9% | 5% | 4% | 5% | 17% | 10% | 7% | 10% | 6% | 8% | 8% | 8% | 9% | 8% | 9% | 9% | 6% |
| | | | | | | cde | | j | | | | | | | | | | | |
| | | 45% | 55% | 9% | 8% | 24% | 59% | 20% | 10% | 13% | 15% | 25% | 31% | 17% | 27% | 84% | 9% | 5% | 2% |
| At least once a month | 107 | 48 | 59 | 4 | 5 | 31 | 67 | 24 | 12 | 13 | 16 | 26 | 33 | 17 | 30 | 92 | 9 | 4 | 2 |
| | 5% | 4% | 5% | 1% | 1% | 4% | 10% | 6% | 5% | 5% | 3% | 4% | 5% | 4% | 5% | 5% | 5% | 3% | 3% |
| | | | | | | cd | | | | | | | | | | | | | |
| | | 45% | 55% | 4% | 5% | 29% | 63% | 22% | 11% | 12% | 15% | 24% | 31% | 16% | 28% | 86% | 9% | 3% | 2% |
| Less than once a month | 86 | 43 | 44 | 7 | 2 | 14 | 64 | 21 | 10 | 10 | 8 | 19 | 21 | 12 | 35 | 78 | 5 | 3 | 1 |
| | 4% | 4% | 4% | 2% | *% | 2% | 9% | 5% | 4% | 4% | 2% | 3% | 3% | 3% | 6% | 4% | 2% | 2% | 1% |
| | | | | | | cde | | j | | | | | | | klm | r | | | |
| | | 49% | 51% | 8% | 2% | 16% | 74% | 24% | 12% | 11% | 9% | 22% | 24% | 14% | 40% | 91% | 5% | 3% | 1% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 40

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QD12B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Never | 19 | 7 | 11 | 1 | 2 | 3 | 14 | 7 | 3 | 1 | 1 | 6 | 4 | 1 | 7 | 15 | 3 | 1 | * |
| | 1% | 1% | 1% | *% | *% | *% | 2% | 2% | 1% | *% | *% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% |
| | | 38% | 62% | 4% | 9% | 14% | 73% | 36% | 15% | 4% | 3% | 32% | 22% | 8% | 38% | 80% | 14% | 5% | 2% |
| Don't know | 5 | 3 | 2 | - | 1 | 1 | 3 | 2 | - | - | * | 1 | 2 | 1 | 2 | 5 | * | - | - |
| | *% | *% | *% | -% | *% | *% | *% | *% | -% | -% | *% | *% | *% | *% | *% | *% | *% | -% | -% |
| | | 55% | 45% | -% | 15% | 21% | 63% | 37% | -% | -% | 3% | 15% | 37% | 13% | 34% | 97% | 3% | -% | -% |

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

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QD12B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Several times a day | 1102 | 189 | 136 | 92 | 66 | 74 | 112 | 82 | 27 | 153 | 969 | 133 | 795 | 307 | 623 | 479 |
| | 47% | 62% | 42% | 44% | 40% | 37% | 50% | 42% | 29% | 57% | 47% | 42% | 56% | 32% | 43% | 52% |
| | | bcdefgh | h | h | h | deh | h | bcdegh | | | | | m | | n | |
| | | 17% | 12% | 8% | 6% | 7% | 10% | 7% | 2% | 14% | 88% | 12% | 72% | 28% | 56% | 44% |
| Every day | 497 | 67 | 70 | 30 | 33 | 46 | 53 | 32 | 26 | 44 | 435 | 62 | 319 | 177 | 297 | 200 |
| | 21% | 22% | 21% | 14% | 20% | 23% | 24% | 16% | 27% | 17% | 21% | 20% | 23% | 19% | 21% | 22% |
| | | c | c | | | c | c | cgi | | | | | m | | | |
| | | 13% | 14% | 6% | 7% | 9% | 11% | 7% | 5% | 9% | 88% | 12% | 64% | 36% | 60% | 40% |
| Several times a week | 355 | 31 | 44 | 41 | 38 | 37 | 25 | 36 | 20 | 28 | 301 | 54 | 179 | 176 | 219 | 136 |
| | 15% | 10% | 14% | 19% | 24% | 19% | 11% | 18% | 21% | 10% | 15% | 17% | 13% | 19% | 15% | 15% |
| | | | | afi | abfi | afi | | afi | afi | | | | | l | | |
| | | 9% | 12% | 12% | 11% | 10% | 7% | 10% | 6% | 8% | 85% | 15% | 50% | 49% | 62% | 38% |
| At least once a week | 196 | 12 | 27 | 22 | 15 | 25 | 15 | 22 | 11 | 15 | 170 | 26 | 75 | 121 | 134 | 62 |
| | 8% | 4% | 8% | 10% | 9% | 13% | 7% | 11% | 12% | 6% | 8% | 8% | 5% | 13% | 9% | 7% |
| | | | a | a | a | afi | | ai | ai | | | | | l | o | |
| | | 6% | 14% | 11% | 7% | 13% | 8% | 11% | 6% | 8% | 87% | 13% | 38% | 62% | 68% | 32% |
| At least once a month | 107 | 4 | 20 | 16 | 4 | 9 | 9 | 9 | 5 | 16 | 86 | 21 | 31 | 76 | 85 | 22 |
| | 5% | 1% | 6% | 7% | 3% | 5% | 4% | 5% | 5% | 6% | 4% | 7% | 2% | 8% | 6% | 2% |
| | | | a | ad | | a | | a | a | a | | j | | l | o | |
| | | 4% | 19% | 15% | 4% | 9% | 9% | 9% | 4% | 15% | 80% | 20% | 29% | 71% | 80% | 20% |
| Less than once a month | 86 | 2 | 25 | 11 | 4 | 6 | 3 | 14 | 5 | 9 | 70 | 16 | 15 | 72 | 68 | 19 |
| | 4% | 1% | 8% | 5% | 2% | 3% | 1% | 7% | 5% | 3% | 3% | 5% | 1% | 8% | 5% | 2% |
| | | | ade | af | | | | adf | af | a | | | | l | o | |
| | | 2% | 29% | 12% | 5% | 7% | 3% | 16% | 6% | 10% | 81% | 19% | 17% | 83% | 78% | 22% |

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

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QD12B (QD4B). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Never | 19 | - | 4 | - | 2 | - | 5 | 1 | 1 | 2 | 16 | 3 | 4 | 14 | 13 | 5 |
| | 1% | -% | 1% | -% | 1% | -% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% |
| | | -% | 20% | -% | 10% | -% | 26% | 7% | 8% | 9% | 85% | 15% | 23% | 77% | 70% | 30% |
| Don't know | 5 | - | - | - | 1 | 1 | 1 | 1 | - | 2 | 5 | * | * | 5 | 3 | 2 |
| | 1% | -% | -% | -% | 1% | 1% | 1% | 1% | -% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | -% | -% | -% | 15% | 15% | 16% | 13% | -% | 37% | 97% | 3% | 3% | 97% | 63% | 37% |

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

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QD12C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2038 | 981 | 1057 | 460 | 469 | 783 | 326 | 276 | 197 | 237 | 454 | 493 | 695 | 416 | 434 | 1252 | 290 | 235 | 261 |
| Effective Weighted Sample | 1421 | 684 | 737 | 320 | 323 | 557 | 229 | 205 | 125 | 159 | 315 | 347 | 483 | 299 | 316 | 1085 | 211 | 163 | 238 |
| Total | 1549 | 745 | 804 | 335 | 375 | 630 | 210 | 199 | 135 | 163 | 381 | 449 | 514 | 268 | 319 | 1302 | 138 | 71 | 38 |
| | | 48% | 52% | 22% | 24% | 41% | 14% | 13% | 9% | 11% | 25% | 29% | 33% | 17% | 21% | 84% | 9% | 5% | 2% |
| Several times a day | 844 | 420 | 424 | 227 | 247 | 306 | 64 | 109 | 67 | 85 | 234 | 273 | 277 | 150 | 143 | 725 | 69 | 30 | 19 |
| | 54% | 56% | 53% | 68% | 66% | 49% | 30% | 55% | 50% | 52% | 61% | 61% | 54% | 56% | 45% | 56% | 50% | 42% | 50% |
| | | 50% | 50% | ef | ef | f | | | | | h | ln | n | n | | q | | | |
| | | | | 27% | 29% | 36% | 8% | 13% | 8% | 10% | 28% | 32% | 33% | 18% | 17% | 86% | 8% | 4% | 2% |
| Every day | 330 | 157 | 173 | 68 | 68 | 158 | 36 | 37 | 31 | 37 | 82 | 91 | 118 | 55 | 65 | 259 | 38 | 22 | 10 |
| | 21% | 21% | 22% | 20% | 18% | 25% | 17% | 18% | 23% | 22% | 22% | 20% | 23% | 21% | 20% | 20% | 27% | 32% | 27% |
| | | 48% | 52% | 21% | 21% | df | 11% | 11% | 9% | 11% | 25% | 28% | 36% | 17% | 20% | 79% | 11% | 7% | 3% |
| Several times a week | 130 | 67 | 63 | 20 | 28 | 51 | 31 | 16 | 14 | 18 | 23 | 28 | 42 | 22 | 38 | 105 | 14 | 7 | 4 |
| | 8% | 9% | 8% | 6% | 7% | 8% | 15% | 8% | 11% | 11% | 6% | 6% | 8% | 8% | 12% | 8% | 10% | 10% | 11% |
| | | 52% | 48% | 16% | 22% | 39% | cde | 13% | 11% | 14% | 18% | 22% | 32% | 17% | 29% | 81% | 11% | 5% | 3% |
| At least once a week | 61 | 29 | 32 | 7 | 11 | 29 | 14 | 6 | 7 | 5 | 7 | 18 | 18 | 11 | 14 | 56 | 2 | 2 | 1 |
| | 4% | 4% | 4% | 2% | 3% | 5% | 7% | 3% | 5% | 3% | 2% | 4% | 4% | 4% | 4% | 4% | 1% | 3% | 4% |
| | | 48% | 52% | 11% | 18% | 48% | cd | 10% | 12% | 7% | 11% | 29% | 30% | 18% | 23% | p | 3% | 3% | 2% |
| At least once a month | 31 | 11 | 20 | 4 | 3 | 13 | 11 | 2 | 4 | 6 | 4 | 3 | 13 | 7 | 7 | 28 | 1 | 2 | * |
| | 2% | 1% | 2% | 1% | 1% | 2% | 5% | 1% | 3% | 3% | 1% | 1% | 3% | 3% | 2% | 2% | 1% | 2% | 1% |
| | | 35% | 65% | 12% | 9% | 42% | cde | 8% | 14% | 18% | 13% | 11% | 42% | 24% | 23% | 89% | 5% | 5% | 1% |
| Less than once a month | 38 | 14 | 24 | 2 | 4 | 21 | 10 | 6 | 3 | 3 | 10 | 10 | 12 | 4 | 13 | 33 | 2 | 2 | * |
| | 2% | 2% | 3% | 1% | 1% | 3% | 5% | 3% | 2% | 2% | 3% | 2% | 2% | 1% | 4% | 3% | 2% | 3% | 1% |
| | | 38% | 62% | 6% | 12% | 56% | cd | 15% | 9% | 7% | 25% | 26% | 31% | 9% | m | 88% | 6% | 5% | 1% |

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

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QD12C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2038 | 981 | 1057 | 460 | 469 | 783 | 326 | 276 | 197 | 237 | 454 | 493 | 695 | 416 | 434 | 1252 | 290 | 235 | 261 |
| Effective Weighted Sample | 1421 | 684 | 737 | 320 | 323 | 557 | 229 | 205 | 125 | 159 | 315 | 347 | 483 | 299 | 316 | 1085 | 211 | 163 | 238 |
| Total | 1549 | 745 | 804 | 335 | 375 | 630 | 210 | 199 | 135 | 163 | 381 | 449 | 514 | 268 | 319 | 1302 | 138 | 71 | 38 |
| | | 48% | 52% | 22% | 24% | 41% | 14% | 13% | 9% | 11% | 25% | 29% | 33% | 17% | 21% | 84% | 9% | 5% | 2% |
| Never | 113 | 47 | 66 | 6 | 12 | 51 | 44 | 23 | 7 | 10 | 21 | 25 | 33 | 18 | 37 | 93 | 11 | 6 | 2 |
| | 7% | 6% | 8% | 2% | 3% | 8% | 21% | 12% | 5% | 6% | 5% | 6% | 6% | 7% | 12% | 7% | 8% | 8% | 6% |
| | | | | | | cd | cde | j | | | | | | | klm | | | | |
| | | 41% | 59% | 5% | 11% | 45% | 39% | 21% | 6% | 9% | 18% | 22% | 29% | 16% | 33% | 83% | 10% | 5% | 2% |
| Don't know | 3 | 1 | 2 | 1 | 1 | 1 | - | - | * | - | 1 | - | 1 | 1 | 1 | 2 | 1 | * | - |
| | 3% | 1% | 2% | 1% | 1% | 1% | - | - | 1% | - | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | - |
| | | 22% | 78% | 18% | 40% | 43% | - | - | 14% | - | 22% | - | 47% | 16% | 37% | 64% | 22% | 14% | - |

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QD12C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2038 | 160 | 139 | 157 | 131 | 112 | 147 | 139 | 136 | 131 | 1534 | 504 | 1292 | 745 | 1277 | 761 |
| Effective Weighted Sample | 1421 | 153 | 130 | 149 | 125 | 106 | 139 | 131 | 129 | 123 | 1206 | 228 | 916 | 545 | 853 | 568 |
| Total | 1549 | 220 | 216 | 148 | 99 | 112 | 148 | 126 | 63 | 168 | 1358 | 192 | 1098 | 451 | 928 | 622 |
| | | 14% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |
| Several times a day | 844 | 135 | 95 | 95 | 61 | 42 | 92 | 77 | 22 | 104 | 737 | 107 | 625 | 219 | 493 | 351 |
| | 54% | 62% | 44% | 64% | 61% | 38% | 62% | 62% | 35% | 62% | 54% | 56% | 57% | 49% | 53% | 57% |
| | | beh | | beh | beh | | beh | beh | | beh | | | m | | | |
| | | 16% | 11% | 11% | 7% | 5% | 11% | 9% | 3% | 12% | 87% | 13% | 74% | 26% | 58% | 42% |
| Every day | 330 | 36 | 64 | 24 | 17 | 39 | 18 | 18 | 12 | 32 | 295 | 35 | 241 | 89 | 200 | 130 |
| | 21% | 16% | 30% | 16% | 17% | 35% | 12% | 14% | 19% | 19% | 22% | 18% | 22% | 20% | 22% | 21% |
| | | | acdfghi | | | acdfghi | | | | | | | | | | |
| | | 11% | 19% | 7% | 5% | 12% | 5% | 5% | 4% | 10% | 89% | 11% | 73% | 27% | 61% | 39% |
| Several times a week | 130 | 21 | 15 | 8 | 6 | 16 | 9 | 9 | 9 | 12 | 115 | 15 | 89 | 40 | 72 | 57 |
| | 8% | 9% | 7% | 5% | 6% | 15% | 6% | 7% | 14% | 7% | 8% | 8% | 8% | 9% | 8% | 9% |
| | | | | | | cdf | | | cdf | | | | | | | |
| | | 16% | 11% | 6% | 5% | 13% | 7% | 7% | 7% | 9% | 88% | 12% | 69% | 31% | 56% | 44% |
| At least once a week | 61 | 9 | 12 | 5 | 5 | 8 | 7 | 3 | 3 | 4 | 52 | 9 | 41 | 20 | 43 | 18 |
| | 4% | 4% | 6% | 3% | 5% | 7% | 5% | 2% | 5% | 2% | 4% | 5% | 4% | 5% | 5% | 3% |
| | | 15% | 20% | 8% | 8% | 13% | 12% | 4% | 6% | 7% | 85% | 15% | 67% | 33% | 71% | 29% |
| At least once a month | 31 | 6 | 3 | 3 | 2 | 1 | 4 | 2 | 3 | 3 | 27 | 4 | 20 | 11 | 16 | 15 |
| | 2% | 3% | 1% | 2% | 2% | 1% | 3% | 1% | 5% | 2% | 2% | 2% | 2% | 3% | 2% | 2% |
| | | 21% | 9% | 11% | 7% | 4% | 13% | 6% | 10% | 9% | 88% | 12% | 63% | 37% | 50% | 50% |
| Less than once a month | 38 | 6 | 4 | 4 | - | 3 | 4 | 5 | 2 | 5 | 32 | 6 | 26 | 12 | 26 | 12 |
| | 2% | 3% | 2% | 3% | -% | 3% | 3% | 4% | 3% | 3% | 2% | 3% | 2% | 3% | 3% | 2% |
| | | | | | | d | | | | | | | | | | |
| | | 16% | 11% | 10% | -% | 9% | 11% | 14% | 5% | 12% | 84% | 16% | 69% | 31% | 69% | 31% |

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

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QD12C (QD4C). SHOWCARD How often, it at all, do you use your mobile phone to access email or internet services? (SINGLE CODE)

Base : Those with a smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2038 | 160 | 139 | 157 | 131 | 112 | 147 | 139 | 136 | 131 | 1534 | 504 | 1292 | 745 | 1277 | 761 |
| Effective Weighted Sample | 1421 | 153 | 130 | 149 | 125 | 106 | 139 | 131 | 129 | 123 | 1206 | 228 | 916 | 545 | 853 | 568 |
| Total | 1549 | 220 | 216 | 148 | 99 | 112 | 148 | 126 | 63 | 168 | 1358 | 192 | 1098 | 451 | 928 | 622 |
| | | 14% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |
| Never | 113 | 6 | 23 | 9 | 7 | 2 | 13 | 12 | 11 | 9 | 97 | 16 | 55 | 58 | 76 | 37 |
| | 7% | 3% | 11% | 6% | 7% | 2% | 9% | 9% | 18% | 6% | 7% | 8% | 5% | 13% | 8% | 6% |
| | | | ae | | | | ae | ae | acdefgi | | | | | l | | |
| | | 5% | 21% | 8% | 6% | 2% | 11% | 10% | 10% | 8% | 86% | 14% | 49% | 51% | 67% | 33% |
| Don't know | 3 | - | - | - | 1 | - | 1 | - | 1 | - | 3 | * | 1 | 2 | 2 | 1 |
| | *% | -% | -% | -% | 1% | -% | 1% | -% | 1% | -% | *% | *% | *% | *% | *% | *% |
| | | -% | -% | -% | 23% | -% | 25% | -% | 16% | -% | 95% | 5% | 39% | 61% | 69% | 31% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QD13 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Send/ receive text messages (SMS) | 2106 | 1011 | 1095 | 367 | 418 | 808 | 512 | 320 | 218 | 238 | 443 | 557 | 650 | 380 | 514 | 1760 | 186 | 103 | 57 |
| | 89% | 89% | 89% | 97% | 94% | 93% | 76% | 82% | 86% | 90% | 95% | 91% | 90% | 88% | 86% | 89% | 93% | 89% | 86% |
| | | | | ef | f | f | | | | g | ghi | n | n | | | | or | | |
| | | 48% | 52% | 17% | 20% | 38% | 24% | 15% | 10% | 11% | 21% | 26% | 31% | 18% | 24% | 84% | 9% | 5% | 3% |
| Take photos | 1462 | 690 | 772 | 312 | 344 | 584 | 222 | 185 | 139 | 168 | 348 | 409 | 476 | 263 | 315 | 1218 | 134 | 68 | 42 |
| | 62% | 61% | 63% | 82% | 78% | 68% | 33% | 47% | 54% | 63% | 75% | 67% | 66% | 61% | 53% | 61% | 67% | 59% | 64% |
| | | | | ef | ef | f | | | | gh | ghi | n | n | n | | | q | | |
| | | 47% | 53% | 21% | 24% | 40% | 15% | 13% | 10% | 11% | 24% | 28% | 33% | 18% | 22% | 83% | 9% | 5% | 3% |
| General browsing/ surfing the internet | 1222 | 604 | 618 | 282 | 317 | 491 | 131 | 135 | 109 | 121 | 328 | 383 | 403 | 216 | 221 | 1026 | 110 | 54 | 31 |
| | 52% | 53% | 50% | 74% | 72% | 57% | 19% | 35% | 43% | 46% | 70% | 63% | 56% | 50% | 37% | 52% | 55% | 47% | 48% |
| | | | | ef | ef | f | | | g | g | ghi | lmn | mn | n | | | qr | | |
| | | 49% | 51% | 23% | 26% | 40% | 11% | 11% | 9% | 10% | 27% | 31% | 33% | 18% | 18% | 84% | 9% | 4% | 3% |
| Send/ receive emails (not SMS) | 1054 | 525 | 529 | 246 | 269 | 426 | 113 | 116 | 92 | 111 | 303 | 344 | 367 | 168 | 175 | 883 | 100 | 48 | 24 |
| | 45% | 46% | 43% | 65% | 61% | 49% | 17% | 30% | 36% | 42% | 65% | 56% | 51% | 39% | 29% | 44% | 50% | 41% | 37% |
| | | | | ef | ef | f | | | | g | ghi | mn | mn | n | | r | qr | | |
| | | 50% | 50% | 23% | 26% | 40% | 11% | 11% | 9% | 11% | 29% | 33% | 35% | 16% | 17% | 84% | 9% | 5% | 2% |
| Send/ receive messages with pictures/ images | 998 | 480 | 518 | 256 | 268 | 371 | 103 | 128 | 88 | 112 | 240 | 272 | 350 | 187 | 190 | 821 | 102 | 47 | 27 |
| | 42% | 42% | 42% | 67% | 60% | 43% | 15% | 33% | 34% | 42% | 52% | 44% | 48% | 43% | 32% | 41% | 51% | 41% | 42% |
| | | | | def | ef | f | | | | g | ghi | n | n | n | | | oqr | | |
| | | 48% | 52% | 26% | 27% | 37% | 10% | 13% | 9% | 11% | 24% | 27% | 35% | 19% | 19% | 82% | 10% | 5% | 3% |
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Base : Those who personally use a mobile phone

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Using social networking sites e.g. Facebook, Twitter, LinkedIn | 919 | 421 | 499 | 260 | 281 | 323 | 55 | 115 | 80 | 96 | 241 | 266 | 317 | 167 | 169 | 778 | 73 | 42 | 26 |
| | 39% | 37% | 41% | 68% | 64% | 37% | 8% | 29% | 31% | 36% | 52% | 43% | 44% | 39% | 28% | 39% | 37% | 36% | 39% |
| | | 46% | 54% | 28% | 31% | 35% | 6% | 12% | 9% | 10% | 26% | 29% | 34% | 18% | 18% | 85% | 8% | 5% | 3% |
| Download apps or programs directly to your phone | 830 | 410 | 421 | 229 | 230 | 307 | 63 | 100 | 73 | 87 | 224 | 246 | 278 | 146 | 159 | 701 | 66 | 40 | 24 |
| | 35% | 36% | 34% | 60% | 52% | 36% | 9% | 26% | 29% | 33% | 48% | 40% | 39% | 34% | 27% | 35% | 33% | 34% | 37% |
| | | 49% | 51% | 28% | 28% | 37% | 8% | 12% | 9% | 10% | 27% | 30% | 34% | 18% | 19% | 84% | 8% | 5% | 3% |
| Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger) | 802 | 388 | 414 | 238 | 228 | 283 | 53 | 96 | 66 | 83 | 199 | 243 | 271 | 146 | 143 | 677 | 65 | 39 | 21 |
| | 34% | 34% | 34% | 63% | 52% | 33% | 8% | 25% | 26% | 31% | 43% | 40% | 38% | 34% | 24% | 34% | 33% | 34% | 32% |
| | | 48% | 52% | 30% | 28% | 35% | 7% | 12% | 8% | 10% | 25% | 30% | 34% | 18% | 18% | 84% | 8% | 5% | 3% |
| Play games | 760 | 368 | 392 | 228 | 212 | 274 | 47 | 110 | 72 | 90 | 169 | 182 | 250 | 155 | 173 | 641 | 69 | 29 | 21 |
| | 32% | 32% | 32% | 60% | 48% | 32% | 7% | 28% | 28% | 34% | 36% | 30% | 35% | 36% | 29% | 32% | 35% | 25% | 32% |
| | | 48% | 52% | 30% | 28% | 36% | 6% | 14% | 9% | 12% | 22% | 24% | 33% | 20% | 23% | 84% | 9% | 4% | 3% |

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Base : Those who personally use a mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Record video clips using the phone | 702 | 334 | 368 | 200 | 206 | 245 | 51 | 83 | 49 | 80 | 179 | 203 | 229 | 128 | 142 | 583 | 70 | 31 | 19 |
| | 30% | 29% | 30% | 53% | 47% | 28% | 8% | 21% | 19% | 30% | 38% | 33% | 32% | 30% | 24% | 29% | 35% | 27% | 28% |
| | | | | ef | ef | f | | | | gh | ghi | n | n | n | | | oq | | |
| | | 48% | 52% | 28% | 29% | 35% | 7% | 12% | 7% | 11% | 25% | 29% | 33% | 18% | 20% | 83% | 10% | 4% | 3% |
| Accessing/ receiving news | 626 | 356 | 270 | 146 | 165 | 253 | 62 | 60 | 47 | 62 | 199 | 215 | 224 | 99 | 88 | 535 | 46 | 29 | 16 |
| | 26% | 31% | 22% | 38% | 37% | 29% | 9% | 15% | 18% | 23% | 43% | 35% | 31% | 23% | 15% | 27% | 23% | 25% | 24% |
| | | b | | ef | ef | f | | | | g | ghi | mn | mn | n | | | | | |
| | | 57% | 43% | 23% | 26% | 40% | 10% | 10% | 8% | 10% | 32% | 34% | 36% | 16% | 14% | 85% | 7% | 5% | 3% |
| Watching short video clips (e.g. on YouTube or Dailymotion) | 583 | 310 | 272 | 184 | 181 | 190 | 28 | 64 | 41 | 59 | 163 | 169 | 203 | 97 | 113 | 504 | 36 | 27 | 15 |
| | 25% | 27% | 22% | 48% | 41% | 22% | 4% | 16% | 16% | 22% | 35% | 28% | 28% | 23% | 19% | 25% | 18% | 23% | 23% |
| | | b | | def | ef | f | | | | | ghi | n | mn | | | p | | | |
| | | 53% | 47% | 32% | 31% | 33% | 5% | 11% | 7% | 10% | 28% | 29% | 35% | 17% | 19% | 87% | 6% | 5% | 3% |
| Listen to music using MP3 function | 556 | 295 | 261 | 182 | 169 | 177 | 27 | 76 | 53 | 52 | 142 | 140 | 176 | 110 | 129 | 478 | 35 | 25 | 17 |
| | 23% | 26% | 21% | 48% | 38% | 20% | 4% | 19% | 21% | 19% | 31% | 23% | 24% | 26% | 22% | 24% | 18% | 21% | 26% |
| | | b | | def | ef | f | | | | | ghi | | | | | p | | | p |
| | | 53% | 47% | 33% | 30% | 32% | 5% | 14% | 10% | 9% | 26% | 25% | 32% | 20% | 23% | 86% | 6% | 4% | 3% |
| Send/ receive video clips | 518 | 251 | 267 | 159 | 145 | 187 | 27 | 52 | 38 | 57 | 133 | 143 | 182 | 102 | 92 | 432 | 51 | 23 | 11 |
| | 22% | 22% | 22% | 42% | 33% | 22% | 4% | 13% | 15% | 22% | 29% | 23% | 25% | 24% | 15% | 22% | 26% | 20% | 17% |
| | | | | def | ef | f | | | | g | ghi | n | n | n | | r | r | | |
| | | 49% | 51% | 31% | 28% | 36% | 5% | 10% | 7% | 11% | 26% | 28% | 35% | 20% | 18% | 83% | 10% | 5% | 2% |
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|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
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| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
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| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| 'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare) | 461 | 212 | 249 | 152 | 132 | 154 | 24 | 59 | 40 | 43 | 117 | 126 | 154 | 88 | 93 | 395 | 31 | 21 | 14 |
| | 19% | 19% | 20% | 40% | 30% | 18% | 3% | 15% | 16% | 16% | 25% | 21% | 21% | 20% | 16% | 20% | 16% | 18% | 21% |
| | | 46% | 54% | 33% | 29% | 33% | 5% | 13% | 9% | 9% | 25% | 27% | 33% | 19% | 20% | 86% | 7% | 5% | 3% |
| Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products | 461 | 216 | 244 | 123 | 150 | 157 | 31 | 49 | 32 | 55 | 146 | 148 | 148 | 83 | 82 | 390 | 33 | 25 | 13 |
| | 19% | 19% | 20% | 32% | 34% | 18% | 5% | 13% | 13% | 21% | 31% | 24% | 21% | 19% | 14% | 20% | 16% | 22% | 20% |
| | | 47% | 53% | 27% | 33% | 34% | 7% | 11% | 7% | 12% | 32% | 32% | 32% | 18% | 18% | 85% | 7% | 5% | 3% |
| Accessing/ receiving sports/ team news/ scores | 388 | 276 | 111 | 101 | 99 | 152 | 36 | 35 | 25 | 39 | 117 | 117 | 131 | 68 | 72 | 326 | 31 | 21 | 9 |
| | 16% | 24% | 9% | 26% | 22% | 18% | 5% | 9% | 10% | 15% | 25% | 19% | 18% | 16% | 12% | 16% | 16% | 18% | 14% |
| | | b | | ef | ef | f | | | | g | ghi | n | n | | | | | | |
| | | 71% | 29% | 26% | 26% | 39% | 9% | 9% | 6% | 10% | 30% | 30% | 34% | 18% | 18% | 84% | 8% | 5% | 2% |
| Listen to FM radio | 379 | 201 | 178 | 96 | 104 | 132 | 47 | 54 | 30 | 37 | 97 | 114 | 105 | 79 | 82 | 337 | 17 | 17 | 8 |
| | 16% | 18% | 14% | 25% | 24% | 15% | 7% | 14% | 12% | 14% | 21% | 19% | 15% | 18% | 14% | 17% | 9% | 15% | 13% |
| | | b | | ef | ef | f | | | | | ghi | n | | n | | pr | | p | |
| | | 53% | 47% | 25% | 28% | 35% | 12% | 14% | 8% | 10% | 26% | 30% | 28% | 21% | 22% | 89% | 5% | 5% | 2% |

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| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Making video calls e.g. via Facetime, Skype | 348 | 174 | 174 | 114 | 99 | 120 | 15 | 39 | 20 | 33 | 89 | 113 | 111 | 58 | 66 | 290 | 33 | 18 | 8 |
| | 15% | 15% | 14% | 30% | 22% | 14% | 2% | 10% | 8% | 12% | 19% | 18% | 15% | 13% | 11% | 15% | 16% | 16% | 12% |
| | | 50% | 50% | 33% | 28% | 34% | 4% | 11% | 6% | 9% | 25% | 32% | 32% | 17% | 19% | 83% | 9% | 5% | 2% |
| Making voice calls using a VoIP service e.g. Viber, Skype | 342 | 180 | 162 | 97 | 103 | 119 | 23 | 39 | 24 | 37 | 93 | 109 | 106 | 57 | 70 | 293 | 29 | 14 | 6 |
| | 14% | 16% | 13% | 26% | 23% | 14% | 3% | 10% | 10% | 14% | 20% | 18% | 15% | 13% | 12% | 15% | 14% | 12% | 9% |
| | | 53% | 47% | 28% | 30% | 35% | 7% | 11% | 7% | 11% | 27% | 32% | 31% | 17% | 21% | 86% | 8% | 4% | 2% |
| Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature) | 287 | 155 | 132 | 104 | 88 | 88 | 6 | 30 | 19 | 29 | 82 | 88 | 101 | 44 | 55 | 246 | 18 | 16 | 8 |
| | 12% | 14% | 11% | 27% | 20% | 10% | 1% | 8% | 7% | 11% | 18% | 14% | 14% | 10% | 9% | 12% | 9% | 14% | 12% |
| | | b | | def | ef | f | | | | | ghi | mn | mn | | | | | | |
| | | 54% | 46% | 36% | 31% | 31% | 2% | 10% | 6% | 10% | 29% | 31% | 35% | 15% | 19% | 85% | 6% | 6% | 3% |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go) | 266 | 145 | 121 | 88 | 71 | 91 | 16 | 26 | 21 | 22 | 71 | 78 | 78 | 53 | 56 | 228 | 12 | 17 | 9 |
| | 11% | 13% | 10% | 23% | 16% | 11% | 2% | 7% | 8% | 8% | 15% | 13% | 11% | 12% | 9% | 11% | 6% | 15% | 13% |
| | | b | | def | ef | f | | | | | ghi | | | | | p | | p | p |
| | | 54% | 46% | 33% | 27% | 34% | 6% | 10% | 8% | 8% | 27% | 30% | 29% | 20% | 21% | 86% | 5% | 6% | 3% |

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QD13 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Watching live TV on the internet at the same time as it is broadcast | 173 | 98 | 75 | 53 | 58 | 53 | 10 | 16 | 10 | 19 | 51 | 53 | 56 | 26 | 38 | 150 | 8 | 11 | 4 |
| | 7% | 9% | 6% | 14% | 13% | 6% | 2% | 4% | 4% | 7% | 11% | 9% | 8% | 6% | 6% | 8% | 4% | 10% | 6% |
| | | b | | ef | ef | f | | | | | gh | | | | | p | | p | |
| | | 57% | 43% | 30% | 33% | 31% | 6% | 9% | 6% | 11% | 30% | 31% | 32% | 15% | 22% | 87% | 5% | 6% | 2% |
| Listen to Podcasts | 166 | 106 | 61 | 42 | 57 | 55 | 12 | 21 | 3 | 14 | 53 | 66 | 49 | 26 | 25 | 139 | 13 | 10 | 4 |
| | 7% | 9% | 5% | 11% | 13% | 6% | 2% | 5% | 1% | 5% | 11% | 11% | 7% | 6% | 4% | 7% | 6% | 9% | 7% |
| | | b | | ef | ef | f | | h | | h | ghi | lmn | n | | | | | | |
| | | 64% | 36% | 26% | 34% | 33% | 7% | 13% | 2% | 8% | 32% | 40% | 29% | 16% | 15% | 84% | 8% | 6% | 3% |
| Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios) | 145 | 83 | 62 | 51 | 41 | 48 | 5 | 20 | 12 | 18 | 24 | 34 | 46 | 32 | 33 | 125 | 7 | 9 | 4 |
| | 6% | 7% | 5% | 13% | 9% | 6% | 1% | 5% | 5% | 7% | 5% | 6% | 6% | 7% | 6% | 6% | 3% | 8% | 5% |
| | | b | | ef | ef | f | | | | | | | | | | p | | p | |
| | | 57% | 43% | 35% | 28% | 33% | 3% | 14% | 8% | 13% | 17% | 24% | 31% | 22% | 23% | 86% | 5% | 6% | 2% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 42

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QD13 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, LoveFilm Instant) | 129 | 61 | 67 | 46 | 47 | 33 | 4 | 16 | 7 | 17 | 28 | 31 | 46 | 27 | 25 | 116 | 3 | 6 | 3 |
| | 5% | 5% | 5% | 12% | 11% | 4% | 1% | 4% | 3% | 6% | 6% | 5% | 6% | 6% | 4% | 6% | 2% | 5% | 5% |
| | | 48% | 52% | 35% | 36% | 26% | 3% | 12% | 5% | 13% | 22% | 24% | 35% | 21% | 20% | 90% | 3% | 5% | 3% |
| Other | 26 | 13 | 14 | 1 | 5 | 11 | 8 | 4 | 3 | 5 | 2 | 5 | 15 | 4 | 2 | 23 | 2 | 2 | * |
| | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | 2% | *% | 1% | 2% | 1% | *% | 1% | 1% | 1% | 1% |
| | | 48% | 52% | 5% | 21% | 42% | 32% | 14% | 11% | 18% | 7% | 21% | 58% | 14% | 8% | 87% | 6% | 6% | 1% |
| None of these | 177 | 87 | 90 | * | 3 | 26 | 148 | 51 | 27 | 18 | 14 | 37 | 47 | 37 | 56 | 156 | 8 | 8 | 6 |
| | 7% | 8% | 7% | *% | 1% | 3% | 22% | 13% | 10% | 7% | 3% | 6% | 6% | 9% | 9% | 8% | 4% | 7% | 9% |
| | | 49% | 51% | *% | 2% | 15% | 84% | 29% | 15% | 10% | 8% | 21% | 26% | 21% | 32% | 88% | 5% | 4% | 3% |
| Don't know | 3 | 2 | 1 | - | - | 1 | 2 | 2 | 1 | - | - | - | 1 | * | 2 | 3 | - | * | - |
| | *% | *% | *% | -% | -% | *% | *% | *% | 1% | -% | -% | -% | *% | *% | *% | *% | -% | *% | -% |
| | | 56% | 44% | -% | -% | 36% | 64% | 56% | 44% | -% | -% | -% | 36% | 2% | 62% | 89% | -% | 11% | -% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QD13 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Send/ receive text messages (SMS) | 2106 | 273 | 286 | 192 | 145 | 183 | 203 | 172 | 84 | 223 | 1825 | 281 | 1326 | 779 | 1271 | 835 |
| | 89% | 90% | 88% | 91% | 89% | 92% | 91% | 88% | 88% | 83% | 89% | 89% | 94% | 82% | 88% | 90% |
| | | 13% | 14% | 9% | 7% | 9% | 10% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 60% | 40% |
| Take photos | 1462 | 211 | 197 | 140 | 118 | 94 | 124 | 125 | 66 | 144 | 1289 | 173 | 1002 | 460 | 849 | 613 |
| | 62% | 69% | 61% | 66% | 72% | 47% | 55% | 64% | 69% | 54% | 63% | 55% | 71% | 49% | 59% | 66% |
| | | efi | e | efi | befgi | | | ei | efi | | k | | m | | | n |
| | | 14% | 13% | 10% | 8% | 6% | 8% | 9% | 5% | 10% | 88% | 12% | 69% | 31% | 58% | 42% |
| General browsing/ surfing the internet | 1222 | 168 | 175 | 129 | 76 | 94 | 103 | 103 | 46 | 133 | 1078 | 144 | 903 | 319 | 735 | 487 |
| | 52% | 55% | 54% | 61% | 47% | 47% | 46% | 52% | 48% | 49% | 53% | 46% | 64% | 34% | 51% | 53% |
| | | 14% | 14% | defhi | 6% | 8% | 8% | 8% | 4% | 11% | 88% | 12% | 74% | 26% | 60% | 40% |
| Send/ receive emails (not SMS) | 1054 | 159 | 160 | 113 | 60 | 62 | 104 | 78 | 30 | 117 | 919 | 135 | 790 | 263 | 633 | 421 |
| | 45% | 52% | 49% | 53% | 37% | 31% | 47% | 40% | 31% | 43% | 45% | 43% | 56% | 28% | 44% | 46% |
| | | deghe | deh | deghe | | | deh | | | eh | | | m | | | |
| | | 15% | 15% | 11% | 6% | 6% | 10% | 7% | 3% | 11% | 87% | 13% | 75% | 25% | 60% | 40% |
| Send/ receive messages with pictures/ images | 998 | 157 | 135 | 87 | 64 | 62 | 76 | 80 | 44 | 116 | 889 | 110 | 716 | 283 | 552 | 447 |
| | 42% | 51% | 42% | 41% | 40% | 31% | 34% | 41% | 46% | 43% | 43% | 35% | 50% | 30% | 38% | 48% |
| | | bcdefg | e | e | | | | e | ef | ef | k | | m | | | n |
| | | 16% | 14% | 9% | 6% | 6% | 8% | 8% | 4% | 12% | 89% | 11% | 72% | 28% | 55% | 45% |

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

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QD13 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Using social networking sites e.g. Facebook, Twitter, LinkedIn | 919 | 95 | 143 | 92 | 66 | 60 | 92 | 79 | 40 | 112 | 804 | 115 | 672 | 247 | 544 | 376 |
| | 39% | 31% | 44% | 44% | 41% | 30% | 41% | 40% | 42% | 42% | 39% | 36% | 47% | 26% | 38% | 41% |
| | | | ae | ae | ae | | ae | e | ae | ae | | | m | | | |
| | | 10% | 16% | 10% | 7% | 7% | 10% | 9% | 4% | 12% | 87% | 13% | 73% | 27% | 59% | 41% |
| Download apps or programs directly to your phone | 830 | 111 | 119 | 84 | 66 | 54 | 53 | 73 | 34 | 107 | 740 | 91 | 610 | 221 | 475 | 356 |
| | 35% | 37% | 37% | 40% | 41% | 27% | 24% | 37% | 35% | 40% | 36% | 29% | 43% | 23% | 33% | 38% |
| | | ef | ef | ef | ef | | | ef | f | ef | k | | m | | | n |
| | | 13% | 14% | 10% | 8% | 6% | 6% | 9% | 4% | 13% | 89% | 11% | 73% | 27% | 57% | 43% |
| Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger) | 802 | 137 | 112 | 65 | 60 | 50 | 68 | 60 | 30 | 96 | 710 | 93 | 586 | 216 | 448 | 354 |
| | 34% | 45% | 34% | 30% | 37% | 25% | 30% | 30% | 32% | 36% | 35% | 29% | 41% | 23% | 31% | 38% |
| | | bcefg | e | | e | | | | | e | k | | m | | | n |
| | | 17% | 14% | 8% | 7% | 6% | 8% | 7% | 4% | 12% | 88% | 12% | 73% | 27% | 56% | 44% |
| Play games | 760 | 122 | 101 | 74 | 64 | 56 | 50 | 62 | 34 | 77 | 666 | 94 | 530 | 230 | 409 | 351 |
| | 32% | 40% | 31% | 35% | 39% | 28% | 23% | 31% | 35% | 29% | 32% | 30% | 37% | 24% | 28% | 38% |
| | | efi | f | f | efi | | | f | f | | | | m | | | n |
| | | 16% | 13% | 10% | 8% | 7% | 7% | 8% | 4% | 10% | 88% | 12% | 70% | 30% | 54% | 46% |

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

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| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Record video clips using the phone | 702 | 114 | 91 | 60 | 51 | 37 | 51 | 68 | 30 | 80 | 638 | 65 | 512 | 190 | 404 | 298 |
| | 30% | 37% | 28% | 28% | 32% | 19% | 23% | 35% | 31% | 30% | 31% | 21% | 36% | 20% | 28% | 32% |
| | | bcef | e | e | ef | | | ef | e | e | k | | m | | | n |
| | | 16% | 13% | 8% | 7% | 5% | 7% | 10% | 4% | 11% | 91% | 9% | 73% | 27% | 58% | 42% |
| Accessing/ receiving news | 626 | 113 | 104 | 52 | 40 | 28 | 53 | 52 | 23 | 69 | 561 | 65 | 486 | 140 | 354 | 273 |
| | 26% | 37% | 32% | 25% | 25% | 14% | 24% | 26% | 24% | 26% | 27% | 21% | 34% | 15% | 25% | 29% |
| | | cdefghi | e | e | e | | e | e | e | e | k | | m | | | n |
| | | 18% | 17% | 8% | 6% | 5% | 8% | 8% | 4% | 11% | 90% | 10% | 78% | 22% | 56% | 44% |
| Watching short video clips (e.g. on YouTube or Dailymotion) | 583 | 93 | 90 | 65 | 46 | 16 | 47 | 48 | 22 | 75 | 527 | 56 | 427 | 155 | 339 | 244 |
| | 25% | 31% | 28% | 31% | 29% | 8% | 21% | 25% | 23% | 28% | 26% | 18% | 30% | 16% | 24% | 26% |
| | | ef | e | ef | e | | e | e | e | e | k | | m | | | |
| | | 16% | 16% | 11% | 8% | 3% | 8% | 8% | 4% | 13% | 90% | 10% | 73% | 27% | 58% | 42% |
| Listen to music using MP3 function | 556 | 101 | 71 | 61 | 49 | 21 | 34 | 52 | 18 | 72 | 504 | 51 | 406 | 150 | 306 | 250 |
| | 23% | 33% | 22% | 29% | 30% | 11% | 15% | 27% | 19% | 27% | 25% | 16% | 29% | 16% | 21% | 27% |
| | | befh | e | efh | befh | | | ef | e | efh | k | | m | | | n |
| | | 18% | 13% | 11% | 9% | 4% | 6% | 9% | 3% | 13% | 91% | 9% | 73% | 27% | 55% | 45% |
| Send/ receive video clips | 518 | 106 | 70 | 36 | 37 | 33 | 34 | 36 | 20 | 61 | 474 | 44 | 382 | 135 | 279 | 239 |
| | 22% | 35% | 21% | 17% | 23% | 17% | 15% | 18% | 21% | 23% | 23% | 14% | 27% | 14% | 19% | 26% |
| | | bcdefghi | | | f | | | | | f | k | | m | | | n |
| | | 20% | 13% | 7% | 7% | 6% | 7% | 7% | 4% | 12% | 92% | 8% | 74% | 26% | 54% | 46% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

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|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| 'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare) | 461 | 56 | 68 | 41 | 43 | 37 | 36 | 39 | 22 | 53 | 409 | 51 | 326 | 135 | 266 | 195 |
| | 19% | 19% | 21% | 19% | 27% | 19% | 16% | 20% | 23% | 20% | 20% | 16% | 23% | 14% | 18% | 21% |
| | | | | | aef | | | | | | | | m | | | |
| | | 12% | 15% | 9% | 9% | 8% | 8% | 8% | 5% | 11% | 89% | 11% | 71% | 29% | 58% | 42% |
| Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products | 461 | 47 | 79 | 63 | 33 | 6 | 39 | 46 | 17 | 60 | 402 | 58 | 356 | 105 | 278 | 182 |
| | 19% | 15% | 24% | 30% | 20% | 3% | 17% | 23% | 18% | 22% | 20% | 19% | 25% | 11% | 19% | 20% |
| | | e | ae | adehf | e | | e | ae | e | e | | | m | | | |
| | | 10% | 17% | 14% | 7% | 1% | 8% | 10% | 4% | 13% | 87% | 13% | 77% | 23% | 60% | 40% |
| Accessing/ receiving sports/ team news/ scores | 388 | 70 | 49 | 30 | 29 | 27 | 30 | 35 | 16 | 40 | 342 | 46 | 299 | 89 | 213 | 174 |
| | 16% | 23% | 15% | 14% | 18% | 14% | 14% | 18% | 17% | 15% | 17% | 15% | 21% | 9% | 15% | 19% |
| | | bcefi | | | | | | | | | | | m | | | n |
| | | 18% | 13% | 8% | 7% | 7% | 8% | 9% | 4% | 10% | 88% | 12% | 77% | 23% | 55% | 45% |
| Listen to FM radio | 379 | 66 | 59 | 42 | 30 | 18 | 31 | 29 | 10 | 52 | 334 | 45 | 266 | 113 | 214 | 166 |
| | 16% | 22% | 18% | 20% | 19% | 9% | 14% | 15% | 10% | 19% | 16% | 14% | 19% | 12% | 15% | 18% |
| | | efh | eh | eh | eh | | | | | eh | | | m | | | n |
| | | 17% | 15% | 11% | 8% | 5% | 8% | 8% | 3% | 14% | 88% | 12% | 70% | 30% | 56% | 44% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 42

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

QD13 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Making video calls e.g. via Facetime, Skype | 348 | 69 | 58 | 33 | 22 | 7 | 21 | 33 | 12 | 35 | 315 | 33 | 262 | 86 | 196 | 152 |
| | 15% | 23% | 18% | 16% | 14% | 4% | 9% | 17% | 13% | 13% | 15% | 11% | 19% | 9% | 14% | 16% |
| | | defhi | ef | ef | e | | e | ef | e | e | k | | m | | | |
| | | 20% | 17% | 10% | 6% | 2% | 6% | 9% | 3% | 10% | 90% | 10% | 75% | 25% | 56% | 44% |
| Making voice calls using a VoIP service e.g. Viber, Skype | 342 | 78 | 48 | 35 | 31 | 8 | 19 | 31 | 6 | 38 | 309 | 33 | 247 | 95 | 186 | 156 |
| | 14% | 26% | 15% | 16% | 19% | 4% | 9% | 16% | 6% | 14% | 15% | 11% | 17% | 10% | 13% | 17% |
| | | bcefgghi | eh | efh | efh | | e | efh | | eh | k | | m | | | n |
| | | 23% | 14% | 10% | 9% | 2% | 6% | 9% | 2% | 11% | 90% | 10% | 72% | 28% | 54% | 46% |
| Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature) | 287 | 38 | 42 | 27 | 21 | 13 | 27 | 31 | 14 | 31 | 254 | 33 | 209 | 78 | 161 | 127 |
| | 12% | 13% | 13% | 13% | 13% | 6% | 12% | 16% | 15% | 12% | 12% | 11% | 15% | 8% | 11% | 14% |
| | | e | e | e | e | | e | e | e | | | | m | | | |
| | | 13% | 15% | 9% | 7% | 4% | 9% | 11% | 5% | 11% | 88% | 12% | 73% | 27% | 56% | 44% |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go) | 266 | 34 | 53 | 28 | 21 | 9 | 17 | 19 | 11 | 38 | 239 | 27 | 196 | 69 | 155 | 111 |
| | 11% | 11% | 16% | 13% | 13% | 4% | 8% | 10% | 11% | 14% | 12% | 9% | 14% | 7% | 11% | 12% |
| | | e | efg | e | e | | e | e | e | ef | | | m | | | |
| | | 13% | 20% | 10% | 8% | 3% | 6% | 7% | 4% | 14% | 90% | 10% | 74% | 26% | 58% | 42% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 42

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QD13 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Watching live TV on the internet at the same time as it is broadcast | 173 | 36 | 25 | 18 | 14 | 7 | 11 | 15 | 6 | 19 | 158 | 15 | 131 | 43 | 101 | 72 |
| | 7% | 12% | 8% | 8% | 9% | 4% | 5% | 7% | 6% | 7% | 8% | 5% | 9% | 4% | 7% | 8% |
| | | efh | | e | e | | | k | | | | | m | | | |
| | | 21% | 14% | 10% | 8% | 4% | 6% | 8% | 3% | 11% | 91% | 9% | 75% | 25% | 58% | 42% |
| Listen to Podcasts | 166 | 30 | 19 | 20 | 7 | 12 | 9 | 15 | 7 | 19 | 151 | 16 | 134 | 33 | 97 | 69 |
| | 7% | 10% | 6% | 9% | 5% | 6% | 4% | 8% | 7% | 7% | 7% | 5% | 9% | 3% | 7% | 7% |
| | | df | | f | | | | | | | | | m | | | |
| | | 18% | 12% | 12% | 4% | 7% | 5% | 9% | 4% | 12% | 91% | 9% | 80% | 20% | 59% | 41% |
| 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) | 145 | 30 | 26 | 12 | 14 | 4 | 6 | 10 | 4 | 21 | 132 | 13 | 106 | 39 | 72 | 74 |
| | 6% | 10% | 8% | 5% | 8% | 2% | 3% | 5% | 4% | 8% | 6% | 4% | 8% | 4% | 5% | 8% |
| | | efh | ef | e | ef | | | | | ef | | | m | | | n |
| | | 21% | 18% | 8% | 9% | 2% | 4% | 7% | 3% | 14% | 91% | 9% | 73% | 27% | 49% | 51% |

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

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QD13 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, LoveFilm Instant) | 129 | 29 | 25 | 10 | 9 | 4 | 7 | 12 | 3 | 16 | 120 | 9 | 100 | 28 | 64 | 65 |
| | 5% | 9% | 8% | 5% | 6% | 2% | 3% | 6% | 3% | 6% | 6% | 3% | 7% | 3% | 4% | 7% |
| | | efh | ef | | e | | | e | | e | k | | m | | | n |
| | | 22% | 19% | 8% | 7% | 3% | 6% | 9% | 3% | 13% | 93% | 7% | 78% | 22% | 49% | 51% |
| Other | 26 | 9 | 1 | 3 | 1 | 2 | 3 | 2 | * | 1 | 20 | 6 | 17 | 10 | 21 | 5 |
| | 1% | 3% | *% | 2% | *% | 1% | 2% | 1% | *% | *% | 1% | 2% | 1% | 1% | 1% | 1% |
| | | bdh | | | | | | | | | | | | | | |
| | | 33% | 4% | 13% | 2% | 7% | 13% | 8% | 1% | 5% | 77% | 23% | 63% | 37% | 79% | 21% |
| None of these | 177 | 17 | 34 | 16 | 11 | 13 | 12 | 16 | 6 | 30 | 152 | 25 | 41 | 136 | 123 | 54 |
| | 7% | 6% | 11% | 8% | 7% | 6% | 6% | 8% | 7% | 11% | 7% | 8% | 3% | 14% | 9% | 6% |
| | | | | | | | | | | af | | | | l | o | |
| | | 10% | 19% | 9% | 6% | 7% | 7% | 9% | 4% | 17% | 86% | 14% | 23% | 77% | 70% | 30% |
| Don't know | 3 | - | 1 | - | - | - | - | - | - | 2 | 3 | * | * | 3 | 1 | 2 |
| | *% | -% | *% | -% | -% | -% | -% | -% | -% | 1% | *% | *% | *% | *% | *% | *% |
| | | -% | 34% | -% | -% | -% | -% | -% | -% | 54% | 89% | 11% | 10% | 90% | 46% | 54% |

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

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QD14 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Send/ receive text messages (SMS) | 1917 | 908 | 1009 | 340 | 401 | 740 | 437 | 289 | 201 | 216 | 415 | 520 | 588 | 348 | 458 | 1601 | 171 | 92 | 54 |
| | 81% | 80% | 82% | 89% | 90% | 86% | 64% | 74% | 79% | 82% | 89% | 85% | 81% | 81% | 77% | 81% | 86% | 79% | 82% |
| | | | | f | ef | f | | | | g | ghi | n | n | | | | oq | | |
| | | 47% | 53% | 18% | 21% | 39% | 23% | 15% | 10% | 11% | 22% | 27% | 31% | 18% | 24% | 83% | 9% | 5% | 3% |
| General browsing/ surfing the internet | 1021 | 496 | 525 | 240 | 278 | 398 | 104 | 107 | 93 | 101 | 290 | 331 | 322 | 182 | 186 | 856 | 93 | 45 | 27 |
| | 43% | 44% | 43% | 63% | 63% | 46% | 15% | 28% | 36% | 38% | 62% | 54% | 45% | 42% | 31% | 43% | 47% | 39% | 42% |
| | | | | ef | ef | f | | | g | g | ghi | lmn | n | n | | | | | |
| | | 49% | 51% | 24% | 27% | 39% | 10% | 11% | 9% | 10% | 28% | 32% | 32% | 18% | 18% | 84% | 9% | 4% | 3% |
| Take photos | 908 | 403 | 505 | 217 | 243 | 357 | 91 | 106 | 90 | 95 | 217 | 254 | 297 | 176 | 181 | 774 | 60 | 45 | 28 |
| | 38% | 35% | 41% | 57% | 55% | 41% | 13% | 27% | 35% | 36% | 47% | 41% | 41% | 41% | 30% | 39% | 30% | 39% | 42% |
| | | | a | ef | ef | f | | | g | g | ghi | n | n | n | | p | | p | p |
| | | 44% | 56% | 24% | 27% | 39% | 10% | 12% | 10% | 10% | 24% | 28% | 33% | 19% | 20% | 85% | 7% | 5% | 3% |
| Send/ receive emails (not SMS) | 831 | 423 | 409 | 197 | 212 | 337 | 85 | 90 | 62 | 92 | 261 | 287 | 276 | 137 | 132 | 707 | 68 | 37 | 19 |
| | 35% | 37% | 33% | 52% | 48% | 39% | 13% | 23% | 24% | 35% | 56% | 47% | 38% | 32% | 22% | 36% | 34% | 32% | 30% |
| | | b | | ef | ef | f | | | | gh | ghi | lmn | mn | n | | r | | | |
| | | 51% | 49% | 24% | 26% | 40% | 10% | 11% | 7% | 11% | 31% | 34% | 33% | 16% | 16% | 85% | 8% | 4% | 2% |
| Using social networking sites e.g. Facebook, Twitter, LinkedIn | 782 | 347 | 436 | 227 | 241 | 271 | 43 | 92 | 74 | 84 | 204 | 230 | 261 | 146 | 145 | 662 | 62 | 34 | 23 |
| | 33% | 30% | 35% | 60% | 54% | 31% | 6% | 24% | 29% | 32% | 44% | 38% | 36% | 34% | 24% | 33% | 31% | 30% | 35% |
| | | | a | ef | ef | f | | | | g | ghi | n | n | n | | | | | |
| | | 44% | 56% | 29% | 31% | 35% | 6% | 12% | 9% | 11% | 26% | 29% | 33% | 19% | 19% | 85% | 8% | 4% | 3% |

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

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QD14 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|------------|-----------------|-------------------|-------------------|------------------|-----------------|----------------|------------------|-------------------|-------------------|-------------------|-------------------|-----------------|-------------------|-------------------|-------------------|-----------------|-----------------|-----------------------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 48% | 1229 52% | 380 16% | 443 19% | 864 37% | 679 29% | 390 16% | 255 11% | 266 11% | 465 20% | 612 26% | 721 30% | 431 18% | 596 25% | 1985 84% | 199 8% | 116 5% | 66 3% |
| Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger) | 631 27% | 292 26% | 339 28% | 190 50% def | 184 41% ef | 217 25% f | 41 6% 7% | 77 20% 12% | 50 20% 8% | 61 23% 10% | 169 36% ghi | 193 31% n | 207 29% n | 116 27% n | 116 19% 18% | 537 27% 85% | 45 23% 7% | 30 26% 5% | 19 29% 3% |
| Send/ receive messages with pictures/ images | 540 23% | 262 23% | 278 23% | 153 40% def | 142 32% ef | 198 23% f | 46 7% 9% | 63 16% 12% | 46 18% 8% | 57 22% 11% | 125 27% gh | 153 25% n | 191 26% n | 103 24% n | 94 16% 17% | 460 23% 85% | 40 20% 7% | 27 23% 5% | 14 21% 3% |
| Play games | 519 22% | 262 23% | 257 21% | 171 45% def | 143 32% ef | 178 21% f | 26 4% 5% | 72 19% 14% | 47 18% 9% | 63 24% 12% | 113 24% g | 114 19% 22% | 160 22% k | 115 27% 22% | 130 22% 25% | 447 23% 86% | 35 18% 7% | 21 18% 4% | 16 24% pq 3% |
| Accessing/ receiving news | 451 19% | 263 23% b | 188 15% 58% | 104 27% ef | 122 27% ef | 184 21% f | 42 6% 9% | 38 10% 8% | 33 13% 7% | 48 18% 11% | 144 31% ghi | 161 26% lmn | 153 21% n | 73 17% n | 64 11% 14% | 396 20% 88% | 26 13% 6% | 19 17% 4% | 10 15% 2% |
| Download apps or programs directly to your phone | 441 19% | 226 20% | 215 18% | 132 35% def | 122 28% ef | 159 18% f | 27 4% 6% | 50 13% 11% | 39 15% 9% | 42 16% 9% | 125 27% ghi | 136 22% n | 140 19% n | 75 17% 17% | 89 15% 20% | 380 19% 86% | 21 11% 5% | 27 23% 6% | 12 19% p 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | 51% | 49% | 30% | 28% | 36% | 6% | 11% | 9% | 9% | 28% | 31% | 32% | 17% | 20% | 86% | 5% | 6% | 3% |

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QD14 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Listen to music using MP3 function | 401 | 206 | 194 | 134 | 137 | 112 | 17 | 57 | 40 | 37 | 98 | 101 | 122 | 86 | 91 | 347 | 23 | 18 | 13 |
| | 17% | 18% | 16% | 35% | 31% | 13% | 3% | 15% | 16% | 14% | 21% | 17% | 17% | 20% | 15% | 17% | 12% | 15% | 19% |
| | | 52% | 48% | 33% | 34% | 28% | 4% | 14% | 10% | 9% | 25% | 25% | 30% | 22% | 23% | 87% | 6% | 4% | 3% |
| Watching short video clips (e.g. on YouTube or Dailymotion) | 365 | 210 | 155 | 129 | 116 | 106 | 14 | 37 | 25 | 38 | 103 | 105 | 124 | 62 | 75 | 324 | 15 | 16 | 10 |
| | 15% | 18% | 13% | 34% | 26% | 12% | 2% | 9% | 10% | 14% | 22% | 17% | 17% | 14% | 13% | 16% | 8% | 14% | 16% |
| | | b | | def | ef | f | | | | g | ghi | n | n | | | p | | p | p |
| | | 57% | 43% | 35% | 32% | 29% | 4% | 10% | 7% | 10% | 28% | 29% | 34% | 17% | 20% | 89% | 4% | 4% | 3% |
| Record video clips using the phone | 328 | 158 | 170 | 106 | 96 | 104 | 22 | 37 | 22 | 38 | 77 | 95 | 103 | 56 | 74 | 289 | 15 | 14 | 10 |
| | 14% | 14% | 14% | 28% | 22% | 12% | 3% | 9% | 9% | 14% | 17% | 15% | 14% | 13% | 12% | 15% | 7% | 12% | 14% |
| | | 48% | 52% | 32% | 29% | 32% | 7% | 11% | 7% | 11% | 24% | 29% | 31% | 17% | 23% | 88% | 5% | 4% | 3% |
| 'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare) | 322 | 144 | 178 | 114 | 99 | 95 | 13 | 42 | 33 | 30 | 80 | 87 | 103 | 67 | 65 | 273 | 22 | 15 | 11 |
| | 14% | 13% | 14% | 30% | 22% | 11% | 2% | 11% | 13% | 11% | 17% | 14% | 14% | 15% | 11% | 14% | 11% | 13% | 16% |
| | | 45% | 55% | 36% | 31% | 30% | 4% | 13% | 10% | 9% | 25% | 27% | 32% | 21% | 20% | 85% | 7% | 5% | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 43

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QD14 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products | 277 | 130 | 147 | 67 | 98 | 93 | 19 | 26 | 24 | 32 | 85 | 84 | 93 | 50 | 50 | 243 | 10 | 16 | 8 |
| | 12% | 11% | 12% | 18% | 22% | 11% | 3% | 7% | 9% | 12% | 18% | 14% | 13% | 12% | 8% | 12% | 5% | 14% | 13% |
| | | | | ef | ef | f | | | | g | ghi | n | n | | | p | | p | p |
| | | 47% | 53% | 24% | 35% | 34% | 7% | 9% | 9% | 11% | 31% | 30% | 34% | 18% | 18% | 88% | 3% | 6% | 3% |
| Accessing/ receiving sports/ team news/ scores | 265 | 197 | 68 | 74 | 70 | 98 | 24 | 26 | 16 | 27 | 79 | 76 | 87 | 50 | 52 | 228 | 19 | 12 | 7 |
| | 11% | 17% | 6% | 19% | 16% | 11% | 4% | 7% | 6% | 10% | 17% | 12% | 12% | 12% | 9% | 11% | 10% | 10% | 10% |
| | | b | | ef | ef | f | | | | | ghi | n | n | | | | | | |
| | | 74% | 26% | 28% | 26% | 37% | 9% | 10% | 6% | 10% | 30% | 29% | 33% | 19% | 19% | 86% | 7% | 4% | 3% |
| Send/ receive video clips | 233 | 117 | 116 | 80 | 65 | 76 | 11 | 21 | 23 | 30 | 50 | 55 | 85 | 46 | 47 | 200 | 16 | 11 | 6 |
| | 10% | 10% | 9% | 21% | 15% | 9% | 2% | 5% | 9% | 11% | 11% | 9% | 12% | 11% | 8% | 10% | 8% | 10% | 10% |
| | | | | def | ef | f | | | g | g | g | | n | | | | | | |
| | | 50% | 50% | 34% | 28% | 33% | 5% | 9% | 10% | 13% | 21% | 24% | 37% | 20% | 20% | 86% | 7% | 5% | 3% |
| Listen to FM radio | 223 | 123 | 99 | 54 | 61 | 79 | 28 | 32 | 17 | 22 | 56 | 66 | 55 | 50 | 52 | 198 | 8 | 11 | 6 |
| | 9% | 11% | 8% | 14% | 14% | 9% | 4% | 8% | 7% | 8% | 12% | 11% | 8% | 11% | 9% | 10% | 4% | 9% | 9% |
| | | b | | ef | ef | f | | | | | h | | | l | | p | | p | p |
| | | 55% | 45% | 24% | 28% | 36% | 12% | 14% | 8% | 10% | 25% | 30% | 25% | 22% | 23% | 89% | 4% | 5% | 3% |
| Making voice calls using a VoIP service e.g. Viber, Skype | 212 | 110 | 102 | 63 | 67 | 69 | 13 | 22 | 21 | 27 | 51 | 71 | 65 | 32 | 44 | 191 | 11 | 7 | 4 |
| | 9% | 10% | 8% | 17% | 15% | 8% | 2% | 6% | 8% | 10% | 11% | 12% | 9% | 7% | 7% | 10% | 5% | 6% | 6% |
| | | | | ef | ef | f | | | | g | g | mn | | | | pr | | | |
| | | 52% | 48% | 30% | 32% | 32% | 6% | 11% | 10% | 13% | 24% | 34% | 31% | 15% | 21% | 90% | 5% | 3% | 2% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.
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QD14 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature) | 207 | 113 | 94 | 78 | 68 | 57 | 4 | 18 | 12 | 24 | 60 | 68 | 68 | 35 | 36 | 177 | 13 | 11 | 6 |
| | 9% | 10% | 8% | 20% | 15% | 7% | 1% | 5% | 5% | 9% | 13% | 11% | 9% | 8% | 6% | 9% | 6% | 9% | 9% |
| | | | | ef | ef | f | | | | g | gh | n | n | | | | | | |
| | | 54% | 46% | 38% | 33% | 28% | 2% | 9% | 6% | 11% | 29% | 33% | 33% | 17% | 17% | 86% | 6% | 5% | 3% |
| Making video calls e.g. via Facetime, Skype | 200 | 95 | 105 | 65 | 66 | 61 | 9 | 25 | 13 | 18 | 51 | 67 | 61 | 32 | 40 | 173 | 14 | 10 | 4 |
| | 8% | 8% | 9% | 17% | 15% | 7% | 1% | 6% | 5% | 7% | 11% | 11% | 8% | 7% | 7% | 9% | 7% | 8% | 6% |
| | | | | ef | ef | f | | | | | gh | n | | | | | | | |
| | | 47% | 53% | 32% | 33% | 30% | 4% | 13% | 7% | 9% | 25% | 33% | 31% | 16% | 20% | 86% | 7% | 5% | 2% |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go) | 157 | 86 | 72 | 55 | 50 | 45 | 8 | 17 | 17 | 13 | 38 | 43 | 47 | 33 | 35 | 136 | 6 | 11 | 5 |
| | 7% | 8% | 6% | 15% | 11% | 5% | 1% | 4% | 7% | 5% | 8% | 7% | 7% | 8% | 6% | 7% | 3% | 9% | 8% |
| | | | | ef | ef | f | | | | | g | | | | | p | | p | |
| | | 55% | 45% | 35% | 31% | 28% | 5% | 11% | 11% | 8% | 24% | 27% | 30% | 21% | 22% | 86% | 4% | 7% | 3% |
| Listen to Podcasts | 95 | 62 | 34 | 23 | 31 | 34 | 7 | 7 | 2 | 9 | 30 | 46 | 23 | 14 | 12 | 82 | 6 | 6 | 2 |
| | 4% | 5% | 3% | 6% | 7% | 4% | 1% | 2% | 1% | 3% | 6% | 8% | 3% | 3% | 2% | 4% | 3% | 5% | 3% |
| | | b | | f | ef | f | | | | h | gh | lmn | | | | | | | |
| | | 65% | 35% | 24% | 33% | 35% | 7% | 7% | 2% | 9% | 31% | 49% | 25% | 15% | 12% | 86% | 6% | 6% | 2% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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QD14 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Watching live TV on the internet at the same time as it is broadcast | 90 | 52 | 38 | 29 | 32 | 22 | 6 | 8 | 7 | 12 | 22 | 22 | 32 | 14 | 22 | 79 | 6 | 3 | 2 |
| | 4% | 5% | 3% | 8% | 7% | 3% | 1% | 2% | 3% | 5% | 5% | 4% | 4% | 3% | 4% | 4% | 3% | 2% | 2% |
| | | 58% | 42% | 33% | 36% | 25% | 7% | 9% | 8% | 13% | 24% | 25% | 35% | 15% | 25% | 88% | 7% | 3% | 2% |
| 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) | 82 | 49 | 33 | 26 | 27 | 26 | 3 | 11 | 7 | 15 | 12 | 20 | 29 | 17 | 16 | 73 | 4 | 4 | 1 |
| | 3% | 4% | 3% | 7% | 6% | 3% | *% | 3% | 3% | 6% | 3% | 3% | 4% | 4% | 3% | 4% | 2% | 3% | 2% |
| | | b | | ef | ef | f | | | | j | | | | | | | | | |
| | | 60% | 40% | 32% | 33% | 32% | 4% | 13% | 9% | 18% | 15% | 24% | 35% | 21% | 20% | 89% | 4% | 4% | 2% |

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QD14 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
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| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Watching purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Blinkbox) or via a 'standalone' subscription service (e.g. Netflix, LoveFilm Instant) | 67 | 31 | 36 | 22 | 29 | 14 | 1 | 10 | 3 | 12 | 11 | 14 | 24 | 17 | 13 | 61 | 3 | 2 | 1 |
| | 3% | 3% | 3% | 6% | 7% | 2% | 1% | 2% | 1% | 4% | 2% | 2% | 3% | 4% | 2% | 3% | 1% | 1% | 2% |
| | | 46% | 54% | 33% | 44% | 21% | 2% | 14% | 4% | 17% | 16% | 20% | 36% | 25% | 19% | 91% | 4% | 3% | 2% |
| Other | 16 | 9 | 7 | 1 | 4 | 5 | 6 | 3 | 1 | 5 | * | 3 | 9 | 2 | 2 | 14 | 1 | 1 | * |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | 58% | 42% | 9% | 26% | 30% | 35% | 21% | 9% | 29% | 3% | 18% | 57% | 13% | 12% | 86% | 7% | 6% | 2% |
| None of these | 279 | 141 | 139 | 3 | 6 | 52 | 219 | 78 | 36 | 31 | 23 | 51 | 77 | 54 | 96 | 241 | 15 | 15 | 8 |
| | 12% | 12% | 11% | 1% | 1% | 6% | 32% | 20% | 14% | 12% | 5% | 8% | 11% | 13% | 16% | 12% | 7% | 13% | 12% |
| | | 50% | 50% | 1% | 2% | 19% | 78% | 28% | 13% | 11% | 8% | 18% | 28% | 19% | 34% | 86% | 5% | 5% | 3% |
| Don't know | 3 | 2 | 1 | - | - | 1 | 2 | 2 | 1 | - | - | - | 1 | * | 2 | 3 | - | * | - |
| | 1% | 1% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 0% | 0% | 0% | 1% | 1% | 1% | 1% | 0% | 1% | 0% |
| | | 56% | 44% | 0% | 0% | 36% | 64% | 56% | 44% | 0% | 0% | 0% | 36% | 2% | 62% | 89% | 0% | 11% | 0% |

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QD14 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Send/ receive text messages (SMS) | 1917 | 250 | 270 | 172 | 118 | 156 | 187 | 166 | 75 | 207 | 1662 | 256 | 1234 | 683 | 1164 | 753 |
| | 81% | 82% | 83% | 81% | 73% | 78% | 84% | 85% | 79% | 77% | 81% | 81% | 87% | 72% | 81% | 81% |
| | | d | d | d | d | d | d | d | d | d | d | d | m | m | m | m |
| | | 13% | 14% | 9% | 6% | 8% | 10% | 9% | 4% | 11% | 87% | 13% | 64% | 36% | 61% | 39% |
| General browsing/ surfing the internet | 1021 | 135 | 144 | 117 | 65 | 78 | 85 | 91 | 35 | 105 | 895 | 126 | 751 | 270 | 634 | 387 |
| | 43% | 44% | 44% | 55% | 40% | 39% | 38% | 46% | 37% | 39% | 44% | 40% | 53% | 28% | 44% | 42% |
| | | | | abdefghi | | | | | | | | | m | | | |
| | | 13% | 14% | 11% | 6% | 8% | 8% | 9% | 3% | 10% | 88% | 12% | 74% | 26% | 62% | 38% |
| Take photos | 908 | 159 | 134 | 81 | 79 | 23 | 80 | 94 | 38 | 87 | 812 | 95 | 640 | 266 | 531 | 377 |
| | 38% | 52% | 41% | 38% | 48% | 11% | 36% | 48% | 40% | 32% | 40% | 30% | 45% | 28% | 37% | 41% |
| | | bcefhi | e | e | cefi | e | e | cefi | e | e | k | | m | | | |
| | | 18% | 15% | 9% | 9% | 2% | 9% | 10% | 4% | 10% | 89% | 11% | 71% | 29% | 58% | 42% |
| Send/ receive emails (not SMS) | 831 | 127 | 134 | 101 | 46 | 38 | 86 | 71 | 20 | 85 | 714 | 117 | 631 | 199 | 518 | 313 |
| | 35% | 42% | 41% | 48% | 28% | 19% | 39% | 36% | 21% | 32% | 35% | 37% | 45% | 21% | 36% | 34% |
| | | dehi | dehi | deghi | e | | deh | eh | | eh | | | m | | | |
| | | 15% | 16% | 12% | 5% | 5% | 10% | 8% | 2% | 10% | 86% | 14% | 76% | 24% | 62% | 38% |
| Using social networking sites e.g. Facebook, Twitter, LinkedIn | 782 | 71 | 116 | 88 | 57 | 43 | 80 | 74 | 36 | 97 | 685 | 98 | 568 | 215 | 473 | 310 |
| | 33% | 23% | 36% | 42% | 35% | 22% | 36% | 38% | 38% | 36% | 33% | 31% | 40% | 23% | 33% | 33% |
| | | | ae | ae | ae | | ae | ae | ae | ae | | | m | | | |
| | | 9% | 15% | 11% | 7% | 5% | 10% | 9% | 5% | 12% | 88% | 12% | 73% | 27% | 60% | 40% |

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

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|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Use IM/ Instant Messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp, Facebook Messenger) | 631 | 107 | 93 | 51 | 49 | 27 | 56 | 50 | 22 | 83 | 556 | 75 | 468 | 163 | 353 | 279 |
| | 27% | 35% | 29% | 24% | 30% | 14% | 25% | 25% | 23% | 31% | 27% | 24% | 33% | 17% | 24% | 30% |
| | | ce fgh | e | e | e | | e | e | e | e | | | m | | | n |
| | | 17% | 15% | 8% | 8% | 4% | 9% | 8% | 3% | 13% | 88% | 12% | 74% | 26% | 56% | 44% |
| Send/ receive messages with pictures/ images | 540 | 80 | 88 | 53 | 39 | 12 | 45 | 54 | 19 | 68 | 484 | 57 | 403 | 137 | 316 | 225 |
| | 23% | 26% | 27% | 25% | 24% | 6% | 20% | 28% | 20% | 25% | 24% | 18% | 28% | 14% | 22% | 24% |
| | | e | e | e | e | | e | e | e | e | k | | m | | | |
| | | 15% | 16% | 10% | 7% | 2% | 8% | 10% | 4% | 13% | 89% | 11% | 75% | 25% | 58% | 42% |
| Play games | 519 | 75 | 64 | 61 | 49 | 31 | 36 | 53 | 21 | 56 | 458 | 61 | 350 | 168 | 292 | 227 |
| | 22% | 25% | 20% | 29% | 30% | 16% | 16% | 27% | 23% | 21% | 22% | 19% | 25% | 18% | 20% | 25% |
| | | ef | | bef | befi | | | ef | | | | | m | | | n |
| | | 14% | 12% | 12% | 9% | 6% | 7% | 10% | 4% | 11% | 88% | 12% | 67% | 32% | 56% | 44% |
| Accessing/ receiving news | 451 | 89 | 74 | 43 | 34 | 10 | 40 | 47 | 14 | 44 | 405 | 46 | 361 | 90 | 263 | 188 |
| | 19% | 29% | 23% | 20% | 21% | 5% | 18% | 24% | 14% | 16% | 20% | 15% | 25% | 9% | 18% | 20% |
| | | cdefhi | eh | e | e | | e | ehi | e | e | k | | m | | | |
| | | 20% | 16% | 10% | 7% | 2% | 9% | 11% | 3% | 10% | 90% | 10% | 80% | 20% | 58% | 42% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 43

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QD14 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Download apps or programs directly to your phone | 441 | 56 | 72 | 55 | 39 | 16 | 27 | 41 | 15 | 59 | 395 | 45 | 328 | 112 | 265 | 176 |
| | 19% | 19% | 22% | 26% | 24% | 8% | 12% | 21% | 15% | 22% | 19% | 14% | 23% | 12% | 18% | 19% |
| | | e | ef | efh | efh | | | ef | e | ef | k | | m | | | |
| | | 13% | 16% | 13% | 9% | 4% | 6% | 9% | 3% | 13% | 90% | 10% | 74% | 26% | 60% | 40% |
| Listen to music using MP3 function | 401 | 69 | 47 | 52 | 38 | 10 | 21 | 45 | 14 | 50 | 361 | 39 | 288 | 112 | 215 | 185 |
| | 17% | 23% | 14% | 25% | 24% | 5% | 9% | 23% | 15% | 19% | 18% | 12% | 20% | 12% | 15% | 20% |
| | | befh | e | befh | befh | | | befh | e | ef | k | | m | | n | |
| | | 17% | 12% | 13% | 10% | 3% | 5% | 11% | 4% | 12% | 90% | 10% | 72% | 28% | 54% | 46% |
| Watching short video clips (e.g. on YouTube or Dailymotion) | 365 | 53 | 51 | 49 | 32 | 7 | 30 | 37 | 11 | 55 | 329 | 36 | 264 | 101 | 212 | 153 |
| | 15% | 18% | 16% | 23% | 20% | 3% | 13% | 19% | 11% | 20% | 16% | 12% | 19% | 11% | 15% | 17% |
| | | e | e | befh | eh | | e | eh | e | efh | k | | m | | | |
| | | 15% | 14% | 13% | 9% | 2% | 8% | 10% | 3% | 15% | 90% | 10% | 72% | 28% | 58% | 42% |
| Record video clips using the phone | 328 | 54 | 48 | 35 | 32 | 5 | 22 | 38 | 12 | 43 | 301 | 27 | 236 | 92 | 187 | 141 |
| | 14% | 18% | 15% | 17% | 20% | 2% | 10% | 19% | 13% | 16% | 15% | 9% | 17% | 10% | 13% | 15% |
| | | ef | e | ef | efh | | e | ef | e | ef | k | | m | | | |
| | | 17% | 15% | 11% | 10% | 1% | 7% | 12% | 4% | 13% | 92% | 8% | 72% | 28% | 57% | 43% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QD14 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| 'Check-in' and share your location on social networking sites (e.g. Facebook, Foursquare) | 322 | 46 | 40 | 26 | 36 | 17 | 27 | 35 | 16 | 29 | 294 | 28 | 226 | 96 | 181 | 140 |
| | 14% | 15% | 12% | 12% | 22% | 8% | 12% | 18% | 16% | 11% | 14% | 9% | 16% | 10% | 13% | 15% |
| | | e | | | bcefi | | | ei | e | | k | | m | | | |
| | | 14% | 12% | 8% | 11% | 5% | 9% | 11% | 5% | 9% | 91% | 9% | 70% | 30% | 56% | 44% |
| Use your handset to help you shop e.g. compare prices online, read internet reviews, take photos of products | 277 | 29 | 48 | 40 | 23 | 1 | 25 | 33 | 8 | 36 | 248 | 29 | 205 | 71 | 175 | 102 |
| | 12% | 10% | 15% | 19% | 14% | 1% | 11% | 17% | 8% | 13% | 12% | 9% | 14% | 8% | 12% | 11% |
| | | e | eh | ae fh | e | | e | ae h | e | e | | | m | | | |
| | | 11% | 17% | 15% | 8% | *% | 9% | 12% | 3% | 13% | 90% | 10% | 74% | 26% | 63% | 37% |
| Accessing/ receiving sports/ team news/ scores | 265 | 49 | 26 | 24 | 23 | 17 | 19 | 32 | 12 | 27 | 237 | 29 | 204 | 61 | 144 | 121 |
| | 11% | 16% | 8% | 11% | 14% | 9% | 8% | 16% | 13% | 10% | 12% | 9% | 14% | 6% | 10% | 13% |
| | | bef | | | b | | | bef | | | | | m | | | n |
| | | 18% | 10% | 9% | 9% | 7% | 7% | 12% | 4% | 10% | 89% | 11% | 77% | 23% | 54% | 46% |
| Send/ receive video clips | 233 | 47 | 25 | 22 | 23 | 4 | 14 | 27 | 7 | 32 | 212 | 21 | 173 | 60 | 133 | 100 |
| | 10% | 15% | 8% | 11% | 14% | 2% | 6% | 14% | 8% | 12% | 10% | 7% | 12% | 6% | 9% | 11% |
| | | bef h | e | e | bef h | | e | bef | e | ef | k | | m | | | |
| | | 20% | 11% | 10% | 10% | 2% | 6% | 11% | 3% | 14% | 91% | 9% | 74% | 26% | 57% | 43% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.
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QD14 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Listen to FM radio | 223 | 38 | 39 | 26 | 20 | 6 | 21 | 16 | 7 | 24 | 195 | 28 | 160 | 62 | 130 | 93 |
| | 9% | 12% | 12% | 12% | 13% | 3% | 9% | 8% | 8% | 9% | 9% | 9% | 11% | 7% | 9% | 10% |
| | | e | e | e | e | | e | e | e | e | | | m | | | |
| | | 17% | 18% | 12% | 9% | 3% | 9% | 7% | 3% | 11% | 87% | 13% | 72% | 28% | 58% | 42% |
| Making voice calls using a VoIP service e.g. Viber, Skype | 212 | 54 | 26 | 23 | 22 | 4 | 17 | 19 | 4 | 22 | 194 | 19 | 157 | 55 | 118 | 94 |
| | 9% | 18% | 8% | 11% | 13% | 2% | 8% | 9% | 4% | 8% | 9% | 6% | 11% | 6% | 8% | 10% |
| | | bcefg | e | eh | efh | | e | eh | | e | k | | m | | | |
| | | 26% | 12% | 11% | 10% | 2% | 8% | 9% | 2% | 10% | 91% | 9% | 74% | 26% | 56% | 44% |
| Sending a tweet on Twitter (through a text, an app, the browser, or phone's built-in feature) | 207 | 25 | 30 | 21 | 16 | 5 | 19 | 26 | 9 | 25 | 183 | 23 | 147 | 60 | 123 | 84 |
| | 9% | 8% | 9% | 10% | 10% | 3% | 9% | 13% | 10% | 9% | 9% | 7% | 10% | 6% | 9% | 9% |
| | | e | e | e | e | | e | e | e | e | | | m | | | |
| | | 12% | 14% | 10% | 8% | 3% | 9% | 13% | 4% | 12% | 89% | 11% | 71% | 29% | 59% | 41% |
| Making video calls e.g. via Facetime, Skype | 200 | 37 | 26 | 21 | 17 | 1 | 18 | 23 | 8 | 22 | 183 | 17 | 155 | 45 | 117 | 83 |
| | 8% | 12% | 8% | 10% | 10% | 1% | 8% | 12% | 8% | 8% | 9% | 5% | 11% | 5% | 8% | 9% |
| | | e | e | e | e | | e | e | e | e | k | | m | | | |
| | | 19% | 13% | 10% | 8% | 1% | 9% | 12% | 4% | 11% | 91% | 9% | 78% | 22% | 58% | 42% |

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

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QD14 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go) | 157 | 29 | 22 | 18 | 16 | 4 | 14 | 12 | 4 | 18 | 143 | 15 | 113 | 45 | 88 | 69 |
| | 7% | 9% | 7% | 8% | 10% | 2% | 6% | 6% | 4% | 7% | 7% | 5% | 8% | 5% | 6% | 7% |
| | | eh | e | eh | eh | | | e | | e | | | m | | | |
| | | 18% | 14% | 11% | 10% | 3% | 9% | 8% | 2% | 11% | 91% | 9% | 72% | 28% | 56% | 44% |
| Listen to Podcasts | 95 | 21 | 11 | 16 | 5 | 1 | 3 | 12 | 4 | 10 | 88 | 7 | 76 | 19 | 53 | 42 |
| | 4% | 7% | 3% | 7% | 3% | 1% | 1% | 6% | 4% | 4% | 4% | 2% | 5% | 2% | 4% | 5% |
| | | ef | e | ef | e | | | ef | e | e | | | m | | | |
| | | 22% | 11% | 17% | 6% | 1% | 3% | 12% | 4% | 11% | 92% | 8% | 80% | 20% | 56% | 44% |
| Watching live TV on the internet at the same time as it is broadcast | 90 | 17 | 9 | 12 | 10 | 1 | 8 | 10 | 3 | 9 | 79 | 10 | 71 | 18 | 56 | 34 |
| | 4% | 6% | 3% | 6% | 6% | 1% | 4% | 5% | 3% | 3% | 4% | 3% | 5% | 2% | 4% | 4% |
| | | e | | e | e | | e | e | e | | | | m | | | |
| | | 19% | 10% | 13% | 11% | 1% | 9% | 11% | 4% | 10% | 89% | 11% | 80% | 20% | 62% | 38% |

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

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QD14 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|----------|------------------|---------------|--------------|-----------------|-----------|--------------|---------------|--------------|---------------|---------------|---------|---------------|----------|-------------------|---------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Watching other free professional TV programmes or video channels online (e.g. via official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios) | 82 3% | 21 7% cefh | 12 4% e | 3 2% | 10 6% ceh | - -% | 6 3% e | 8 4% e | 2 2% | 12 4% e | 75 4% | 8 2% | 62 4% m | 20 2% | 39 3% | 43 5% n |
| | | 26% | 14% | 4% | 12% | -% | 7% | 10% | 2% | 14% | 91% | 9% | 75% | 25% | 48% | 52% |
| 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) | 67 3% | 18 6% ef | 10 3% e | 5 2% e | 8 5% e | - -% | 4 2% e | 8 4% e | 2 2% e | 7 2% e | 63 3% k | 4 1% | 50 4% m | 17 2% | 31 2% | 35 4% n |
| | | 27% | 14% | 7% | 12% | -% | 6% | 12% | 3% | 10% | 94% | 6% | 75% | 25% | 47% | 53% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

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QD14 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Other | 16 | 4 | 1 | 2 | - | 2 | 2 | 1 | * | 1 | 12 | 4 | 9 | 7 | 13 | 3 |
| | 1% | 1% | *% | 1% | -% | 1% | 1% | 1% | *% | *% | 1% | 1% | 1% | 1% | 1% | *% |
| | | 22% | 7% | 14% | -% | 11% | 15% | 6% | 2% | 8% | 74% | 26% | 59% | 41% | 81% | 19% |
| None of these | 279 | 25 | 45 | 28 | 19 | 28 | 22 | 20 | 10 | 44 | 241 | 38 | 68 | 212 | 188 | 92 |
| | 12% | 8% | 14% | 13% | 12% | 14% | 10% | 10% | 11% | 16% | 12% | 12% | 5% | 22% | 13% | 10% |
| | | | | | | | | | | af | | | | l | o | |
| | | 9% | 16% | 10% | 7% | 10% | 8% | 7% | 4% | 16% | 86% | 14% | 24% | 76% | 67% | 33% |
| Don't know | 3 | - | 1 | - | - | - | - | - | - | 2 | 3 | * | * | 3 | 1 | 2 |
| | *% | -% | *% | -% | -% | -% | -% | -% | -% | 1% | *% | *% | *% | *% | *% | *% |
| | | -% | 34% | -% | -% | -% | -% | -% | -% | 54% | 89% | 11% | 10% | 90% | 46% | 54% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 44

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QD15 (QD28E). SHOWCARD You said that you use your mobile phone to access the internet. Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

Base : Those who use their mobile phone to access the internet

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1852 | 904 | 948 | 449 | 455 | 704 | 244 | 248 | 177 | 220 | 417 | 449 | 638 | 388 | 377 | 1142 | 262 | 208 | 240 |
| Effective Weighted Sample | 1296 | 636 | 660 | 310 | 313 | 503 | 175 | 182 | 115 | 149 | 293 | 321 | 446 | 279 | 274 | 993 | 192 | 145 | 219 |
| Total | 1427 | 699 | 728 | 325 | 360 | 572 | 170 | 178 | 126 | 149 | 359 | 423 | 479 | 250 | 276 | 1203 | 125 | 64 | 35 |
| | | 49% | 51% | 23% | 25% | 40% | 12% | 12% | 9% | 10% | 25% | 30% | 34% | 18% | 19% | 84% | 9% | 5% | 2% |
| Via mobile network (2G, 3G or 4G) | 1049 | 524 | 525 | 247 | 286 | 411 | 104 | 127 | 96 | 103 | 278 | 314 | 356 | 178 | 202 | 884 | 96 | 49 | 20 |
| | 73% | 75% | 72% | 76% | 80% | 72% | 61% | 71% | 76% | 69% | 77% | 74% | 74% | 71% | 73% | 73% | 77% | 77% | 58% |
| | | 50% | 50% | 24% | 27% | 39% | 10% | 12% | 9% | 10% | 27% | 30% | 34% | 17% | 19% | 84% | 9% | 5% | 2% |
| Wi-Fi/ wireless broadband network at home | 983 | 476 | 506 | 223 | 249 | 394 | 117 | 94 | 83 | 109 | 268 | 309 | 320 | 185 | 168 | 834 | 83 | 38 | 27 |
| | 69% | 68% | 70% | 69% | 69% | 69% | 68% | 53% | 66% | 73% | 75% | 73% | 67% | 74% | 61% | 69% | 67% | 59% | 77% |
| | | 48% | 52% | 23% | 25% | 40% | 12% | 10% | 8% | 11% | 27% | 31% | 33% | 19% | 17% | 85% | 8% | 4% | 3% |
| Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots') | 461 | 225 | 236 | 114 | 126 | 173 | 47 | 49 | 45 | 44 | 136 | 149 | 148 | 77 | 87 | 400 | 34 | 17 | 9 |
| | 32% | 32% | 32% | 35% | 35% | 30% | 28% | 27% | 36% | 30% | 38% | 35% | 31% | 31% | 31% | 33% | 27% | 26% | 27% |
| | | 49% | 51% | 25% | 27% | 38% | 10% | 11% | 10% | 10% | 30% | 32% | 32% | 17% | 19% | 87% | 7% | 4% | 2% |
| Don't know | 25 | 9 | 16 | 3 | 1 | 13 | 8 | 3 | 4 | 2 | 3 | 4 | 8 | 5 | 8 | 23 | * | 1 | 1 |
| | 2% | 1% | 2% | 1% | 1% | 2% | 5% | 2% | 3% | 1% | 1% | 1% | 2% | 2% | 3% | 2% | 1% | 2% | 2% |
| | | 34% | 66% | 12% | 5% | 51% | 32% | 13% | 17% | 9% | 14% | 14% | 33% | 19% | 34% | 90% | 2% | 6% | 2% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 44

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

QD15 (QD28E). SHOWCARD You said that you use your mobile phone to access the internet. Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

Base : Those who use their mobile phone to access the internet

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1852 | 151 | 125 | 146 | 119 | 102 | 134 | 125 | 117 | 123 | 1400 | 452 | 1216 | 635 | 1144 | 708 |
| Effective Weighted Sample | 1296 | 144 | 117 | 139 | 113 | 97 | 127 | 118 | 111 | 116 | 1105 | 203 | 865 | 465 | 764 | 532 |
| Total | 1427 | 209 | 196 | 140 | 90 | 103 | 136 | 115 | 55 | 160 | 1257 | 171 | 1040 | 387 | 838 | 589 |
| | | 15% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 73% | 27% | 59% | 41% |
| Via mobile network (2G, 3G or 4G) | 1049 | 157 | 144 | 100 | 68 | 75 | 106 | 77 | 49 | 107 | 932 | 117 | 780 | 268 | 587 | 462 |
| | 73% | 75% | 74% | 71% | 76% | 73% | 78% | 67% | 89% | 67% | 74% | 69% | 75% | 69% | 70% | 78% |
| | | 15% | 14% | 10% | 7% | 7% | 10% | 7% | 5% | 10% | 89% | 11% | 74% | 26% | 56% | 44% |
| Wi-Fi/ wireless broadband network at home | 983 | 161 | 129 | 112 | 63 | 70 | 73 | 95 | 32 | 98 | 873 | 109 | 728 | 255 | 591 | 392 |
| | 69% | 77% | 66% | 80% | 70% | 68% | 54% | 82% | 59% | 61% | 69% | 64% | 70% | 66% | 70% | 66% |
| | | b f h i | | b e f h i | f | f | | b d e f h i | | | 89% | 11% | 74% | 26% | 60% | 40% |
| | | 16% | 13% | 11% | 6% | 7% | 7% | 10% | 3% | 10% | | | | | | |
| Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots') | 461 | 84 | 56 | 53 | 41 | 14 | 37 | 39 | 15 | 61 | 417 | 44 | 347 | 113 | 262 | 199 |
| | 32% | 40% | 29% | 38% | 46% | 14% | 28% | 34% | 27% | 38% | 33% | 26% | 33% | 29% | 31% | 34% |
| | | e f h | e | e | b e f h | | e | e | e | e | k | | | | | |
| | | 18% | 12% | 12% | 9% | 3% | 8% | 8% | 3% | 13% | 91% | 9% | 75% | 25% | 57% | 43% |
| Don't know | 25 | 1 | 5 | 2 | 1 | 2 | 5 | 1 | - | 6 | 22 | 3 | 16 | 9 | 18 | 7 |
| | 2% | 1% | 3% | 1% | 1% | 2% | 4% | 1% | - | 4% | 2% | 2% | 2% | 2% | 2% | 1% |
| | | | | | | | h | | | h | | | | | | |
| | | 5% | 21% | 7% | 2% | 6% | 21% | 3% | - | 24% | 87% | 13% | 64% | 36% | 71% | 29% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 45

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

QD16 (QD28C). SHOWCARD Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

Base : Those who use their mobile phone to access the internet

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1852 | 904 | 948 | 449 | 455 | 704 | 244 | 248 | 177 | 220 | 417 | 449 | 638 | 388 | 377 | 1142 | 262 | 208 | 240 |
| Effective Weighted Sample | 1296 | 636 | 660 | 310 | 313 | 503 | 175 | 182 | 115 | 149 | 293 | 321 | 446 | 279 | 274 | 993 | 192 | 145 | 219 |
| Total | 1427 | 699 | 728 | 325 | 360 | 572 | 170 | 178 | 126 | 149 | 359 | 423 | 479 | 250 | 276 | 1203 | 125 | 64 | 35 |
| | | 49% | 51% | 23% | 25% | 40% | 12% | 12% | 9% | 10% | 25% | 30% | 34% | 18% | 19% | 84% | 9% | 5% | 2% |
| I always use in the home | 109 | 46 | 63 | 16 | 25 | 42 | 26 | 23 | 6 | 13 | 11 | 25 | 34 | 20 | 30 | 96 | 7 | 4 | 3 |
| | 8% | 7% | 9% | 5% | 7% | 7% | 15% | 13% | 5% | 9% | 3% | 6% | 7% | 8% | 11% | 8% | 5% | 6% | 9% |
| | | | | | | | cde | hj | | j | | | | | k | | | | |
| | | 42% | 58% | 15% | 23% | 39% | 23% | 21% | 6% | 12% | 10% | 23% | 31% | 19% | 28% | 87% | 6% | 4% | 3% |
| I mainly use in the home | 232 | 99 | 133 | 49 | 49 | 97 | 38 | 25 | 26 | 27 | 60 | 71 | 71 | 42 | 48 | 192 | 18 | 13 | 9 |
| | 16% | 14% | 18% | 15% | 14% | 17% | 22% | 14% | 20% | 18% | 17% | 17% | 15% | 17% | 17% | 16% | 14% | 20% | 26% |
| | | | a | | | | cd | | | | | | | | | | | | op |
| | | 43% | 57% | 21% | 21% | 42% | 16% | 11% | 11% | 12% | 26% | 30% | 31% | 18% | 21% | 83% | 8% | 6% | 4% |
| I use equally in the home and outside the home | 927 | 464 | 463 | 234 | 256 | 363 | 74 | 109 | 83 | 97 | 233 | 271 | 324 | 159 | 173 | 782 | 84 | 42 | 20 |
| | 65% | 66% | 64% | 72% | 71% | 63% | 43% | 61% | 66% | 65% | 65% | 64% | 68% | 64% | 63% | 65% | 67% | 65% | 56% |
| | | | | ef | ef | f | | | | | | | | | | r | r | | |
| | | 50% | 50% | 25% | 28% | 39% | 8% | 12% | 9% | 10% | 25% | 29% | 35% | 17% | 19% | 84% | 9% | 5% | 2% |
| I mainly use outside the home | 126 | 74 | 51 | 23 | 26 | 60 | 16 | 14 | 8 | 7 | 48 | 49 | 36 | 19 | 21 | 103 | 15 | 5 | 3 |
| | 9% | 11% | 7% | 7% | 7% | 11% | 9% | 8% | 6% | 5% | 13% | 12% | 7% | 8% | 8% | 9% | 12% | 7% | 9% |
| | | b | | | | | | | | | hi | | | | | | | | |
| | | 59% | 41% | 19% | 21% | 48% | 13% | 12% | 6% | 6% | 38% | 39% | 29% | 15% | 17% | 82% | 12% | 4% | 2% |
| I always use outside the home | 15 | 7 | 9 | 1 | 1 | 7 | 6 | 1 | * | 4 | 3 | 4 | 5 | 5 | 1 | 13 | 2 | 1 | - |
| | 1% | 1% | 1% | 1% | 1% | 1% | 4% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% |
| | | | | | | | cde | | | | | | | | | | | | |
| | | 44% | 56% | 9% | 6% | 43% | 42% | 9% | 3% | 23% | 18% | 26% | 34% | 33% | 7% | 86% | 11% | 3% | 1% |
| Don't know | 18 | 8 | 10 | 1 | 3 | 3 | 10 | 5 | 3 | 1 | 5 | 4 | 8 | 4 | 2 | 17 | - | * | * |
| | 1% | 1% | 1% | 1% | 1% | 1% | 6% | 3% | 2% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 1% |
| | | | | | | | cde | | | | | | | | | | | | |
| | | 46% | 54% | 8% | 16% | 18% | 58% | 26% | 17% | 6% | 26% | 21% | 44% | 21% | 13% | 98% | 1% | 1% | 1% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 45

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

QD16 (QD28C). SHOWCARD Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

Base : Those who use their mobile phone to access the internet

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1852 | 151 | 125 | 146 | 119 | 102 | 134 | 125 | 117 | 123 | 1400 | 452 | 1216 | 635 | 1144 | 708 |
| Effective Weighted Sample | 1296 | 144 | 117 | 139 | 113 | 97 | 127 | 118 | 111 | 116 | 1105 | 203 | 865 | 465 | 764 | 532 |
| Total | 1427 | 209 | 196 | 140 | 90 | 103 | 136 | 115 | 55 | 160 | 1257 | 171 | 1040 | 387 | 838 | 589 |
| | | 15% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 73% | 27% | 59% | 41% |
| I always use in the home | 109 | 4 | 22 | 8 | 8 | 6 | 26 | 11 | 3 | 9 | 99 | 11 | 62 | 47 | 69 | 40 |
| | 8% | 2% | 11% | 6% | 9% | 5% | 19% | 9% | 5% | 5% | 8% | 6% | 6% | 12% | 8% | 7% |
| | | | a | a | a | acdeg | ghi | a | | | | | | l | | |
| | | 4% | 20% | 7% | 7% | 5% | 24% | 10% | 3% | 8% | 90% | 10% | 57% | 43% | 63% | 37% |
| I mainly use in the home | 232 | 17 | 36 | 28 | 18 | 7 | 26 | 27 | 5 | 26 | 200 | 32 | 154 | 78 | 147 | 84 |
| | 16% | 8% | 19% | 20% | 20% | 7% | 19% | 24% | 9% | 16% | 16% | 19% | 15% | 20% | 18% | 14% |
| | | | aeh | aeh | aeh | | aeh | aeh | | ae | | | | l | | |
| | | 8% | 16% | 12% | 8% | 3% | 11% | 12% | 2% | 11% | 86% | 14% | 66% | 34% | 64% | 36% |
| I use equally in the home and outside the home | 927 | 173 | 112 | 93 | 54 | 87 | 62 | 66 | 28 | 106 | 818 | 110 | 700 | 227 | 525 | 402 |
| | 65% | 83% | 57% | 66% | 61% | 85% | 46% | 57% | 51% | 66% | 65% | 64% | 67% | 59% | 63% | 68% |
| | | bcd | fghi | fh | f | bcd | fghi | | | fh | | | m | | | n |
| | | 19% | 12% | 10% | 6% | 9% | 7% | 7% | 3% | 11% | 88% | 12% | 76% | 24% | 57% | 43% |
| I mainly use outside the home | 126 | 11 | 21 | 5 | 8 | 2 | 14 | 10 | 15 | 17 | 111 | 15 | 99 | 26 | 78 | 48 |
| | 9% | 5% | 11% | 4% | 9% | 2% | 10% | 8% | 28% | 10% | 9% | 9% | 10% | 7% | 9% | 8% |
| | | | ce | | e | | ce | abc | defgi | ce | | | | | | |
| | | 9% | 17% | 4% | 7% | 2% | 11% | 8% | 12% | 13% | 88% | 12% | 79% | 21% | 62% | 38% |
| I always use outside the home | 15 | - | - | 4 | - | - | 3 | 1 | 3 | 2 | 15 | 1 | 10 | 5 | 8 | 7 |
| | 1% | -% | -% | 3% | -% | -% | 3% | *% | 6% | 1% | 1% | *% | 1% | 1% | 1% | 1% |
| | | | | | | | | abdeg | | | | | | | | |
| | | -% | -% | 24% | -% | -% | 23% | 4% | 21% | 15% | 95% | 5% | 68% | 32% | 55% | 45% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 45

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

QD16 (QD28C). SHOWCARD Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

Base : Those who use their mobile phone to access the internet

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1852 | 151 | 125 | 146 | 119 | 102 | 134 | 125 | 117 | 123 | 1400 | 452 | 1216 | 635 | 1144 | 708 |
| Effective Weighted Sample | 1296 | 144 | 117 | 139 | 113 | 97 | 127 | 118 | 111 | 116 | 1105 | 203 | 865 | 465 | 764 | 532 |
| Total | 1427 | 209 | 196 | 140 | 90 | 103 | 136 | 115 | 55 | 160 | 1257 | 171 | 1040 | 387 | 838 | 589 |
| | | 15% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 73% | 27% | 59% | 41% |
| Don't know | 18 | 3 | 5 | 2 | 1 | - | 5 | 1 | 1 | 1 | 14 | 3 | 14 | 4 | 10 | 7 |
| | 1% | 1% | 2% | 1% | 1% | -% | 4% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% |
| | | 15% | 27% | 10% | 3% | -% | 30% | 4% | 3% | 6% | 81% | 19% | 77% | 23% | 59% | 41% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 46

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

QD17 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

Base : Those who use their mobile phone to access the internet outside the home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1678 | 831 | 847 | 422 | 412 | 644 | 200 | 215 | 156 | 196 | 396 | 419 | 581 | 348 | 330 | 1026 | 249 | 190 | 213 |
| Effective Weighted Sample | 1172 | 583 | 589 | 290 | 285 | 461 | 141 | 155 | 104 | 134 | 279 | 297 | 406 | 250 | 241 | 891 | 182 | 134 | 196 |
| Total | 1300 | 645 | 656 | 307 | 332 | 526 | 134 | 150 | 117 | 135 | 344 | 395 | 437 | 226 | 243 | 1090 | 118 | 60 | 32 |
| | | 50% | 50% | 24% | 26% | 40% | 10% | 12% | 9% | 10% | 26% | 30% | 34% | 17% | 19% | 84% | 9% | 5% | 2% |
| When travelling (e.g. on a train or in a car) | 990 | 473 | 517 | 234 | 264 | 406 | 87 | 115 | 85 | 92 | 272 | 322 | 336 | 164 | 168 | 840 | 97 | 36 | 18 |
| | 76% | 73% | 79% | 76% | 79% | 77% | 64% | 76% | 73% | 68% | 79% | 82% | 77% | 73% | 69% | 77% | 82% | 60% | 55% |
| | | a | a | f | f | f | | | | | i | mn | n | | | qr | qr | | |
| | | 48% | 52% | 24% | 27% | 41% | 9% | 12% | 9% | 9% | 28% | 33% | 34% | 17% | 17% | 85% | 10% | 4% | 2% |
| Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre) | 927 | 462 | 465 | 222 | 244 | 371 | 90 | 110 | 85 | 94 | 250 | 292 | 312 | 159 | 164 | 781 | 92 | 35 | 21 |
| | 71% | 72% | 71% | 72% | 73% | 70% | 67% | 73% | 73% | 70% | 73% | 74% | 71% | 70% | 67% | 72% | 78% | 57% | 64% |
| | | | | | | | | | | | | | | | | qr | qr | | |
| | | 50% | 50% | 24% | 26% | 40% | 10% | 12% | 9% | 10% | 27% | 32% | 34% | 17% | 18% | 84% | 10% | 4% | 2% |
| Outdoors | 919 | 465 | 454 | 219 | 253 | 370 | 77 | 107 | 81 | 93 | 251 | 295 | 307 | 154 | 163 | 780 | 86 | 34 | 19 |
| | 71% | 72% | 69% | 71% | 76% | 70% | 57% | 71% | 69% | 69% | 73% | 75% | 70% | 68% | 67% | 72% | 73% | 56% | 60% |
| | | | | f | f | f | | | | | | | | | | qr | qr | | |
| | | 51% | 49% | 24% | 28% | 40% | 8% | 12% | 9% | 10% | 27% | 32% | 33% | 17% | 18% | 85% | 9% | 4% | 2% |
| In other people's homes (e.g. friends/ family) | 814 | 389 | 425 | 224 | 230 | 301 | 58 | 112 | 80 | 85 | 197 | 232 | 281 | 139 | 161 | 682 | 83 | 32 | 17 |
| | 63% | 60% | 65% | 73% | 69% | 57% | 43% | 74% | 69% | 63% | 57% | 59% | 64% | 62% | 66% | 63% | 70% | 53% | 54% |
| | | | | ef | ef | f | | ij | j | | | | | | | qr | qr | | |
| | | 48% | 52% | 28% | 28% | 37% | 7% | 14% | 10% | 10% | 24% | 29% | 35% | 17% | 20% | 84% | 10% | 4% | 2% |
| At your workplace | 726 | 403 | 322 | 154 | 211 | 317 | 44 | 65 | 66 | 77 | 223 | 233 | 253 | 142 | 98 | 606 | 75 | 31 | 15 |
| | 56% | 63% | 49% | 50% | 64% | 60% | 33% | 43% | 56% | 57% | 65% | 59% | 58% | 63% | 40% | 56% | 63% | 51% | 45% |
| | | b | | f | cf | cf | | | g | g | g | n | n | n | | r | qr | | |
| | | 56% | 44% | 21% | 29% | 44% | 6% | 9% | 9% | 11% | 31% | 32% | 35% | 20% | 13% | 83% | 10% | 4% | 2% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 46

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

QD17 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

Base : Those who use their mobile phone to access the internet outside the home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1678 | 831 | 847 | 422 | 412 | 644 | 200 | 215 | 156 | 196 | 396 | 419 | 581 | 348 | 330 | 1026 | 249 | 190 | 213 |
| Effective Weighted Sample | 1172 | 583 | 589 | 290 | 285 | 461 | 141 | 155 | 104 | 134 | 279 | 297 | 406 | 250 | 241 | 891 | 182 | 134 | 196 |
| Total | 1300 | 645 | 656 | 307 | 332 | 526 | 134 | 150 | 117 | 135 | 344 | 395 | 437 | 226 | 243 | 1090 | 118 | 60 | 32 |
| | | 50% | 50% | 24% | 26% | 40% | 10% | 12% | 9% | 10% | 26% | 30% | 34% | 17% | 19% | 84% | 9% | 5% | 2% |
| Other | 28 | 12 | 16 | 4 | 13 | 9 | 2 | 6 | - | 2 | 4 | 13 | 9 | 3 | 3 | 25 | 2 | 1 | 1 |
| | 2% | 2% | 2% | 1% | 4% | 2% | 2% | 4% | -% | 1% | 1% | 3% | 2% | 1% | 1% | 2% | 1% | 1% | 3% |
| | | | | c | | | | hj | | | | | | | | | | | |
| | | 44% | 56% | 13% | 47% | 31% | 9% | 22% | -% | 6% | 14% | 48% | 30% | 11% | 11% | 89% | 6% | 2% | 3% |
| Don't know | 8 | 5 | 3 | 2 | 2 | 2 | 2 | * | 1 | - | 2 | 4 | 3 | * | 1 | 7 | 1 | * | * |
| | 1% | 1% | 1% | 1% | 1% | *% | 1% | *% | 1% | -% | 1% | 1% | 1% | *% | *% | 1% | 1% | *% | *% |
| | | 60% | 40% | 30% | 27% | 24% | 19% | 3% | 18% | -% | 24% | 46% | 40% | 1% | 13% | 84% | 12% | 3% | 2% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 46

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QD17 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

Base : Those who use their mobile phone to access the internet outside the home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1678 | 146 | 104 | 135 | 107 | 95 | 103 | 112 | 109 | 115 | 1272 | 406 | 1120 | 558 | 1037 | 641 |
| Effective Weighted Sample | 1172 | 140 | 98 | 129 | 102 | 90 | 97 | 106 | 104 | 109 | 999 | 185 | 799 | 404 | 688 | 484 |
| Total | 1300 | 202 | 169 | 131 | 81 | 97 | 105 | 104 | 52 | 151 | 1144 | 157 | 964 | 336 | 759 | 541 |
| | | 16% | 13% | 10% | 6% | ** | 8% | 8% | 4% | 12% | 88% | 12% | 74% | 26% | 58% | 42% |
| When travelling (e.g. on a train or in a car) | 990 | 169 | 142 | 104 | 62 | ** | 63 | 75 | 39 | 117 | 873 | 117 | 736 | 254 | 569 | 421 |
| | 76% | 84% | 84% | 80% | 77% | ** | 61% | 73% | 75% | 78% | 76% | 75% | 76% | 75% | 75% | 78% |
| | | fg | f | f | f | | | | f | f | | | | | | |
| | | 17% | 14% | 10% | 6% | ** | 6% | 8% | 4% | 12% | 88% | 12% | 74% | 26% | 57% | 43% |
| Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre) | 927 | 154 | 123 | 100 | 62 | ** | 71 | 66 | 37 | 102 | 805 | 122 | 682 | 245 | 547 | 381 |
| | 71% | 76% | 73% | 76% | 77% | ** | 68% | 63% | 71% | 68% | 70% | 78% | 71% | 73% | 72% | 70% |
| | | g | | g | g | | | | | | | j | | | | |
| | | 17% | 13% | 11% | 7% | ** | 8% | 7% | 4% | 11% | 87% | 13% | 74% | 26% | 59% | 41% |
| Outdoors | 919 | 155 | 113 | 95 | 64 | ** | 76 | 71 | 38 | 98 | 816 | 103 | 688 | 231 | 521 | 397 |
| | 71% | 77% | 67% | 73% | 79% | ** | 72% | 68% | 75% | 65% | 71% | 66% | 71% | 69% | 69% | 73% |
| | | i | | | i | | | | | | | | | | | |
| | | 17% | 12% | 10% | 7% | ** | 8% | 8% | 4% | 11% | 89% | 11% | 75% | 25% | 57% | 43% |
| In other people's homes (e.g. friends/ family) | 814 | 139 | 94 | 88 | 58 | ** | 58 | 62 | 31 | 94 | 717 | 97 | 597 | 217 | 460 | 353 |
| | 63% | 69% | 55% | 68% | 71% | ** | 55% | 60% | 61% | 63% | 63% | 62% | 62% | 64% | 61% | 65% |
| | | bf | | | bf | | | | | | | | | | | |
| | | 17% | 12% | 11% | 7% | ** | 7% | 8% | 4% | 12% | 88% | 12% | 73% | 27% | 57% | 43% |
| At your workplace | 726 | 130 | 99 | 70 | 38 | ** | 49 | 48 | 29 | 85 | 642 | 84 | 641 | 84 | 399 | 326 |
| | 56% | 64% | 59% | 54% | 47% | ** | 47% | 46% | 57% | 57% | 56% | 54% | 67% | 25% | 53% | 60% |
| | | dfg | | | | | | | | | | | m | | | n |
| | | 18% | 14% | 10% | 5% | ** | 7% | 7% | 4% | 12% | 88% | 12% | 88% | 12% | 55% | 45% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 46

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QD17 (QD28F). SHOWCARD In which of these places do you use your mobile phone to access the internet outside of the home? (MULTI CODE)

Base : Those who use their mobile phone to access the internet outside the home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1678 | 146 | 104 | 135 | 107 | 95 | 103 | 112 | 109 | 115 | 1272 | 406 | 1120 | 558 | 1037 | 641 |
| Effective Weighted Sample | 1172 | 140 | 98 | 129 | 102 | 90 | 97 | 106 | 104 | 109 | 999 | 185 | 799 | 404 | 688 | 484 |
| Total | 1300 | 202 | 169 | 131 | 81 | 97 | 105 | 104 | 52 | 151 | 1144 | 157 | 964 | 336 | 759 | 541 |
| | | 16% | 13% | 10% | 6% | ** | 8% | 8% | 4% | 12% | 88% | 12% | 74% | 26% | 58% | 42% |
| Other | 28 | 14 | 1 | 1 | 3 | ** | - | 3 | 1 | - | 25 | 3 | 19 | 9 | 13 | 15 |
| | 2% | 7% | 1% | 1% | 4% | ** | -% | 3% | 2% | -% | 2% | 2% | 2% | 3% | 2% | 3% |
| | | bci | | | fi | | | | | | | | | | | |
| | | 50% | 5% | 3% | 12% | ** | -% | 9% | 3% | -% | 89% | 11% | 67% | 33% | 46% | 54% |
| Don't know | 8 | - | 1 | - | - | ** | 3 | 1 | - | - | 8 | * | 4 | 4 | 7 | 1 |
| | 1% | -% | 1% | -% | -% | ** | 3% | 1% | -% | -% | 1% | *% | *% | 1% | 1% | *% |
| | | | | | | | ac | | | | | | | | | |
| | | -% | 18% | -% | -% | ** | 42% | 11% | -% | -% | 97% | 3% | 51% | 49% | 87% | 13% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 47

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QD18 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2038 | 981 | 1057 | 460 | 469 | 783 | 326 | 276 | 197 | 237 | 454 | 493 | 695 | 416 | 434 | 1252 | 290 | 235 | 261 |
| Effective Weighted Sample | 1421 | 684 | 737 | 320 | 323 | 557 | 229 | 205 | 125 | 159 | 315 | 347 | 483 | 299 | 316 | 1085 | 211 | 163 | 238 |
| Total | 1549 | 745 | 804 | 335 | 375 | 630 | 210 | 199 | 135 | 163 | 381 | 449 | 514 | 268 | 319 | 1302 | 138 | 71 | 38 |
| | | 48% | 52% | 22% | 24% | 41% | 14% | 13% | 9% | 11% | 25% | 29% | 33% | 17% | 21% | 84% | 9% | 5% | 2% |
| Weather | 954 | 478 | 475 | 200 | 246 | 394 | 113 | 104 | 77 | 88 | 266 | 309 | 318 | 176 | 151 | 816 | 74 | 42 | 22 |
| | 62% | 64% | 59% | 60% | 66% | 63% | 54% | 52% | 57% | 54% | 70% | 69% | 62% | 66% | 47% | 63% | 53% | 59% | 58% |
| | | b | | | f | f | | | | | ghi | ln | n | n | | p | | | |
| | | 50% | 50% | 21% | 26% | 41% | 12% | 11% | 8% | 9% | 28% | 32% | 33% | 18% | 16% | 86% | 8% | 4% | 2% |
| Social networking (e.g. Facebook, Twitter, LinkedIn) | 933 | 436 | 498 | 262 | 273 | 340 | 58 | 116 | 78 | 91 | 232 | 279 | 310 | 166 | 179 | 789 | 79 | 41 | 25 |
| | 60% | 58% | 62% | 78% | 73% | 54% | 27% | 58% | 58% | 56% | 61% | 62% | 60% | 62% | 56% | 61% | 57% | 58% | 64% |
| | | | | ef | ef | f | | | | | | | | | | | | | |
| | | 47% | 53% | 28% | 29% | 36% | 6% | 12% | 8% | 10% | 25% | 30% | 33% | 18% | 19% | 85% | 8% | 4% | 3% |
| Maps/ navigation | 860 | 451 | 409 | 172 | 227 | 368 | 93 | 81 | 66 | 82 | 242 | 291 | 285 | 150 | 133 | 737 | 68 | 37 | 18 |
| | 55% | 60% | 51% | 51% | 61% | 58% | 44% | 40% | 49% | 50% | 64% | 65% | 55% | 56% | 42% | 57% | 49% | 51% | 47% |
| | | b | | | cf | cf | | | | | ghi | lmn | n | n | | r | | | |
| | | 52% | 48% | 20% | 26% | 43% | 11% | 9% | 8% | 10% | 28% | 34% | 33% | 17% | 15% | 86% | 8% | 4% | 2% |
| Games | 832 | 411 | 421 | 241 | 239 | 308 | 44 | 124 | 70 | 90 | 180 | 216 | 269 | 165 | 182 | 714 | 60 | 36 | 23 |
| | 54% | 55% | 52% | 72% | 64% | 49% | 21% | 62% | 52% | 55% | 47% | 48% | 52% | 61% | 57% | 55% | 43% | 50% | 60% |
| | | | | def | ef | f | | j | | | | | | kl | k | p | | | pq |
| | | 49% | 51% | 29% | 29% | 37% | 5% | 15% | 8% | 11% | 22% | 26% | 32% | 20% | 22% | 86% | 7% | 4% | 3% |
| News | 782 | 420 | 363 | 157 | 204 | 339 | 83 | 69 | 45 | 82 | 236 | 271 | 270 | 130 | 111 | 671 | 54 | 37 | 21 |
| | 50% | 56% | 45% | 47% | 54% | 54% | 39% | 34% | 34% | 50% | 62% | 60% | 53% | 49% | 35% | 52% | 39% | 52% | 54% |
| | | b | | | f | cf | | | | gh | ghi | lmn | n | n | | p | | p | p |
| | | 54% | 46% | 20% | 26% | 43% | 11% | 9% | 6% | 11% | 30% | 35% | 35% | 17% | 14% | 86% | 7% | 5% | 3% |
| Music | 688 | 361 | 328 | 202 | 221 | 227 | 38 | 94 | 54 | 66 | 161 | 185 | 229 | 129 | 145 | 581 | 57 | 31 | 19 |
| | 44% | 48% | 41% | 60% | 59% | 36% | 18% | 47% | 40% | 40% | 42% | 41% | 45% | 48% | 45% | 45% | 41% | 44% | 50% |
| | | b | | ef | ef | f | | | | | | | | | | | | | |
| | | 52% | 48% | 29% | 32% | 33% | 6% | 14% | 8% | 10% | 23% | 27% | 33% | 19% | 21% | 84% | 8% | 5% | 3% |

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

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QD18 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2038 | 981 | 1057 | 460 | 469 | 783 | 326 | 276 | 197 | 237 | 454 | 493 | 695 | 416 | 434 | 1252 | 290 | 235 | 261 |
| Effective Weighted Sample | 1421 | 684 | 737 | 320 | 323 | 557 | 229 | 205 | 125 | 159 | 315 | 347 | 483 | 299 | 316 | 1085 | 211 | 163 | 238 |
| Total | 1549 | 745 | 804 | 335 | 375 | 630 | 210 | 199 | 135 | 163 | 381 | 449 | 514 | 268 | 319 | 1302 | 138 | 71 | 38 |
| | | 48% | 52% | 22% | 24% | 41% | 14% | 13% | 9% | 11% | 25% | 29% | 33% | 17% | 21% | 84% | 9% | 5% | 2% |
| Travel/ journey planning | 613 | 322 | 291 | 124 | 172 | 258 | 58 | 60 | 50 | 51 | 180 | 222 | 213 | 98 | 80 | 539 | 37 | 25 | 12 |
| | 40% | 43% | 36% | 37% | 46% | 41% | 28% | 30% | 37% | 32% | 47% | 49% | 41% | 37% | 25% | 41% | 27% | 36% | 31% |
| | | b | f | f | cf | f | | | | | ghi | lmn | n | n | | pr | | | |
| | | 53% | 47% | 20% | 28% | 42% | 9% | 10% | 8% | 8% | 29% | 36% | 35% | 16% | 13% | 88% | 6% | 4% | 2% |
| Banking | 562 | 285 | 277 | 139 | 175 | 202 | 46 | 58 | 56 | 58 | 163 | 162 | 210 | 96 | 93 | 462 | 56 | 28 | 16 |
| | 36% | 38% | 34% | 42% | 47% | 32% | 22% | 29% | 42% | 36% | 43% | 36% | 41% | 36% | 29% | 35% | 40% | 39% | 43% |
| | | | | ef | ef | f | | | g | | g | | n | | | | | o | |
| | | 51% | 49% | 25% | 31% | 36% | 8% | 10% | 10% | 10% | 29% | 29% | 37% | 17% | 17% | 82% | 10% | 5% | 3% |
| Shopping (e.g. Tesco, Ocado, eBay) | 537 | 233 | 304 | 130 | 169 | 208 | 29 | 67 | 49 | 60 | 148 | 151 | 183 | 95 | 108 | 449 | 46 | 26 | 16 |
| | 35% | 31% | 38% | 39% | 45% | 33% | 14% | 34% | 37% | 37% | 39% | 34% | 36% | 35% | 34% | 34% | 33% | 36% | 42% |
| | | | a | f | ef | f | | | | | | | | | | | | o | |
| | | 43% | 57% | 24% | 32% | 39% | 5% | 12% | 9% | 11% | 28% | 28% | 34% | 18% | 20% | 84% | 9% | 5% | 3% |
| Sports/ sports news | 480 | 355 | 125 | 115 | 129 | 195 | 40 | 45 | 35 | 48 | 124 | 145 | 159 | 91 | 85 | 401 | 41 | 25 | 13 |
| | 31% | 48% | 16% | 34% | 34% | 31% | 19% | 23% | 26% | 29% | 32% | 32% | 31% | 34% | 27% | 31% | 29% | 35% | 34% |
| | | b | | f | f | f | | | | | g | | | n | | | | | |
| | | 74% | 26% | 24% | 27% | 41% | 8% | 9% | 7% | 10% | 26% | 30% | 33% | 19% | 18% | 84% | 8% | 5% | 3% |
| Books | 277 | 143 | 133 | 68 | 89 | 94 | 26 | 32 | 16 | 21 | 74 | 110 | 88 | 38 | 41 | 236 | 21 | 11 | 9 |
| | 18% | 19% | 17% | 20% | 24% | 15% | 12% | 16% | 12% | 13% | 19% | 24% | 17% | 14% | 13% | 18% | 15% | 15% | 23% |
| | | | | ef | ef | | | | | | h | lmn | | | | | | pq | |
| | | 52% | 48% | 24% | 32% | 34% | 9% | 12% | 6% | 8% | 27% | 40% | 32% | 14% | 15% | 86% | 8% | 4% | 3% |
| Finance/ business | 182 | 130 | 52 | 44 | 51 | 75 | 12 | 17 | 13 | 9 | 53 | 72 | 63 | 29 | 18 | 157 | 12 | 8 | 6 |
| | 12% | 17% | 6% | 13% | 14% | 12% | 6% | 9% | 10% | 5% | 14% | 16% | 12% | 11% | 6% | 12% | 8% | 11% | 16% |
| | | b | | f | f | f | | | | | i | mn | n | n | | | | p | |
| | | 71% | 29% | 24% | 28% | 41% | 7% | 10% | 7% | 5% | 29% | 40% | 35% | 16% | 10% | 86% | 6% | 4% | 3% |

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QD18 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2038 | 981 | 1057 | 460 | 469 | 783 | 326 | 276 | 197 | 237 | 454 | 493 | 695 | 416 | 434 | 1252 | 290 | 235 | 261 |
| Effective Weighted Sample | 1421 | 684 | 737 | 320 | 323 | 557 | 229 | 205 | 125 | 159 | 315 | 347 | 483 | 299 | 316 | 1085 | 211 | 163 | 238 |
| Total | 1549 | 745 | 804 | 335 | 375 | 630 | 210 | 199 | 135 | 163 | 381 | 449 | 514 | 268 | 319 | 1302 | 138 | 71 | 38 |
| | | 48% | 52% | 22% | 24% | 41% | 14% | 13% | 9% | 11% | 25% | 29% | 33% | 17% | 21% | 84% | 9% | 5% | 2% |
| Vouchers | 176 | 86 | 89 | 42 | 64 | 59 | 10 | 20 | 11 | 11 | 54 | 58 | 62 | 28 | 27 | 146 | 12 | 14 | 5 |
| | 11% | 12% | 11% | 13% | 17% | 9% | 5% | 10% | 8% | 7% | 14% | 13% | 12% | 10% | 9% | 11% | 8% | 19% | 12% |
| | | | | f | ef | f | | | | | i | | | | | | | opr | |
| | | 49% | 51% | 24% | 36% | 34% | 6% | 11% | 6% | 6% | 31% | 33% | 35% | 16% | 16% | 83% | 7% | 8% | 3% |
| NONE OF THESE | 160 | 68 | 92 | 11 | 22 | 65 | 62 | 32 | 18 | 19 | 25 | 32 | 55 | 27 | 47 | 133 | 14 | 8 | 5 |
| | 10% | 9% | 11% | 3% | 6% | 10% | 30% | 16% | 14% | 12% | 7% | 7% | 11% | 10% | 15% | 10% | 10% | 11% | 14% |
| | | 43% | 57% | 7% | 14% | 41% | 39% | 20% | 12% | 12% | 16% | 20% | 34% | 17% | 29% | 83% | 9% | 5% | 3% |
| Don't know | 6 | 1 | 5 | 1 | 1 | 2 | 2 | - | - | - | - | 2 | 1 | * | 2 | 4 | 2 | * | - |
| | *% | *% | 1% | *% | *% | *% | 1% | -% | -% | -% | -% | 1% | *% | *% | 1% | *% | 1% | *% | -% |
| | | 16% | 84% | 9% | 19% | 36% | 36% | -% | -% | -% | -% | 40% | 16% | 4% | 40% | 65% | 34% | 1% | -% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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QD18 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2038 | 160 | 139 | 157 | 131 | 112 | 147 | 139 | 136 | 131 | 1534 | 504 | 1292 | 745 | 1277 | 761 |
| Effective Weighted Sample | 1421 | 153 | 130 | 149 | 125 | 106 | 139 | 131 | 129 | 123 | 1206 | 228 | 916 | 545 | 853 | 568 |
| Total | 1549 | 220 | 216 | 148 | 99 | 112 | 148 | 126 | 63 | 168 | 1358 | 192 | 1098 | 451 | 928 | 622 |
| | | 14% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |
| Weather | 954 | 150 | 160 | 103 | 57 | 55 | 80 | 86 | 26 | 99 | 840 | 113 | 715 | 239 | 571 | 382 |
| | 62% | 68% | 74% | 69% | 58% | 49% | 54% | 68% | 41% | 59% | 62% | 59% | 65% | 53% | 62% | 62% |
| | | efh | defhi | defh | h | h | h | efh | h | h | 88% | 12% | 75% | 25% | 60% | 40% |
| | | 16% | 17% | 11% | 6% | 6% | 8% | 9% | 3% | 10% | | | | | | |
| Social networking (e.g. Facebook, Twitter, LinkedIn) | 933 | 109 | 142 | 90 | 61 | 65 | 88 | 82 | 36 | 115 | 817 | 116 | 687 | 246 | 554 | 379 |
| | 60% | 50% | 66% | 61% | 61% | 58% | 59% | 65% | 58% | 68% | 60% | 61% | 63% | 55% | 60% | 61% |
| | | | a | | | | | a | | a | | | m | | | |
| | | | 15% | 10% | 7% | 7% | 9% | 9% | 4% | 12% | 88% | 12% | 74% | 26% | 59% | 41% |
| Maps/ navigation | 860 | 136 | 132 | 94 | 52 | 53 | 74 | 72 | 21 | 103 | 765 | 95 | 659 | 200 | 507 | 352 |
| | 55% | 62% | 61% | 64% | 53% | 47% | 50% | 57% | 34% | 61% | 56% | 49% | 60% | 44% | 55% | 57% |
| | | efh | eh | efh | h | h | h | h | | eh | | | m | | | |
| | | 16% | 15% | 11% | 6% | 6% | 9% | 8% | 2% | 12% | 89% | 11% | 77% | 23% | 59% | 41% |
| Games | 832 | 120 | 113 | 92 | 62 | 71 | 69 | 75 | 32 | 79 | 731 | 101 | 598 | 234 | 471 | 361 |
| | 54% | 55% | 52% | 62% | 62% | 63% | 47% | 59% | 51% | 47% | 54% | 53% | 54% | 52% | 51% | 58% |
| | | | fhi | fi | fi | fi | f | f | | | | | | | n | |
| | | | 14% | 14% | 11% | 7% | 9% | 8% | 4% | 10% | 88% | 12% | 72% | 28% | 57% | 43% |
| News | 782 | 149 | 119 | 87 | 38 | 46 | 61 | 60 | 24 | 87 | 680 | 103 | 608 | 174 | 465 | 317 |
| | 50% | 68% | 55% | 58% | 38% | 40% | 41% | 48% | 38% | 52% | 50% | 53% | 55% | 39% | 50% | 51% |
| | | bdefghi | defh | defh | | | | | | dh | | | m | | | |
| | | 19% | 15% | 11% | 5% | 6% | 8% | 8% | 3% | 11% | 87% | 13% | 78% | 22% | 60% | 40% |
| Music | 688 | 105 | 97 | 71 | 48 | 56 | 50 | 62 | 22 | 70 | 610 | 79 | 502 | 187 | 374 | 315 |
| | 44% | 48% | 45% | 48% | 48% | 50% | 34% | 49% | 35% | 42% | 45% | 41% | 46% | 41% | 40% | 51% |
| | | fh | | fh | fh | fh | | fh | | | | | | | n | |
| | | 15% | 14% | 10% | 7% | 8% | 7% | 9% | 3% | 10% | 89% | 11% | 73% | 27% | 54% | 46% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 47

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QD18 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2038 | 160 | 139 | 157 | 131 | 112 | 147 | 139 | 136 | 131 | 1534 | 504 | 1292 | 745 | 1277 | 761 |
| Effective Weighted Sample | 1421 | 153 | 130 | 149 | 125 | 106 | 139 | 131 | 129 | 123 | 1206 | 228 | 916 | 545 | 853 | 568 |
| Total | 1549 | 220 | 216 | 148 | 99 | 112 | 148 | 126 | 63 | 168 | 1358 | 192 | 1098 | 451 | 928 | 622 |
| | | 14% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |
| Travel/ journey planning | 613 | 117 | 106 | 61 | 31 | 34 | 53 | 44 | 13 | 80 | 535 | 78 | 472 | 141 | 350 | 262 |
| | 40% | 53% | 49% | 41% | 32% | 30% | 36% | 35% | 21% | 47% | 39% | 41% | 43% | 31% | 38% | 42% |
| | | cdefgh | defgh | h | | | h | h | | degh | | | m | | | |
| | | 19% | 17% | 10% | 5% | 6% | 9% | 7% | 2% | 13% | 87% | 13% | 77% | 23% | 57% | 43% |
| Banking | 562 | 71 | 91 | 58 | 33 | 30 | 42 | 44 | 17 | 75 | 496 | 66 | 436 | 126 | 314 | 248 |
| | 36% | 32% | 42% | 39% | 33% | 27% | 29% | 35% | 26% | 45% | 36% | 35% | 40% | 28% | 34% | 40% |
| | | | efh | h | | | | | | aefh | | | m | | | n |
| | | 13% | 16% | 10% | 6% | 5% | 8% | 8% | 3% | 13% | 88% | 12% | 78% | 22% | 56% | 44% |
| Shopping (e.g. Tesco, Ocado, eBay) | 537 | 70 | 70 | 59 | 33 | 28 | 51 | 52 | 17 | 67 | 471 | 66 | 412 | 125 | 301 | 235 |
| | 35% | 32% | 32% | 40% | 33% | 25% | 35% | 41% | 27% | 40% | 35% | 34% | 37% | 28% | 32% | 38% |
| | | | | eh | | | | eh | | eh | | | m | | | n |
| | | 13% | 13% | 11% | 6% | 5% | 10% | 10% | 3% | 12% | 88% | 12% | 77% | 23% | 56% | 44% |
| Sports/ sports news | 480 | 83 | 68 | 44 | 24 | 43 | 39 | 38 | 19 | 42 | 425 | 54 | 375 | 104 | 270 | 210 |
| | 31% | 38% | 32% | 30% | 25% | 38% | 26% | 30% | 31% | 25% | 31% | 28% | 34% | 23% | 29% | 34% |
| | | dfl | | | | dfl | | | | | | | m | | | |
| | | 17% | 14% | 9% | 5% | 9% | 8% | 8% | 4% | 9% | 89% | 11% | 78% | 22% | 56% | 44% |
| Books | 277 | 46 | 38 | 35 | 16 | 24 | 20 | 18 | 12 | 29 | 240 | 37 | 206 | 70 | 160 | 116 |
| | 18% | 21% | 17% | 24% | 16% | 21% | 14% | 14% | 18% | 17% | 18% | 19% | 19% | 16% | 17% | 19% |
| | | | | fg | | | | | | | | | | | | |
| | | 16% | 14% | 13% | 6% | 9% | 7% | 6% | 4% | 10% | 87% | 13% | 75% | 25% | 58% | 42% |
| Finance/ business | 182 | 20 | 40 | 22 | 8 | 11 | 18 | 14 | 3 | 20 | 160 | 22 | 147 | 35 | 111 | 71 |
| | 12% | 9% | 19% | 15% | 8% | 10% | 12% | 11% | 5% | 12% | 12% | 12% | 13% | 8% | 12% | 11% |
| | | | adh | h | | | h | | | h | | | m | | | |
| | | 11% | 22% | 12% | 4% | 6% | 10% | 8% | 2% | 11% | 88% | 12% | 81% | 19% | 61% | 39% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 47

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QD18 (QD28G). SHOWCARD Do you use any of the following types of apps or applications on your smartphone? (MULTI CODE)

Base : Those with a smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2038 | 160 | 139 | 157 | 131 | 112 | 147 | 139 | 136 | 131 | 1534 | 504 | 1292 | 745 | 1277 | 761 |
| Effective Weighted Sample | 1421 | 153 | 130 | 149 | 125 | 106 | 139 | 131 | 129 | 123 | 1206 | 228 | 916 | 545 | 853 | 568 |
| Total | 1549 | 220 | 216 | 148 | 99 | 112 | 148 | 126 | 63 | 168 | 1358 | 192 | 1098 | 451 | 928 | 622 |
| | | 14% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |
| Vouchers | 176 | 21 | 12 | 26 | 11 | 22 | 13 | 19 | 3 | 20 | 159 | 17 | 138 | 38 | 105 | 70 |
| | 11% | 10% | 6% | 17% | 11% | 19% | 9% | 15% | 5% | 12% | 12% | 9% | 13% | 8% | 11% | 11% |
| | | | | abfh | | abfh | | bh | | h | | | m | | | |
| | | 12% | 7% | 15% | 6% | 12% | 7% | 11% | 2% | 11% | 90% | 10% | 79% | 21% | 60% | 40% |
| NONE OF THESE | 160 | 11 | 15 | 15 | 17 | 12 | 25 | 13 | 10 | 15 | 136 | 24 | 83 | 77 | 103 | 57 |
| | 10% | 5% | 7% | 10% | 17% | 11% | 17% | 10% | 16% | 9% | 10% | 12% | 8% | 17% | 11% | 9% |
| | | | | ab | | ab | | ab | | | | | l | | | |
| | | 7% | 9% | 9% | 11% | 7% | 16% | 8% | 6% | 10% | 85% | 15% | 52% | 48% | 64% | 36% |
| Don't know | 6 | - | - | - | - | 1 | - | 2 | 1 | - | 6 | * | 4 | 2 | 4 | 2 |
| | *% | -% | -% | -% | -% | 1% | -% | 2% | 1% | -% | *% | *% | *% | *% | *% | *% |
| | | -% | -% | -% | -% | 16% | -% | 40% | 9% | -% | 96% | 4% | 68% | 32% | 66% | 34% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 48

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QD19 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2038 | 981 | 1057 | 460 | 469 | 783 | 326 | 276 | 197 | 237 | 454 | 493 | 695 | 416 | 434 | 1252 | 290 | 235 | 261 |
| Effective Weighted Sample | 1421 | 684 | 737 | 320 | 323 | 557 | 229 | 205 | 125 | 159 | 315 | 347 | 483 | 299 | 316 | 1085 | 211 | 163 | 238 |
| Total | 1549 | 745 | 804 | 335 | 375 | 630 | 210 | 199 | 135 | 163 | 381 | 449 | 514 | 268 | 319 | 1302 | 138 | 71 | 38 |
| | | 48% | 52% | 22% | 24% | 41% | 14% | 13% | 9% | 11% | 25% | 29% | 33% | 17% | 21% | 84% | 9% | 5% | 2% |
| Games | 160 | 102 | 57 | 62 | 42 | 53 | 3 | 21 | 14 | 13 | 45 | 42 | 57 | 32 | 29 | 140 | 9 | 7 | 4 |
| | 10% | 14% | 7% | 19% | 11% | 8% | 1% | 11% | 10% | 8% | 12% | 9% | 11% | 12% | 9% | 11% | 7% | 9% | 11% |
| | | b | | def | f | f | | | | | | | | | | | | | |
| | | 64% | 36% | 39% | 26% | 33% | 2% | 13% | 9% | 8% | 28% | 26% | 36% | 20% | 18% | 88% | 6% | 4% | 3% |
| Music | 122 | 71 | 51 | 41 | 35 | 39 | 7 | 16 | 2 | 11 | 35 | 40 | 36 | 25 | 20 | 103 | 12 | 3 | 3 |
| | 8% | 10% | 6% | 12% | 9% | 6% | 3% | 8% | 2% | 7% | 9% | 9% | 7% | 9% | 6% | 8% | 9% | 4% | 7% |
| | | b | | ef | f | | | h | | h | h | | | | | | | | |
| | | 58% | 42% | 34% | 28% | 32% | 6% | 13% | 2% | 9% | 29% | 33% | 30% | 21% | 17% | 85% | 10% | 3% | 2% |
| Maps/ navigation | 42 | 30 | 13 | 4 | 13 | 19 | 7 | 1 | 4 | 2 | 19 | 19 | 10 | 6 | 8 | 37 | 2 | 3 | 1 |
| | 3% | 4% | 2% | 1% | 3% | 3% | 3% | *% | 3% | 1% | 5% | 4% | 2% | 2% | 2% | 3% | 1% | 4% | 2% |
| | | b | | | | | | | | | g | l | | | | | | | |
| | | 70% | 30% | 10% | 30% | 44% | 17% | 2% | 10% | 5% | 44% | 44% | 23% | 15% | 18% | 87% | 5% | 7% | 2% |
| Social networking (e.g. Facebook, Twitter, LinkedIn) | 39 | 14 | 24 | 13 | 5 | 16 | 4 | 5 | 4 | 1 | 7 | 10 | 14 | 8 | 6 | 35 | 2 | 1 | 1 |
| | 2% | 2% | 3% | 4% | 1% | 3% | 2% | 3% | 3% | 1% | 2% | 2% | 3% | 3% | 2% | 3% | 1% | 2% | 2% |
| | | | | d | | | | | | | | | | | | | | | |
| | | 37% | 63% | 35% | 14% | 42% | 10% | 14% | 9% | 4% | 19% | 25% | 37% | 21% | 16% | 89% | 5% | 3% | 2% |
| Books | 34 | 17 | 17 | 10 | 6 | 16 | 2 | 1 | * | 1 | 19 | 15 | 13 | 4 | 2 | 29 | 3 | 2 | 1 |
| | 2% | 2% | 2% | 3% | 2% | 3% | 1% | 1% | *% | 1% | 5% | 3% | 3% | 2% | 1% | 2% | 2% | 2% | 2% |
| | | | | | | | | | | | ghi | n | n | | | | | | |
| | | 51% | 49% | 29% | 18% | 47% | 6% | 4% | *% | 3% | 55% | 44% | 39% | 12% | 6% | 85% | 8% | 5% | 2% |
| Sports/ sports news | 34 | 30 | 4 | 8 | 5 | 17 | 3 | * | 3 | 4 | 12 | 18 | 8 | 2 | 5 | 26 | 6 | 1 | 1 |
| | 2% | 4% | *% | 2% | 1% | 3% | 1% | *% | 3% | 2% | 3% | 4% | 2% | 1% | 2% | 2% | 4% | 1% | 2% |
| | | b | | | | | | | | | g | lm | | | | | | | |
| | | 88% | 12% | 24% | 16% | 51% | 9% | 1% | 10% | 11% | 36% | 54% | 25% | 5% | 16% | 78% | 18% | 3% | 2% |

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

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QD19 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2038 | 981 | 1057 | 460 | 469 | 783 | 326 | 276 | 197 | 237 | 454 | 493 | 695 | 416 | 434 | 1252 | 290 | 235 | 261 |
| Effective Weighted Sample | 1421 | 684 | 737 | 320 | 323 | 557 | 229 | 205 | 125 | 159 | 315 | 347 | 483 | 299 | 316 | 1085 | 211 | 163 | 238 |
| Total | 1549 | 745 | 804 | 335 | 375 | 630 | 210 | 199 | 135 | 163 | 381 | 449 | 514 | 268 | 319 | 1302 | 138 | 71 | 38 |
| | | 48% | 52% | 22% | 24% | 41% | 14% | 13% | 9% | 11% | 25% | 29% | 33% | 17% | 21% | 84% | 9% | 5% | 2% |
| Travel/ journey planning | 31 | 13 | 18 | 10 | 3 | 14 | 4 | 3 | 3 | 2 | 13 | 13 | 11 | 2 | 5 | 28 | * | 1 | 1 |
| | 2% | 2% | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 1% | 4% | 3% | 2% | 1% | 2% | 2% | % | 2% | 1% |
| | | | | d | | | | | | | | m | | | | | | | |
| | | 43% | 57% | 33% | 9% | 45% | 12% | 11% | 10% | 5% | 43% | 41% | 37% | 5% | 17% | 92% | 1% | 5% | 2% |
| Weather | 25 | 15 | 10 | 7 | 4 | 9 | 5 | 5 | 1 | 2 | 6 | 4 | 9 | 6 | 7 | 23 | 1 | 1 | * |
| | 2% | 2% | 1% | 2% | 1% | 1% | 3% | 3% | 1% | 1% | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 2% | 1% |
| | | 59% | 41% | 27% | 17% | 35% | 21% | 20% | 5% | 8% | 23% | 14% | 37% | 23% | 26% | 89% | 4% | 6% | 1% |
| News | 23 | 16 | 7 | 2 | 6 | 11 | 3 | 1 | 1 | 5 | 7 | 9 | 8 | 3 | 3 | 21 | 1 | 1 | 1 |
| | 1% | 2% | 1% | 1% | 2% | 2% | 2% | % | 1% | 3% | 2% | 2% | 2% | 1% | 1% | 2% | % | 1% | 2% |
| | | b | | | | | | | | g | | | | | | | | | |
| | | 71% | 29% | 9% | 28% | 48% | 15% | 3% | 6% | 22% | 31% | 41% | 37% | 11% | 11% | 92% | 2% | 3% | 3% |
| Shopping (e.g. Tesco, Ocado, eBay) | 23 | 9 | 13 | 6 | 10 | 7 | - | 3 | 2 | 4 | 1 | 6 | 8 | 6 | 3 | 19 | 3 | - | * |
| | 1% | 1% | 2% | 2% | 3% | 1% | -% | 1% | 2% | 2% | % | 1% | 1% | 2% | 1% | 1% | 2% | -% | 1% |
| | | | | f | f | | | | | j | | | | | | | | | |
| | | 41% | 59% | 25% | 46% | 29% | -% | 12% | 10% | 18% | 5% | 28% | 34% | 27% | 11% | 85% | 13% | -% | 2% |
| Banking | 16 | 10 | 7 | 4 | 3 | 6 | 4 | 3 | 1 | - | 2 | 6 | 3 | 3 | 4 | 16 | - | * | * |
| | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | -% | 1% | 1% | 1% | 1% | 1% | 1% | -% | % | % |
| | | 59% | 41% | 25% | 17% | 35% | 23% | 21% | 6% | -% | 14% | 39% | 19% | 16% | 27% | 99% | -% | 1% | 1% |
| Finance/ business | 11 | 7 | 4 | 2 | 4 | 5 | 1 | 1 | * | 1 | 3 | 5 | 3 | 3 | - | 9 | 1 | * | * |
| | 1% | 1% | % | 1% | 1% | 1% | % | 1% | % | % | 1% | 1% | 1% | 1% | -% | 1% | 1% | % | 1% |
| | | | | | | | | | | | | | | n | | | | | |
| | | 66% | 34% | 16% | 34% | 44% | 6% | 9% | 3% | 5% | 30% | 44% | 26% | 31% | -% | 86% | 9% | 1% | 4% |
| Vouchers | 2 | 1 | 1 | - | 1 | * | 1 | - | - | * | 1 | - | 1 | 1 | - | 2 | - | - | * |
| | % | % | % | -% | % | % | % | -% | -% | % | % | -% | % | % | -% | % | -% | -% | % |
| | | 42% | 58% | -% | 58% | 9% | 33% | -% | -% | 9% | 33% | -% | 67% | 33% | -% | 91% | -% | -% | 9% |

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QD19 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2038 | 981 | 1057 | 460 | 469 | 783 | 326 | 276 | 197 | 237 | 454 | 493 | 695 | 416 | 434 | 1252 | 290 | 235 | 261 |
| Effective Weighted Sample | 1421 | 684 | 737 | 320 | 323 | 557 | 229 | 205 | 125 | 159 | 315 | 347 | 483 | 299 | 316 | 1085 | 211 | 163 | 238 |
| Total | 1549 | 745 | 804 | 335 | 375 | 630 | 210 | 199 | 135 | 163 | 381 | 449 | 514 | 268 | 319 | 1302 | 138 | 71 | 38 |
| | | 48% | 52% | 22% | 24% | 41% | 14% | 13% | 9% | 11% | 25% | 29% | 33% | 17% | 21% | 84% | 9% | 5% | 2% |
| NONE OF THESE | 1181 | 534 | 647 | 225 | 274 | 497 | 185 | 158 | 110 | 129 | 267 | 330 | 384 | 208 | 260 | 987 | 110 | 55 | 30 |
| | 76% | 72% | 80% | 67% | 73% | 79% | 88% | 79% | 82% | 79% | 70% | 74% | 75% | 78% | 82% | 76% | 80% | 77% | 78% |
| | | a | a | c | c | cde | j | j | j | j | j | kl | kl | kl | kl | kl | kl | kl | kl |
| | | 45% | 55% | 19% | 23% | 42% | 16% | 13% | 9% | 11% | 23% | 28% | 32% | 18% | 22% | 84% | 9% | 5% | 3% |
| Don't know | 36 | 17 | 19 | 7 | 9 | 16 | 5 | 2 | 5 | 5 | 8 | 16 | 11 | 5 | 5 | 30 | 3 | 3 | 1 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 1% | 4% | 3% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 4% | 3% |
| | | 47% | 53% | 18% | 24% | 43% | 15% | 4% | 15% | 14% | 23% | 43% | 30% | 13% | 14% | 82% | 8% | 8% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 48

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QD19 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2038 | 160 | 139 | 157 | 131 | 112 | 147 | 139 | 136 | 131 | 1534 | 504 | 1292 | 745 | 1277 | 761 |
| Effective Weighted Sample | 1421 | 153 | 130 | 149 | 125 | 106 | 139 | 131 | 129 | 123 | 1206 | 228 | 916 | 545 | 853 | 568 |
| Total | 1549 | 220 | 216 | 148 | 99 | 112 | 148 | 126 | 63 | 168 | 1358 | 192 | 1098 | 451 | 928 | 622 |
| | | 14% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |
| Games | 160 | 21 | 27 | 15 | 15 | 11 | 14 | 18 | 6 | 12 | 143 | 17 | 119 | 40 | 86 | 73 |
| | 10% | 10% | 12% | 10% | 15% | 10% | 9% | 14% | 10% | 7% | 10% | 9% | 11% | 9% | 9% | 12% |
| | | 13% | 17% | 10% | 9% | 7% | 9% | 11% | 4% | 8% | 89% | 11% | 75% | 25% | 54% | 46% |
| Music | 122 | 23 | 14 | 11 | 5 | 10 | 10 | 14 | 7 | 9 | 103 | 19 | 93 | 28 | 68 | 54 |
| | 8% | 11% | 7% | 8% | 5% | 9% | 7% | 11% | 11% | 5% | 8% | 10% | 8% | 6% | 7% | 9% |
| | | 19% | 12% | 9% | 4% | 8% | 8% | 12% | 6% | 8% | 85% | 15% | 77% | 23% | 56% | 44% |
| Maps/ navigation | 42 | 3 | 7 | 5 | 3 | - | 4 | 3 | 1 | 10 | 37 | 5 | 32 | 11 | 27 | 15 |
| | 3% | 1% | 3% | 3% | 3% | -% | 3% | 2% | 2% | 6% | 3% | 3% | 3% | 2% | 3% | 2% |
| | | 8% | 17% | 11% | 7% | -% | 10% | 7% | 3% | 23% | 88% | 12% | 75% | 25% | 65% | 35% |
| Social networking (e.g. Facebook, Twitter, LinkedIn) | 39 | 1 | 5 | 5 | 2 | 2 | 8 | 4 | 2 | 5 | 32 | 7 | 28 | 11 | 29 | 10 |
| | 2% | *% | 3% | 3% | 2% | 2% | 5% | 3% | 4% | 3% | 2% | 4% | 3% | 2% | 3% | 2% |
| | | 3% | 14% | 12% | 6% | 6% | 20% | 10% | 6% | 13% | 81% | 19% | 73% | 27% | 74% | 26% |
| Books | 34 | 4 | 6 | 4 | 1 | - | 3 | 3 | 2 | 5 | 32 | 2 | 28 | 6 | 21 | 13 |
| | 2% | 2% | 3% | 3% | 1% | -% | 2% | 2% | 4% | 3% | 2% | 1% | 3% | 1% | 2% | 2% |
| | | 13% | 17% | 13% | 2% | -% | 10% | 8% | 7% | 14% | 93% | 7% | 81% | 19% | 63% | 37% |
| Sports/ sports news | 34 | 3 | 3 | 4 | 1 | - | - | 4 | 6 | 6 | 29 | 5 | 26 | 7 | 18 | 16 |
| | 2% | 1% | 1% | 3% | 1% | -% | -% | 3% | 9% | 4% | 2% | 2% | 2% | 2% | 2% | 3% |
| | | 9% | 7% | 13% | 3% | -% | -% | 10% | 18% | 18% | 87% | 13% | 78% | 22% | 54% | 46% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 48

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

QD19 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2038 | 160 | 139 | 157 | 131 | 112 | 147 | 139 | 136 | 131 | 1534 | 504 | 1292 | 745 | 1277 | 761 |
| Effective Weighted Sample | 1421 | 153 | 130 | 149 | 125 | 106 | 139 | 131 | 129 | 123 | 1206 | 228 | 916 | 545 | 853 | 568 |
| Total | 1549 | 220 | 216 | 148 | 99 | 112 | 148 | 126 | 63 | 168 | 1358 | 192 | 1098 | 451 | 928 | 622 |
| | | 14% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |
| Travel/ journey planning | 31 | 5 | 10 | 4 | 2 | - | 5 | 1 | 1 | 2 | 24 | 7 | 21 | 10 | 18 | 13 |
| | 2% | 2% | e | 2% | 2% | -% | 3% | 1% | 1% | 1% | 2% | 4% | 2% | 2% | 2% | 2% |
| | | 15% | 31% | 11% | 5% | -% | 16% | 3% | 3% | 8% | 77% | 23% | 67% | 33% | 58% | 42% |
| Weather | 25 | 4 | 1 | 1 | 2 | 1 | 4 | 3 | 1 | 5 | 23 | 2 | 21 | 5 | 15 | 10 |
| | 2% | 2% | 1% | 1% | 2% | 1% | 3% | 2% | 1% | 3% | 2% | 1% | 2% | 1% | 2% | 2% |
| | | 17% | 6% | 4% | 9% | 3% | 16% | 12% | 2% | 21% | 92% | 8% | 82% | 18% | 61% | 39% |
| News | 23 | 7 | - | 3 | 3 | - | 5 | 1 | - | 4 | 19 | 4 | 20 | 3 | 13 | 9 |
| | 1% | 3% | -% | 2% | 3% | -% | 3% | 1% | -% | 2% | 1% | 2% | 2% | 1% | 1% | 1% |
| | | bh | | | | | bh | | | | | | | | | |
| | | 29% | -% | 12% | 11% | -% | 20% | 4% | -% | 16% | 83% | 17% | 88% | 12% | 59% | 41% |
| Shopping (e.g. Tesco, Ocado, eBay) | 23 | 1 | 4 | 3 | 1 | - | 5 | 4 | 1 | - | 18 | 5 | 18 | 4 | 16 | 7 |
| | 1% | 1% | 2% | 2% | 1% | -% | 3% | 3% | 2% | -% | 1% | 2% | 2% | 1% | 2% | 1% |
| | | 6% | 16% | 14% | 3% | -% | 22% | 19% | 5% | -% | 79% | 21% | 82% | 18% | 69% | 31% |
| Banking | 16 | 1 | 1 | 3 | 1 | 1 | 5 | 1 | - | 1 | 14 | 2 | 11 | 5 | 12 | 4 |
| | 1% | 1% | 1% | 2% | 1% | 1% | 4% | 1% | -% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | 9% | 9% | 21% | 4% | 6% | 33% | 8% | -% | 8% | 90% | 10% | 71% | 29% | 77% | 23% |
| Finance/ business | 11 | - | 3 | - | 1 | 1 | 1 | 2 | - | - | 8 | 3 | 11 | - | 10 | 1 |
| | 1% | -% | 1% | -% | 1% | 1% | 1% | 2% | -% | -% | 1% | 1% | 1% | -% | 1% | *% |
| | | -% | 29% | -% | 13% | 11% | 12% | 21% | -% | -% | 73% | 27% | 100% | -% | 94% | 6% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QD19 (QD28H). SHOWCARD And which of these types of apps or applications have you PAID FOR to download on your smartphone? (MULTI CODE)

Base : Those with a smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2038 | 160 | 139 | 157 | 131 | 112 | 147 | 139 | 136 | 131 | 1534 | 504 | 1292 | 745 | 1277 | 761 |
| Effective Weighted Sample | 1421 | 153 | 130 | 149 | 125 | 106 | 139 | 131 | 129 | 123 | 1206 | 228 | 916 | 545 | 853 | 568 |
| Total | 1549 | 220 | 216 | 148 | 99 | 112 | 148 | 126 | 63 | 168 | 1358 | 192 | 1098 | 451 | 928 | 622 |
| | | 14% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |
| Vouchers | 2 | - | - | - | - | - | 1 | 1 | - | - | 2 | - | 2 | - | 2 | * |
| | *% | -% | -% | -% | -% | -% | 1% | 1% | -% | -% | *% | -% | *% | -% | *% | *% |
| | | -% | -% | -% | -% | -% | 58% | 33% | -% | -% | 100% | -% | 100% | -% | 91% | 9% |
| NONE OF THESE | 1181 | 166 | 169 | 111 | 78 | 88 | 116 | 87 | 46 | 126 | 1034 | 147 | 819 | 361 | 720 | 461 |
| | 76% | 75% | 78% | 75% | 78% | 78% | 79% | 69% | 72% | 75% | 76% | 77% | 75% | 80% | 78% | 74% |
| | | 14% | 14% | 9% | 7% | 7% | 10% | 7% | 4% | 11% | 88% | 12% | 69% | 31% | 61% | 39% |
| Don't know | 36 | 6 | 4 | 2 | 1 | 3 | 1 | 5 | 1 | 6 | 33 | 4 | 27 | 10 | 19 | 17 |
| | 2% | 3% | 2% | 2% | 1% | 3% | 1% | 4% | 1% | 3% | 2% | 2% | 2% | 2% | 2% | 3% |
| | | 17% | 11% | 6% | 2% | 9% | 4% | 14% | 3% | 16% | 90% | 10% | 74% | 26% | 52% | 48% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 49

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QD20A (QD21A). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... The overall service provided by MAIN SUPPLIER. (SINGLE CODE)

Base : Those who personally use a mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Very satisfied | 1418 | 642 | 776 | 234 | 291 | 506 | 387 | 232 | 159 | 157 | 273 | 362 | 449 | 265 | 340 | 1213 | 111 | 58 | 36 |
| | | 60% | 56% | 63% | 62% | 66% | 59% | 60% | 62% | 59% | 59% | 59% | 62% | 61% | 57% | 61% | 56% | 50% | 55% |
| | | | a | | ef | | | | | | | | | | qr | | | | |
| | | 45% | 55% | 16% | 21% | 36% | 27% | 16% | 11% | 11% | 19% | 26% | 32% | 19% | 24% | 86% | 8% | 4% | 3% |
| Fairly satisfied | 773 | 414 | 359 | 126 | 118 | 297 | 231 | 118 | 75 | 89 | 165 | 209 | 223 | 139 | 200 | 625 | 78 | 46 | 24 |
| | | 33% | 36% | 29% | 33% | 27% | 34% | 30% | 29% | 34% | 35% | 34% | 31% | 32% | 34% | 31% | 39% | 40% | 37% |
| | | b | | | | d | d | | | | | | | | | o | o | o | o |
| | | 54% | 46% | 16% | 15% | 38% | 30% | 15% | 10% | 12% | 21% | 27% | 29% | 18% | 26% | 81% | 10% | 6% | 3% |
| Neither | 91 | 39 | 52 | 9 | 14 | 34 | 34 | 18 | 11 | 10 | 12 | 24 | 23 | 16 | 28 | 77 | 7 | 5 | 2 |
| | | 4% | 3% | 4% | 2% | 4% | 5% | 5% | 4% | 4% | 3% | 4% | 3% | 4% | 5% | 4% | 4% | 4% | 3% |
| | | | | | | c | c | | | | | | | | | | | | |
| | | 43% | 57% | 10% | 15% | 37% | 38% | 20% | 12% | 11% | 13% | 26% | 25% | 17% | 31% | 85% | 8% | 5% | 2% |
| Fairly dissatisfied | 35 | 17 | 18 | 6 | 9 | 11 | 9 | 7 | 7 | 3 | 6 | 7 | 12 | 4 | 11 | 28 | 2 | 3 | 2 |
| | | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 3% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 3% |
| | | 49% | 51% | 17% | 26% | 32% | 25% | 22% | 21% | 8% | 19% | 21% | 35% | 13% | 31% | 81% | 6% | 8% | 5% |
| Very dissatisfied | 29 | 16 | 13 | 5 | 9 | 9 | 6 | 4 | 3 | 4 | 7 | 7 | 11 | 3 | 8 | 25 | 1 | 2 | 1 |
| | | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 2% |
| | | | | | | p | p | | | | | | | | | | | | |
| | | 54% | 46% | 17% | 32% | 31% | 20% | 14% | 10% | 15% | 23% | 25% | 38% | 9% | 28% | 85% | 3% | 7% | 5% |
| Don't know | 21 | 10 | 10 | - | 1 | 8 | 12 | 10 | * | 2 | 3 | 3 | 3 | 5 | 10 | 19 | * | 2 | - |
| | | 1% | 1% | 1% | 1% | 1% | 2% | 3% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% |
| | | | | | | cd | cd | hj | | | | | | | l | r | | pr | |
| | | 50% | 50% | 1% | 7% | 37% | 56% | 47% | 1% | 10% | 12% | 15% | 15% | 24% | 46% | 89% | 1% | 10% | 1% |

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

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QD20A (QD21A). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... The overall service provided by MAIN SUPPLIER. (SINGLE CODE)

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Very satisfied | 1418 | 185 | 201 | 116 | 87 | 129 | 155 | 123 | 60 | 157 | 1231 | 187 | 863 | 554 | 884 | 534 |
| | 60% | 61% | 62% | 55% | 54% | 65% | 69% | 63% | 63% | 58% | 60% | 59% | 61% | 58% | 61% | 58% |
| | | 13% | 14% | 8% | 6% | 9% | 11% | 9% | 4% | 11% | 87% | 13% | 61% | 39% | 62% | 38% |
| Fairly satisfied | 773 | 107 | 113 | 77 | 58 | 59 | 42 | 57 | 28 | 85 | 678 | 95 | 462 | 311 | 435 | 338 |
| | 33% | 35% | 35% | 36% | 36% | 29% | 19% | 29% | 29% | 32% | 33% | 30% | 33% | 33% | 30% | 37% |
| | | f | f | f | f | f | | f | f | f | | | | | | n |
| | | 14% | 15% | 10% | 8% | 8% | 5% | 7% | 4% | 11% | 88% | 12% | 60% | 40% | 56% | 44% |
| Neither | 91 | 10 | 7 | 9 | 10 | 5 | 7 | 9 | 3 | 16 | 73 | 17 | 46 | 44 | 63 | 27 |
| | 4% | 3% | 2% | 4% | 6% | 3% | 3% | 4% | 4% | 6% | 4% | 6% | 3% | 5% | 4% | 3% |
| | | 11% | 7% | 10% | 11% | 6% | 8% | 10% | 4% | 18% | 81% | 19% | 51% | 49% | 70% | 30% |
| Fairly dissatisfied | 35 | 2 | 3 | 6 | 2 | 4 | 4 | 3 | - | 4 | 30 | 5 | 22 | 13 | 23 | 12 |
| | 1% | 1% | 1% | 3% | 1% | 2% | 2% | 1% | -% | 2% | 1% | 1% | 2% | 1% | 2% | 1% |
| | | 5% | 9% | 17% | 7% | 12% | 12% | 7% | -% | 12% | 87% | 13% | 64% | 36% | 65% | 35% |
| Very dissatisfied | 29 | - | 1 | 3 | 3 | 2 | 8 | 4 | 2 | 2 | 19 | 10 | 17 | 12 | 24 | 5 |
| | 1% | -% | *% | 2% | 2% | 1% | 4% | 2% | 2% | 1% | 1% | 3% | 1% | 1% | 2% | *% |
| | | -% | 3% | 11% | 10% | 6% | 28% | 13% | 8% | 6% | 66% | 34% | 59% | 41% | 84% | 16% |
| Don't know | 21 | 1 | - | 1 | 1 | - | 8 | 1 | 1 | 5 | 19 | 1 | 7 | 14 | 12 | 9 |
| | 1% | *% | -% | *% | 1% | -% | 4% | 1% | 1% | 2% | 1% | *% | *% | 2% | 1% | 1% |
| | | 5% | -% | 3% | 6% | -% | 39% | 7% | 7% | 22% | 93% | 7% | 31% | 69% | 57% | 43% |

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

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Table 50

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QD20J (QD21J). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Reception/ accessing network. (SINGLE CODE).

Base : Those who personally use a mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3405 | 1652 | 1753 | 533 | 561 | 1143 | 1168 | 602 | 411 | 406 | 574 | 734 | 1051 | 726 | 888 | 2055 | 447 | 438 | 465 |
| Effective Weighted Sample | 2319 | 1122 | 1197 | 369 | 387 | 795 | 799 | 431 | 258 | 270 | 397 | 496 | 713 | 512 | 635 | 1768 | 314 | 282 | 423 |
| Total | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Very satisfied | 1307 | 596 | 711 | 220 | 268 | 459 | 360 | 229 | 146 | 155 | 221 | 324 | 415 | 240 | 325 | 1116 | 107 | 52 | 32 |
| | 55% | 52% | 58% | 58% | 60% | 53% | 53% | 59% | 57% | 58% | 48% | 53% | 58% | 56% | 54% | 56% | 53% | 45% | 49% |
| | | | a | | ef | | | j | j | j | | | | | | qr | q | | |
| | | 46% | 54% | 17% | 20% | 35% | 28% | 17% | 11% | 12% | 17% | 25% | 32% | 18% | 25% | 85% | 8% | 4% | 2% |
| Fairly satisfied | 736 | 384 | 352 | 106 | 116 | 290 | 224 | 109 | 69 | 88 | 168 | 197 | 219 | 135 | 185 | 597 | 72 | 45 | 22 |
| | 31% | 34% | 29% | 28% | 26% | 34% | 33% | 28% | 27% | 33% | 36% | 32% | 30% | 31% | 31% | 30% | 36% | 39% | 34% |
| | | b | | | | d | d | | | | gh | | | | | | o | o | |
| | | 52% | 48% | 14% | 16% | 39% | 30% | 15% | 9% | 12% | 23% | 27% | 30% | 18% | 25% | 81% | 10% | 6% | 3% |
| Neither | 113 | 60 | 53 | 15 | 16 | 42 | 41 | 13 | 18 | 9 | 27 | 29 | 29 | 21 | 33 | 94 | 9 | 7 | 3 |
| | 5% | 5% | 4% | 4% | 4% | 5% | 6% | 3% | 7% | 3% | 6% | 5% | 4% | 5% | 6% | 5% | 5% | 6% | 4% |
| | | | | | | | | | g | | | | | | | | | | |
| | | 53% | 47% | 13% | 14% | 37% | 36% | 11% | 16% | 8% | 24% | 26% | 26% | 19% | 29% | 83% | 8% | 6% | 2% |
| Fairly dissatisfied | 125 | 50 | 74 | 30 | 26 | 47 | 21 | 16 | 13 | 7 | 33 | 38 | 36 | 22 | 28 | 107 | 8 | 7 | 3 |
| | 5% | 4% | 6% | 8% | 6% | 5% | 3% | 4% | 5% | 3% | 7% | 6% | 5% | 5% | 5% | 5% | 4% | 6% | 4% |
| | | | | f | f | f | | | | | i | | | | | | | | |
| | | 40% | 60% | 24% | 21% | 38% | 17% | 13% | 10% | 5% | 27% | 31% | 29% | 18% | 23% | 86% | 6% | 6% | 2% |
| Very dissatisfied | 61 | 34 | 26 | 8 | 17 | 20 | 16 | 11 | 8 | 5 | 14 | 18 | 19 | 9 | 14 | 49 | 4 | 3 | 5 |
| | 3% | 3% | 2% | 2% | 4% | 2% | 2% | 3% | 3% | 2% | 3% | 3% | 3% | 2% | 2% | 2% | 2% | 3% | 7% |
| | | | | | | | | | | | | | | | | | | | opq |
| | | 56% | 44% | 14% | 28% | 33% | 26% | 19% | 13% | 9% | 23% | 30% | 31% | 14% | 23% | 81% | 6% | 5% | 8% |
| Don't know | 25 | 13 | 12 | 1 | 1 | 6 | 16 | 12 | 1 | 2 | 3 | 5 | 4 | 5 | 11 | 22 | 1 | 1 | 1 |
| | 1% | 1% | 1% | *% | *% | 1% | 2% | 3% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | *% | 1% | 2% |
| | | | | | | cde | | hij | | | | | | | l | | | | |
| | | 52% | 48% | 5% | 4% | 26% | 66% | 50% | 5% | 9% | 10% | 19% | 17% | 20% | 44% | 88% | 2% | 5% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 50

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

QD20J (QD21J). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Reception/ accessing network. (SINGLE CODE).

Base : Those who personally use a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3405 | 232 | 230 | 238 | 226 | 218 | 233 | 234 | 218 | 226 | 2487 | 918 | 1733 | 1669 | 2152 | 1253 |
| Effective Weighted Sample | 2319 | 220 | 212 | 225 | 213 | 203 | 220 | 218 | 206 | 210 | 1940 | 405 | 1208 | 1196 | 1420 | 899 |
| Total | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Very satisfied | 1307 | 179 | 180 | 96 | 86 | 118 | 153 | 98 | 56 | 150 | 1148 | 159 | 776 | 530 | 792 | 514 |
| | 55% | 59% | 55% | 45% | 53% | 59% | 68% | 50% | 58% | 56% | 56% | 50% | 55% | 56% | 55% | 56% |
| | | c | c | | | c | abcdghi | | c | c | k | | | | | |
| | | 14% | 14% | 7% | 7% | 9% | 12% | 8% | 4% | 11% | 88% | 12% | 59% | 41% | 61% | 39% |
| Fairly satisfied | 736 | 106 | 105 | 77 | 49 | 61 | 34 | 58 | 30 | 77 | 641 | 95 | 436 | 300 | 433 | 303 |
| | 31% | 35% | 32% | 36% | 31% | 30% | 15% | 30% | 31% | 29% | 31% | 30% | 31% | 32% | 30% | 33% |
| | | f | f | f | f | f | | f | f | f | | | | | | |
| | | 14% | 14% | 10% | 7% | 8% | 5% | 8% | 4% | 11% | 87% | 13% | 59% | 41% | 59% | 41% |
| Neither | 113 | 9 | 18 | 10 | 9 | 7 | 10 | 11 | 5 | 15 | 97 | 16 | 70 | 42 | 76 | 37 |
| | 5% | 3% | 6% | 5% | 6% | 4% | 5% | 5% | 5% | 6% | 5% | 5% | 5% | 4% | 5% | 4% |
| | | 8% | 16% | 9% | 8% | 6% | 9% | 9% | 4% | 13% | 86% | 14% | 62% | 37% | 67% | 33% |
| Fairly dissatisfied | 125 | 8 | 17 | 19 | 7 | 8 | 10 | 18 | 2 | 17 | 105 | 19 | 90 | 35 | 80 | 44 |
| | 5% | 3% | 5% | 9% | 4% | 4% | 4% | 9% | 2% | 6% | 5% | 6% | 6% | 4% | 6% | 5% |
| | | | | ae | | | | ade | | h | | | m | | | |
| | | 7% | 14% | 15% | 6% | 7% | 8% | 15% | 1% | 14% | 84% | 16% | 72% | 28% | 64% | 36% |
| Very dissatisfied | 61 | 1 | 4 | 10 | 8 | 4 | 7 | 10 | 2 | 3 | 39 | 22 | 36 | 25 | 45 | 16 |
| | 3% | *% | 1% | 5% | 5% | 2% | 3% | 5% | 2% | 1% | 2% | 7% | 3% | 3% | 3% | 2% |
| | | | | abi | abi | | a | abi | | | | j | | | o | |
| | | 2% | 7% | 16% | 14% | 7% | 11% | 16% | 4% | 6% | 64% | 36% | 60% | 40% | 74% | 26% |
| Don't know | 25 | 2 | - | 1 | 2 | 1 | 10 | 1 | 1 | 5 | 21 | 4 | 9 | 16 | 15 | 10 |
| | 1% | 1% | -% | *% | 1% | *% | 4% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% |
| | | | | | | | abcdegh | | | | | | | l | | |
| | | 8% | -% | 2% | 7% | 4% | 38% | 6% | 4% | 19% | 85% | 15% | 35% | 65% | 58% | 42% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 51

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

QD21K (QD21K). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Ability to connect to the internet using the mobile network (3G or 4G). (SINGLE CODE).

Base : Those with a smartphone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2038 | 981 | 1057 | 460 | 469 | 783 | 326 | 276 | 197 | 237 | 454 | 493 | 695 | 416 | 434 | 1252 | 290 | 235 | 261 |
| Effective Weighted Sample | 1421 | 684 | 737 | 320 | 323 | 557 | 229 | 205 | 125 | 159 | 315 | 347 | 483 | 299 | 316 | 1085 | 211 | 163 | 238 |
| Total | 1549 | 745 | 804 | 335 | 375 | 630 | 210 | 199 | 135 | 163 | 381 | 449 | 514 | 268 | 319 | 1302 | 138 | 71 | 38 |
| | | 48% | 52% | 22% | 24% | 41% | 14% | 13% | 9% | 11% | 25% | 29% | 33% | 17% | 21% | 84% | 9% | 5% | 2% |
| Very satisfied | 819 | 391 | 428 | 184 | 220 | 317 | 98 | 108 | 68 | 100 | 180 | 226 | 285 | 146 | 161 | 696 | 72 | 35 | 17 |
| | 53% | 52% | 53% | 55% | 59% | 50% | 47% | 54% | 51% | 61% | 47% | 50% | 55% | 55% | 51% | 53% | 52% | 49% | 43% |
| | | 48% | 52% | 22% | 27% | 39% | 12% | 13% | 8% | 12% | 22% | 28% | 35% | 18% | 20% | 85% | 9% | 4% | 2% |
| Fairly satisfied | 481 | 238 | 243 | 106 | 110 | 205 | 60 | 58 | 43 | 38 | 141 | 155 | 151 | 80 | 95 | 393 | 52 | 22 | 15 |
| | 31% | 32% | 30% | 32% | 29% | 33% | 28% | 29% | 32% | 23% | 37% | 35% | 29% | 30% | 30% | 30% | 38% | 31% | 38% |
| | | 50% | 50% | 22% | 23% | 43% | 12% | 12% | 9% | 8% | 29% | 32% | 31% | 17% | 20% | 82% | 11% | 5% | 3% |
| Neither | 91 | 52 | 39 | 22 | 13 | 44 | 12 | 10 | 7 | 9 | 28 | 30 | 20 | 19 | 22 | 79 | 5 | 5 | 2 |
| | 6% | 7% | 5% | 7% | 3% | 7% | 6% | 5% | 5% | 5% | 7% | 7% | 4% | 7% | 7% | 6% | 3% | 7% | 5% |
| | | 57% | 43% | 25% | 14% | 48% | 13% | 11% | 7% | 10% | 31% | 33% | 22% | 20% | 25% | 87% | 5% | 6% | 2% |
| Fairly dissatisfied | 50 | 18 | 32 | 11 | 13 | 17 | 9 | 5 | 7 | 3 | 9 | 16 | 18 | 8 | 8 | 43 | 3 | 3 | 1 |
| | 3% | 2% | 4% | 3% | 4% | 3% | 4% | 2% | 5% | 2% | 2% | 4% | 4% | 3% | 2% | 3% | 2% | 4% | 3% |
| | | 37% | 63% | 21% | 27% | 33% | 19% | 10% | 14% | 5% | 19% | 32% | 36% | 15% | 16% | 85% | 6% | 6% | 2% |
| Very dissatisfied | 36 | 18 | 18 | 7 | 11 | 16 | 2 | 4 | 4 | 6 | 9 | 10 | 12 | 6 | 8 | 30 | 2 | 1 | 3 |
| | 2% | 2% | 2% | 2% | 3% | 3% | 1% | 2% | 3% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 7% |
| | | 51% | 49% | 21% | 29% | 45% | 5% | 11% | 10% | 15% | 25% | 27% | 34% | 16% | 22% | 84% | 5% | 4% | opq |
| Don't know | 72 | 27 | 45 | 4 | 7 | 31 | 30 | 15 | 6 | 8 | 14 | 11 | 28 | 10 | 24 | 61 | 5 | 5 | 1 |
| | 5% | 4% | 6% | 1% | 2% | 5% | 14% | 8% | 5% | 5% | 4% | 3% | 5% | 4% | 7% | 5% | 4% | 7% | 4% |
| | | 37% | 63% | 6% | 9% | cd | cde | j | | | | k | km | | | 84% | 7% | 7% | 2% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.
Table 51

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

QD21K (QD21K). SHOWCARD Thinking about your mobile phone service only, please use this card to say how satisfied you are with (MAIN SUPPLIER) for each of the following... Ability to connect to the internet using the mobile network (3G or 4G). (SINGLE CODE).

Base : Those with a smartphone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2038 | 160 | 139 | 157 | 131 | 112 | 147 | 139 | 136 | 131 | 1534 | 504 | 1292 | 745 | 1277 | 761 |
| Effective Weighted Sample | 1421 | 153 | 130 | 149 | 125 | 106 | 139 | 131 | 129 | 123 | 1206 | 228 | 916 | 545 | 853 | 568 |
| Total | 1549 | 220 | 216 | 148 | 99 | 112 | 148 | 126 | 63 | 168 | 1358 | 192 | 1098 | 451 | 928 | 622 |
| | | 14% | 14% | 10% | 6% | 7% | 10% | 8% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |
| Very satisfied | 819 | 150 | 103 | 55 | 51 | 65 | 97 | 55 | 28 | 92 | 717 | 103 | 584 | 235 | 475 | 344 |
| | 53% | 68% | 47% | 37% | 52% | 58% | 66% | 43% | 44% | 55% | 53% | 53% | 53% | 52% | 51% | 55% |
| | | bcdghi | | | c | cgh | bcdgh | | | c | | | | | | |
| | | 18% | 13% | 7% | 6% | 8% | 12% | 7% | 3% | 11% | 87% | 13% | 71% | 29% | 58% | 42% |
| Fairly satisfied | 481 | 63 | 76 | 61 | 33 | 32 | 29 | 38 | 21 | 41 | 432 | 49 | 345 | 136 | 289 | 192 |
| | 31% | 28% | 35% | 41% | 33% | 28% | 20% | 30% | 33% | 24% | 32% | 26% | 31% | 30% | 31% | 31% |
| | | | f | aei | f | | | f | f | | | | | | | |
| | | | 13% | 16% | 13% | 7% | 7% | 6% | 4% | 8% | 90% | 10% | 72% | 28% | 60% | 40% |
| Neither | 91 | 2 | 16 | 11 | 6 | 5 | 1 | 14 | 5 | 19 | 77 | 14 | 70 | 21 | 61 | 30 |
| | 6% | 1% | 7% | 7% | 6% | 4% | 1% | 11% | 9% | 11% | 6% | 7% | 6% | 5% | 7% | 5% |
| | | | af | af | af | | | af | af | af | | | | | | |
| | | 2% | 17% | 12% | 7% | 5% | 1% | 15% | 6% | 20% | 84% | 16% | 77% | 23% | 67% | 33% |
| Fairly dissatisfied | 50 | 3 | 5 | 5 | 3 | 3 | 8 | 8 | 3 | 5 | 43 | 7 | 37 | 13 | 26 | 24 |
| | 3% | 1% | 2% | 3% | 3% | 2% | 5% | 6% | 5% | 3% | 3% | 4% | 3% | 3% | 3% | 4% |
| | | | | | a | | a | a | | | | | | | | |
| | | 6% | 10% | 10% | 5% | 5% | 16% | 16% | 6% | 11% | 85% | 15% | 75% | 25% | 51% | 49% |
| Very dissatisfied | 36 | - | 1 | 9 | 4 | 2 | 4 | 4 | 1 | 5 | 25 | 11 | 27 | 9 | 28 | 9 |
| | 2% | -% | 1% | 6% | 4% | 2% | 3% | 3% | 1% | 3% | 2% | 6% | 2% | 2% | 3% | 1% |
| | | | | abh | a | | a | a | | a | | j | | | | |
| | | -% | 4% | 25% | 11% | 6% | 12% | 11% | 2% | 13% | 69% | 31% | 76% | 24% | 76% | 24% |
| Don't know | 72 | 2 | 15 | 6 | 3 | 6 | 9 | 8 | 5 | 7 | 65 | 7 | 35 | 37 | 50 | 22 |
| | 5% | 1% | 7% | 4% | 3% | 5% | 6% | 6% | 8% | 4% | 5% | 4% | 3% | 8% | 5% | 4% |
| | | | a | | a | a | a | a | ad | | | | | l | | |
| | | 3% | 21% | 9% | 4% | 8% | 12% | 11% | 7% | 9% | 90% | 10% | 49% | 51% | 69% | 31% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 52

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

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

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|-----------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Yes - PC | 898 | 456 | 441 | 122 | 109 | 384 | 283 | 92 | 80 | 84 | 243 | 329 | 263 | 147 | 157 | 782 | 60 | 35 | 21 |
| | 35% | 37% | 33% | 32% | 24% | 44% | 34% | 20% | 29% | 30% | 52% | 52% | 35% | 32% | 23% | 37% | 27% | 28% | 30% |
| | | b | | d | | cdf | d | | g | g | ghi | lmn | n | n | | pqr | | | |
| | | 51% | 49% | 14% | 12% | 43% | 31% | 10% | 9% | 9% | 27% | 37% | 29% | 16% | 18% | 87% | 7% | 4% | 2% |
| Yes - laptop | 1604 | 796 | 808 | 277 | 304 | 642 | 381 | 175 | 156 | 188 | 385 | 509 | 515 | 279 | 299 | 1353 | 137 | 72 | 42 |
| | 63% | 65% | 61% | 73% | 68% | 73% | 46% | 39% | 56% | 68% | 82% | 80% | 69% | 60% | 44% | 64% | 62% | 57% | 59% |
| | | b | | f | f | f | | | g | gh | ghi | lmn | mn | n | | q | | | |
| | | 50% | 50% | 17% | 19% | 40% | 24% | 11% | 10% | 12% | 24% | 32% | 32% | 17% | 19% | 84% | 9% | 4% | 3% |
| Yes - netbook | 202 | 102 | 100 | 27 | 36 | 102 | 37 | 18 | 11 | 17 | 60 | 81 | 56 | 32 | 33 | 172 | 18 | 8 | 4 |
| | 8% | 8% | 8% | 7% | 8% | 12% | 4% | 4% | 4% | 6% | 13% | 13% | 7% | 7% | 5% | 8% | 8% | 6% | 6% |
| | | | | f | f | cf | | | | | ghi | lmn | n | | | | | | |
| | | 50% | 50% | 13% | 18% | 50% | 18% | 9% | 5% | 8% | 30% | 40% | 28% | 16% | 17% | 85% | 9% | 4% | 2% |
| Yes - tablet computer - e.g. iPad | 1111 | 533 | 578 | 185 | 228 | 465 | 233 | 106 | 90 | 118 | 317 | 355 | 353 | 207 | 196 | 930 | 93 | 57 | 31 |
| | 44% | 44% | 44% | 49% | 51% | 53% | 28% | 23% | 32% | 43% | 68% | 56% | 47% | 45% | 29% | 44% | 42% | 45% | 45% |
| | | | | f | f | f | | | g | gh | ghi | lmn | n | n | | | | | |
| | | 48% | 52% | 17% | 21% | 42% | 21% | 10% | 8% | 11% | 29% | 32% | 32% | 19% | 18% | 84% | 8% | 5% | 3% |
| No | 526 | 231 | 295 | 54 | 71 | 108 | 293 | 205 | 74 | 42 | 12 | 39 | 110 | 113 | 261 | 428 | 51 | 30 | 17 |
| | 21% | 19% | 22% | 14% | 16% | 12% | 35% | 45% | 27% | 15% | 3% | 6% | 15% | 24% | 38% | 20% | 23% | 24% | 24% |
| | | | a | | | | cde | hij | ij | j | | | k | kl | klm | | | | o |
| | | 44% | 56% | 10% | 14% | 21% | 56% | 39% | 14% | 8% | 2% | 7% | 21% | 22% | 50% | 81% | 10% | 6% | 3% |
| Don't know | 3 | 1 | 1 | - | - | 1 | 2 | 1 | 1 | - | 1 | - | 1 | 1 | 1 | 2 | * | - | - |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| | | 47% | 53% | 0% | 0% | 21% | 79% | 48% | 21% | 0% | 26% | 0% | 31% | 26% | 43% | 86% | 14% | 0% | 0% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 52

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

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

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|-----------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Yes - PC | 898 | 112 | 170 | 102 | 60 | 69 | 77 | 85 | 30 | 78 | 765 | 133 | 550 | 347 | 607 | 291 |
| | 35% | 35% | 49% | 46% | 34% | 31% | 33% | 41% | 28% | 27% | 35% | 39% | 39% | 31% | 39% | 29% |
| | | | ade fhi | ade fhi | | | | ehi | | | | | m | | o | |
| | | 12% | 19% | 11% | 7% | 8% | 9% | 9% | 3% | 9% | 85% | 15% | 61% | 39% | 68% | 32% |
| Yes - laptop | 1604 | 216 | 243 | 135 | 103 | 124 | 147 | 147 | 62 | 176 | 1384 | 220 | 1067 | 536 | 982 | 622 |
| | 63% | 67% | 70% | 61% | 58% | 56% | 62% | 71% | 58% | 62% | 63% | 65% | 75% | 48% | 63% | 63% |
| | | de | cde f h | | | | | cde f h | | | | | m | | | |
| | | 13% | 15% | 8% | 6% | 8% | 9% | 9% | 4% | 11% | 86% | 14% | 67% | 33% | 61% | 39% |
| Yes - netbook | 202 | 19 | 39 | 17 | 7 | 16 | 19 | 22 | 12 | 21 | 178 | 24 | 144 | 58 | 137 | 65 |
| | 8% | 6% | 11% | 8% | 4% | 7% | 8% | 10% | 12% | 7% | 8% | 7% | 10% | 5% | 9% | 7% |
| | | | d | | | | | d | ad | | | | m | | o | |
| | | 10% | 19% | 8% | 3% | 8% | 10% | 11% | 6% | 10% | 88% | 12% | 71% | 29% | 68% | 32% |
| Yes - tablet computer - e.g. iPad | 1111 | 147 | 169 | 120 | 76 | 68 | 89 | 98 | 47 | 116 | 953 | 159 | 771 | 340 | 708 | 404 |
| | 44% | 46% | 49% | 55% | 43% | 31% | 38% | 47% | 44% | 41% | 43% | 47% | 54% | 31% | 46% | 41% |
| | | e | ef | de f h i | e | | | ef | e | e | | | m | | o | |
| | | 13% | 15% | 11% | 7% | 6% | 8% | 9% | 4% | 10% | 86% | 14% | 69% | 31% | 64% | 36% |
| No | 526 | 44 | 48 | 36 | 39 | 66 | 62 | 36 | 27 | 71 | 459 | 67 | 154 | 372 | 309 | 217 |
| | 21% | 14% | 14% | 16% | 22% | 30% | 26% | 17% | 25% | 25% | 21% | 20% | 11% | 33% | 20% | 22% |
| | | | | | ab | abc g | abc g | | abc g | abc | | | | l | | |
| | | 8% | 9% | 7% | 7% | 13% | 12% | 7% | 5% | 13% | 87% | 13% | 29% | 71% | 59% | 41% |
| Don't know | 3 | - | 1 | - | - | - | - | - | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 1 |
| | 0.1% | 0% | 0.3% | 0% | 0% | 0% | 0% | 0% | 0.4% | 0.4% | 0.9% | 0.3% | 0.7% | 0.6% | 0.6% | 0.3% |
| | | 0% | 43% | 0% | 0% | 0% | 0% | 0% | 21% | 21% | 65% | 35% | 21% | 79% | 74% | 26% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 53

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

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

Base : Those with any tablet computers in the household

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | | |
|---------------------------|-------|--------|------|-----------|-------|-------|-------|------------------|-----------------|-------------------|-------------------|--------------|-----|------|-----|--------|-------------|--------------|-------|-----|
| | | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | | 1544 | 744 | 800 | 261 | 287 | 622 | 374 | 145 | 151 | 193 | 396 | 421 | 513 | 329 | 280 | 913 | 219 | 188 | 224 |
| Effective Weighted Sample | | 1042 | 503 | 539 | 174 | 199 | 419 | 258 | 108 | 94 | 124 | 273 | 289 | 342 | 233 | 191 | 788 | 151 | 127 | 202 |
| Total | | 1111 | 533 | 578 | 185 | 228 | 465 | 233 | 106 | 90 | 118 | 317 | 355 | 353 | 207 | 196 | 930 | 93 | 57 | 31 |
| | | | 48% | 52% | 17% | 21% | 42% | 21% | 10% | 8% | 11% | 29% | 32% | 32% | 19% | 18% | 84% | 8% | 5% | 3% |
| One | (1.0) | 748 | 351 | 397 | 108 | 168 | 293 | 179 | 86 | 66 | 85 | 197 | 233 | 244 | 133 | 138 | 628 | 63 | 37 | 20 |
| | | 67% | 66% | 69% | 58% | 74% | 63% | 77% | 81% | 73% | 72% | 62% | 66% | 69% | 64% | 71% | 68% | 68% | 65% | 63% |
| | | | 47% | 53% | 14% | 22% | 39% | 24% | 11% | 9% | 11% | 26% | 31% | 33% | 18% | 18% | 84% | 8% | 5% | 3% |
| Two | (2.0) | 254 | 132 | 121 | 56 | 44 | 107 | 46 | 13 | 17 | 21 | 90 | 87 | 72 | 56 | 39 | 209 | 22 | 15 | 8 |
| | | 23% | 25% | 21% | 30% | 19% | 23% | 20% | 12% | 19% | 18% | 28% | 24% | 20% | 27% | 20% | 22% | 24% | 26% | 26% |
| | | | 52% | 48% | 22% | 17% | 42% | 18% | 5% | 7% | 8% | 36% | 34% | 28% | 22% | 16% | 82% | 9% | 6% | 3% |
| Three | (3.0) | 67 | 31 | 37 | 15 | 9 | 38 | 6 | 6 | 5 | 7 | 19 | 20 | 23 | 13 | 11 | 56 | 4 | 5 | 3 |
| | | 6% | 6% | 6% | 8% | 4% | 8% | 2% | 6% | 5% | 6% | 6% | 6% | 7% | 6% | 6% | 6% | 4% | 8% | 9% |
| | | | 46% | 54% | 22% | 13% | 57% | 8% | 9% | 7% | 10% | 27% | 30% | 35% | 19% | 17% | 84% | 5% | 7% | 4% |
| Four | (4.0) | 28 | 14 | 14 | 5 | 4 | 17 | 2 | 1 | 2 | 3 | 8 | 9 | 12 | 3 | 4 | 24 | 3 | 1 | * |
| | | 2% | 3% | 2% | 3% | 2% | 4% | 1% | 1% | 3% | 3% | 3% | 2% | 3% | 2% | 2% | 3% | 3% | 1% | 1% |
| | | | 49% | 51% | 18% | 13% | 61% | 8% | 5% | 8% | 11% | 31% | 31% | 43% | 13% | 13% | 86% | 11% | 2% | 1% |
| Five or more | (5.0) | 13 | 5 | 8 | 2 | 4 | 8 | - | - | * | 3 | 3 | 5 | 3 | 2 | 3 | 12 | 1 | * | * |
| | | 1% | 1% | 1% | 1% | 2% | 2% | -% | -% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | | 37% | 63% | 12% | 28% | 60% | -% | -% | 1% | 21% | 24% | 41% | 19% | 19% | 21% | 89% | 7% | 1% | 2% |
| Don't know | | 1 | 1 | - | - | - | 1 | - | - | - | - | - | 1 | - | - | - | 1 | - | - | - |
| | | 1% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% |
| | | | 100% | 0% | 0% | 0% | 100% | 0% | 0% | 0% | 0% | 0% | 0% | 100% | 0% | 0% | 0% | 100% | 0% | 0% |
| Mean number | | 1.5 | 1.5 | 1.5 | 1.6 | 1.4 | 1.6 | 1.3 | 1.3 | 1.4 | 1.5 | 1.5 | 1.5 | 1.5 | 1.5 | 1.4 | 1.5 | 1.5 | 1.5 | 1.5 |
| Standard deviation | | .81 | .79 | .83 | df | df | df | df | .63 | .72 | .89 | .81 | .84 | .82 | .79 | .81 | .82 | .81 | .72 | .78 |
| Standard error | | .02 | .03 | .03 | .05 | .05 | .04 | .03 | .05 | .06 | .06 | .04 | .04 | .04 | .04 | .05 | .03 | .05 | .05 | .05 |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 53

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

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

Base : Those with any tablet computers in the household

| | | | ENGLAND REGIONS | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | | | |
|---|-------|-----|-----------------|------------|------------|-----------|-----------|---------------|------------|------------|----------|-------|---------|------|-------------------|------|------|-----|
| | | | EAST OF ENG | | | | | | | | | | | | MEDIUM/HIGH | | | |
| Total | | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | | | |
| Significance Level: 95% | | | a | b | c | d | ~e | ~f | g | h | ~i | j | k | l | m | n | o | |
| Unweighted total | | | 1544 | 109 | 112 | 131 | 103 | 68 | 88 | 109 | 100 | 93 | 1092 | 452 | 955 | 588 | 1028 | 516 |
| Effective Weighted Sample | | | 1042 | 104 | 104 | 125 | 98 | 63 | 83 | 102 | 95 | 87 | 857 | 198 | 654 | 417 | 663 | 379 |
| Total | | | 1111 | 147 | 169 | 120 | 76 | 68 | 89 | 98 | 47 | 116 | 953 | 159 | 771 | 340 | 708 | 404 |
| | | | | 13% | 15% | 11% | 7% | ** | ** | 9% | 4% | ** | 86% | 14% | 69% | 31% | 64% | 36% |
| One | (1.0) | 748 | 114 | 100 | 84 | 53 | ** | ** | 58 | 31 | ** | 636 | 112 | 509 | 239 | 483 | 265 | |
| | | 67% | 78% | 59% | 70% | 70% | ** | ** | 59% | 66% | ** | 67% | 71% | 66% | 70% | 68% | 66% | |
| | | | bg | | | | | | | | | | | | | | | |
| | | | | 15% | 13% | 11% | 7% | ** | ** | 8% | 4% | ** | 85% | 15% | 68% | 32% | 65% | 35% |
| Two | (2.0) | 254 | 26 | 47 | 25 | 14 | ** | ** | 22 | 13 | ** | 219 | 35 | 190 | 64 | 155 | 99 | |
| | | 23% | 18% | 28% | 21% | 19% | ** | ** | 23% | 27% | ** | 23% | 22% | 25% | 19% | 22% | 24% | |
| | | | | | | | | | | | | m | | | | | | |
| | | | | 10% | 19% | 10% | 6% | ** | ** | 9% | 5% | ** | 86% | 14% | 75% | 25% | 61% | 39% |
| Three | (3.0) | 67 | 5 | 12 | 9 | 3 | ** | ** | 14 | 1 | ** | 61 | 6 | 43 | 24 | 38 | 29 | |
| | | 6% | 3% | 7% | 7% | 4% | ** | ** | 15% | 2% | ** | 6% | 4% | 6% | 7% | 5% | 7% | |
| | | | | | | | | adh | | | | | | | | | | |
| | | | | 7% | 18% | 13% | 5% | ** | ** | 21% | 1% | ** | 91% | 9% | 64% | 36% | 57% | 43% |
| Four | (4.0) | 28 | - | 6 | 2 | 3 | ** | ** | 3 | 2 | ** | 25 | 3 | 17 | 10 | 21 | 7 | |
| | | 2% | -% | 3% | 1% | 4% | ** | ** | 3% | 5% | ** | 3% | 2% | 2% | 3% | 3% | 2% | |
| | | | | | | a | | | | a | | | | | | | | |
| | | | | -% | 21% | 6% | 11% | ** | ** | 10% | 9% | ** | 90% | 10% | 63% | 37% | 75% | 25% |
| Five or more | (5.0) | 13 | 2 | 3 | - | 2 | ** | ** | - | - | ** | 11 | 2 | 10 | 3 | 10 | 3 | |
| | | 1% | 1% | 2% | -% | 3% | ** | ** | -% | -% | ** | 1% | 1% | 1% | 1% | 1% | 1% | |
| | | | | 15% | 24% | -% | 17% | ** | ** | -% | -% | ** | 84% | 16% | 76% | 24% | 75% | 25% |
| Don't know | | 1 | - | - | - | - | ** | ** | 1 | - | ** | 1 | - | 1 | - | 1 | - | |
| | | *% | -% | -% | -% | -% | ** | ** | 1% | -% | ** | *% | -% | *% | -% | *% | -% | |
| | | | -% | -% | -% | -% | ** | ** | 100% | -% | ** | 100% | -% | 100% | -% | 100% | -% | |
| Mean number | | | 1.5 | 1.3 | 1.6 | 1.4 | 1.5 | ** | ** | 1.6 | 1.5 | ** | 1.5 | 1.4 | 1.5 | 1.5 | 1.5 | |
| | | | | | a | | | | ac | | | | | | | | | |
| Standard deviation | | | .81 | .66 | .90 | .69 | .97 | ** | ** | .85 | .78 | ** | .82 | .77 | .81 | .83 | .84 | .77 |
| Standard error | | | .02 | .06 | .09 | .06 | .10 | ** | ** | .08 | .08 | ** | .02 | .04 | .03 | .03 | .03 | .03 |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 54

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

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

Base : Those with any tablet computers in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|------|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1544 | 744 | 800 | 261 | 287 | 622 | 374 | 145 | 151 | 193 | 396 | 421 | 513 | 329 | 280 | 913 | 219 | 188 | 224 |
| Effective Weighted Sample | 1042 | 503 | 539 | 174 | 199 | 419 | 258 | 108 | 94 | 124 | 273 | 289 | 342 | 233 | 191 | 788 | 151 | 127 | 202 |
| Total | 1111 | 533 | 578 | 185 | 228 | 465 | 233 | 106 | 90 | 118 | 317 | 355 | 353 | 207 | 196 | 930 | 93 | 57 | 31 |
| | | 48% | 52% | 17% | 21% | 42% | 21% | 10% | 8% | 11% | 29% | 32% | 32% | 19% | 18% | 84% | 8% | 5% | 3% |
| Yes | 878 | 411 | 467 | 148 | 194 | 358 | 178 | 81 | 72 | 92 | 250 | 301 | 278 | 153 | 145 | 722 | 83 | 48 | 25 |
| | 79% | 77% | 81% | 80% | 85% | 77% | 76% | 77% | 79% | 78% | 79% | 85% | 79% | 74% | 74% | 78% | 89% | 85% | 81% |
| | | 47% | 53% | 17% | 22% | 41% | 20% | 9% | 8% | 11% | 28% | 34% | 32% | 17% | 17% | 82% | 9% | 5% | 3% |
| No | 233 | 123 | 110 | 37 | 34 | 107 | 56 | 24 | 19 | 26 | 67 | 54 | 75 | 54 | 50 | 208 | 10 | 9 | 6 |
| | 21% | 23% | 19% | 20% | 15% | 23% | 24% | 23% | 21% | 22% | 21% | 15% | 21% | 26% | 26% | 22% | 11% | 15% | 19% |
| | | 53% | 47% | 16% | 14% | 46% | 24% | 10% | 8% | 11% | 29% | 23% | 32% | 23% | 22% | 89% | 4% | 4% | 3% |
| Don't know | * | - | * | - | * | - | - | - | - | - | - | - | - | * | - | - | * | - | - |
| | *% | -% | *% | -% | *% | -% | -% | -% | -% | -% | -% | -% | -% | *% | -% | -% | *% | -% | -% |
| | | -% | 100% | -% | 100% | -% | -% | -% | -% | -% | -% | -% | -% | 100% | -% | -% | 100% | -% | -% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 54

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

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

Base : Those with any tablet computers in the household

| | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | -e | -f | g | h | -i | j | k | l | m | n | o |
| Unweighted total | 1544 | 109 | 112 | 131 | 103 | 68 | 88 | 109 | 100 | 93 | 1092 | 452 | 955 | 588 | 1028 | 516 |
| Effective Weighted Sample | 1042 | 104 | 104 | 125 | 98 | 63 | 83 | 102 | 95 | 87 | 857 | 198 | 654 | 417 | 663 | 379 |
| Total | 1111 | 147 | 169 | 120 | 76 | 68 | 89 | 98 | 47 | 116 | 953 | 159 | 771 | 340 | 708 | 404 |
| | | 13% | 15% | 11% | 7% | ** | ** | 9% | 4% | ** | 86% | 14% | 69% | 31% | 64% | 36% |
| Yes | 878 | 108 | 123 | 100 | 61 | ** | ** | 77 | 36 | ** | 752 | 126 | 605 | 272 | 561 | 317 |
| | 79% | 73% | 73% | 83% | 80% | ** | ** | 78% | 77% | ** | 79% | 79% | 79% | 80% | 79% | 79% |
| | | 12% | 14% | 11% | 7% | ** | ** | 9% | 4% | ** | 86% | 14% | 69% | 31% | 64% | 36% |
| No | 233 | 39 | 46 | 21 | 15 | ** | ** | 22 | 11 | ** | 201 | 33 | 165 | 68 | 147 | 86 |
| | 21% | 27% | 27% | 17% | 20% | ** | ** | 22% | 23% | ** | 21% | 21% | 21% | 20% | 21% | 21% |
| | | 17% | 20% | 9% | 6% | ** | ** | 9% | 5% | ** | 86% | 14% | 71% | 29% | 63% | 37% |
| Don't know | * | - | - | - | - | ** | ** | - | - | ** | - | * | - | * | * | - |
| | *% | -% | -% | -% | -% | ** | ** | -% | -% | ** | -% | *% | -% | *% | *% | -% |
| | | -% | -% | -% | -% | ** | ** | -% | -% | ** | -% | 100% | -% | 100% | 100% | -% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 55

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

QE4 (QE37). Is your tablet computer 3G or 4G enabled? This means that the tablet could be used - with a SIM card - to go online from anywhere with a signal, without the need for a Wi-Fi connection? (SINGLE CODE)

Base : Those who personally use a tablet computer

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1228 | 578 | 650 | 216 | 247 | 479 | 286 | 115 | 119 | 149 | 321 | 359 | 410 | 246 | 212 | 706 | 186 | 156 | 180 |
| Effective Weighted Sample | 830 | 391 | 439 | 142 | 171 | 322 | 203 | 87 | 73 | 98 | 219 | 246 | 275 | 177 | 145 | 612 | 132 | 107 | 162 |
| Total | 878 | 411 | 467 | 148 | 194 | 358 | 178 | 81 | 72 | 92 | 250 | 301 | 278 | 153 | 145 | 722 | 83 | 48 | 25 |
| | | 47% | 53% | 17% | 22% | 41% | 20% | 9% | 8% | 11% | 28% | 34% | 32% | 17% | 17% | 82% | 9% | 5% | 3% |
| Yes | 374 | 193 | 181 | 59 | 87 | 167 | 62 | 35 | 27 | 37 | 111 | 137 | 111 | 69 | 58 | 316 | 29 | 19 | 10 |
| | 43% | 47% | 39% | 40% | 45% | 47% | 35% | 42% | 37% | 40% | 45% | 45% | 40% | 45% | 40% | 44% | 35% | 40% | 40% |
| | | b | | | f | f | | | | | | | | | | | | | |
| | | 52% | 48% | 16% | 23% | 45% | 16% | 9% | 7% | 10% | 30% | 37% | 30% | 18% | 15% | 85% | 8% | 5% | 3% |
| No | 439 | 195 | 244 | 84 | 98 | 165 | 91 | 39 | 39 | 44 | 129 | 151 | 144 | 73 | 70 | 352 | 49 | 25 | 13 |
| | 50% | 48% | 52% | 57% | 51% | 46% | 51% | 48% | 54% | 47% | 52% | 50% | 52% | 48% | 48% | 49% | 59% | 52% | 50% |
| | | | | e | | | | | | | | | | | | | o | | |
| | | 44% | 56% | 19% | 22% | 38% | 21% | 9% | 9% | 10% | 29% | 34% | 33% | 17% | 16% | 80% | 11% | 6% | 3% |
| Don't know | 65 | 23 | 42 | 5 | 9 | 26 | 25 | 8 | 6 | 12 | 10 | 13 | 23 | 12 | 17 | 53 | 5 | 4 | 3 |
| | 7% | 6% | 9% | 3% | 4% | 7% | 14% | 9% | 8% | 13% | 4% | 4% | 8% | 8% | 12% | 7% | 6% | 8% | 10% |
| | | | | | | | cde | | | j | | | | | k | | | | |
| | | 35% | 65% | 8% | 13% | 40% | 39% | 12% | 9% | 18% | 15% | 20% | 35% | 18% | 27% | 82% | 8% | 6% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 55

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

QE4 (QE37). Is your tablet computer 3G or 4G enabled? This means that the tablet could be used - with a SIM card - to go online from anywhere with a signal, without the need for a Wi-Fi connection? (SINGLE CODE)

Base : Those who personally use a tablet computer

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 1228 | 79 | 81 | 107 | 83 | 53 | 69 | 83 | 75 | 76 | 871 | 357 | 763 | 464 | 827 | 401 |
| Effective Weighted Sample | 830 | 75 | 75 | 102 | 79 | 49 | 65 | 78 | 71 | 71 | 685 | 154 | 520 | 332 | 530 | 300 |
| Total | 878 | 108 | 123 | 100 | 61 | 53 | 71 | 77 | 36 | 94 | 752 | 126 | 605 | 272 | 561 | 317 |
| | | ** | ** | 11% | ** | ** | ** | ** | ** | ** | 86% | 14% | 69% | 31% | 64% | 36% |
| Yes | 374 | ** | ** | 44 | ** | ** | ** | ** | ** | ** | 320 | 55 | 258 | 116 | 233 | 141 |
| | 43% | ** | ** | 44% | ** | ** | ** | ** | ** | ** | 42% | 43% | 43% | 43% | 41% | 45% |
| | | ** | ** | 12% | ** | ** | ** | ** | ** | ** | 85% | 15% | 69% | 31% | 62% | 38% |
| No | 439 | ** | ** | 43 | ** | ** | ** | ** | ** | ** | 380 | 59 | 314 | 124 | 284 | 155 |
| | 50% | ** | ** | 44% | ** | ** | ** | ** | ** | ** | 51% | 47% | 52% | 46% | 51% | 49% |
| | | ** | ** | 10% | ** | ** | ** | ** | ** | ** | 87% | 13% | 72% | 28% | 65% | 35% |
| Don't know | 65 | ** | ** | 12 | ** | ** | ** | ** | ** | ** | 52 | 13 | 33 | 32 | 44 | 21 |
| | 7% | ** | ** | 12% | ** | ** | ** | ** | ** | ** | 7% | 10% | 5% | 12% | 8% | 7% |
| | | ** | ** | 19% | ** | ** | ** | ** | ** | ** | 80% | 20% | 50% | 50% | 67% | 33% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 56

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

QE5 (QE38). And do you have a separate mobile subscription for your tablet, which allows you to go online from anywhere with a 3G or 4G signal, without the need for a Wi-Fi connection? (SINGLE CODE)

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

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | d | e | f | ~g | ~h | ~i | j | k | l | m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 515 | 265 | 250 | 87 | 108 | 218 | 102 | 47 | 44 | 65 | 132 | 156 | 163 | 109 | 87 | 314 | 60 | 65 | 76 |
| Effective Weighted Sample | 351 | 178 | 173 | 59 | 77 | 146 | 73 | 37 | 26 | 44 | 92 | 110 | 109 | 80 | 59 | 270 | 44 | 45 | 69 |
| Total | 374 | 193 | 181 | 59 | 87 | 167 | 62 | 35 | 27 | 37 | 111 | 137 | 111 | 69 | 58 | 316 | 29 | 19 | 10 |
| | | 52% | 48% | ** | 23% | 45% | 16% | ** | ** | ** | 30% | 37% | 30% | 18% | ** | 85% | ** | ** | ** |
| Yes | 136 | 68 | 67 | ** | 35 | 60 | 19 | ** | ** | ** | 47 | 50 | 43 | 26 | ** | 121 | ** | ** | ** |
| | 36% | 35% | 37% | ** | 40% | 36% | 30% | ** | ** | ** | 42% | 37% | 38% | 38% | ** | 38% | ** | ** | ** |
| | | 50% | 50% | ** | 26% | 45% | 14% | ** | ** | ** | 35% | 37% | 31% | 19% | ** | 89% | ** | ** | ** |
| No | 232 | 124 | 109 | ** | 51 | 104 | 42 | ** | ** | ** | 61 | 85 | 67 | 40 | ** | 191 | ** | ** | ** |
| | 62% | 64% | 60% | ** | 58% | 62% | 68% | ** | ** | ** | 55% | 62% | 60% | 59% | ** | 60% | ** | ** | ** |
| | | 53% | 47% | ** | 22% | 45% | 18% | ** | ** | ** | 26% | 37% | 29% | 17% | ** | 82% | ** | ** | ** |
| Don't know | 6 | 1 | 5 | ** | 1 | 2 | 1 | ** | ** | ** | 3 | 1 | 1 | 2 | ** | 4 | ** | ** | ** |
| | 2% | *% | 3% | ** | 1% | 1% | 2% | ** | ** | ** | 3% | 1% | 1% | 3% | ** | 1% | ** | ** | ** |
| | | 12% | 88% | ** | 19% | 37% | 21% | ** | ** | ** | 55% | 23% | 22% | 31% | ** | 66% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 56

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

QE5 (QE38). And do you have a separate mobile subscription for your tablet, which allows you to go online from anywhere with a 3G or 4G signal, without the need for a Wi-Fi connection? (SINGLE CODE)

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

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 515 | 32 | 36 | 47 | 38 | 25 | 21 | 40 | 42 | 33 | 369 | 146 | 325 | 190 | 338 | 177 |
| Effective Weighted Sample | 351 | 31 | 34 | 45 | 36 | 23 | 20 | 37 | 40 | 31 | 291 | 61 | 221 | 139 | 217 | 134 |
| Total | 374 | 43 | 56 | 44 | 28 | 26 | 23 | 37 | 20 | 41 | 320 | 55 | 258 | 116 | 233 | 141 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | 15% | 69% | 31% | 62% | 38% |
| Yes | 136 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 115 | 21 | 102 | 33 | 84 | 52 |
| | 36% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 36% | 38% | 40% | 29% | 36% | 37% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | 15% | 75% | 25% | 62% | 38% |
| No | 232 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 200 | 32 | 152 | 80 | 144 | 88 |
| | 62% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 63% | 59% | 59% | 69% | 62% | 62% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | 14% | 65% | 35% | 62% | 38% |
| Don't know | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | 2 | 4 | 2 | 4 | 2 |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | 3% | 2% | 2% | 2% | 1% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 75% | 25% | 65% | 35% | 70% | 30% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 57

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

QE6 (QE44). SHOWCARD And how often do you personally use the mobile signal on your tablet computer to go online - rather than using a Wi-Fi connection? (SINGLE CODE)

Base : Those with a separate mobile subscription for their 3G or 4G enabled tablet computer

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | Total | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 164 | 84 | 80 | 27 | 44 | 67 | 26 | 10 | 10 | 21 | 48 | 49 | 57 | 36 | 22 | 118 | 16 | 15 | 15 |
| Effective Weighted Sample | 118 | 59 | 59 | 19 | 33 | 48 | 19 | 8 | 8 | 14 | 35 | 38 | 40 | 27 | 15 | 99 | 13 | 9 | 14 |
| Total | 136 | 68 | 67 | 21 | 35 | 60 | 19 | 6 | 10 | 12 | 47 | 50 | 43 | 26 | 16 | 121 89% | 9 | 3 | 2 |
| Every day | 59 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 51 | ** | ** | ** |
| | 44% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 42% | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | ** | ** | ** |
| Several times a week | 31 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 29 | ** | ** | ** |
| | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24% | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 91% | ** | ** | ** |
| At least once a week | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12 | ** | ** | ** |
| | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 92% | ** | ** | ** |
| At least once a month | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13 | ** | ** | ** |
| | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | ** | ** |
| A few times a year | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9 | ** | ** | ** |
| | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | ** | ** |
| Less than once a year | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 41% | ** | ** | ** |
| Never | 5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | ** | ** | ** |
| | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 62% | ** | ** | ** |
| Don't know | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | ** | ** | ** |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 57

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

QE6 (QE44). SHOWCARD And how often do you personally use the mobile signal on your tablet computer to go online - rather than using a Wi-Fi connection? (SINGLE CODE)

Base : Those with a separate mobile subscription for their 3G or 4G enabled tablet computer

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | ~m | n | ~o |
| Unweighted total | 164 | 12 | 18 | 13 | 11 | 13 | 5 | 13 | 20 | 13 | 123 | 41 | 113 | 51 | 109 | 55 |
| Effective Weighted Sample | 118 | 12 | 17 | 13 | 10 | 12 | 5 | 12 | 19 | 12 | 98 | 20 | 81 | 41 | 74 | 44 |
| Total | 136 | 16 | 28 | 12 | 8 | 14 | 5 | 12 | 9 | 18 | 115 | 21 | 102 | 33 | 84 | 52 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | ** | 75% | ** | 62% | ** |
| Every day | 59 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 52 | ** | 43 | ** | 33 | ** |
| | 44% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 46% | ** | 42% | ** | 39% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | 73% | ** | 55% | ** |
| Several times a week | 31 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25 | ** | 28 | ** | 20 | ** |
| | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22% | ** | 27% | ** | 24% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 80% | ** | 89% | ** | 65% | ** |
| At least once a week | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12 | ** | 8 | ** | 6 | ** |
| | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11% | ** | 8% | ** | 7% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 92% | ** | 63% | ** | 43% | ** |
| At least once a month | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** | 10 | ** | 11 | ** |
| | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | ** | 10% | ** | 14% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | 79% | ** | 91% | ** |
| A few times a year | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** | 7 | ** | 7 | ** |
| | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | 7% | ** | 9% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 71% | ** | 73% | ** | 79% | ** |
| Less than once a year | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | 1 | ** | 1 | ** |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | 1% | ** | 1% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 82% | ** | 100% | ** | 59% | ** |
| Never | 5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4 | ** | 4 | ** | 3 | ** |
| | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | 4% | ** | 4% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 76% | ** | 71% | ** | 61% | ** |
| Don't know | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | 1 | ** | 2 | ** |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | 1% | ** | 3% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 70% | ** | 32% | ** | 68% | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 58

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

QE7 (QE1A). SHOWCARD How likely is it that your household will get a tablet computer - such as an iPad - in the next 12 months? (SINGLE CODE)

Base : Those without a tablet computer in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2196 | 1072 | 1124 | 275 | 280 | 543 | 1098 | 582 | 313 | 227 | 186 | 356 | 602 | 471 | 762 | 1336 | 282 | 303 | 275 |
| Effective Weighted Sample | 1505 | 728 | 777 | 197 | 193 | 393 | 755 | 411 | 196 | 158 | 128 | 235 | 411 | 330 | 554 | 1145 | 200 | 190 | 251 |
| Total | 1428 | 684 | 744 | 196 | 219 | 414 | 599 | 348 | 188 | 158 | 152 | 282 | 399 | 258 | 485 | 1192 | 128 | 69 | 39 |
| | | 48% | 52% | 14% | 15% | 29% | 42% | 24% | 13% | 11% | 11% | 20% | 28% | 18% | 34% | 84% | 9% | 5% | 3% |
| Certain to | 54 | 28 | 26 | 15 | 9 | 22 | 8 | 10 | 6 | 8 | 5 | 14 | 13 | 10 | 17 | 48 | 4 | 2 | 1 |
| | 4% | 4% | 3% | 8% | 4% | 5% | 1% | 3% | 3% | 5% | 3% | 5% | 3% | 4% | 3% | 4% | 3% | 3% | 2% |
| | | | | f | f | f | | | | | | | | | | | | | |
| | | 52% | 48% | 28% | 17% | 41% | 15% | 18% | 11% | 15% | 9% | 27% | 24% | 18% | 31% | 88% | 7% | 4% | 1% |
| Very likely | 84 | 44 | 40 | 14 | 29 | 24 | 17 | 11 | 15 | 11 | 14 | 29 | 25 | 15 | 15 | 76 | 3 | 3 | 2 |
| | 6% | 6% | 5% | 7% | 13% | 6% | 3% | 3% | 8% | 7% | 9% | 10% | 6% | 6% | 3% | 6% | 2% | 4% | 5% |
| | | | | f | cef | f | | | g | | g | mn | n | | | p | | | |
| | | 53% | 47% | 16% | 35% | 29% | 20% | 14% | 17% | 13% | 17% | 34% | 29% | 18% | 18% | 91% | 4% | 3% | 2% |
| Likely | 177 | 75 | 102 | 35 | 41 | 67 | 34 | 35 | 16 | 18 | 32 | 39 | 55 | 28 | 54 | 146 | 17 | 8 | 6 |
| | 12% | 11% | 14% | 18% | 19% | 16% | 6% | 10% | 9% | 12% | 21% | 14% | 14% | 11% | 11% | 12% | 14% | 12% | 15% |
| | | | | f | f | f | | | | | ghi | | | | | | | | |
| | | 42% | 58% | 20% | 23% | 38% | 19% | 20% | 9% | 10% | 18% | 22% | 31% | 16% | 30% | 82% | 10% | 4% | 3% |
| Unlikely | 199 | 99 | 100 | 28 | 36 | 77 | 59 | 45 | 29 | 25 | 33 | 36 | 67 | 39 | 57 | 168 | 16 | 10 | 5 |
| | 14% | 14% | 13% | 14% | 16% | 18% | 10% | 13% | 15% | 16% | 21% | 13% | 17% | 15% | 12% | 14% | 13% | 15% | 13% |
| | | | | f | f | f | | | | | g | | n | | | | | | |
| | | 50% | 50% | 14% | 18% | 39% | 30% | 23% | 15% | 13% | 16% | 18% | 33% | 20% | 29% | 84% | 8% | 5% | 2% |
| Very unlikely | 240 | 107 | 133 | 26 | 28 | 63 | 123 | 63 | 34 | 28 | 16 | 41 | 57 | 45 | 95 | 195 | 22 | 17 | 6 |
| | 17% | 16% | 18% | 13% | 13% | 15% | 21% | 18% | 18% | 18% | 11% | 15% | 14% | 18% | 20% | 16% | 17% | 25% | 17% |
| | | | | cde | | | | j | | | | | | | l | | | or | |
| | | 44% | 56% | 11% | 12% | 26% | 51% | 26% | 14% | 12% | 7% | 17% | 24% | 19% | 39% | 81% | 9% | 7% | 3% |
| Certain not to | 395 | 194 | 201 | 18 | 33 | 69 | 276 | 133 | 49 | 35 | 24 | 66 | 98 | 66 | 164 | 328 | 36 | 18 | 13 |
| | 28% | 28% | 27% | 9% | 15% | 17% | 46% | 38% | 26% | 22% | 16% | 24% | 25% | 25% | 34% | 28% | 28% | 27% | 34% |
| | | | | | | c | cde | hij | j | | | | | | klm | | | | |
| | | 49% | 51% | 5% | 8% | 17% | 70% | 34% | 12% | 9% | 6% | 17% | 25% | 17% | 41% | 83% | 9% | 5% | 3% |
| Don't know | 278 | 137 | 141 | 61 | 43 | 92 | 83 | 50 | 39 | 33 | 29 | 55 | 85 | 55 | 83 | 232 | 30 | 10 | 6 |
| | 19% | 20% | 19% | 31% | 19% | 22% | 14% | 14% | 21% | 21% | 19% | 20% | 21% | 21% | 17% | 19% | 23% | 15% | 16% |
| | | | | def | | f | | | | | | | | | | q | | | |
| | | 49% | 51% | 22% | 15% | 33% | 30% | 18% | 14% | 12% | 10% | 20% | 31% | 20% | 30% | 83% | 11% | 4% | 2% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 58

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QE7 (QE1A). SHOWCARD How likely is it that your household will get a tablet computer - such as an iPad - in the next 12 months? (SINGLE CODE)

Base : Those without a tablet computer in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2196 | 142 | 136 | 120 | 149 | 180 | 164 | 143 | 151 | 151 | 1633 | 563 | 797 | 1396 | 1346 | 850 |
| Effective Weighted Sample | 1505 | 133 | 125 | 112 | 140 | 170 | 155 | 135 | 144 | 139 | 1271 | 250 | 564 | 1005 | 905 | 601 |
| Total | 1428 | 175 | 177 | 100 | 101 | 152 | 149 | 110 | 60 | 169 | 1246 | 182 | 656 | 771 | 845 | 583 |
| | | 12% | 12% | 7% | 7% | 11% | 10% | 8% | 4% | 12% | 87% | 13% | 46% | 54% | 59% | 41% |
| Certain to | 54 | 17 | 3 | 2 | 3 | 11 | 1 | 3 | 1 | 6 | 51 | 3 | 36 | 18 | 17 | 37 |
| | 4% | 10% | 2% | 2% | 3% | 7% | 1% | 3% | 1% | 4% | 4% | 1% | 5% | 2% | 2% | 6% |
| | | bcd fgh | | | | b f h | | | | | k | | m | | | n |
| | | 31% | 6% | 5% | 6% | 20% | 2% | 6% | 1% | 12% | 95% | 5% | 67% | 33% | 32% | 68% |
| Very likely | 84 | 19 | 15 | 7 | 1 | 11 | 5 | 6 | 3 | 9 | 77 | 7 | 54 | 29 | 48 | 36 |
| | 6% | 11% | 9% | 7% | 1% | 7% | 3% | 6% | 5% | 5% | 6% | 4% | 8% | 4% | 6% | 6% |
| | | d f | d | d | | d | | d | d | d | | | m | | | |
| | | 23% | 18% | 8% | 1% | 13% | 6% | 8% | 4% | 11% | 91% | 9% | 65% | 35% | 57% | 43% |
| Likely | 177 | 27 | 17 | 14 | 10 | 20 | 12 | 12 | 9 | 26 | 151 | 26 | 106 | 70 | 98 | 79 |
| | 12% | 16% | 10% | 14% | 9% | 13% | 8% | 11% | 15% | 15% | 12% | 14% | 16% | 9% | 12% | 14% |
| | | f | | | | | | | | f | | | m | | | |
| | | 15% | 10% | 8% | 5% | 11% | 7% | 7% | 5% | 15% | 85% | 15% | 60% | 40% | 55% | 45% |
| Unlikely | 199 | 15 | 24 | 15 | 15 | 20 | 26 | 20 | 6 | 26 | 177 | 22 | 106 | 93 | 116 | 83 |
| | 14% | 8% | 13% | 16% | 15% | 13% | 18% | 19% | 10% | 16% | 14% | 12% | 16% | 12% | 14% | 14% |
| | | | | | | | a h | a h | | | | | m | | | |
| | | 7% | 12% | 8% | 8% | 10% | 13% | 10% | 3% | 13% | 89% | 11% | 53% | 47% | 58% | 42% |
| Very unlikely | 240 | 17 | 31 | 21 | 24 | 34 | 19 | 15 | 9 | 23 | 206 | 34 | 91 | 149 | 150 | 91 |
| | 17% | 10% | 17% | 21% | 24% | 23% | 13% | 14% | 15% | 14% | 17% | 19% | 14% | 19% | 18% | 16% |
| | | | a | a f g h i | | a f | | | | | | | l | | | |
| | | 7% | 13% | 9% | 10% | 14% | 8% | 6% | 4% | 10% | 86% | 14% | 38% | 62% | 62% | 38% |
| Certain not to | 395 | 31 | 62 | 27 | 30 | 29 | 49 | 35 | 22 | 43 | 345 | 50 | 113 | 282 | 268 | 127 |
| | 28% | 18% | 35% | 27% | 30% | 19% | 33% | 32% | 36% | 25% | 28% | 27% | 17% | 37% | 32% | 22% |
| | | | a e | | a e | | a e | a e | a e | | | | l | o | | |
| | | 8% | 16% | 7% | 8% | 7% | 12% | 9% | 5% | 11% | 87% | 13% | 29% | 71% | 68% | 32% |
| Don't know | 278 | 49 | 24 | 13 | 18 | 28 | 36 | 17 | 11 | 34 | 239 | 40 | 150 | 129 | 148 | 130 |
| | 19% | 28% | 14% | 13% | 18% | 18% | 24% | 16% | 19% | 20% | 19% | 22% | 23% | 17% | 18% | 22% |
| | | b c g | | | | | b c | | | | | | m | | | n |
| | | 17% | 9% | 5% | 7% | 10% | 13% | 6% | 4% | 12% | 86% | 14% | 54% | 46% | 53% | 47% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 59

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

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|----------------|----------------|-------|--------------|------|-----|------|----------|-----------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Yes - have access and use at home | 2029 | 985 | 1044 | 355 | 407 | 767 | 500 | 264 | 211 | 242 | 456 | 584 | 651 | 358 | 434 | 1706 | 176 | 95 | 53 |
| | 80% | 81% | 79% | 93% | 91% | 87% | 60% | 58% | 76% | 87% | 97% | 92% | 87% | 77% | 64% | 80% | 80% | 76% | 76% |
| | | 49% | 51% | ef | ef | f | | 13% | g | gh | ghi | lmn | mn | n | | r | | | |
| | | | | 17% | 20% | 38% | 25% | | 10% | 12% | 22% | 29% | 32% | 18% | 21% | 84% | 9% | 5% | 3% |
| Yes - have access but don't use at home | 54 | 21 | 33 | 3 | 5 | 20 | 26 | 6 | 8 | 5 | 6 | 8 | 13 | 13 | 21 | 42 | 3 | 6 | 3 |
| | 2% | 2% | 2% | 1% | 1% | 2% | 3% | 1% | 3% | 2% | 1% | 1% | 2% | 3% | 3% | 2% | 1% | 5% | 4% |
| | | | | | | | cd | | | | | | | | k | | | op | op |
| | | 40% | 60% | 6% | 10% | 36% | 48% | 11% | 15% | 9% | 11% | 14% | 24% | 23% | 39% | 79% | 5% | 11% | 5% |
| No do not have access at home | 452 | 210 | 241 | 23 | 33 | 90 | 306 | 182 | 59 | 30 | 6 | 46 | 88 | 93 | 223 | 371 | 42 | 25 | 14 |
| | 18% | 17% | 18% | 6% | 7% | 10% | 37% | 40% | 21% | 11% | 1% | 7% | 12% | 20% | 33% | 17% | 19% | 20% | 20% |
| | | 47% | 53% | 5% | 7% | 20% | 68% | 40% | 13% | 7% | 1% | 10% | 19% | 21% | 49% | 82% | 9% | 5% | 3% |
| Don't know | 4 | 1 | 3 | - | 1 | 3 | - | 2 | * | - | 1 | - | * | 2 | 2 | 4 | - | * | - |
| | 16% | 8% | 2% | 0% | 2% | 4% | 0% | 5% | 4% | 0% | 2% | 0% | 4% | 5% | 5% | 11% | 0% | 4% | 0% |
| INTERNET ACCESS AT HOME | | | | | | | | | | | | | | | | | | | |
| YES | 2083 | 1007 | 1077 | 358 | 412 | 786 | 526 | 270 | 219 | 247 | 462 | 591 | 664 | 371 | 455 | 1748 | 179 | 100 | 56 |
| | 82% | 83% | 81% | 94% | 92% | 89% | 63% | 59% | 79% | 89% | 98% | 93% | 88% | 80% | 67% | 82% | 81% | 80% | 80% |
| | | 48% | 52% | ef | f | f | | 13% | g | gh | ghi | lmn | mn | n | | | | | |
| | | | | 17% | 20% | 38% | 25% | | 11% | 12% | 22% | 28% | 32% | 18% | 22% | 84% | 9% | 5% | 3% |
| NO | 452 | 210 | 241 | 23 | 33 | 90 | 306 | 182 | 59 | 30 | 6 | 46 | 88 | 93 | 223 | 371 | 42 | 25 | 14 |
| | 18% | 17% | 18% | 6% | 7% | 10% | 37% | 40% | 21% | 11% | 1% | 7% | 12% | 20% | 33% | 17% | 19% | 20% | 20% |
| | | 47% | 53% | 5% | 7% | 20% | 68% | 40% | 13% | 7% | 1% | 10% | 19% | 21% | 49% | 82% | 9% | 5% | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 59

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

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Yes - have access and use at home | 2029 | 271 | 292 | 185 | 143 | 162 | 182 | 174 | 75 | 220 | 1757 | 272 | 1297 | 731 | 1248 | 781 |
| | 80% | 84% | 85% | 84% | 81% | 74% | 77% | 84% | 70% | 78% | 80% | 80% | 91% | 66% | 80% | 79% |
| | | efh | efh | efh | h | | | eh | | | | | m | | | |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 9% | 4% | 11% | 87% | 13% | 64% | 36% | 62% | 38% |
| Yes - have access but don't use at home | 54 | 8 | 6 | 7 | 1 | 1 | 2 | 3 | 8 | 6 | 46 | 8 | 24 | 30 | 35 | 19 |
| | 2% | 2% | 2% | 3% | 1% | 1% | 1% | 1% | 7% | 2% | 2% | 2% | 2% | 3% | 2% | 2% |
| | | | | e | | | | | abdefgi | | | | | | | |
| | | 14% | 11% | 14% | 3% | 2% | 4% | 5% | 14% | 11% | 86% | 14% | 45% | 55% | 64% | 36% |
| No do not have access at home | 452 | 43 | 47 | 28 | 33 | 56 | 53 | 29 | 24 | 57 | 392 | 60 | 104 | 347 | 265 | 186 |
| | 18% | 13% | 14% | 13% | 18% | 26% | 22% | 14% | 22% | 20% | 18% | 18% | 7% | 31% | 17% | 19% |
| | | | | | | abcg | abcg | | abcg | c | | | | l | | |
| | | 10% | 10% | 6% | 7% | 12% | 12% | 7% | 5% | 13% | 87% | 13% | 23% | 77% | 59% | 41% |
| Don't know | 4 | - | - | - | 1 | - | - | 2 | - | 1 | 4 | * | 1 | 3 | 4 | - |
| | *% | -% | -% | -% | *% | -% | -% | 1% | -% | *% | *% | *% | *% | *% | *% | -% |
| | | -% | -% | -% | 13% | -% | -% | 55% | -% | 29% | 96% | 4% | 33% | 67% | 100% | -% |
| INTERNET ACCESS AT HOME | | | | | | | | | | | | | | | | |
| YES | 2083 | 279 | 299 | 192 | 144 | 164 | 185 | 177 | 83 | 226 | 1803 | 280 | 1321 | 761 | 1283 | 800 |
| | 82% | 87% | 86% | 87% | 81% | 74% | 78% | 85% | 78% | 80% | 82% | 82% | 93% | 68% | 83% | 81% |
| | | efhi | efh | efhi | | | | efh | | | | | m | | | |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 62% | 38% |

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

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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

| | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| NO | 452 | 43 | 47 | 28 | 33 | 56 | 53 | 29 | 24 | 57 | 392 | 60 | 104 | 347 | 265 | 186 |
| | 18% | 13% | 14% | 13% | 18% | 26% | 22% | 14% | 22% | 20% | 18% | 18% | 7% | 31% | 17% | 19% |
| | | | | | | abcg | abcg | | abcg | c | | | | l | | |
| | | 10% | 10% | 6% | 7% | 12% | 12% | 7% | 5% | 13% | 87% | 13% | 23% | 77% | 59% | 41% |

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

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

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Your workplace | 824 | 454 | 370 | 138 | 210 | 393 | 83 | 53 | 77 | 97 | 278 | 300 | 308 | 140 | 75 | 693 | 74 | 39 | 17 |
| | 32% | 37% | 28% | 36% | 47% | 45% | 10% | 12% | 28% | 35% | 59% | 47% | 41% | 30% | 11% | 33% | 34% | 31% | 25% |
| | | b | | f | cf | cf | | g | g | g | ghi | lmn | mn | n | | r | r | | |
| | | 55% | 45% | 17% | 26% | 48% | 10% | 6% | 9% | 12% | 34% | 36% | 37% | 17% | 9% | 84% | 9% | 5% | 2% |
| In someone else's home | 688 | 318 | 369 | 191 | 167 | 252 | 78 | 87 | 66 | 74 | 164 | 189 | 222 | 130 | 146 | 569 | 65 | 35 | 19 |
| | 27% | 26% | 28% | 50% | 37% | 29% | 9% | 19% | 24% | 27% | 35% | 30% | 30% | 28% | 22% | 27% | 29% | 28% | 27% |
| | | | | def | ef | f | | | | g | ghi | n | n | n | | | | | |
| | | 46% | 54% | 28% | 24% | 37% | 11% | 13% | 10% | 11% | 24% | 27% | 32% | 19% | 21% | 83% | 9% | 5% | 3% |
| Library | 173 | 75 | 98 | 58 | 35 | 55 | 25 | 45 | 26 | 9 | 23 | 49 | 51 | 28 | 45 | 149 | 17 | 4 | 2 |
| | 7% | 6% | 7% | 15% | 8% | 6% | 3% | 10% | 9% | 3% | 5% | 8% | 7% | 6% | 7% | 7% | 8% | 4% | 3% |
| | | | | def | f | f | | ij | ij | | | | | | | qr | qr | | |
| | | 43% | 57% | 33% | 20% | 32% | 14% | 26% | 15% | 5% | 14% | 28% | 29% | 16% | 26% | 86% | 10% | 3% | 1% |
| Internet café | 169 | 79 | 90 | 48 | 37 | 66 | 18 | 21 | 18 | 17 | 44 | 60 | 61 | 26 | 22 | 150 | 12 | 2 | 5 |
| | 7% | 6% | 7% | 13% | 8% | 8% | 2% | 5% | 7% | 6% | 9% | 9% | 8% | 6% | 3% | 7% | 6% | 2% | 7% |
| | | | | def | f | f | | | | g | g | mn | n | n | | q | q | | q |
| | | 47% | 53% | 28% | 22% | 39% | 11% | 12% | 11% | 10% | 26% | 35% | 36% | 16% | 13% | 88% | 7% | 1% | 3% |
| School/ college | 145 | 81 | 64 | 99 | 15 | 21 | 9 | 20 | 8 | 7 | 15 | 41 | 60 | 17 | 27 | 129 | 7 | 4 | 4 |
| | 6% | 7% | 5% | 26% | 3% | 2% | 1% | 4% | 3% | 3% | 3% | 6% | 8% | 4% | 4% | 6% | 3% | 3% | 6% |
| | | b | | def | f | f | | | | | | mn | mn | | | p | | | |
| | | 56% | 44% | 68% | 10% | 15% | 6% | 14% | 6% | 5% | 10% | 28% | 41% | 12% | 19% | 89% | 5% | 3% | 3% |
| University | 86 | 36 | 50 | 55 | 12 | 16 | 2 | 16 | 3 | 2 | 24 | 30 | 39 | 11 | 6 | 71 | 8 | 4 | 3 |
| | 3% | 3% | 4% | 15% | 3% | 2% | *% | 3% | 1% | 1% | 5% | 5% | 5% | 2% | 1% | 3% | 4% | 3% | 4% |
| | | | | def | f | f | | i | | | hi | mn | mn | n | | | | | |
| | | 42% | 58% | 65% | 14% | 18% | 3% | 18% | 4% | 2% | 27% | 35% | 45% | 13% | 7% | 83% | 9% | 4% | 3% |

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

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

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| UK culture centre/ Learn Direct/ other online learning centres | 32 | 17 | 15 | 11 | 5 | 14 | 2 | 7 | 4 | 1 | 4 | 7 | 12 | 4 | 8 | 30 | 1 | 1 | * |
| | 1% | 1% | 1% | 3% | 1% | 2% | *% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | *% |
| | | 54% | 46% | 34% | 16% | 44% | 6% | 22% | 11% | 4% | 11% | 23% | 38% | 14% | 26% | 92% | 4% | 3% | 1% |
| Other | 166 | 77 | 89 | 28 | 43 | 55 | 40 | 22 | 11 | 20 | 45 | 55 | 54 | 20 | 36 | 150 | 5 | 8 | 3 |
| | 7% | 6% | 7% | 7% | 10% | 6% | 5% | 5% | 4% | 7% | 10% | 9% | 7% | 4% | 5% | 7% | 2% | 6% | 5% |
| | | 46% | 54% | 17% | 26% | 33% | 24% | 13% | 7% | 12% | 27% | 33% | 32% | 12% | 22% | 90% | 3% | 5% | 2% |
| No, do not | 1169 | 535 | 634 | 64 | 120 | 342 | 643 | 280 | 148 | 133 | 116 | 207 | 278 | 243 | 440 | 983 | 94 | 59 | 33 |
| | 46% | 44% | 48% | 17% | 27% | 39% | 77% | 62% | 53% | 48% | 25% | 32% | 37% | 52% | 65% | 46% | 42% | 47% | 48% |
| | | 46% | 54% | 5% | 10% | 29% | 55% | 24% | 13% | 11% | 10% | 18% | 24% | 21% | 38% | 84% | 8% | 5% | 3% |
| EVER USE INTERNET AT HOME OR ELSEWHERE | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | 84% | 85% | 84% | 98% | 95% | 92% | 63% | 65% | 81% | 91% | 99% | 94% | 89% | 81% | 71% | 84% | 86% | 80% | 79% |
| | | 48% | 52% | ef | ef | f | | 14% | g | gh | ghi | lmn | mn | n | 23% | 84% | 9% | 5% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Your workplace | 824 | 150 | 129 | 74 | 43 | 49 | 51 | 66 | 38 | 94 | 725 | 99 | 781 | 42 | 477 | 347 |
| | 32% | 46% | 37% | 34% | 24% | 22% | 22% | 32% | 36% | 33% | 33% | 29% | 55% | 4% | 31% | 35% |
| | | bcdefghi | def | def | | | | ef | def | def | | | m | | | n |
| | | 18% | 16% | 9% | 5% | 6% | 6% | 8% | 5% | 11% | 88% | 12% | 95% | 5% | 58% | 42% |
| In someone else's home | 688 | 111 | 106 | 69 | 35 | 37 | 41 | 65 | 26 | 78 | 602 | 86 | 464 | 224 | 389 | 298 |
| | 27% | 34% | 31% | 31% | 20% | 17% | 17% | 31% | 25% | 27% | 27% | 25% | 33% | 20% | 25% | 30% |
| | | defh | def | def | | | | def | ef | ef | | | m | | | n |
| | | 16% | 15% | 10% | 5% | 5% | 6% | 10% | 4% | 11% | 87% | 13% | 67% | 33% | 57% | 43% |
| Library | 173 | 48 | 33 | 13 | 7 | 4 | 9 | 4 | 3 | 28 | 159 | 13 | 93 | 79 | 79 | 93 |
| | 7% | 15% | 10% | 6% | 4% | 2% | 4% | 2% | 3% | 10% | 7% | 4% | 7% | 7% | 5% | 9% |
| | | cdefgh | defgh | eg | | | | | | defgh | k | | | | | n |
| | | 28% | 19% | 7% | 4% | 2% | 5% | 2% | 2% | 16% | 92% | 8% | 54% | 46% | 46% | 54% |
| Internet café | 169 | 54 | 34 | 17 | 6 | 1 | 8 | 5 | 4 | 20 | 158 | 11 | 120 | 49 | 78 | 91 |
| | 7% | 17% | 10% | 8% | 4% | 1% | 3% | 3% | 4% | 7% | 7% | 3% | 8% | 4% | 5% | 9% |
| | | bcdefghi | defgh | defg | e | | e | | e | eg | k | | m | | | n |
| | | 32% | 20% | 10% | 4% | 1% | 5% | 3% | 2% | 12% | 93% | 7% | 71% | 29% | 46% | 54% |
| School/ college | 145 | 37 | 14 | 12 | 13 | 11 | 8 | 12 | 7 | 16 | 127 | 18 | 60 | 85 | 76 | 68 |
| | 6% | 12% | 4% | 5% | 7% | 5% | 3% | 6% | 6% | 6% | 6% | 5% | 4% | 8% | 5% | 7% |
| | | bcefg | | | f | | | | | | | | | l | | n |
| | | 26% | 10% | 8% | 9% | 7% | 5% | 8% | 5% | 11% | 88% | 12% | 41% | 59% | 53% | 47% |
| University | 86 | 26 | 9 | 4 | 4 | 2 | 2 | 3 | 1 | 20 | 83 | 2 | 41 | 45 | 30 | 56 |
| | 3% | 8% | 3% | 2% | 2% | 1% | 1% | 1% | 1% | 7% | 4% | 1% | 3% | 4% | 2% | 6% |
| | | bcdefgh | | | | | | | | bcdefgh | k | | | | | n |
| | | 30% | 10% | 5% | 5% | 2% | 3% | 3% | 1% | 23% | 97% | 3% | 48% | 52% | 34% | 66% |

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

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

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| UK culture centre/ Learn Direct/ other online learning centres | 32 | 14 | 2 | 3 | 2 | 1 | 2 | 1 | * | 5 | 31 | 2 | 21 | 11 | 12 | 20 |
| | 1% | 4% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% |
| | | bcdefgh | | | | | | | | | | | | | | n |
| | | 45% | 6% | 8% | 6% | 4% | 5% | 2% | 1% | 14% | 95% | 5% | 66% | 34% | 38% | 62% |
| Other | 166 | 43 | 17 | 15 | 24 | 7 | 7 | 11 | 9 | 17 | 143 | 23 | 106 | 61 | 96 | 70 |
| | 7% | 13% | 5% | 7% | 14% | 3% | 3% | 5% | 8% | 6% | 6% | 7% | 7% | 5% | 6% | 7% |
| | | bcefgi | | | bcefgi | | | | ef | | | | m | | | |
| | | 26% | 10% | 9% | 15% | 4% | 4% | 6% | 5% | 10% | 86% | 14% | 64% | 36% | 58% | 42% |
| No, do not | 1169 | 103 | 157 | 94 | 91 | 137 | 154 | 89 | 47 | 111 | 993 | 176 | 430 | 738 | 771 | 399 |
| | 46% | 32% | 45% | 43% | 51% | 62% | 65% | 42% | 44% | 39% | 45% | 52% | 30% | 66% | 50% | 40% |
| | | a | a | ai | abcdghi | abcdghi | a | a | a | | | j | l | o | | |
| | | 9% | 13% | 8% | 8% | 12% | 13% | 8% | 4% | 10% | 85% | 15% | 37% | 63% | 66% | 34% |
| EVER USE INTERNET AT HOME OR ELSEWHERE | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | 84% | 90% | 86% | 89% | 84% | 77% | 78% | 86% | 76% | 84% | 84% | 83% | 94% | 71% | 84% | 84% |
| | | efh | efh | efh | eh | | | efh | | eh | | | m | | | |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |

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

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

Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Every day | 1624 | 812 | 812 | 318 | 352 | 625 | 328 | 197 | 159 | 194 | 417 | 508 | 526 | 276 | 314 | 1386 | 119 | 79 | 40 |
| | 76% | 79% | 74% | 85% | 83% | 78% | 62% | 67% | 71% | 77% | 90% | 85% | 78% | 73% | 65% | 78% | 63% | 78% | 73% |
| | | b | | ef | f | f | | | | g | ghi | lmn | n | n | | pr | | p | p |
| | | 50% | 50% | 20% | 22% | 39% | 20% | 12% | 10% | 12% | 26% | 31% | 32% | 17% | 19% | 85% | 7% | 5% | 2% |
| Several times a week | 309 | 137 | 172 | 38 | 49 | 120 | 101 | 48 | 41 | 32 | 31 | 56 | 101 | 61 | 90 | 239 | 49 | 11 | 9 |
| | 14% | 13% | 16% | 10% | 11% | 15% | 19% | 16% | 18% | 13% | 7% | 9% | 15% | 16% | 19% | 13% | 26% | 11% | 17% |
| | | | | | | c | cde | j | j | j | | | k | k | k | | oqr | | |
| | | 44% | 56% | 12% | 16% | 39% | 33% | 16% | 13% | 10% | 10% | 18% | 33% | 20% | 29% | 77% | 16% | 4% | 3% |
| At least once a week | 105 | 44 | 60 | 11 | 15 | 33 | 46 | 25 | 11 | 12 | 10 | 20 | 29 | 17 | 38 | 83 | 12 | 7 | 4 |
| | 5% | 4% | 5% | 3% | 3% | 4% | 9% | 9% | 5% | 5% | 2% | 3% | 4% | 4% | 8% | 5% | 6% | 7% | 6% |
| | | | | | | cde | | j | | | | | | | klm | | | | |
| | | 42% | 58% | 11% | 14% | 31% | 44% | 24% | 11% | 12% | 10% | 19% | 28% | 16% | 37% | 79% | 11% | 7% | 3% |
| At least once a month | 43 | 19 | 23 | 2 | 7 | 9 | 24 | 13 | 8 | 5 | 3 | 5 | 6 | 11 | 22 | 35 | 5 | 2 | 1 |
| | 2% | 2% | 2% | 1% | 2% | 1% | 5% | 4% | 4% | 2% | 1% | 1% | 1% | 3% | 4% | 2% | 3% | 2% | 2% |
| | | | | | | cde | | j | j | | | | | kl | kl | | | | |
| | | 45% | 55% | 6% | 17% | 22% | 56% | 30% | 19% | 12% | 7% | 12% | 13% | 25% | 51% | 81% | 11% | 4% | 3% |
| A few times a year | 16 | 5 | 11 | - | 2 | 3 | 11 | 1 | 2 | 3 | 2 | 4 | 4 | 4 | 3 | 15 | 1 | * | 1 |
| | 1% | 1% | 1% | -% | *% | *% | 2% | *% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | *% | *% | 1% |
| | | | | | | cde | | | | | | | | | | | | | |
| | | 33% | 67% | -% | 13% | 21% | 66% | 6% | 15% | 18% | 10% | 27% | 27% | 27% | 19% | 91% | 4% | 2% | 3% |
| Less than once a year | 7 | 3 | 5 | - | * | 1 | 6 | 1 | 1 | - | 1 | 2 | * | 1 | 2 | 7 | - | - | * |
| | *% | *% | *% | -% | *% | *% | 1% | *% | *% | -% | *% | *% | *% | *% | *% | *% | -% | -% | *% |
| | | | | | | ce | | | | | | | | | | | | | |
| | | 37% | 63% | -% | 5% | 16% | 79% | 18% | 15% | -% | 10% | 29% | 3% | 16% | 22% | 97% | -% | -% | 3% |

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

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

Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Never | 20 | 4 | 16 | - | 1 | 10 | 10 | 8 | 1 | 4 | * | 3 | 4 | 3 | 11 | 17 | 2 | 1 | 1 |
| | 1% | *% | 1% | -% | *% | 1% | 2% | 3% | *% | 2% | *% | *% | 1% | 1% | 2% | 1% | 1% | 1% | 1% |
| | | a | a | | | c | cd | hj | | j | | | | | kl | | | | |
| | | 21% | 79% | -% | 3% | 48% | 48% | 39% | 3% | 19% | 1% | 12% | 19% | 15% | 54% | 85% | 9% | 3% | 2% |
| Don't know | 8 | 4 | 4 | 2 | 1 | 3 | 2 | 2 | 1 | - | - | 3 | - | 3 | 2 | 5 | 2 | 1 | - |
| | *% | *% | *% | 1% | *% | *% | *% | 1% | *% | -% | -% | *% | -% | 1% | *% | *% | 1% | 1% | -% |
| | | | | | | | | | | | | | | l | | o | | | |
| | | 55% | 45% | 29% | 7% | 36% | 29% | 30% | 10% | -% | -% | 35% | -% | 37% | 28% | 61% | 26% | 13% | -% |

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

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

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Every day | 1624 | 226 | 240 | 168 | 115 | 99 | 151 | 145 | 54 | 188 | 1404 | 220 | 1094 | 530 | 1007 | 617 |
| | 76% | 78% | 81% | 86% | 77% | 59% | 81% | 80% | 66% | 78% | 76% | 78% | 81% | 68% | 77% | 74% |
| | | eh | eh | adeh | eh | | eh | eh | | eh | | | m | | | |
| | | 14% | 15% | 10% | 7% | 6% | 9% | 9% | 3% | 12% | 86% | 14% | 67% | 33% | 62% | 38% |
| Several times a week | 309 | 42 | 35 | 16 | 15 | 48 | 21 | 18 | 16 | 28 | 276 | 33 | 173 | 136 | 181 | 127 |
| | 14% | 14% | 12% | 8% | 10% | 28% | 11% | 10% | 20% | 12% | 15% | 12% | 13% | 17% | 14% | 15% |
| | | c | | | | abcdfgi | | | bcdfgi | | | | l | | | |
| | | 13% | 11% | 5% | 5% | 15% | 7% | 6% | 5% | 9% | 89% | 11% | 56% | 44% | 59% | 41% |
| At least once a week | 105 | 10 | 10 | 7 | 9 | 9 | 7 | 11 | 6 | 13 | 88 | 17 | 50 | 54 | 58 | 46 |
| | 5% | 4% | 3% | 4% | 6% | 6% | 4% | 6% | 7% | 5% | 5% | 6% | 4% | 7% | 4% | 6% |
| | | | | | | | | | | | | | l | | | |
| | | 10% | 10% | 7% | 9% | 9% | 6% | 11% | 5% | 12% | 84% | 16% | 48% | 51% | 56% | 44% |
| At least once a month | 43 | 5 | 4 | 2 | 5 | 4 | 4 | 3 | 2 | 6 | 38 | 5 | 12 | 31 | 25 | 17 |
| | 2% | 2% | 1% | 1% | 4% | 2% | 2% | 2% | 3% | 3% | 2% | 2% | 1% | 4% | 2% | 2% |
| | | | | | | | | | | | | | l | | | |
| | | 11% | 8% | 5% | 13% | 8% | 8% | 7% | 6% | 15% | 88% | 12% | 28% | 72% | 59% | 41% |
| A few times a year | 16 | 1 | 6 | 2 | - | 2 | 1 | 1 | 1 | 1 | 16 | 1 | 8 | 9 | 12 | 4 |
| | 1% | *% | 2% | 1% | -% | 1% | *% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | *% |
| | | 8% | 34% | 10% | -% | 11% | 5% | 8% | 7% | 8% | 96% | 4% | 46% | 54% | 75% | 25% |
| Less than once a year | 7 | 2 | - | 1 | - | 2 | - | 1 | 1 | 1 | 7 | * | - | 7 | 6 | 2 |
| | *% | 1% | -% | *% | -% | 1% | -% | *% | 1% | *% | *% | *% | -% | 1% | *% | *% |
| | | | | | | | | | | | | | l | | | |
| | | 29% | -% | 9% | -% | 28% | -% | 9% | 9% | 13% | 96% | 4% | -% | 100% | 74% | 26% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 61

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

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

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Never | 20 | 4 | 1 | 1 | 2 | 5 | 2 | 1 | 1 | - | 17 | 4 | 6 | 14 | 11 | 10 |
| | 1% | 1% | *% | *% | 1% | 3% | 1% | 1% | 2% | -% | 1% | 1% | *% | 2% | 1% | 1% |
| | | | | | | ci | | | | | | | | l | | |
| | | 19% | 7% | 3% | 9% | 22% | 11% | 7% | 7% | -% | 82% | 18% | 32% | 68% | 53% | 47% |
| Don't know | 8 | - | - | - | 3 | - | - | - | - | 2 | 7 | 1 | 5 | 3 | 2 | 6 |
| | *% | -% | -% | -% | 2% | -% | -% | -% | -% | 1% | *% | *% | *% | *% | *% | 1% |
| | | | | | acg | | | | | | | | | | | n |
| | | -% | -% | -% | 37% | -% | -% | -% | -% | 24% | 83% | 17% | 57% | 43% | 21% | 79% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 62

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

QE11 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Laptop | 842 | 419 | 423 | 125 | 148 | 338 | 232 | 112 | 90 | 98 | 178 | 252 | 268 | 142 | 180 | 699 | 84 | 39 | 20 |
| | | 40% | 41% | 33% | 35% | 42% | 44% | 38% | 40% | 39% | 38% | 42% | 40% | 38% | 37% | 39% | 45% | 38% | 36% |
| | | | | | | cd | cd | | | | | | | | | | r | | |
| | | 50% | 50% | 15% | 18% | 40% | 27% | 13% | 11% | 12% | 21% | 30% | 32% | 17% | 21% | 83% | 10% | 5% | 2% |
| Smartphone | 498 | 243 | 255 | 154 | 173 | 150 | 21 | 78 | 55 | 59 | 105 | 109 | 161 | 103 | 125 | 420 | 39 | 25 | 14 |
| | | 23% | 24% | 41% | 41% | 19% | 4% | 26% | 25% | 24% | 23% | 18% | 24% | 27% | 26% | 24% | 21% | 24% | 25% |
| | | | | ef | ef | f | | | | | | | k | k | k | | | | |
| | | 49% | 51% | 31% | 35% | 30% | 4% | 16% | 11% | 12% | 21% | 22% | 32% | 21% | 25% | 84% | 8% | 5% | 3% |
| Desktop PC | 426 | 231 | 195 | 43 | 33 | 160 | 190 | 59 | 53 | 45 | 91 | 137 | 122 | 64 | 100 | 375 | 26 | 18 | 7 |
| | | 20% | 22% | 12% | 8% | 20% | 36% | 20% | 24% | 18% | 20% | 23% | 18% | 17% | 21% | 21% | 14% | 18% | 12% |
| | | | | b | | cd | cde | | | | | m | | | | pr | | r | |
| | | 54% | 46% | 10% | 8% | 38% | 45% | 14% | 12% | 11% | 21% | 32% | 29% | 15% | 23% | 88% | 6% | 4% | 2% |
| Tablet computer (e.g. iPad) | 314 | 117 | 197 | 40 | 66 | 138 | 71 | 35 | 20 | 42 | 84 | 95 | 107 | 56 | 56 | 250 | 33 | 17 | 13 |
| | | 15% | 11% | 18% | 11% | 17% | 13% | 12% | 9% | 17% | 18% | 16% | 16% | 15% | 12% | 14% | 17% | 17% | 24% |
| | | | | a | | c | | | | h | gh | | n | | | | | opq | |
| | | 37% | 63% | 13% | 21% | 44% | 22% | 11% | 6% | 13% | 27% | 30% | 34% | 18% | 18% | 80% | 10% | 6% | 4% |
| Other device | 31 | 13 | 18 | 11 | 4 | 7 | 9 | 6 | 5 | 4 | 4 | 5 | 8 | 4 | 14 | 26 | 3 | 1 | 1 |
| | | 1% | 1% | 3% | 1% | 1% | 2% | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 3% | 1% | 2% | 1% | 2% |
| | | | | e | | | | | | | | | | | kl | | | | |
| | | 43% | 57% | 35% | 14% | 23% | 28% | 19% | 15% | 12% | 11% | 16% | 25% | 14% | 43% | 82% | 10% | 4% | 4% |
| None | 12 | 2 | 10 | * | 2 | 8 | 2 | 6 | 1 | 2 | 1 | 2 | 4 | 1 | 5 | 10 | 2 | * | 1 |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | | | a | | | | j | | | | | | | | | | | |
| | | 18% | 82% | 1% | 15% | 64% | 20% | 45% | 6% | 18% | 9% | 18% | 31% | 11% | 40% | 78% | 16% | 2% | 4% |
| Don't know | 9 | 3 | 5 | * | 1 | 4 | 4 | 1 | 1 | - | 1 | 2 | - | 4 | 3 | 7 | 2 | - | * |
| | | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 1% |
| | | | | | | | | | | | | | | l | l | | | | |
| | | 38% | 62% | 1% | 10% | 47% | 42% | 17% | 8% | 0% | 12% | 20% | 0% | 43% | 37% | 81% | 18% | 0% | 1% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 62

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

QE11 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|-----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Laptop | 842 | 131 | 115 | 55 | 42 | 69 | 75 | 76 | 33 | 103 | 728 | 115 | 534 | 309 | 508 | 334 |
| | 40% | 45% | 39% | 28% | 28% | 41% | 40% | 42% | 41% | 43% | 39% | 41% | 40% | 39% | 39% | 40% |
| | | cd | cd | | | cd | cd | cd | cd | cd | | | | | | |
| | | 16% | 14% | 7% | 5% | 8% | 9% | 9% | 4% | 12% | 86% | 14% | 63% | 37% | 60% | 40% |
| Smartphone | 498 | 66 | 53 | 52 | 46 | 34 | 49 | 41 | 20 | 60 | 443 | 55 | 368 | 129 | 281 | 217 |
| | 23% | 23% | 18% | 27% | 31% | 20% | 26% | 23% | 24% | 25% | 24% | 19% | 27% | 16% | 22% | 26% |
| | | | | b | be | | | | | | | | m | | n | |
| | | 13% | 11% | 11% | 9% | 7% | 10% | 8% | 4% | 12% | 89% | 11% | 74% | 26% | 56% | 44% |
| Desktop PC | 426 | 56 | 76 | 55 | 35 | 36 | 30 | 28 | 13 | 46 | 371 | 55 | 221 | 204 | 281 | 145 |
| | 20% | 19% | 26% | 28% | 23% | 22% | 16% | 15% | 16% | 19% | 20% | 19% | 16% | 26% | 22% | 17% |
| | | | fgh | afghi | g | | | | | | | | | l | o | |
| | | 13% | 18% | 13% | 8% | 9% | 7% | 7% | 3% | 11% | 87% | 13% | 52% | 48% | 66% | 34% |
| Tablet computer (e.g. iPad) | 314 | 35 | 43 | 30 | 20 | 22 | 31 | 34 | 14 | 23 | 265 | 50 | 202 | 112 | 201 | 114 |
| | 15% | 12% | 15% | 15% | 13% | 13% | 16% | 19% | 17% | 10% | 14% | 18% | 15% | 14% | 15% | 14% |
| | | | | | i | | | i | | | | | | | | |
| | | 11% | 14% | 9% | 6% | 7% | 10% | 11% | 4% | 7% | 84% | 16% | 64% | 36% | 64% | 36% |
| Other device | 31 | 1 | 7 | 3 | 3 | 3 | 1 | 2 | 2 | 4 | 26 | 5 | 11 | 20 | 22 | 10 |
| | 1% | *% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 3% | 2% | 1% |
| | | | | | | | | | | | | | | l | | |
| | | 3% | 21% | 9% | 10% | 10% | 4% | 5% | 5% | 13% | 84% | 16% | 34% | 64% | 69% | 31% |
| None | 12 | 2 | - | 1 | 3 | 3 | - | - | - | 1 | 10 | 2 | 6 | 6 | 6 | 6 |
| | 1% | 1% | -% | 1% | 2% | 2% | -% | -% | -% | *% | 1% | 1% | *% | 1% | *% | 1% |
| | | | | | bfg | | | | | | | | | | | |
| | | 12% | -% | 9% | 27% | 23% | -% | -% | -% | 7% | 84% | 16% | 48% | 52% | 48% | 52% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 62

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

QE11 (QE40). SHOWCARD Which is the most important device you use to connect to the internet, at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

| | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Don't know | 9 | - | 1 | - | 1 | 2 | - | 1 | - | 3 | 8 | * | 5 | 3 | 4 | 4 |
| | *% | -% | *% | -% | *% | 1% | -% | *% | -% | 1% | *% | *% | *% | *% | *% | 1% |
| | | -% | 16% | -% | 8% | 18% | -% | 9% | -% | 30% | 97% | 3% | 64% | 36% | 50% | 50% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 63

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

QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2940 | 1424 | 1516 | 504 | 517 | 1030 | 889 | 399 | 343 | 378 | 569 | 708 | 951 | 622 | 656 | 1768 | 404 | 376 | 392 |
| Effective Weighted Sample | 2000 | 968 | 1032 | 347 | 357 | 714 | 605 | 286 | 215 | 249 | 393 | 477 | 650 | 433 | 470 | 1522 | 285 | 241 | 357 |
| Total | 2083 | 1007 | 1077 | 358 | 412 | 786 | 526 | 270 | 219 | 247 | 462 | 591 | 664 | 371 | 455 | 1748 | 179 | 100 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 13% | 11% | 12% | 22% | 28% | 32% | 18% | 22% | 84% | 9% | 5% | 3% |
| Ordinary phone line - dialup access | 11 | 6 | 5 | 3 | - | 4 | 4 | 1 | 1 | 3 | 3 | 4 | 2 | 1 | 4 | 10 | - | * | - |
| | 1% | 1% | *% | 1% | -% | *% | 1% | *% | *% | 1% | 1% | 1% | *% | *% | 1% | 1% | -% | *% | -% |
| | | 54% | 46% | 25% | -% | 35% | 40% | 11% | 9% | 27% | 25% | 36% | 21% | 9% | 34% | 98% | -% | 2% | -% |
| Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services. | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | 89% | 90% | 88% | 83% | 84% | 91% | 93% | 80% | 86% | 89% | 94% | 95% | 89% | 88% | 81% | 89% | 90% | 86% | 88% |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Mobile Broadband from a mobile network - connecting via a USB stick or dongle, or built in connectivity in a laptop or netbook or tablet computer with a SIM card | 207 | 101 | 106 | 33 | 47 | 89 | 37 | 20 | 25 | 21 | 49 | 58 | 69 | 36 | 44 | 181 | 14 | 9 | 3 |
| | 10% | 10% | 10% | 9% | 11% | 11% | 7% | 7% | 11% | 9% | 11% | 10% | 10% | 10% | 10% | 10% | 8% | 9% | 6% |
| | | 49% | 51% | 16% | 23% | 43% | 18% | 10% | 12% | 10% | 24% | 28% | 33% | 17% | 21% | 88% | 7% | 4% | 2% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 63

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

QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2940 | 1424 | 1516 | 504 | 517 | 1030 | 889 | 399 | 343 | 378 | 569 | 708 | 951 | 622 | 656 | 1768 | 404 | 376 | 392 |
| Effective Weighted Sample | 2000 | 968 | 1032 | 347 | 357 | 714 | 605 | 286 | 215 | 249 | 393 | 477 | 650 | 433 | 470 | 1522 | 285 | 241 | 357 |
| Total | 2083 | 1007 | 1077 | 358 | 412 | 786 | 526 | 270 | 219 | 247 | 462 | 591 | 664 | 371 | 455 | 1748 | 179 | 100 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 13% | 11% | 12% | 22% | 28% | 32% | 18% | 22% | 84% | 9% | 5% | 3% |
| Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network | 775 | 370 | 405 | 192 | 205 | 299 | 79 | 105 | 77 | 87 | 184 | 216 | 261 | 132 | 165 | 646 | 70 | 24 | 35 |
| | 37% | 37% | 38% | 54% | 50% | 38% | 15% | 39% | 35% | 35% | 40% | 37% | 39% | 36% | 36% | 37% | 39% | 24% | 63% |
| | | 48% | 52% | ef | ef | f | 10% | 14% | 10% | 11% | 24% | 28% | 34% | 17% | 21% | q | q | 3% | opq |
| | | | | 25% | 26% | 39% | | | | | | | | | | 83% | 9% | | 5% |
| Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering | 58 | 36 | 23 | 15 | 19 | 17 | 8 | 4 | 5 | 10 | 20 | 20 | 21 | 8 | 10 | 50 | 2 | 6 | 1 |
| | 3% | 4% | 2% | 4% | 5% | 2% | 2% | 1% | 2% | 4% | 4% | 3% | 3% | 2% | 2% | 3% | 1% | 6% | 1% |
| | | b | | f | ef | | | | | | g | | | | | | | opr | |
| | | 61% | 39% | 25% | 33% | 29% | 14% | 6% | 8% | 17% | 35% | 34% | 36% | 14% | 16% | 85% | 4% | 10% | 1% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 63

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QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | | |
| Unweighted total | 2940 | 1424 | 1516 | 504 | 517 | 1030 | 889 | 399 | 343 | 378 | 569 | 708 | 951 | 622 | 656 | 1768 | 404 | 376 | 392 |
| Effective Weighted Sample | 2000 | 968 | 1032 | 347 | 357 | 714 | 605 | 286 | 215 | 249 | 393 | 477 | 650 | 433 | 470 | 1522 | 285 | 241 | 357 |
| Total | 2083 | 1007 | 1077 | 358 | 412 | 786 | 526 | 270 | 219 | 247 | 462 | 591 | 664 | 371 | 455 | 1748 | 179 | 100 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 13% | 11% | 12% | 22% | 28% | 32% | 18% | 22% | 84% | 9% | 5% | 3% |
| Accessing the internet through a Mi-Fi mobile broadband wireless router - which taps into a 3G or 4G mobile network and can be shared between devices within range of the signal | 31 | 19 | 12 | 8 | 7 | 11 | 5 | * | 3 | 3 | 7 | 7 | 14 | 8 | 3 | 26 | 3 | 2 | * |
| | 1% | 2% | 1% | 2% | 2% | 1% | 1% | % | 1% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 1% |
| | | 61% | 39% | 26% | 21% | 35% | 17% | 1% | 8% | 10% | 22% | 21% | 44% | 26% | 8% | 82% | 10% | 7% | 2% |
| TOTAL BROADBAND (EXC. USING MOBILE PHONE) | 1946 | 951 | 995 | 315 | 371 | 748 | 511 | 232 | 199 | 230 | 450 | 580 | 623 | 342 | 398 | 1638 | 168 | 88 | 51 |
| | 93% | 94% | 92% | 88% | 90% | 95% | 97% | 86% | 91% | 93% | 97% | 98% | 94% | 92% | 87% | 94% | 94% | 88% | 92% |
| | | 49% | 51% | 16% | 19% | 38% | 26% | 12% | 10% | 12% | 23% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND | 103 | 48 | 55 | 21 | 26 | 35 | 21 | 16 | 13 | 12 | 16 | 22 | 35 | 16 | 30 | 89 | 7 | 4 | 2 |
| | 5% | 5% | 5% | 6% | 6% | 4% | 4% | 6% | 6% | 5% | 4% | 4% | 5% | 4% | 7% | 5% | 4% | 4% | 4% |
| | | 47% | 53% | 20% | 25% | 34% | 21% | 15% | 13% | 11% | 16% | 21% | 34% | 15% | 29% | 86% | 7% | 4% | 2% |
| Other | 3 | 1 | 2 | * | - | 1 | 2 | * | 1 | * | * | * | 1 | - | 1 | 2 | 1 | * | - |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| | | 39% | 61% | 7% | % | 21% | 72% | 12% | 33% | 7% | 6% | 15% | 57% | % | 28% | 61% | 24% | 15% | % |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 63

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QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2940 | 1424 | 1516 | 504 | 517 | 1030 | 889 | 399 | 343 | 378 | 569 | 708 | 951 | 622 | 656 | 1768 | 404 | 376 | 392 |
| Effective Weighted Sample | 2000 | 968 | 1032 | 347 | 357 | 714 | 605 | 286 | 215 | 249 | 393 | 477 | 650 | 433 | 470 | 1522 | 285 | 241 | 357 |
| Total | 2083 | 1007 | 1077 | 358 | 412 | 786 | 526 | 270 | 219 | 247 | 462 | 591 | 664 | 371 | 455 | 1748 | 179 | 100 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 13% | 11% | 12% | 22% | 28% | 32% | 18% | 22% | 84% | 9% | 5% | 3% |
| Don't know | 9 | 3 | 6 | 1 | 1 | 3 | 4 | 3 | - | 1 | 2 | 1 | 2 | 2 | 4 | 8 | * | 1 | * |
| | % | % | 1% | % | % | % | 1% | 1% | -% | % | % | % | % | 1% | 1% | % | % | 1% | % |
| | | 35% | 65% | 11% | 8% | 39% | 42% | 30% | -% | 11% | 21% | 9% | 21% | 25% | 45% | 84% | 4% | 10% | 1% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2940 | 211 | 205 | 214 | 196 | 175 | 189 | 208 | 186 | 184 | 2137 | 803 | 1612 | 1326 | 1893 | 1047 |
| Effective Weighted Sample | 2000 | 200 | 189 | 202 | 186 | 164 | 178 | 194 | 176 | 172 | 1667 | 356 | 1119 | 950 | 1242 | 758 |
| Total | 2083 | 279 | 299 | 192 | 144 | 164 | 185 | 177 | 83 | 226 | 1803 | 280 | 1321 | 761 | 1283 | 800 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 62% | 38% |
| Ordinary phone line - dialup access | 11 | - | 1 | 1 | 1 | 2 | 1 | 1 | - | 4 | 9 | 2 | 6 | 4 | 10 | 1 |
| | 1% | -% | *% | *% | 1% | 1% | *% | *% | -% | 2% | *% | 1% | *% | 1% | 1% | *% |
| | | -% | 12% | 6% | 9% | 15% | 9% | 7% | -% | 41% | 83% | 17% | 58% | 42% | 91% | 9% |
| Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services. | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | 89% | 96% | 93% | 95% | 87% | 81% | 81% | 88% | 84% | 85% | 89% | 87% | 90% | 86% | 89% | 89% |
| | | defghi | defhi | defghi | | | | | | | | | m | | | |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| 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 | 207 | 14 | 27 | 19 | 15 | 22 | 32 | 15 | 12 | 24 | 169 | 38 | 127 | 79 | 139 | 68 |
| | 10% | 5% | 9% | 10% | 11% | 14% | 17% | 9% | 14% | 11% | 9% | 14% | 10% | 10% | 11% | 8% |
| | | | | | a | a | abcg | | a | a | | j | | | | |
| | | 7% | 13% | 9% | 7% | 11% | 15% | 7% | 6% | 12% | 81% | 19% | 61% | 38% | 67% | 33% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2940 | 211 | 205 | 214 | 196 | 175 | 189 | 208 | 186 | 184 | 2137 | 803 | 1612 | 1326 | 1893 | 1047 |
| Effective Weighted Sample | 2000 | 200 | 189 | 202 | 186 | 164 | 178 | 194 | 176 | 172 | 1667 | 356 | 1119 | 950 | 1242 | 758 |
| Total | 2083 | 279 | 299 | 192 | 144 | 164 | 185 | 177 | 83 | 226 | 1803 | 280 | 1321 | 761 | 1283 | 800 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 62% | 38% |
| Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network | 775 | 119 | 71 | 72 | 56 | 55 | 69 | 69 | 41 | 92 | 694 | 82 | 555 | 221 | 408 | 367 |
| | 37% | 43% | 24% | 38% | 39% | 34% | 37% | 39% | 49% | 41% | 38% | 29% | 42% | 29% | 32% | 46% |
| | | b | | b | b | b | b | b | bcef | b | k | | m | | | n |
| | | 15% | 9% | 9% | 7% | 7% | 9% | 9% | 5% | 12% | 89% | 11% | 72% | 28% | 53% | 47% |
| Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering | 58 | 6 | 1 | 6 | 11 | - | 6 | 6 | 5 | 9 | 52 | 6 | 46 | 13 | 35 | 24 |
| | 3% | 2% | 1% | 3% | 8% | 0% | 3% | 3% | 6% | 4% | 3% | 2% | 3% | 2% | 3% | 3% |
| | | | | be | abce | | be | be | be | be | | | m | | | |
| | | 11% | 2% | 10% | 19% | 0% | 10% | 10% | 9% | 16% | 90% | 10% | 79% | 21% | 59% | 41% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Unweighted total | 2940 | 211 | 205 | 214 | 196 | 175 | 189 | 208 | 186 | 184 | 2137 | 803 | 1612 | 1326 | 1893 | 1047 |
| Effective Weighted Sample | 2000 | 200 | 189 | 202 | 186 | 164 | 178 | 194 | 176 | 172 | 1667 | 356 | 1119 | 950 | 1242 | 758 |
| Total | 2083 | 279 | 299 | 192 | 144 | 164 | 185 | 177 | 83 | 226 | 1803 | 280 | 1321 | 761 | 1283 | 800 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 62% | 38% |
| Accessing the internet through a Mi-Fi mobile broadband wireless router - which taps into a 3G or 4G mobile network and can be shared between devices within range of the signal | 31 | - | 5 | 2 | 2 | 1 | 3 | 9 | 1 | 2 | 28 | 4 | 25 | 6 | 24 | 7 |
| | 1% | -% | 2% | 1% | 1% | 1% | 1% | 5% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% |
| | | -% | 15% | 7% | 7% | 3% | 8% | 30% | 5% | 7% | 88% | 12% | 81% | 19% | 77% | 23% |
| TOTAL BROADBAND (EXC. USING MOBILE PHONE) | 1946 | 271 | 288 | 185 | 132 | 152 | 171 | 161 | 75 | 203 | 1679 | 267 | 1248 | 697 | 1205 | 741 |
| | 93% | 97% | 97% | 96% | 92% | 93% | 93% | 91% | 90% | 90% | 93% | 95% | 94% | 92% | 94% | 93% |
| | | defghi | dghi | ghi | | | | | | | | | m | | | |
| | | 14% | 15% | 9% | 7% | 8% | 9% | 8% | 4% | 10% | 86% | 14% | 64% | 36% | 62% | 38% |
| MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND | 103 | 5 | 10 | 2 | 7 | 21 | 21 | 7 | 6 | 10 | 80 | 22 | 57 | 45 | 70 | 32 |
| | 5% | 2% | 4% | 1% | 5% | 13% | 12% | 4% | 7% | 4% | 4% | 8% | 4% | 6% | 5% | 4% |
| | | | | | c | abcdgi | abcdgi | c | ac | c | | j | | | | |
| | | 5% | 10% | 1% | 7% | 20% | 21% | 7% | 6% | 9% | 78% | 22% | 55% | 44% | 69% | 31% |
| Other | 3 | - | - | - | - | - | - | - | 1 | 1 | 2 | * | * | 2 | 2 | 1 |
| | *% | -% | -% | -% | -% | -% | -% | -% | 1% | *% | *% | *% | *% | *% | *% | *% |
| | | -% | -% | -% | -% | -% | -% | -% | 28% | 33% | 85% | 15% | 13% | 87% | 72% | 28% |

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

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QE12 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : Those with access to the internet at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2940 | 211 | 205 | 214 | 196 | 175 | 189 | 208 | 186 | 184 | 2137 | 803 | 1612 | 1326 | 1893 | 1047 |
| Effective Weighted Sample | 2000 | 200 | 189 | 202 | 186 | 164 | 178 | 194 | 176 | 172 | 1667 | 356 | 1119 | 950 | 1242 | 758 |
| Total | 2083 | 279 | 299 | 192 | 144 | 164 | 185 | 177 | 83 | 226 | 1803 | 280 | 1321 | 761 | 1283 | 800 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 62% | 38% |
| Don't know | 9 | - | - | 1 | 3 | 1 | - | 1 | 1 | 1 | 8 | 1 | 2 | 7 | 7 | 2 |
| | *% | -% | -% | *% | 2% | *% | -% | 1% | 1% | *% | *% | *% | *% | 1% | 1% | *% |
| | | -% | -% | 9% | 29% | 6% | -% | 15% | 13% | 11% | 94% | 6% | 21% | 79% | 74% | 26% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 64

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QE13 (QE44A). Has your household ever used a mobile broadband connection (connecting via a USB stick or dingle, or built-in connectivity in a laptop or other device)?

Base : Those in a household with access to the internet at home and that does not use mobile broadband

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI | |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | |
| Unweighted total | 2668 | 1296 | 1372 | 456 | 461 | 921 | 830 | 368 | 312 | 345 | 520 | 646 | 865 | 565 | 589 | 1578 | 374 | 348 | 368 | |
| Effective Weighted Sample | 1804 | 877 | 927 | 312 | 319 | 634 | 559 | 262 | 196 | 227 | 356 | 433 | 586 | 391 | 420 | 1363 | 264 | 220 | 335 | |
| Total | 1876 | 906 | 971 | 325 | 365 | 697 | 489 | 250 | 195 | 225 | 413 | 534 | 595 | 335 | 411 | 1567 | 165 | 92 | 52 | |
| | | 48% | 52% | 17% | 19% | 37% | 26% | 13% | 10% | 12% | 22% | 28% | 32% | 18% | 22% | 84% | 9% | 5% | 3% | |
| Yes, but no longer use | 154 | 80 | 74 | 26 | 56 | 55 | 18 | 26 | 19 | 16 | 39 | 35 | 46 | 28 | 45 | 136 | 9 | 7 | 3 | |
| | 8% | 9% | 8% | 8% | 15% | 8% | 4% | 10% | 10% | 7% | 9% | 7% | 8% | 8% | 11% | 9% | 5% | 7% | 5% | |
| | | 52% | 48% | f | cef | f | | 17% | 12% | 10% | 25% | 23% | 30% | 18% | k | r | 88% | 6% | 4% | 2% |
| No, have never used | 1670 | 803 | 867 | 289 | 303 | 627 | 451 | 217 | 167 | 203 | 367 | 482 | 538 | 295 | 353 | 1387 | 153 | 82 | 48 | |
| | 89% | 89% | 89% | 89% | 83% | 90% | 92% | 87% | 86% | 90% | 89% | 90% | 90% | 88% | 86% | 89% | 93% | 89% | 91% | |
| | | 48% | 52% | d | | d | d | 13% | 10% | 12% | 22% | n | n | 18% | 21% | 83% | 9% | 5% | 3% | |
| Don't know | 52 | 22 | 30 | 10 | 6 | 15 | 20 | 8 | 9 | 7 | 7 | 17 | 12 | 12 | 12 | 44 | 3 | 3 | 2 | |
| | 3% | 2% | 3% | 3% | 2% | 2% | 4% | 3% | 4% | 3% | 2% | 3% | 2% | 3% | 3% | 3% | 2% | 3% | 3% | |
| | | 43% | 57% | 19% | 12% | 30% | 39% | 15% | 16% | 13% | 14% | 32% | 22% | 22% | 23% | 85% | 6% | 6% | 3% | |

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

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QE13 (QE44A). Has your household ever used a mobile broadband connection (connecting via a USB stick or dingle, or built-in connectivity in a laptop or other device)?

Base : Those in a household with access to the internet at home and that does not use mobile broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2668 | 200 | 189 | 193 | 175 | 152 | 157 | 189 | 159 | 164 | 1938 | 730 | 1474 | 1193 | 1709 | 959 |
| Effective Weighted Sample | 1804 | 189 | 174 | 182 | 166 | 143 | 148 | 176 | 150 | 153 | 1511 | 318 | 1017 | 846 | 1112 | 693 |
| Total | 1876 | 264 | 271 | 173 | 129 | 141 | 153 | 162 | 71 | 202 | 1635 | 242 | 1194 | 682 | 1144 | 732 |
| | | 14% | 14% | 9% | 7% | 8% | 8% | 9% | 4% | 11% | 87% | 13% | 64% | 36% | 61% | 39% |
| Yes, but no longer use | 154 | 19 | 24 | 15 | 18 | 6 | 8 | 18 | 12 | 16 | 141 | 13 | 107 | 48 | 82 | 72 |
| | 8% | 7% | 9% | 8% | 14% | 4% | 5% | 11% | 17% | 8% | 9% | 6% | 9% | 7% | 7% | 10% |
| | | | | | aef | | | ef | abcefi | | | | | | | |
| | | 12% | 15% | 10% | 12% | 4% | 5% | 12% | 8% | 11% | 91% | 9% | 69% | 31% | 53% | 47% |
| No, have never used | 1670 | 237 | 243 | 156 | 107 | 130 | 140 | 140 | 57 | 178 | 1448 | 222 | 1059 | 611 | 1034 | 636 |
| | 89% | 90% | 89% | 90% | 83% | 92% | 91% | 87% | 81% | 88% | 89% | 92% | 89% | 90% | 90% | 87% |
| | | h | h | dh | | dh | dh | | | | | | | | o | |
| | | 14% | 15% | 9% | 6% | 8% | 8% | 8% | 3% | 11% | 87% | 13% | 63% | 37% | 62% | 38% |
| Don't know | 52 | 8 | 5 | 2 | 4 | 5 | 6 | 3 | 2 | 8 | 45 | 7 | 29 | 23 | 28 | 24 |
| | 3% | 3% | 2% | 1% | 3% | 4% | 4% | 2% | 2% | 4% | 3% | 3% | 2% | 3% | 2% | 3% |
| | | 16% | 10% | 5% | 7% | 10% | 11% | 6% | 3% | 16% | 87% | 13% | 56% | 44% | 53% | 47% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 65

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QE14 (QE45). SHOWCARD Which of these best describe why your household stopped using mobile broadband to access the internet? (MULTI CODE)

Base : Those whose household has previously used mobile broadband, but no longer uses

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-----------|------------------|----------------|----------------|----------------|----------------|----------------|------------------|-------------------|-------------------|----------------|----------------|----------------|----------------|----------------|------------------|----------------|----------------|----------------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 199 | 100 | 99 | 31 | 64 | 71 | 33 | 32 | 22 | 27 | 52 | 39 | 63 | 41 | 56 | 142 | 19 | 21 | 17 |
| Effective Weighted Sample | 144 | 72 | 72 | 23 | 48 | 52 | 24 | 27 | 17 | 20 | 36 | 28 | 44 | 31 | 42 | 119 | 13 | 13 | 15 |
| Total | 154 | 80 52% | 74 ** | 26 ** | 56 ** | 55 ** | 18 ** | 26 ** | 19 ** | 16 ** | 39 ** | 35 ** | 46 ** | 28 ** | 45 ** | 136 88% | 9 ** | 7 ** | 3 ** |
| PROMPTED RESPONSES | | | | | | | | | | | | | | | | | | | |
| Problems with coverage/ getting a mobile signal | 39 25% | 20 25% 52% | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | 30 22% 77% | ** ** ** | ** ** ** | ** ** ** |
| Upgraded to fixed line broadband | 38 25% | 18 22% 47% | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | 34 25% 89% | ** ** ** | ** ** ** | ** ** ** |
| Use a mobile phone/ smartphone | 38 25% | 24 30% 63% | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | 35 26% 91% | ** ** ** | ** ** ** | ** ** ** |
| Fixed broadband is more reliable | 19 13% | 15 19% 77% | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | 15 11% 76% | ** ** ** | ** ** ** | ** ** ** |
| Use mobile phone/ smartphone to tether to the internet connection | 18 12% | 6 7% 31% | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | 16 12% 89% | ** ** ** | ** ** ** | ** ** ** |
| Fixed broadband speeds improved | 16 10% | 9 11% 54% | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | 15 11% 92% | ** ** ** | ** ** ** | ** ** ** |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE14 (QE45). SHOWCARD Which of these best describe why your household stopped using mobile broadband to access the internet? (MULTI CODE)

Base : Those whose household has previously used mobile broadband, but no longer uses

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 199 | 100 | 99 | 31 | 64 | 71 | 33 | 32 | 22 | 27 | 52 | 39 | 63 | 41 | 56 | 142 | 19 | 21 | 17 |
| Effective Weighted Sample | 144 | 72 | 72 | 23 | 48 | 52 | 24 | 27 | 17 | 20 | 36 | 28 | 44 | 31 | 42 | 119 | 13 | 13 | 15 |
| Total | 154 | 80 | 74 | 26 | 56 | 55 | 18 | 26 | 19 | 16 | 39 | 35 | 46 | 28 | 45 | 136 | 9 | 7 | 3 |
| | | 52% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| Fixed broadband is more affordable | 12 | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10 | ** | ** | ** |
| | 8% | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** | ** | ** |
| | | 66% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 83% | ** | ** | ** |
| Use Mi-Fi/ mobile wireless router | 10 | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10 | ** | ** | ** |
| | 7% | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | ** | ** |
| | | 30% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 97% | ** | ** | ** |
| UNPROMPTED RESPONSES | | | | | | | | | | | | | | | | | | | |
| Used when abroad/ travelling | 9 | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9 | ** | ** | ** |
| | 6% | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | ** | ** |
| | | 99% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 96% | ** | ** | ** |
| No longer use that laptop | 8 | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** | ** | ** |
| | 5% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5% | ** | ** | ** |
| | | 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | ** | ** | ** |
| Too expensive | 7 | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6 | ** | ** | ** |
| | 4% | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | ** | ** | ** |
| | | 47% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| Too slow | 4 | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | ** | ** | ** |
| | 2% | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| | | 76% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 96% | ** | ** | ** |
| Moved home | 2 | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | 1% | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| | | 74% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 74% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 65

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QE14 (QE45). SHOWCARD Which of these best describe why your household stopped using mobile broadband to access the internet? (MULTI CODE)

Base : Those whose household has previously used mobile broadband, but no longer uses

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 199 | 100 | 99 | 31 | 64 | 71 | 33 | 32 | 22 | 27 | 52 | 39 | 63 | 41 | 56 | 142 | 19 | 21 | 17 |
| Effective Weighted Sample | 144 | 72 | 72 | 23 | 48 | 52 | 24 | 27 | 17 | 20 | 36 | 28 | 44 | 31 | 42 | 119 | 13 | 13 | 15 |
| Total | 154 | 80 | 74 | 26 | 56 | 55 | 18 | 26 | 19 | 16 | 39 | 35 | 46 | 28 | 45 | 136 | 9 | 7 | 3 |
| | | 52% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| Don't know | 2 | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | ** |
| | 1% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| | | 43% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE14 (QE45). SHOWCARD Which of these best describe why your household stopped using mobile broadband to access the internet? (MULTI CODE)

Base : Those whose household has previously used mobile broadband, but no longer uses

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | ~m | n | ~o |
| Unweighted total | 199 | 13 | 15 | 16 | 26 | 6 | 7 | 22 | 24 | 13 | 161 | 38 | 128 | 71 | 116 | 83 |
| Effective Weighted Sample | 144 | 12 | 14 | 16 | 25 | 6 | 7 | 20 | 23 | 12 | 128 | 17 | 91 | 56 | 78 | 66 |
| Total | 154 | 19 | 24 | 15 | 18 | 6 | 8 | 18 | 12 | 16 | 141 | 13 | 107 | 48 | 82 | 72 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 91% | ** | 69% | ** | 53% | ** |
| PROMPTED RESPONSES | | | | | | | | | | | | | | | | |
| Problems with coverage/ getting a mobile signal | 39 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 33 | ** | 26 | ** | 18 | ** |
| | 25% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24% | ** | 24% | ** | 21% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | ** | 67% | ** | 45% | ** |
| Upgraded to fixed line broadband | 38 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 37 | ** | 26 | ** | 20 | ** |
| | 25% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 26% | ** | 24% | ** | 24% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 97% | ** | 68% | ** | 51% | ** |
| Use a mobile phone/ smartphone | 38 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 36 | ** | 29 | ** | 22 | ** |
| | 25% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 26% | ** | 27% | ** | 27% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 95% | ** | 75% | ** | 58% | ** |
| Fixed broadband is more reliable | 19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18 | ** | 13 | ** | 9 | ** |
| | 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13% | ** | 12% | ** | 11% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 94% | ** | 67% | ** | 47% | ** |
| Use mobile phone/ smartphone to tether to the internet connection | 18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 18 | ** | 14 | ** | 10 | ** |
| | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13% | ** | 14% | ** | 12% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 98% | ** | 79% | ** | 55% | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE14 (QE45). SHOWCARD Which of these best describe why your household stopped using mobile broadband to access the internet? (MULTI CODE)

Base : Those whose household has previously used mobile broadband, but no longer uses

| | Total | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|--|----------|-------|---------|----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | | j | ~k | l | ~m | n | ~o |
| Unweighted total | 199 | 13 | 15 | 16 | 26 | 6 | 7 | 22 | 24 | 13 | | 161 | 38 | 128 | 71 | 116 | 83 |
| Effective Weighted Sample | 144 | 12 | 14 | 16 | 25 | 6 | 7 | 20 | 23 | 12 | | 128 | 17 | 91 | 56 | 78 | 66 |
| Total | 154 | 19 | 24 | 15 | 18 | 6 | 8 | 18 | 12 | 16 | | 141 | 13 | 107 | 48 | 82 | 72 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 91% | ** | 69% | ** | 53% | ** |
| Fixed broadband speeds improved | 16 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 15 | ** | 10 | ** | 6 | ** |
| | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 11% | ** | 10% | ** | 7% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 98% | ** | 66% | ** | 39% | ** |
| Fixed broadband is more affordable | 12 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 12 | ** | 8 | ** | 5 | ** |
| | 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 9% | ** | 7% | ** | 7% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 98% | ** | 61% | ** | 44% | ** |
| Use Mi-Fi/ mobile wireless router | 10 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 10 | ** | 9 | ** | 6 | ** |
| | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 7% | ** | 8% | ** | 8% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 99% | ** | 86% | ** | 62% | ** |
| UNPROMPTED RESPONSES | | | | | | | | | | | | | | | | | |
| Used when abroad/ travelling | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 8 | ** | 6 | ** | 9 | ** |
| | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 6% | ** | 6% | ** | 11% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 93% | ** | 69% | ** | 100% | ** |
| No longer use that laptop | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 8 | ** | 6 | ** | 2 | ** |
| | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 6% | ** | 5% | ** | 2% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 98% | ** | 69% | ** | 22% | ** |
| Too expensive | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 4 | ** | 5 | ** | 3 | ** |
| | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 3% | ** | 5% | ** | 4% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 64% | ** | 80% | ** | 47% | ** |

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

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QE14 (QE45). SHOWCARD Which of these best describe why your household stopped using mobile broadband to access the internet? (MULTI CODE)

Base : Those whose household has previously used mobile broadband, but no longer uses

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | ~m | n | ~o |
| Unweighted total | 199 | 13 | 15 | 16 | 26 | 6 | 7 | 22 | 24 | 13 | 161 | 38 | 128 | 71 | 116 | 83 |
| Effective Weighted Sample | 144 | 12 | 14 | 16 | 25 | 6 | 7 | 20 | 23 | 12 | 128 | 17 | 91 | 56 | 78 | 66 |
| Total | 154 | 19 | 24 | 15 | 18 | 6 | 8 | 18 | 12 | 16 | 141 | 13 | 107 | 48 | 82 | 72 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 91% | ** | 69% | ** | 53% | ** |
| Too slow | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | ** | 4 | ** | * | ** |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | 3% | ** | *% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 96% | ** | 100% | ** | 4% | ** |
| Moved home | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | 2 | ** | * | ** |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | 2% | ** | 1% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 74% | ** | 100% | ** | 26% | ** |
| Don't know | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | 2 | ** | 2 | ** |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | 2% | ** | 2% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | 100% | ** | 100% | ** |

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

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QE15 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : Those in a household with mobile broadband

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | Total | a | b | ~c | ~d | e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 272 | 128 | 144 | 48 | 56 | 109 | 59 | 31 | 31 | 33 | 49 | 62 | 86 | 57 | 67 | 190 | 30 | 28 | 24 |
| Effective Weighted Sample | 195 | 91 | 105 | 36 | 38 | 80 | 46 | 25 | 20 | 22 | 38 | 44 | 64 | 42 | 51 | 159 | 21 | 21 | 22 |
| Total | 207 | 101 | 106 | 33 | 47 | 89 | 37 | 20 | 25 | 21 | 49 | 58 | 69 | 36 | 44 | 181 | 14 | 9 | 3 |
| | | 49% | 51% | ** | ** | 43% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| Yes | 172 | 86 | 86 | ** | ** | 77 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 153 | ** | ** | ** |
| | 83% | 85% | 81% | ** | ** | 86% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | ** | ** | ** |
| | | 50% | 50% | ** | ** | 45% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |
| No | 33 | 14 | 20 | ** | ** | 12 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 27 | ** | ** | ** |
| | 16% | 13% | 19% | ** | ** | 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | ** | ** | ** |
| | | 41% | 59% | ** | ** | 35% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 80% | ** | ** | ** |
| Don't know | 1 | 1 | * | ** | ** | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | 1% | 1% | *% | ** | ** | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| | | 85% | 15% | ** | ** | 85% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 66

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

QE15 (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

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | Total | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | ~o |
| Unweighted total | 272 | 11 | 16 | 21 | 21 | 23 | 32 | 19 | 27 | 20 | 199 | 73 | 138 | 133 | 184 | 88 |
| Effective Weighted Sample | 195 | 10 | 15 | 20 | 20 | 20 | 30 | 18 | 26 | 19 | 156 | 40 | 102 | 105 | 131 | 65 |
| Total | 207 | 14 | 27 | 19 | 15 | 22 | 32 | 15 | 12 | 24 | 169 | 38 | 127 | 79 | 139 | 68 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 61% | 38% | 67% | ** |
| Yes | 172 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 139 | ** | 108 | 64 | 119 | ** |
| | 83% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 83% | ** | 85% | 80% | 85% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 63% | 37% | 69% | ** |
| No | 33 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 29 | ** | 18 | 16 | 19 | ** |
| | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17% | ** | 14% | 20% | 14% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | ** | 54% | 46% | 57% | ** |
| Don't know | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | * | ** | 1 | * | 1 | ** |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | *% | ** | 1% | *% | 1% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | ** | 85% | 15% | 85% | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 67

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

QE16 (QE22C). Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 220 | 105 | 115 | 39 | 47 | 92 | 42 | 28 | 28 | 22 | 41 | 51 | 65 | 44 | 60 | 159 | 26 | 18 | 17 |
| Effective Weighted Sample | 160 | 76 | 85 | 31 | 34 | 67 | 34 | 23 | 18 | 15 | 31 | 38 | 48 | 33 | 47 | 133 | 17 | 13 | 16 |
| Total | 172 | 86 | 86 | 26 | 43 | 77 | 26 | 18 | 23 | 15 | 42 | 51 | 53 | 27 | 41 | 153 | 11 | 6 | 2 |
| | | 50% | 50% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |
| I always use in the home | 62 | 30 | 32 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 57 | ** | ** | ** |
| | 36% | 35% | 37% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 37% | ** | ** | ** |
| | | 49% | 51% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 92% | ** | ** | ** |
| I mainly use in the home | 17 | 8 | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13 | ** | ** | ** |
| | 10% | 9% | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** | ** | ** |
| | | 46% | 54% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 76% | ** | ** | ** |
| I use equally in the home and outside the home | 53 | 27 | 26 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 46 | ** | ** | ** |
| | 31% | 32% | 30% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 30% | ** | ** | ** |
| | | 51% | 49% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | ** | ** | ** |
| I mainly use outside the home | 24 | 10 | 14 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22 | ** | ** | ** |
| | 14% | 12% | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14% | ** | ** | ** |
| | | 43% | 57% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 92% | ** | ** | ** |
| I always use outside the home | 14 | 10 | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14 | ** | ** | ** |
| | 8% | 12% | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** | ** | ** |
| | | 73% | 27% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | ** | ** |
| ALWAYS/ MAINLY USE IN THE HOME | 80 | 38 | 41 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 70 | ** | ** | ** |
| | 46% | 44% | 48% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 46% | ** | ** | ** |
| | | 48% | 52% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 67

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

QE16 (QE22C). Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 220 | 105 | 115 | 39 | 47 | 92 | 42 | 28 | 28 | 22 | 41 | 51 | 65 | 44 | 60 | 159 | 26 | 18 | 17 |
| Effective Weighted Sample | 160 | 76 | 85 | 31 | 34 | 67 | 34 | 23 | 18 | 15 | 31 | 38 | 48 | 33 | 47 | 133 | 17 | 13 | 16 |
| Total | 172 | 86 | 86 | 26 | 43 | 77 | 26 | 18 | 23 | 15 | 42 | 51 | 53 | 27 | 41 | 153 | 11 | 6 | 2 |
| | | 50% | 50% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |
| ALWAYS/ MAINLY USE OUTSIDE THE HOME | 38 | 21 | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 36 | ** | ** | ** |
| | 22% | 24% | 20% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23% | ** | ** | ** |
| | | 54% | 46% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 95% | ** | ** | ** |
| EVER USE OUTSIDE THE HOME | 109 | 56 | 53 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 95 | ** | ** | ** |
| | 63% | 65% | 61% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 62% | ** | ** | ** |
| | | 52% | 48% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | ** | ** | ** |
| Don't know | 1 | - | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | 1% | -% | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| | | -% | 100% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 67

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

QE16 (QE22C). Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | ~o |
| Unweighted total | 220 | 9 | 12 | 17 | 17 | 19 | 28 | 16 | 23 | 18 | 159 | 61 | 115 | 104 | 152 | 68 |
| Effective Weighted Sample | 160 | 9 | 12 | 16 | 16 | 17 | 26 | 15 | 22 | 17 | 126 | 34 | 85 | 84 | 110 | 49 |
| Total | 172 | 12 | 21 | 16 | 12 | 19 | 28 | 13 | 10 | 22 | 139 | 33 | 108 | 64 | 119 | 53 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 63% | 37% | 69% | ** |
| I always use in the home | 62 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 47 | ** | 30 | 32 | 43 | ** |
| | 36% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 34% | ** | 28% | 50% | 37% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 76% | ** | 48% | 51% | 70% | ** |
| I mainly use in the home | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13 | ** | 11 | 6 | 12 | ** |
| | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** | 10% | 10% | 10% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 73% | ** | 65% | 35% | 67% | ** |
| I use equally in the home and outside the home | 53 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 44 | ** | 35 | 18 | 30 | ** |
| | 31% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 31% | ** | 33% | 28% | 25% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 82% | ** | 66% | 34% | 56% | ** |
| I mainly use outside the home | 24 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21 | ** | 19 | 5 | 21 | ** |
| | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | ** | 18% | 8% | 18% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | ** | 79% | 21% | 88% | ** |
| I always use outside the home | 14 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14 | ** | 11 | 3 | 13 | ** |
| | 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | ** | 10% | 5% | 11% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | 78% | 22% | 91% | ** |
| ALWAYS/ MAINLY USE IN THE HOME | 80 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 60 | ** | 41 | 38 | 55 | ** |
| | 46% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 43% | ** | 38% | 59% | 46% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | | | | | |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 75% | ** | 52% | 47% | 69% | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 67

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QE16 (QE22C). Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|-------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | ~o |
| Unweighted total | 220 | 9 | 12 | 17 | 17 | 19 | 28 | 16 | 23 | 18 | 159 | 61 | 115 | 104 | 152 | 68 |
| Effective Weighted Sample | 160 | 9 | 12 | 16 | 16 | 17 | 26 | 15 | 22 | 17 | 126 | 34 | 85 | 84 | 110 | 49 |
| Total | 172 | 12 | 21 | 16 | 12 | 19 | 28 | 13 | 10 | 22 | 139 | 33 | 108 | 64 | 119 | 53 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 63% | 37% | 69% | ** |
| ALWAYS/ MAINLY USE OUTSIDE THE HOME | 38 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 35 | ** | 30 | 8 | 34 | ** |
| | 22% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25% | ** | 28% | 13% | 28% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 92% | ** | 79% | 21% | 89% | ** |
| EVER USE OUTSIDE THE HOME | 109 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 91 | ** | 77 | 32 | 75 | ** |
| | 63% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 65% | ** | 71% | 50% | 63% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 84% | ** | 71% | 29% | 69% | ** |
| Don't know | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | 1 | - | - | ** |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | 1% | -% | -% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | 100% | -% | -% | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 68

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

QE17 (QE32). 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 mobile broadband to access the internet outside the home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|---------------|---------------|-------|--------------|----|----|----|----------|-----------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K-£17.5K | £17.5K-£29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | ~o | ~p | ~q | ~r |
| Unweighted total | 132 | 68 | 64 | 24 | 32 | 54 | 22 | 12 | 10 | 15 | 34 | 35 | 46 | 30 | 21 | 93 | 16 | 14 | 9 |
| Effective Weighted Sample | 96 | 47 | 49 | 18 | 23 | 41 | 17 | 10 | 8 | 12 | 26 | 25 | 35 | 23 | 17 | 78 | 11 | 12 | 8 |
| Total | 109 | 56 | 53 | 16 | 30 | 50 | 13 | 7 | 11 | 11 | 36 | 34 | 39 | 20 | 15 | 95 | 7 | 5 | 1 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| When travelling (e.g. on a train or in a car) | 81 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 74% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre) | 69 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 64% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Outdoors | 64 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 59% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| In other people's home (e.g. friends/ family) | 54 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 49% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| At your work place | 45 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 41% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Other | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 68

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

QE17 (QE32). 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 mobile broadband to access the internet outside the home

| | Total | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|--|----------|-------|---------|----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | | j | ~k | ~l | ~m | ~n | ~o |
| Unweighted total | 132 | 8 | 9 | 15 | 7 | 11 | 11 | 6 | 15 | 11 | | 102 | 30 | 77 | 55 | 90 | 42 |
| Effective Weighted Sample | 96 | 8 | 9 | 14 | 6 | 10 | 10 | 5 | 14 | 10 | | 79 | 17 | 59 | 43 | 66 | 30 |
| Total | 109 | 10 | 16 | 14 | 5 | 12 | 11 | 5 | 7 | 15 | | 91 | 18 | 77 | 32 | 75 | 34 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 84% | ** | ** | ** | ** | ** |
| When travelling (e.g. on a train or in a car) | 81 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 67 | ** | ** | ** | ** | ** |
| | 74% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 73% | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 82% | ** | ** | ** | ** | ** |
| Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre) | 69 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 58 | ** | ** | ** | ** | ** |
| | 64% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 63% | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 83% | ** | ** | ** | ** | ** |
| Outdoors | 64 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 58 | ** | ** | ** | ** | ** |
| | 59% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 63% | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 90% | ** | ** | ** | ** | ** |
| In other people's home (e.g. friends/ family) | 54 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 44 | ** | ** | ** | ** | ** |
| | 49% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 48% | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 81% | ** | ** | ** | ** | ** |
| At your work place | 45 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 40 | ** | ** | ** | ** | ** |
| | 41% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 43% | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 88% | ** | ** | ** | ** | ** |
| Other | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 1 | ** | ** | ** | ** | ** |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 1% | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 100% | ** | ** | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 68

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

QE17 (QE32). 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 mobile broadband to access the internet outside the home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | ~l | ~m | ~n | ~o |
| Unweighted total | 132 | 8 | 9 | 15 | 7 | 11 | 11 | 6 | 15 | 11 | 102 | 30 | 77 | 55 | 90 | 42 |
| Effective Weighted Sample | 96 | 8 | 9 | 14 | 6 | 10 | 10 | 5 | 14 | 10 | 79 | 17 | 59 | 43 | 66 | 30 |
| Total | 109 | 10 | 16 | 14 | 5 | 12 | 11 | 5 | 7 | 15 | 91 | 18 | 77 | 32 | 75 | 34 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 84% | ** | ** | ** | ** | ** |
| Don't know | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** | ** | ** |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | ** | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 69

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

QE18 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

Base : Those with fixed broadband at home where there is more than one person in household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|------|------|------|-------------|--------------|-------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2285 | 1128 | 1157 | 387 | 392 | 862 | 644 | 230 | 233 | 292 | 517 | 600 | 733 | 508 | 443 | 1381 | 316 | 275 | 313 |
| Effective Weighted Sample | 1552 | 764 | 789 | 268 | 271 | 598 | 433 | 166 | 148 | 192 | 357 | 407 | 509 | 352 | 310 | 1194 | 222 | 174 | 284 |
| Total | 1649 | 807 | 843 | 282 | 319 | 669 | 380 | 165 | 152 | 189 | 418 | 508 | 526 | 302 | 312 | 1395 | 138 | 73 | 44 |
| | | 49% | 51% | 17% | 19% | 41% | 23% | 10% | 9% | 11% | 25% | 31% | 32% | 18% | 19% | 85% | 8% | 4% | 3% |
| 1 | 125 | 33 | 93 | 11 | 39 | 47 | 28 | 32 | 27 | 7 | 10 | 24 | 30 | 21 | 51 | 101 | 15 | 7 | 3 |
| | 8% | 4% | 11% | 4% | 12% | 7% | 7% | 20% | 18% | 4% | 2% | 5% | 6% | 7% | 16% | 7% | 11% | 9% | 8% |
| | | | a | | cef | | | ij | ij | | | | | | klm | | | | |
| | | 26% | 74% | 9% | 31% | 38% | 22% | 26% | 22% | 6% | 8% | 19% | 24% | 17% | 41% | 80% | 12% | 5% | 3% |
| 2 | 950 | 469 | 481 | 89 | 207 | 373 | 280 | 80 | 83 | 128 | 280 | 327 | 304 | 158 | 160 | 805 | 82 | 39 | 23 |
| | 58% | 58% | 57% | 32% | 65% | 56% | 74% | 48% | 54% | 68% | 67% | 64% | 58% | 52% | 51% | 58% | 60% | 54% | 51% |
| | | | | ce | c | cde | | | | gh | gh | lmn | | | | | | | |
| | | 49% | 51% | 9% | 22% | 39% | 30% | 8% | 9% | 13% | 29% | 34% | 32% | 17% | 17% | 85% | 9% | 4% | 2% |
| 3 | 302 | 156 | 146 | 86 | 34 | 139 | 42 | 35 | 25 | 34 | 73 | 85 | 99 | 61 | 56 | 253 | 23 | 16 | 9 |
| | 18% | 19% | 17% | 31% | 11% | 21% | 11% | 21% | 17% | 18% | 17% | 17% | 19% | 20% | 18% | 18% | 17% | 22% | 21% |
| | | | def | | df | | | | | | | | | | | | | | |
| | | 52% | 48% | 28% | 11% | 46% | 14% | 11% | 8% | 11% | 24% | 28% | 33% | 20% | 19% | 84% | 8% | 5% | 3% |
| 4 | 205 | 115 | 91 | 70 | 24 | 84 | 28 | 12 | 13 | 14 | 43 | 51 | 72 | 52 | 30 | 178 | 13 | 8 | 6 |
| | 12% | 14% | 11% | 25% | 7% | 12% | 7% | 8% | 8% | 7% | 10% | 10% | 14% | 17% | 10% | 13% | 10% | 11% | 14% |
| | | b | | def | | df | | | | | | | | kn | | | | | |
| | | 56% | 44% | 34% | 12% | 41% | 13% | 6% | 6% | 7% | 21% | 25% | 35% | 25% | 15% | 86% | 7% | 4% | 3% |
| 5 or more | 63 | 31 | 32 | 25 | 13 | 24 | 1 | 6 | 4 | 4 | 12 | 20 | 20 | 10 | 13 | 55 | 3 | 2 | 3 |
| | 4% | 4% | 4% | 9% | 4% | 4% | *% | 4% | 3% | 2% | 3% | 4% | 4% | 3% | 4% | 4% | 2% | 3% | 6% |
| | | | def | f | f | | | | | | | | | | | | | | |
| | | 49% | 51% | 40% | 20% | 38% | 2% | 9% | 6% | 7% | 19% | 32% | 31% | 16% | 21% | 87% | 5% | 4% | 4% |
| Don't know | 3 | 3 | - | - | 2 | 1 | 1 | - | - | 1 | 1 | 1 | 2 | - | 1 | 3 | 1 | - | - |
| | *% | *% | -% | -% | 1% | *% | *% | -% | -% | 1% | *% | *% | *% | -% | *% | *% | *% | -% | -% |
| | | 100% | -% | -% | 50% | 33% | 17% | -% | -% | 33% | 17% | 17% | 50% | -% | 33% | 83% | 17% | -% | -% |
| Mean number of people | 2.4 | 2.5 | 2.4 | 3.0 | 2.2 | 2.5 | 2.2 | 2.2 | 2.2 | 2.3 | 2.4 | 2.4 | 2.5 | 2.6 | 2.3 | 2.5 | 2.3 | 2.4 | 2.6 |
| | | b | | def | | df | | | | | ghi | n | n | n | | p | | p | op |
| Standard deviation | 1.01 | .98 | 1.03 | 1.17 | .96 | 1.01 | .69 | 1.06 | 1.01 | .81 | .87 | .95 | 1.00 | 1.00 | 1.11 | 1.01 | .93 | 1.03 | 1.06 |
| Standard error | .02 | .03 | .03 | .06 | .05 | .03 | .03 | .07 | .07 | .05 | .04 | .04 | .04 | .04 | .05 | .03 | .05 | .06 | .06 |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 69

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

QE18 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

Base : Those with fixed broadband at home where there is more than one person in household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2285 | 186 | 163 | 180 | 152 | 123 | 143 | 161 | 138 | 135 | 1651 | 634 | 1341 | 944 | 1480 | 805 |
| Effective Weighted Sample | 1552 | 176 | 151 | 170 | 145 | 116 | 135 | 150 | 131 | 126 | 1294 | 281 | 929 | 675 | 964 | 589 |
| Total | 1649 | 248 | 239 | 163 | 114 | 116 | 140 | 141 | 64 | 170 | 1430 | 219 | 1104 | 545 | 1008 | 641 |
| | | 15% | 15% | 10% | 7% | 7% | 8% | 9% | 4% | 10% | 87% | 13% | 67% | 33% | 61% | 39% |
| 1 | 125 | 17 | 11 | 12 | 9 | 14 | 8 | 11 | 6 | 12 | 113 | 13 | 71 | 54 | 64 | 62 |
| | 8% | 7% | 5% | 7% | 8% | 12% | 6% | 8% | 10% | 7% | 8% | 6% | 6% | 10% | 6% | 10% |
| | | | | | | b | | | | | | | | l | | n |
| | | 13% | 9% | 10% | 7% | 11% | 6% | 9% | 5% | 10% | 90% | 10% | 57% | 43% | 51% | 49% |
| 2 | 950 | 110 | 137 | 104 | 67 | 66 | 85 | 89 | 37 | 111 | 810 | 139 | 628 | 322 | 612 | 338 |
| | 58% | 44% | 57% | 64% | 59% | 57% | 61% | 63% | 58% | 65% | 57% | 64% | 57% | 59% | 61% | 53% |
| | | | a | a | a | a | a | a | a | a | | j | | | o | |
| | | 12% | 14% | 11% | 7% | 7% | 9% | 9% | 4% | 12% | 85% | 15% | 66% | 34% | 64% | 36% |
| 3 | 302 | 53 | 56 | 26 | 20 | 16 | 26 | 19 | 12 | 27 | 261 | 41 | 216 | 86 | 181 | 120 |
| | 18% | 21% | 23% | 16% | 18% | 14% | 18% | 13% | 18% | 16% | 18% | 19% | 20% | 16% | 18% | 19% |
| | | | g | | | | | | | | | | m | | | |
| | | 17% | 18% | 9% | 7% | 5% | 8% | 6% | 4% | 9% | 86% | 14% | 72% | 28% | 60% | 40% |
| 4 | 205 | 53 | 27 | 15 | 13 | 15 | 13 | 20 | 7 | 13 | 184 | 22 | 146 | 60 | 119 | 87 |
| | 12% | 22% | 11% | 9% | 12% | 13% | 10% | 14% | 11% | 8% | 13% | 10% | 13% | 11% | 12% | 14% |
| | | bcdghi | | | | | | | | | | | | | | |
| | | 26% | 13% | 8% | 7% | 7% | 7% | 10% | 3% | 6% | 89% | 11% | 71% | 29% | 58% | 42% |
| 5 or more | 63 | 13 | 8 | 5 | 4 | 5 | 8 | 2 | 2 | 8 | 59 | 4 | 41 | 22 | 29 | 34 |
| | 4% | 5% | 3% | 3% | 4% | 4% | 6% | 2% | 3% | 4% | 4% | 2% | 4% | 4% | 3% | 5% |
| | | | | | | | | | | | | | | | | n |
| | | 21% | 13% | 8% | 6% | 8% | 12% | 4% | 3% | 12% | 93% | 7% | 65% | 35% | 46% | 54% |
| Don't know | 3 | 3 | - | - | - | - | - | - | - | - | 3 | - | 2 | 2 | 3 | - |
| | 3% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 3% | 0% | 3% | 3% | 3% | 0% |
| | | 83% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 100% | 0% | 50% | 50% | 100% | 0% |
| Mean number of people | 2.4 | 2.7 | 2.4 | 2.3 | 2.4 | 2.4 | 2.5 | 2.4 | 2.4 | 2.4 | 2.5 | 2.4 | 2.5 | 2.4 | 2.4 | 2.5 |
| | | bceghi | | | | | | | | | | | | | | n |
| Standard deviation | 1.01 | 1.13 | .95 | .90 | 1.09 | 1.07 | .98 | .96 | 1.00 | .98 | 1.03 | .86 | .98 | 1.06 | .94 | 1.11 |
| Standard error | .02 | .08 | .07 | .07 | .09 | .10 | .08 | .08 | .08 | .08 | .03 | .03 | .03 | .03 | .02 | .04 |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 70

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

QE19 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to?

Base : Those with mobile broadband at home where there is more than one person in household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 240 | 109 | 131 | 45 | 50 | 94 | 51 | 22 | 27 | 32 | 47 | 53 | 81 | 54 | 52 | 173 | 23 | 24 | 20 |
| Effective Weighted Sample | 175 | 78 | 98 | 34 | 35 | 69 | 40 | 18 | 18 | 21 | 36 | 39 | 60 | 41 | 40 | 145 | 16 | 18 | 18 |
| Total | 185 | 88 | 97 | 32 | 44 | 76 | 33 | 15 | 22 | 20 | 46 | 49 | 66 | 35 | 35 | 164 | 11 | 8 | 3 |
| | | 47% | 53% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| 1 | 41 | 16 | 25 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 35 | ** | ** | ** |
| | 22% | 19% | 25% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21% | ** | ** | ** |
| | | 40% | 60% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 84% | ** | ** | ** |
| 2 | 100 | 53 | 47 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89 | ** | ** | ** |
| | 54% | 61% | 48% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 54% | ** | ** | ** |
| | | 53% | 47% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |
| 3 | 23 | 11 | 12 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21 | ** | ** | ** |
| | 13% | 13% | 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13% | ** | ** | ** |
| | | 48% | 52% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 90% | ** | ** | ** |
| 4 | 13 | 3 | 10 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12 | ** | ** | ** |
| | 7% | 3% | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | ** | ** |
| | | 23% | 77% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 92% | ** | ** | ** |
| 5 or more | 7 | 3 | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6 | ** | ** | ** |
| | 4% | 3% | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | ** | ** | ** |
| | | 44% | 56% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 92% | ** | ** | ** |
| Don't know | 1 | 1 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** | ** | ** |
| | % | 1% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | % | ** | ** | ** |
| | | 100% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | ** | ** |
| Mean number of people | 2.2 | 2.1 | 2.2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2.2 | ** | ** | ** |
| Standard deviation | 1.08 | .93 | 1.20 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1.10 | ** | ** | ** |
| Standard error | .07 | .09 | .11 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | .08 | ** | ** | ** |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 70

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

QE19 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to?

Base : Those with mobile broadband at home where there is more than one person in household

| | Total | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|--|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | | j | ~k | l | m | n | ~o |
| Unweighted total | 240 | 10 | 15 | 20 | 17 | 21 | 28 | 18 | 26 | 18 | | 178 | 62 | 122 | 117 | 160 | 80 |
| Effective Weighted Sample | 175 | 9 | 14 | 19 | 16 | 18 | 26 | 17 | 25 | 17 | | 140 | 36 | 92 | 93 | 116 | 60 |
| Total | 185 | 13 | 25 | 18 | 12 | 20 | 28 | 15 | 11 | 22 | | 150 | 35 | 114 | 71 | 122 | 63 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 81% | ** | 61% | 38% | 66% | ** |
| 1 | 41 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 34 | ** | 22 | 19 | 29 | ** |
| | 22% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 23% | ** | 20% | 27% | 24% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 82% | ** | 54% | 46% | 71% | ** |
| 2 | 100 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 82 | ** | 65 | 35 | 66 | ** |
| | 54% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 55% | ** | 57% | 49% | 54% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 82% | ** | 65% | 35% | 66% | ** |
| 3 | 23 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 20 | ** | 17 | 6 | 12 | ** |
| | 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 14% | ** | 15% | 9% | 10% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 87% | ** | 70% | 27% | 53% | ** |
| 4 | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 9 | ** | 7 | 6 | 10 | ** |
| | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 6% | ** | 7% | 8% | 8% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 67% | ** | 58% | 42% | 77% | ** |
| 5 or more | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 4 | ** | 2 | 5 | 4 | ** |
| | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 3% | ** | 1% | 7% | 3% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 60% | ** | 24% | 76% | 52% | ** |
| Don't know | 1 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 1 | ** | 1 | - | 1 | ** |
| | *% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 1% | ** | 1% | -% | 1% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 100% | ** | 100% | -% | 100% | ** |
| Mean number of people | 2.2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 2.1 | ** | 2.1 | 2.3 | 2.1 | ** |
| Standard deviation | 1.08 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 1.05 | ** | .87 | 1.35 | 1.11 | ** |
| Standard error | .07 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | .08 | ** | .08 | .13 | .09 | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 71

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QE20 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|------------|-------------|-------------|------------|------------|------------|------------|------------------|-------------------|-------------------|------------|--------------|------------|------------|------------|-------------|--------------|-----------|-----------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2940 | 1424 | 1516 | 504 | 517 | 1030 | 889 | 399 | 343 | 378 | 569 | 708 | 951 | 622 | 656 | 1768 | 404 | 376 | 392 |
| Effective Weighted Sample | 2000 | 968 | 1032 | 347 | 357 | 714 | 605 | 286 | 215 | 249 | 393 | 477 | 650 | 433 | 470 | 1522 | 285 | 241 | 357 |
| Total | 2083 | 1007 48% | 1077 52% | 358 17% | 412 20% | 786 38% | 526 25% | 270 13% | 219 11% | 247 12% | 462 22% | 591 28% | 664 32% | 371 18% | 455 22% | 1748 84% | 179 9% | 100 5% | 56 3% |
| Virgin Media (NTL/ Telewest/ Blueyonder) | 450 22% | 220 22% | 231 21% | 83 23% | 81 20% | 179 23% | 108 21% | 57 21% | 41 19% | 44 18% | 104 23% | 127 22% | 155 23% | 78 21% | 90 20% | 391 22% | 48 27% | 4 4% | 7 12% |
| | | 49% | 51% | 18% | 18% | 40% | 24% | 13% | 9% | 10% | 23% | 28% | 34% | 17% | 20% | 87% | 11% | 1% | q 1% |
| Sky | 417 20% | 199 20% | 218 20% | 90 25% | 87 21% | 167 21% | 74 14% | 57 21% | 49 22% | 54 22% | 88 19% | 98 17% | 133 20% | 87 24% | 98 22% | 333 19% | 49 28% | 24 24% | 11 20% |
| | | 48% | 52% | 22% | 21% | 40% | 18% | 14% | 12% | 13% | 21% | 24% | 32% | 21% | 24% | 80% | 12% | 6% | 3% |
| BT Total Broadband/ BT Yahoo/ BT Openworld | 311 15% | 161 16% | 150 14% | 38 11% | 50 12% | 122 16% | 101 19% | 31 12% | 23 11% | 44 18% | 81 17% | 120 20% | 84 13% | 57 15% | 50 11% | 249 14% | 26 14% | 27 27% | 10 17% |
| | | 52% | 48% | 12% | 16% | 39% | 32% | 10% | 8% | 14% | 26% | 38% | 27% | 18% | 16% | 80% | 8% | opr 9% | 3% |
| Talk Talk (Carphone Warehouse) | 221 11% | 96 10% | 125 12% | 26 7% | 36 9% | 83 11% | 76 14% | 27 10% | 30 14% | 32 13% | 38 8% | 59 10% | 75 11% | 36 10% | 51 11% | 189 11% | 13 7% | 13 13% | 5 9% |
| | | 44% | 56% | 12% | 16% | 38% | 34% | 12% | 14% | 15% | 17% | 27% | 34% | 16% | 23% | 86% | 6% | p 6% | 2% |
| BT Infinity | 170 8% | 92 9% | 77 7% | 32 9% | 30 7% | 67 9% | 40 8% | 14 5% | 12 5% | 22 9% | 48 10% | 55 9% | 58 9% | 33 9% | 24 5% | 146 8% | 5 3% | 6 6% | 13 24% |
| | | 54% | 46% | 19% | 18% | 40% | 24% | 8% | 7% | 13% | 28% | 32% | 34% | 19% | 14% | 86% | 3% | 3% | opq 8% |
| BT (other/ unspecified) | 101 5% | 49 5% | 51 5% | 7 2% | 19 5% | 36 5% | 39 7% | 8 3% | 9 4% | 13 5% | 29 6% | 43 7% | 31 5% | 13 3% | 14 3% | 86 5% | 10 6% | 2 2% | 2 4% |
| | | 49% | 51% | 7% | 19% | 36% | 39% | 8% | 9% | 12% | 29% | 42% | 31% | 13% | 14% | 86% | 10% | 2% | 2% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE20 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2940 | 1424 | 1516 | 504 | 517 | 1030 | 889 | 399 | 343 | 378 | 569 | 708 | 951 | 622 | 656 | 1768 | 404 | 376 | 392 |
| Effective Weighted Sample | 2000 | 968 | 1032 | 347 | 357 | 714 | 605 | 286 | 215 | 249 | 393 | 477 | 650 | 433 | 470 | 1522 | 285 | 241 | 357 |
| Total | 2083 | 1007 | 1077 | 358 | 412 | 786 | 526 | 270 | 219 | 247 | 462 | 591 | 664 | 371 | 455 | 1748 | 179 | 100 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 13% | 11% | 12% | 22% | 28% | 32% | 18% | 22% | 84% | 9% | 5% | 3% |
| Orange | 51 | 25 | 26 | 4 | 16 | 22 | 9 | 7 | 5 | 3 | 15 | 17 | 15 | 3 | 16 | 42 | 4 | 5 | * |
| | 2% | 2% | 2% | 1% | 4% | 3% | 2% | 3% | 2% | 1% | 3% | 3% | 2% | 1% | 3% | 2% | 2% | 5% | 1% |
| | | | | | c | | | | | | | m | | | m | r | | or | |
| | | 50% | 50% | 8% | 31% | 43% | 18% | 15% | 9% | 6% | 30% | 33% | 30% | 6% | 31% | 82% | 7% | 10% | 1% |
| O2 | 40 | 19 | 21 | 16 | 12 | 9 | 3 | 8 | 4 | 5 | 4 | 5 | 16 | 7 | 12 | 31 | 3 | 2 | 3 |
| | 2% | 2% | 2% | 4% | 3% | 1% | % | 3% | 2% | 2% | 1% | 1% | 2% | 2% | 3% | 2% | 2% | 2% | 6% |
| | | | | ef | ef | | | j | | | | | | | | | | | opq |
| | | 47% | 53% | 40% | 31% | 23% | 6% | 20% | 10% | 14% | 10% | 14% | 39% | 18% | 29% | 79% | 8% | 5% | 8% |
| Plusnet | 39 | 15 | 23 | 6 | 9 | 12 | 12 | 1 | 3 | 5 | 14 | 14 | 17 | 6 | 1 | 34 | 2 | 2 | * |
| | 2% | 2% | 2% | 2% | 2% | 2% | 2% | % | 1% | 2% | 3% | 2% | 3% | 2% | % | 2% | 1% | 2% | 1% |
| | | | | | | | | g | | g | | n | n | n | | | | | |
| | | 40% | 60% | 15% | 24% | 31% | 30% | 1% | 7% | 13% | 36% | 35% | 45% | 16% | 4% | 88% | 5% | 5% | 1% |
| '3' | 32 | 15 | 17 | 4 | 11 | 13 | 3 | 6 | 8 | 2 | 6 | 4 | 14 | 2 | 11 | 27 | 3 | 1 | 1 |
| | 2% | 2% | 2% | 1% | 3% | 2% | 1% | 2% | 4% | 1% | 1% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 1% |
| | | | | f | | | | | ij | | | | | | km | | | | |
| | | 47% | 53% | 13% | 35% | 41% | 11% | 19% | 26% | 7% | 19% | 13% | 44% | 8% | 35% | 85% | 9% | 4% | 2% |
| AOL | 30 | 14 | 16 | 1 | 5 | 12 | 12 | 5 | 3 | 5 | 6 | 8 | 8 | 4 | 10 | 27 | 1 | 2 | * |
| | 1% | 1% | 1% | % | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 2% | % | 2% | 1% |
| | | | | | | | c | | | | | | | | | | | | |
| | | 48% | 52% | 5% | 15% | 40% | 40% | 16% | 10% | 16% | 21% | 28% | 26% | 14% | 32% | 90% | 3% | 6% | 1% |
| Vodafone | 19 | 7 | 12 | 6 | 6 | 5 | 2 | 8 | 4 | 1 | - | - | 3 | 5 | 11 | 17 | 2 | - | * |
| | 1% | 1% | 1% | 2% | 1% | 1% | % | 3% | 2% | % | - | - | % | 1% | 2% | 1% | 1% | - | 1% |
| | | | | f | | | | ij | j | | | | | k | kl | | | | |
| | | 36% | 64% | 31% | 31% | 27% | 11% | 40% | 23% | 6% | - | - | 16% | 27% | 57% | 89% | 8% | - | 3% |
| T-Mobile | 15 | 7 | 9 | 7 | 3 | 4 | 1 | 4 | 4 | 1 | 1 | - | 5 | 2 | 8 | 14 | 1 | * | * |
| | 1% | 1% | 1% | 2% | 1% | 1% | % | 1% | 2% | 1% | % | - | 1% | 1% | 2% | 1% | 1% | % | % |
| | | | | ef | | | | j | | | | | k | | k | | | | |
| | | 44% | 56% | 44% | 18% | 29% | 8% | 26% | 27% | 8% | 9% | - | 35% | 13% | 52% | 89% | 7% | 3% | 1% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE20 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2940 | 1424 | 1516 | 504 | 517 | 1030 | 889 | 399 | 343 | 378 | 569 | 708 | 951 | 622 | 656 | 1768 | 404 | 376 | 392 |
| Effective Weighted Sample | 2000 | 968 | 1032 | 347 | 357 | 714 | 605 | 286 | 215 | 249 | 393 | 477 | 650 | 433 | 470 | 1522 | 285 | 241 | 357 |
| Total | 2083 | 1007 | 1077 | 358 | 412 | 786 | 526 | 270 | 219 | 247 | 462 | 591 | 664 | 371 | 455 | 1748 | 179 | 100 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 13% | 11% | 12% | 22% | 28% | 32% | 18% | 22% | 84% | 9% | 5% | 3% |
| Post Office | 15 | 9 | 6 | 1 | 2 | 4 | 8 | 2 | 1 | 1 | 6 | 4 | 3 | 3 | 5 | 14 | 1 | * | * |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | 62% | 38% | 7% | 15% | 27% | 52% | 14% | 6% | 7% | 37% | 29% | 20% | 20% | 30% | 92% | 6% | 1% | 2% |
| Tesco.net | 12 | 5 | 7 | 1 | 7 | - | 4 | * | 6 | * | 2 | 3 | 4 | 3 | 2 | 11 | 1 | * | - |
| | 1% | 1% | 1% | 1% | 2% | - | 1% | 1% | 3% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | - |
| | | | | | e | | e | | ghj | | | | | | | | | | |
| | | 44% | 56% | 11% | 53% | - | 36% | 18% | 45% | 2% | 19% | 26% | 30% | 26% | 17% | 92% | 5% | 3% | - |
| Other | 63 | 31 | 32 | 10 | 14 | 22 | 16 | 11 | 10 | 1 | 13 | 18 | 14 | 13 | 18 | 53 | 3 | 6 | 1 |
| | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 4% | 4% | 1% | 3% | 3% | 2% | 3% | 4% | 3% | 1% | 6% | 1% |
| | | | | | | | | i | i | | i | | | | | r | | opr | |
| | | 49% | 51% | 16% | 23% | 36% | 26% | 18% | 15% | 2% | 20% | 28% | 23% | 20% | 29% | 85% | 4% | 10% | 1% |
| TOTAL BT | 582 | 302 | 279 | 77 | 99 | 226 | 180 | 53 | 44 | 79 | 158 | 217 | 173 | 102 | 88 | 481 | 41 | 34 | 25 |
| | 28% | 30% | 26% | 21% | 24% | 29% | 34% | 20% | 20% | 32% | 34% | 37% | 26% | 28% | 19% | 28% | 23% | 34% | 45% |
| | | b | | | | c | cde | | | gh | gh | lmn | n | n | | | | op | opq |
| | | 52% | 48% | 13% | 17% | 39% | 31% | 9% | 8% | 14% | 27% | 37% | 30% | 18% | 15% | 83% | 7% | 6% | 4% |
| Don't know | 98 | 41 | 56 | 26 | 25 | 28 | 18 | 23 | 9 | 12 | 6 | 16 | 28 | 19 | 34 | 83 | 8 | 5 | 2 |
| | 5% | 4% | 5% | 7% | 6% | 4% | 3% | 9% | 4% | 5% | 1% | 3% | 4% | 5% | 8% | 5% | 4% | 5% | 3% |
| | | | | ef | | | | hj | j | j | | | | | kl | | | | |
| | | 43% | 57% | 27% | 26% | 29% | 18% | 24% | 9% | 12% | 6% | 16% | 29% | 19% | 35% | 85% | 8% | 6% | 2% |

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QE20 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2940 | 211 | 205 | 214 | 196 | 175 | 189 | 208 | 186 | 184 | 2137 | 803 | 1612 | 1326 | 1893 | 1047 |
| Effective Weighted Sample | 2000 | 200 | 189 | 202 | 186 | 164 | 178 | 194 | 176 | 172 | 1667 | 356 | 1119 | 950 | 1242 | 758 |
| Total | 2083 | 279 | 299 | 192 | 144 | 164 | 185 | 177 | 83 | 226 | 1803 | 280 | 1321 | 761 | 1283 | 800 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 62% | 38% |
| Virgin Media (NTL/ Telewest/ Blueyonder) | 450 | 61 | 73 | 42 | 41 | 51 | 34 | 28 | 14 | 47 | 436 | 15 | 299 | 151 | 243 | 207 |
| | 22% | 22% | 24% | 22% | 28% | 31% | 19% | 16% | 17% | 21% | 24% | 5% | 23% | 20% | 19% | 26% |
| | | | g | | fgh | acghi | | | | | k | | | | | n |
| | | | 14% | 16% | 9% | 9% | 11% | 8% | 6% | 3% | 10% | 97% | 3% | 66% | 34% | 46% |
| Sky | 417 | 47 | 42 | 24 | 36 | 32 | 33 | 42 | 21 | 57 | 384 | 34 | 281 | 136 | 239 | 178 |
| | 20% | 17% | 14% | 12% | 25% | 19% | 18% | 24% | 26% | 25% | 21% | 12% | 21% | 18% | 19% | 22% |
| | | | | | abc | | | bc | abc | abc | k | | | | | n |
| | | | 11% | 10% | 6% | 9% | 8% | 10% | 5% | 14% | 92% | 8% | 67% | 33% | 57% | 43% |
| BT Total Broadband/ BT Yahoo/ BT Openworld | 311 | 45 | 60 | 29 | 13 | 8 | 38 | 33 | 6 | 18 | 238 | 73 | 193 | 118 | 235 | 76 |
| | 15% | 16% | 20% | 15% | 9% | 5% | 20% | 19% | 7% | 8% | 13% | 26% | 15% | 16% | 18% | 10% |
| | | dehi | dehi | ehi | | | dehi | dehi | | | j | | | | o | |
| | | 14% | 19% | 9% | 4% | 3% | 12% | 11% | 2% | 6% | 77% | 23% | 62% | 38% | 75% | 25% |
| Talk Talk (Carphone Warehouse) | 221 | 31 | 38 | 24 | 14 | 17 | 21 | 15 | 8 | 22 | 181 | 40 | 131 | 90 | 138 | 83 |
| | 11% | 11% | 13% | 13% | 10% | 10% | 11% | 8% | 10% | 10% | 10% | 14% | 10% | 12% | 11% | 10% |
| | | | | | | | | | | | | j | | | | |
| | | | 14% | 17% | 11% | 6% | 8% | 9% | 7% | 4% | 10% | 82% | 18% | 59% | 41% | 38% |
| BT Infinity | 170 | 40 | 13 | 19 | 8 | 10 | 16 | 15 | 10 | 16 | 137 | 32 | 128 | 42 | 103 | 67 |
| | 8% | 14% | 4% | 10% | 6% | 6% | 8% | 8% | 12% | 7% | 8% | 12% | 10% | 6% | 8% | 8% |
| | | bdei | | b | | | | | bd | | j | | m | | | |
| | | 24% | 8% | 11% | 5% | 6% | 9% | 9% | 6% | 9% | 81% | 19% | 75% | 25% | 61% | 39% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

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Base : Those with access to the internet at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2940 | 211 | 205 | 214 | 196 | 175 | 189 | 208 | 186 | 184 | 2137 | 803 | 1612 | 1326 | 1893 | 1047 |
| Effective Weighted Sample | 2000 | 200 | 189 | 202 | 186 | 164 | 178 | 194 | 176 | 172 | 1667 | 356 | 1119 | 950 | 1242 | 758 |
| Total | 2083 | 279 | 299 | 192 | 144 | 164 | 185 | 177 | 83 | 226 | 1803 | 280 | 1321 | 761 | 1283 | 800 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 62% | 38% |
| BT (other/ unspecified) | 101 | 10 | 20 | 19 | 3 | 5 | 4 | 6 | 5 | 15 | 73 | 27 | 58 | 43 | 71 | 30 |
| | 5% | 4% | 7% | 10% | 2% | 3% | 2% | 3% | 6% | 7% | 4% | 10% | 4% | 6% | 6% | 4% |
| | | | df | ade | fg | | | | | df | | j | | | | |
| | | 10% | 19% | 19% | 3% | 5% | 4% | 6% | 5% | 15% | 73% | 27% | 57% | 43% | 71% | 29% |
| Orange | 51 | 6 | 2 | 4 | 3 | 10 | 5 | 1 | 4 | 7 | 48 | 3 | 33 | 18 | 32 | 19 |
| | 2% | 2% | 1% | 2% | 2% | 6% | 3% | 1% | 5% | 3% | 3% | 1% | 2% | 2% | 2% | 2% |
| | | | | | | bcg | | | bg | | | | | | | |
| | | 12% | 4% | 7% | 7% | 19% | 10% | 2% | 7% | 13% | 94% | 6% | 64% | 36% | 63% | 37% |
| O2 | 40 | 7 | 8 | 1 | 1 | 4 | - | 2 | 2 | 6 | 32 | 7 | 25 | 15 | 22 | 18 |
| | 2% | 3% | 3% | 1% | *% | 2% | -% | 1% | 3% | 3% | 2% | 3% | 2% | 2% | 2% | 2% |
| | | f | f | | | f | | | f | f | | | | | | |
| | | 18% | 21% | 3% | 2% | 10% | -% | 5% | 6% | 14% | 81% | 19% | 63% | 37% | 55% | 45% |
| Plusnet | 39 | 5 | 2 | 6 | 2 | 1 | 2 | 6 | 1 | 9 | 32 | 6 | 26 | 13 | 25 | 13 |
| | 2% | 2% | 1% | 3% | 1% | 1% | 1% | 4% | 2% | 4% | 2% | 2% | 2% | 2% | 2% | 2% |
| | | | | | | | | b | | b | | | | | | |
| | | 12% | 5% | 15% | 4% | 3% | 6% | 16% | 4% | 23% | 84% | 16% | 67% | 33% | 65% | 35% |
| '3' | 32 | 3 | 5 | 4 | 2 | 3 | 3 | 2 | 1 | 4 | 24 | 8 | 18 | 13 | 21 | 11 |
| | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 1% | 1% | 2% | 1% | 3% | 1% | 2% | 2% | 1% |
| | | | | | | | | | | | | j | | | | |
| | | 9% | 15% | 13% | 8% | 9% | 9% | 7% | 3% | 13% | 75% | 25% | 57% | 41% | 66% | 34% |
| AOL | 30 | 6 | 4 | 2 | 6 | 3 | 1 | 2 | 1 | 2 | 24 | 5 | 19 | 11 | 20 | 10 |
| | 1% | 2% | 1% | 1% | 4% | 2% | *% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 2% | 1% |
| | | | | | fg | | | | | | | | | | | |
| | | 19% | 12% | 8% | 20% | 11% | 3% | 5% | 5% | 7% | 82% | 18% | 64% | 36% | 66% | 34% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 71

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QE20 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2940 | 211 | 205 | 214 | 196 | 175 | 189 | 208 | 186 | 184 | 2137 | 803 | 1612 | 1326 | 1893 | 1047 |
| Effective Weighted Sample | 2000 | 200 | 189 | 202 | 186 | 164 | 178 | 194 | 176 | 172 | 1667 | 356 | 1119 | 950 | 1242 | 758 |
| Total | 2083 | 279 | 299 | 192 | 144 | 164 | 185 | 177 | 83 | 226 | 1803 | 280 | 1321 | 761 | 1283 | 800 |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 62% | 38% |
| Vodafone | 19 | - | 2 | 3 | - | 2 | 3 | 3 | 1 | 2 | 17 | 2 | 9 | 10 | 9 | 9 |
| | 1% | -% | 1% | 1% | -% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | - | 13% | 15% | -% | 12% | 16% | 18% | 4% | 11% | 92% | 8% | 45% | 55% | 50% | 50% |
| T-Mobile | 15 | 5 | 2 | - | 1 | - | - | 1 | 1 | 4 | 14 | 1 | 6 | 9 | 7 | 8 |
| | 1% | 2% | 1% | -% | 1% | -% | -% | *% | 1% | 2% | 1% | *% | *% | 1% | 1% | 1% |
| | | c | | | | | | a | | | | | | | | |
| | | 35% | 12% | -% | 8% | -% | -% | 4% | 5% | 25% | 92% | 8% | 40% | 60% | 47% | 53% |
| Post Office | 15 | 2 | 6 | 2 | - | 1 | - | 1 | - | 1 | 14 | 1 | 7 | 8 | 9 | 6 |
| | 1% | 1% | 2% | 1% | -% | 1% | -% | 1% | -% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | | d | | | | | | | | | | | | | |
| | | 10% | 43% | 16% | -% | 10% | -% | 6% | -% | 8% | 90% | 10% | 47% | 53% | 61% | 39% |
| Tesco.net | 12 | - | 2 | 3 | 1 | 2 | 2 | 1 | - | 2 | 11 | 2 | 8 | 4 | 7 | 5 |
| | 1% | -% | 1% | 1% | 1% | 1% | 1% | *% | -% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | -% | 12% | 20% | 9% | 14% | 15% | 4% | -% | 17% | 85% | 15% | 65% | 35% | 58% | 42% |
| Other | 63 | 1 | 11 | 6 | 4 | 7 | 4 | 10 | 3 | 7 | 52 | 11 | 34 | 29 | 47 | 16 |
| | 3% | *% | 4% | 3% | 3% | 5% | 2% | 5% | 3% | 3% | 3% | 4% | 3% | 4% | 4% | 2% |
| | | | a | | | a | | a | a | | | | | | o | |
| | | 2% | 18% | 9% | 7% | 12% | 7% | 15% | 4% | 11% | 83% | 17% | 54% | 46% | 74% | 26% |
| TOTAL BT | 582 | 95 | 92 | 67 | 24 | 23 | 57 | 54 | 21 | 48 | 449 | 133 | 378 | 203 | 409 | 173 |
| | 28% | 34% | 31% | 35% | 17% | 14% | 31% | 30% | 25% | 21% | 25% | 47% | 29% | 27% | 32% | 22% |
| | | dehi | dei | dehi | | | dei | dei | e | | | j | | | o | |
| | | 16% | 16% | 12% | 4% | 4% | 10% | 9% | 4% | 8% | 77% | 23% | 65% | 35% | 70% | 30% |
| Don't know | 98 | 10 | 9 | 5 | 9 | 7 | 20 | 9 | 4 | 10 | 86 | 11 | 47 | 50 | 54 | 44 |
| | 5% | 4% | 3% | 3% | 6% | 4% | 11% | 5% | 5% | 4% | 5% | 4% | 4% | 7% | 4% | 5% |
| | | | | | | | abcei | | | | | | | l | | |
| | | 10% | 9% | 5% | 9% | 7% | 20% | 10% | 4% | 10% | 88% | 12% | 48% | 51% | 55% | 45% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 72

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| General surfing/ browsing the internet | 1835 | 908 | 927 | 327 | 376 | 689 | 443 | 232 | 190 | 213 | 428 | 541 | 596 | 312 | 384 | 1532 | 164 | 92 | 47 |
| | 86% | 88% | 84% | 88% | 88% | 86% | 84% | 78% | 84% | 85% | 92% | 90% | 89% | 83% | 80% | 86% | 87% | 91% | 84% |
| | | b | | | | | | | | g | ghi | mn | mn | | | | | or | |
| | | 49% | 51% | 18% | 20% | 38% | 24% | 13% | 10% | 12% | 23% | 29% | 32% | 17% | 21% | 83% | 9% | 5% | 3% |
| Sending and receiving e-mail | 1751 | 861 | 890 | 310 | 350 | 673 | 418 | 209 | 171 | 214 | 426 | 531 | 580 | 298 | 341 | 1458 | 167 | 84 | 42 |
| | 82% | 84% | 81% | 83% | 82% | 84% | 79% | 71% | 76% | 86% | 92% | 88% | 87% | 79% | 71% | 82% | 88% | 84% | 75% |
| | | | | | | f | | | | gh | ghi | mn | mn | n | | r | or | r | |
| | | 49% | 51% | 18% | 20% | 38% | 24% | 12% | 10% | 12% | 24% | 30% | 33% | 17% | 19% | 83% | 10% | 5% | 2% |
| Purchasing goods/services/ tickets etc. | 1355 | 653 | 702 | 231 | 285 | 538 | 301 | 146 | 132 | 157 | 359 | 426 | 458 | 224 | 247 | 1124 | 123 | 71 | 38 |
| | 64% | 63% | 64% | 62% | 67% | 67% | 57% | 49% | 59% | 63% | 77% | 71% | 68% | 60% | 51% | 63% | 65% | 71% | 68% |
| | | | | | f | f | | | g | g | ghi | mn | mn | n | | | | o | |
| | | 48% | 52% | 17% | 21% | 40% | 22% | 11% | 10% | 12% | 26% | 31% | 34% | 17% | 18% | 83% | 9% | 5% | 3% |
| Banking | 1224 | 634 | 591 | 199 | 281 | 493 | 251 | 120 | 113 | 142 | 343 | 409 | 424 | 195 | 195 | 1024 | 109 | 63 | 28 |
| | 57% | 62% | 54% | 53% | 66% | 61% | 47% | 41% | 50% | 57% | 74% | 68% | 63% | 52% | 40% | 57% | 57% | 63% | 51% |
| | | b | | | cf | cf | | | g | g | ghi | mn | mn | n | | r | | r | |
| | | 52% | 48% | 16% | 23% | 40% | 20% | 10% | 9% | 12% | 28% | 33% | 35% | 16% | 16% | 84% | 9% | 5% | 2% |
| Using social networking sites (such as Facebook, LinkedIn or Bebo) | 1143 | 511 | 632 | 277 | 289 | 428 | 149 | 140 | 120 | 127 | 280 | 337 | 374 | 193 | 238 | 953 | 97 | 61 | 31 |
| | 54% | 50% | 57% | 74% | 68% | 53% | 28% | 47% | 53% | 51% | 60% | 56% | 56% | 52% | 49% | 53% | 52% | 61% | 55% |
| | | | a | ef | ef | f | | | | | gi | n | n | | | | | op | |
| | | 45% | 55% | 24% | 25% | 37% | 13% | 12% | 10% | 11% | 25% | 30% | 33% | 17% | 21% | 83% | 9% | 5% | 3% |

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

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat | 959 | 455 | 504 | 238 | 248 | 332 | 141 | 112 | 99 | 99 | 230 | 279 | 317 | 155 | 206 | 810 | 81 | 45 | 24 |
| | 45% | 44% | 46% | 64% | 58% | 41% | 27% | 38% | 44% | 40% | 50% | 46% | 47% | 41% | 43% | 45% | 43% | 44% | 42% |
| | | 47% | 53% | ef | ef | f | | 12% | 10% | 10% | gi | 29% | 33% | 16% | 22% | 84% | 8% | 5% | 2% |
| Finding/ downloading information for work/ business | 894 | 494 | 400 | 144 | 207 | 399 | 144 | 68 | 75 | 106 | 298 | 342 | 299 | 134 | 118 | 764 | 63 | 48 | 19 |
| | 42% | 48% | 36% | 39% | 49% | 50% | 27% | 23% | 33% | 42% | 64% | 57% | 45% | 36% | 24% | 43% | 33% | 48% | 34% |
| | | b | | f | cf | cf | | g | g | g | ghi | lmn | mn | n | | pr | | pr | |
| | | 55% | 45% | 16% | 23% | 45% | 16% | 8% | 8% | 12% | 33% | 38% | 33% | 15% | 13% | 85% | 7% | 5% | 2% |
| Watching short video clips (e.g. YouTube, Dailymotion) | 805 | 438 | 367 | 204 | 202 | 291 | 107 | 88 | 73 | 83 | 206 | 237 | 273 | 132 | 163 | 691 | 58 | 34 | 22 |
| | 38% | 43% | 33% | 55% | 47% | 36% | 20% | 30% | 33% | 33% | 44% | 39% | 41% | 35% | 34% | 39% | 31% | 34% | 39% |
| | | b | | ef | ef | f | | 11% | 9% | 10% | ghi | 29% | n | | | p | | p | |
| | | 54% | 46% | 25% | 25% | 36% | 13% | | | | 26% | | 34% | 16% | 20% | 86% | 7% | 4% | 3% |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go) | 770 | 401 | 368 | 183 | 177 | 269 | 141 | 81 | 58 | 79 | 222 | 250 | 260 | 122 | 138 | 646 | 62 | 40 | 21 |
| | 36% | 39% | 33% | 49% | 41% | 33% | 27% | 27% | 26% | 32% | 48% | 42% | 39% | 33% | 29% | 36% | 33% | 40% | 38% |
| | | b | | def | ef | f | | | | | ghi | mn | mn | | | | | | |
| | | 52% | 48% | 24% | 23% | 35% | 18% | 11% | 8% | 10% | 29% | 32% | 34% | 16% | 18% | 84% | 8% | 5% | 3% |

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

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| To find information on health related issues e.g. NHS Direct/ NHS 24 | 758 | 348 | 411 | 116 | 163 | 298 | 181 | 79 | 71 | 97 | 217 | 261 | 255 | 100 | 142 | 645 | 58 | 39 | 16 |
| | 36% | 34% | 37% | 31% | 38% | 37% | 34% | 27% | 31% | 39% | 47% | 43% | 38% | 27% | 30% | 36% | 31% | 39% | 29% |
| | | 46% | 54% | 15% | 21% | 39% | 24% | 10% | 9% | 13% | 29% | 34% | 34% | 13% | 19% | 85% | 8% | 5% | 2% |
| Playing games online/ interactively | 741 | 397 | 344 | 199 | 190 | 258 | 94 | 109 | 69 | 84 | 159 | 183 | 227 | 146 | 184 | 629 | 66 | 32 | 14 |
| | 35% | 39% | 31% | 53% | 45% | 32% | 18% | 37% | 31% | 34% | 34% | 30% | 34% | 39% | 38% | 35% | 35% | 32% | 25% |
| | | b | def | ef | f | | | | | | | | k | k | r | r | | | |
| | | 54% | 46% | 27% | 26% | 35% | 13% | 15% | 9% | 11% | 21% | 25% | 31% | 20% | 25% | 85% | 9% | 4% | 2% |
| Downloading music files | 695 | 382 | 313 | 186 | 187 | 248 | 74 | 76 | 49 | 59 | 181 | 214 | 233 | 114 | 132 | 581 | 67 | 27 | 20 |
| | 33% | 37% | 28% | 50% | 44% | 31% | 14% | 26% | 22% | 24% | 39% | 36% | 35% | 31% | 27% | 32% | 36% | 26% | 36% |
| | | b | ef | ef | f | | | | | | ghi | n | n | | | | q | q | q |
| | | 55% | 45% | 27% | 27% | 36% | 11% | 11% | 7% | 9% | 26% | 31% | 34% | 16% | 19% | 84% | 10% | 4% | 3% |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 690 | 352 | 338 | 93 | 138 | 284 | 174 | 66 | 67 | 80 | 228 | 265 | 219 | 86 | 119 | 599 | 45 | 35 | 11 |
| | 32% | 34% | 31% | 25% | 32% | 35% | 33% | 22% | 30% | 32% | 49% | 44% | 33% | 23% | 25% | 33% | 24% | 35% | 19% |
| | | 51% | 49% | 14% | 20% | 41% | 25% | 10% | 10% | 12% | 33% | 38% | 32% | 13% | 17% | 87% | 7% | 5% | 2% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Accessing news | 643 | 341 | 302 | 129 | 132 | 260 | 122 | 57 | 57 | 72 | 187 | 223 | 222 | 101 | 96 | 553 | 53 | 27 | 11 |
| | 30% | 33% | 27% | 35% | 31% | 32% | 23% | 19% | 25% | 29% | 40% | 37% | 33% | 27% | 20% | 31% | 28% | 27% | 19% |
| | | b | | f | f | f | | | | g | ghi | mn | mn | n | | r | r | r | |
| | | 53% | 47% | 20% | 21% | 40% | 19% | 9% | 9% | 11% | 29% | 35% | 34% | 16% | 15% | 86% | 8% | 4% | 2% |
| Finding/ downloading information for school/ college/ university/ homework | 615 | 295 | 320 | 174 | 128 | 255 | 58 | 73 | 49 | 57 | 177 | 241 | 198 | 76 | 100 | 526 | 45 | 28 | 16 |
| | 29% | 29% | 29% | 47% | 30% | 32% | 11% | 25% | 22% | 23% | 38% | 40% | 30% | 20% | 21% | 29% | 24% | 28% | 29% |
| | | | | def | f | f | | | | | ghi | lmn | mn | | | p | | | |
| | | 48% | 52% | 28% | 21% | 41% | 9% | 12% | 8% | 9% | 29% | 39% | 32% | 12% | 16% | 86% | 7% | 5% | 3% |
| Making voice calls using a VoIP service e.g. Skype | 583 | 298 | 285 | 133 | 148 | 201 | 102 | 59 | 56 | 60 | 161 | 213 | 191 | 77 | 101 | 503 | 48 | 21 | 12 |
| | 27% | 29% | 26% | 36% | 35% | 25% | 19% | 20% | 25% | 24% | 35% | 36% | 28% | 21% | 21% | 28% | 25% | 20% | 22% |
| | | | | ef | ef | f | | | | | ghi | lmn | mn | | | qr | | | |
| | | 51% | 49% | 23% | 25% | 34% | 18% | 10% | 10% | 10% | 28% | 37% | 33% | 13% | 17% | 86% | 8% | 4% | 2% |
| Trading/ auctions | 508 | 296 | 212 | 90 | 120 | 213 | 85 | 49 | 50 | 58 | 150 | 151 | 159 | 95 | 103 | 437 | 34 | 29 | 8 |
| | 24% | 29% | 19% | 24% | 28% | 26% | 16% | 17% | 22% | 23% | 32% | 25% | 24% | 25% | 21% | 24% | 18% | 29% | 15% |
| | | b | | f | f | f | | | | | ghi | | | | | pr | | pr | |
| | | 58% | 42% | 18% | 24% | 42% | 17% | 10% | 10% | 11% | 29% | 30% | 31% | 19% | 20% | 86% | 7% | 6% | 2% |
| Uploading/ adding content to the internet e.g. photos, videos, blog posts | 465 | 240 | 225 | 124 | 115 | 166 | 59 | 46 | 45 | 46 | 137 | 144 | 160 | 75 | 85 | 391 | 34 | 23 | 16 |
| | 22% | 23% | 20% | 33% | 27% | 21% | 11% | 16% | 20% | 18% | 30% | 24% | 24% | 20% | 18% | 22% | 18% | 23% | 30% |
| | | | | ef | ef | f | | | | | ghi | n | n | | | | | | op |
| | | 52% | 48% | 27% | 25% | 36% | 13% | 10% | 10% | 10% | 29% | 31% | 34% | 16% | 18% | 84% | 7% | 5% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 72

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Listening to radio | 412 | 228 | 184 | 104 | 92 | 150 | 66 | 47 | 25 | 44 | 122 | 138 | 130 | 64 | 80 | 352 | 34 | 18 | 8 |
| | 19% | 22% | 17% | 28% | 22% | 19% | 12% | 16% | 11% | 17% | 26% | 23% | 19% | 17% | 17% | 20% | 18% | 18% | 14% |
| | | b | | def | f | f | | | | h | ghi | mn | | | | r | | | |
| | | 55% | 45% | 25% | 22% | 37% | 16% | 11% | 6% | 11% | 30% | 33% | 32% | 16% | 19% | 85% | 8% | 4% | 2% |
| Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere) | 404 | 239 | 165 | 106 | 97 | 147 | 54 | 43 | 40 | 41 | 107 | 135 | 132 | 63 | 74 | 347 | 28 | 19 | 10 |
| | 19% | 23% | 15% | 28% | 23% | 18% | 10% | 15% | 18% | 16% | 23% | 23% | 20% | 17% | 15% | 19% | 15% | 19% | 18% |
| | | b | | ef | f | f | | | | | gi | mn | | | | | | | |
| | | 59% | 41% | 26% | 24% | 36% | 13% | 11% | 10% | 10% | 26% | 34% | 33% | 15% | 18% | 86% | 7% | 5% | 2% |
| Using Twitter (browsing/ reading site) | 385 | 202 | 183 | 123 | 112 | 126 | 25 | 40 | 28 | 42 | 100 | 112 | 143 | 59 | 70 | 320 | 32 | 21 | 11 |
| | 18% | 20% | 17% | 33% | 26% | 16% | 5% | 14% | 12% | 17% | 22% | 19% | 21% | 16% | 15% | 18% | 17% | 21% | 20% |
| | | | | def | ef | f | | | | | gh | | mn | | | | | | |
| | | 53% | 47% | 32% | 29% | 33% | 6% | 10% | 7% | 11% | 26% | 29% | 37% | 15% | 18% | 83% | 8% | 6% | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios) | 345 | 207 | 138 | 95 | 90 | 122 | 37 | 43 | 23 | 35 | 89 | 109 | 114 | 58 | 64 | 299 | 19 | 17 | 9 |
| | 16% | 20% | 13% | 26% | 21% | 15% | 7% | 15% | 10% | 14% | 19% | 18% | 17% | 15% | 13% | 17% | 10% | 17% | 17% |
| | | b | | ef | ef | f | | | | | h | n | | | | p | | p | |
| | | 60% | 40% | 28% | 26% | 36% | 11% | 12% | 7% | 10% | 26% | 32% | 33% | 17% | 18% | 87% | 6% | 5% | 3% |
| 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) | 267 | 166 | 101 | 76 | 82 | 83 | 25 | 23 | 16 | 34 | 75 | 90 | 84 | 42 | 50 | 229 | 15 | 15 | 8 |
| | 13% | 16% | 9% | 20% | 19% | 10% | 5% | 8% | 7% | 14% | 16% | 15% | 13% | 11% | 10% | 13% | 8% | 15% | 14% |
| | | b | | ef | ef | f | | | | gh | gh | n | | | | p | | p | |
| | | 62% | 38% | 29% | 31% | 31% | 9% | 9% | 6% | 13% | 28% | 34% | 32% | 16% | 19% | 86% | 6% | 6% | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Using Twitter (account holder, posting on site) | 248 | 140 | 108 | 96 | 70 | 70 | 12 | 25 | 11 | 31 | 61 | 75 | 91 | 37 | 46 | 208 | 19 | 12 | 8 |
| | 12% | 14% | 10% | 26% | 16% | 9% | 2% | 8% | 5% | 12% | 13% | 12% | 14% | 10% | 9% | 12% | 10% | 12% | 15% |
| | | b | | def | ef | f | | | | h | h | | n | | | | | | |
| | | 57% | 43% | 39% | 28% | 28% | 5% | 10% | 5% | 12% | 24% | 30% | 37% | 15% | 18% | 84% | 8% | 5% | 3% |
| Streamed audio services (free) e.g. Spotify (free) or Deezer (free) | 230 | 161 | 69 | 83 | 58 | 74 | 15 | 32 | 17 | 22 | 61 | 68 | 68 | 35 | 58 | 201 | 15 | 10 | 4 |
| | 11% | 16% | 6% | 22% | 14% | 9% | 3% | 11% | 7% | 9% | 13% | 11% | 10% | 9% | 12% | 11% | 8% | 10% | 8% |
| | | b | | def | ef | f | | | | | h | | | | | r | | | |
| | | 70% | 30% | 36% | 25% | 32% | 7% | 14% | 7% | 9% | 27% | 30% | 30% | 15% | 25% | 87% | 6% | 4% | 2% |
| Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites | 166 | 105 | 61 | 49 | 47 | 61 | 9 | 29 | 10 | 24 | 31 | 45 | 52 | 23 | 46 | 139 | 16 | 8 | 3 |
| | 8% | 10% | 6% | 13% | 11% | 8% | 2% | 10% | 5% | 9% | 7% | 7% | 8% | 6% | 10% | 8% | 8% | 8% | 6% |
| | | b | | ef | ef | f | | h | | h | | | | | | | | | |
| | | 63% | 37% | 30% | 29% | 37% | 5% | 17% | 6% | 14% | 19% | 27% | 31% | 14% | 28% | 84% | 9% | 5% | 2% |
| Real time gambling | 134 | 92 | 42 | 39 | 45 | 39 | 11 | 20 | 12 | 15 | 37 | 35 | 34 | 26 | 38 | 109 | 17 | 5 | 4 |
| | 6% | 9% | 4% | 10% | 11% | 5% | 2% | 7% | 6% | 6% | 8% | 6% | 5% | 7% | 8% | 6% | 9% | 5% | 7% |
| | | b | | ef | ef | f | | | | | | | | | | | | | |
| | | 69% | 31% | 29% | 34% | 29% | 8% | 15% | 9% | 11% | 28% | 26% | 26% | 20% | 29% | 81% | 12% | 4% | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium | 112 | 77 | 36 | 37 | 28 | 42 | 6 | 14 | 9 | 14 | 26 | 33 | 32 | 16 | 30 | 96 | 11 | 4 | 1 |
| | 5% | 7% | 3% | 10% | 6% | 5% | 1% | 5% | 4% | 6% | 6% | 6% | 5% | 4% | 6% | 5% | 6% | 4% | 2% |
| | | b | | ef | f | f | | | | | | | | | | r | r | | |
| | | 68% | 32% | 33% | 25% | 37% | 5% | 13% | 8% | 13% | 23% | 30% | 29% | 14% | 27% | 86% | 9% | 4% | 1% |
| Other | 18 | 12 | 6 | 1 | 3 | 6 | 8 | 6 | 2 | 3 | 3 | 4 | 2 | 2 | 10 | 16 | 1 | 1 | 1 |
| | 1% | 1% | 1% | *% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | *% | 1% | 2% | 1% | *% | 1% | 1% |
| | | | | | | | | | | | | | | | l | | | | |
| | | 65% | 35% | 8% | 16% | 31% | 44% | 31% | 13% | 14% | 17% | 22% | 11% | 13% | 54% | 89% | 3% | 4% | 4% |
| None of these | 47 | 17 | 30 | 2 | 3 | 24 | 19 | 11 | 3 | 6 | 3 | 5 | 14 | 8 | 20 | 41 | 4 | 1 | 1 |
| | 2% | 2% | 3% | *% | 1% | 3% | 4% | 4% | 2% | 2% | 1% | 1% | 2% | 2% | 4% | 2% | 2% | 1% | 2% |
| | | | | | | cd | cd | j | | | | | | | kl | | | | |
| | | 36% | 64% | 4% | 5% | 51% | 40% | 24% | 7% | 13% | 7% | 11% | 30% | 16% | 43% | 87% | 9% | 2% | 2% |
| Don't know | 3 | 3 | * | 1 | - | 2 | - | * | 1 | - | - | - | - | 2 | 1 | 3 | - | * | - |
| | *% | *% | *% | *% | -% | *% | -% | *% | *% | -% | -% | -% | -% | 1% | *% | *% | -% | *% | -% |
| | | 98% | 2% | 35% | -% | 65% | -% | 2% | 33% | -% | -% | -% | -% | 67% | 33% | 98% | -% | 2% | -% |

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

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| General surfing/ browsing the internet | 1835 | 233 | 269 | 182 | 124 | 154 | 151 | 153 | 69 | 199 | 1590 | 246 | 1183 | 651 | 1138 | 697 |
| | 86% | 80% | 91% | 93% | 83% | 91% | 81% | 85% | 85% | 83% | 86% | 87% | 88% | 83% | 87% | 84% |
| | | | adfi | adfgghi | | adfhi | | | | | | | m | | o | |
| | | 13% | 15% | 10% | 7% | 8% | 8% | 8% | 4% | 11% | 87% | 13% | 64% | 35% | 62% | 38% |
| Sending and receiving e-mail | 1751 | 243 | 267 | 174 | 120 | 122 | 140 | 143 | 61 | 189 | 1511 | 240 | 1142 | 608 | 1076 | 675 |
| | 82% | 84% | 90% | 89% | 80% | 72% | 75% | 79% | 75% | 79% | 82% | 86% | 85% | 77% | 83% | 81% |
| | | efh | defghi | defghi | | | | | | | | | m | | | |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 3% | 11% | 86% | 14% | 65% | 35% | 61% | 39% |
| Purchasing goods/services/ tickets etc. | 1355 | 156 | 212 | 141 | 96 | 88 | 108 | 131 | 50 | 143 | 1170 | 185 | 909 | 446 | 848 | 507 |
| | 64% | 54% | 72% | 72% | 64% | 52% | 58% | 72% | 62% | 60% | 63% | 66% | 67% | 57% | 65% | 61% |
| | | | aefhi | aefhi | ae | | | aefhi | | | | | m | | | |
| | | 11% | 16% | 10% | 7% | 6% | 8% | 10% | 4% | 11% | 86% | 14% | 67% | 33% | 63% | 37% |
| Banking | 1224 | 159 | 184 | 131 | 80 | 82 | 94 | 105 | 51 | 138 | 1078 | 147 | 875 | 349 | 760 | 465 |
| | 57% | 55% | 62% | 67% | 54% | 49% | 51% | 58% | 62% | 58% | 58% | 52% | 65% | 44% | 58% | 56% |
| | | | ef | adef | | | | | ef | | k | | m | | | |
| | | 13% | 15% | 11% | 7% | 7% | 8% | 9% | 4% | 11% | 88% | 12% | 72% | 28% | 62% | 38% |
| Using social networking sites (such as Facebook, LinkedIn or Bebo) | 1143 | 119 | 170 | 119 | 86 | 74 | 95 | 99 | 46 | 145 | 991 | 151 | 781 | 362 | 686 | 457 |
| | 54% | 41% | 57% | 61% | 58% | 44% | 51% | 55% | 56% | 61% | 54% | 54% | 58% | 46% | 53% | 55% |
| | | | ae | ae | ae | | a | ae | ae | ae | | | m | | | |
| | | 10% | 15% | 10% | 8% | 6% | 8% | 9% | 4% | 13% | 87% | 13% | 68% | 32% | 60% | 40% |

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

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

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| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat | 959 | 138 | 147 | 93 | 75 | 50 | 67 | 86 | 35 | 119 | 838 | 121 | 648 | 311 | 580 | 379 |
| | 45% | 47% | 50% | 47% | 50% | 30% | 36% | 48% | 43% | 50% | 45% | 43% | 48% | 40% | 45% | 46% |
| | | ef | ef | ef | ef | | | ef | e | ef | | | m | | | |
| | | 14% | 15% | 10% | 8% | 5% | 7% | 9% | 4% | 12% | 87% | 13% | 68% | 32% | 61% | 39% |
| Finding/ downloading information for work/ business | 894 | 131 | 148 | 79 | 61 | 52 | 71 | 72 | 34 | 117 | 776 | 118 | 713 | 181 | 563 | 331 |
| | 42% | 45% | 50% | 40% | 40% | 31% | 38% | 40% | 42% | 49% | 42% | 42% | 53% | 23% | 43% | 40% |
| | | e | efg | | | | | | e | ef | | | m | | | |
| | | 15% | 17% | 9% | 7% | 6% | 8% | 8% | 4% | 13% | 87% | 13% | 80% | 20% | 63% | 37% |
| Watching short video clips (e.g. YouTube, Dailymotion) | 805 | 137 | 126 | 82 | 61 | 31 | 52 | 84 | 22 | 97 | 713 | 92 | 567 | 238 | 457 | 348 |
| | 38% | 47% | 43% | 42% | 41% | 18% | 28% | 47% | 26% | 41% | 39% | 33% | 42% | 30% | 35% | 42% |
| | | efh | efh | efh | efh | | e | efh | | efh | k | | m | | | n |
| | | 17% | 16% | 10% | 8% | 4% | 6% | 10% | 3% | 12% | 89% | 11% | 70% | 30% | 57% | 43% |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go) | 770 | 77 | 138 | 85 | 60 | 40 | 58 | 75 | 26 | 86 | 679 | 91 | 535 | 235 | 476 | 293 |
| | 36% | 26% | 47% | 43% | 40% | 24% | 31% | 41% | 32% | 36% | 37% | 32% | 40% | 30% | 37% | 35% |
| | | | aefhi | aefh | ae | | | aef | | ae | | | m | | | |
| | | 10% | 18% | 11% | 8% | 5% | 8% | 10% | 3% | 11% | 88% | 12% | 70% | 30% | 62% | 38% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 72

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| To find information on health related issues e.g. NHS Direct/ NHS 24 | 758 | 102 | 131 | 70 | 67 | 49 | 47 | 60 | 36 | 82 | 662 | 97 | 515 | 243 | 471 | 287 |
| | 36% | 35% | 44% | 35% | 44% | 29% | 26% | 34% | 44% | 34% | 36% | 34% | 38% | 31% | 36% | 35% |
| | | f | efg | f | efgi | | | | efg | | | | m | | | |
| | | 13% | 17% | 9% | 9% | 6% | 6% | 8% | 5% | 11% | 87% | 13% | 68% | 32% | 62% | 38% |
| Playing games online/ interactively | 741 | 91 | 102 | 77 | 70 | 60 | 60 | 61 | 34 | 74 | 648 | 93 | 499 | 241 | 426 | 315 |
| | 35% | 31% | 35% | 39% | 46% | 36% | 32% | 34% | 42% | 31% | 35% | 33% | 37% | 31% | 33% | 38% |
| | | | | | abefgi | | | | ai | | | | m | | n | |
| | | 12% | 14% | 10% | 9% | 8% | 8% | 8% | 5% | 10% | 87% | 13% | 67% | 33% | 57% | 43% |
| Downloading music files | 695 | 91 | 92 | 80 | 56 | 50 | 45 | 65 | 28 | 74 | 615 | 80 | 489 | 206 | 404 | 291 |
| | 33% | 31% | 31% | 41% | 37% | 30% | 24% | 36% | 34% | 31% | 33% | 29% | 36% | 26% | 31% | 35% |
| | | | | bef | f | | | f | f | | | | m | | | |
| | | 13% | 13% | 11% | 8% | 7% | 7% | 9% | 4% | 11% | 88% | 12% | 70% | 30% | 58% | 42% |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 690 | 100 | 129 | 87 | 54 | 23 | 35 | 65 | 25 | 81 | 597 | 93 | 491 | 198 | 439 | 251 |
| | 32% | 34% | 44% | 44% | 36% | 14% | 19% | 36% | 31% | 34% | 32% | 33% | 36% | 25% | 34% | 30% |
| | | ef | efh | aefhi | ef | | | ef | ef | ef | | | m | | | |
| | | 14% | 19% | 13% | 8% | 3% | 5% | 9% | 4% | 12% | 86% | 14% | 71% | 29% | 64% | 36% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Accessing news | 643 | 100 | 104 | 60 | 43 | 24 | 62 | 67 | 21 | 73 | 553 | 90 | 462 | 181 | 369 | 274 |
| | 30% | 35% | 35% | 30% | 29% | 14% | 33% | 37% | 26% | 31% | 30% | 32% | 34% | 23% | 28% | 33% |
| | | e | e | e | e | | e | eh | e | e | | | m | | | n |
| | | 16% | 16% | 9% | 7% | 4% | 10% | 10% | 3% | 11% | 86% | 14% | 72% | 28% | 57% | 43% |
| Finding/ downloading information for school/ college/ university/ homework | 615 | 96 | 124 | 43 | 47 | 27 | 41 | 52 | 21 | 76 | 537 | 78 | 404 | 211 | 381 | 234 |
| | 29% | 33% | 42% | 22% | 31% | 16% | 22% | 29% | 25% | 32% | 29% | 28% | 30% | 27% | 29% | 28% |
| | | cef | cdefghi | | cef | | | e | e | cef | | | | | | |
| | | 16% | 20% | 7% | 8% | 4% | 7% | 9% | 3% | 12% | 87% | 13% | 66% | 34% | 62% | 38% |
| Making voice calls using a VoIP service e.g. Skype | 583 | 131 | 89 | 55 | 43 | 24 | 39 | 43 | 17 | 62 | 516 | 67 | 404 | 180 | 326 | 258 |
| | 27% | 45% | 30% | 28% | 29% | 14% | 21% | 24% | 21% | 26% | 28% | 24% | 30% | 23% | 25% | 31% |
| | | bcdefghi | ef | e | e | | | e | | e | | | m | | | n |
| | | 23% | 15% | 9% | 7% | 4% | 7% | 7% | 3% | 11% | 88% | 12% | 69% | 31% | 56% | 44% |
| Trading/ auctions | 508 | 56 | 57 | 62 | 50 | 26 | 42 | 56 | 24 | 63 | 441 | 67 | 369 | 139 | 303 | 205 |
| | 24% | 19% | 19% | 32% | 33% | 15% | 23% | 31% | 29% | 26% | 24% | 24% | 27% | 18% | 23% | 25% |
| | | | | abe | abef | | | abe | abe | e | | | m | | | |
| | | 11% | 11% | 12% | 10% | 5% | 8% | 11% | 5% | 12% | 87% | 13% | 73% | 27% | 60% | 40% |

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

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Uploading/ adding content to the internet e.g. photos, videos, blog posts | 465 | 55 | 87 | 42 | 41 | 19 | 34 | 41 | 16 | 57 | 406 | 59 | 332 | 133 | 274 | 191 |
| | 22% | 19% | 30% | 22% | 27% | 11% | 18% | 23% | 19% | 24% | 22% | 21% | 25% | 17% | 21% | 23% |
| | | e | aefh | e | aef | | | e | e | e | | | m | | | |
| | | 12% | 19% | 9% | 9% | 4% | 7% | 9% | 3% | 12% | 87% | 13% | 71% | 29% | 59% | 41% |
| Listening to radio | 412 | 56 | 63 | 49 | 36 | 21 | 29 | 33 | 13 | 51 | 355 | 57 | 286 | 126 | 240 | 172 |
| | 19% | 19% | 21% | 25% | 24% | 13% | 16% | 19% | 16% | 21% | 19% | 20% | 21% | 16% | 18% | 21% |
| | | | e | efh | efh | | | | | e | | | m | | | |
| | | 14% | 15% | 12% | 9% | 5% | 7% | 8% | 3% | 12% | 86% | 14% | 69% | 31% | 58% | 42% |
| Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere) | 404 | 49 | 77 | 43 | 33 | 20 | 25 | 32 | 17 | 52 | 366 | 38 | 289 | 115 | 234 | 170 |
| | 19% | 17% | 26% | 22% | 22% | 12% | 14% | 18% | 21% | 22% | 20% | 14% | 21% | 15% | 18% | 20% |
| | | | aefg | ef | ef | | | | e | ef | k | | m | | | |
| | | 12% | 19% | 11% | 8% | 5% | 6% | 8% | 4% | 13% | 91% | 9% | 72% | 28% | 58% | 42% |
| Using Twitter (browsing/ reading site) | 385 | 53 | 59 | 30 | 22 | 26 | 26 | 36 | 23 | 46 | 338 | 47 | 272 | 113 | 215 | 170 |
| | 18% | 18% | 20% | 15% | 15% | 15% | 14% | 20% | 28% | 19% | 18% | 17% | 20% | 14% | 17% | 20% |
| | | | | | | | | | acdef | | | | m | | | n |
| | | 14% | 15% | 8% | 6% | 7% | 7% | 9% | 6% | 12% | 88% | 12% | 71% | 29% | 56% | 44% |

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

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios) | 345 | 46 | 66 | 39 | 29 | 15 | 19 | 23 | 11 | 50 | 307 | 37 | 246 | 99 | 199 | 146 |
| | 16% | 16% | 22% | 20% | 19% | 9% | 10% | 13% | 13% | 21% | 17% | 13% | 18% | 13% | 15% | 18% |
| | | e | efgh | ef | ef | | | | | efg | | | m | | | |
| | | 13% | 19% | 11% | 8% | 4% | 6% | 7% | 3% | 15% | 89% | 11% | 71% | 29% | 58% | 42% |
| 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) | 267 | 43 | 46 | 25 | 25 | 7 | 20 | 16 | 9 | 37 | 240 | 27 | 207 | 59 | 143 | 123 |
| | 13% | 15% | 15% | 13% | 17% | 4% | 11% | 9% | 11% | 16% | 13% | 10% | 15% | 8% | 11% | 15% |
| | | e | eg | e | eg | | e | | e | eg | | | m | | | n |
| | | 16% | 17% | 9% | 9% | 3% | 8% | 6% | 3% | 14% | 90% | 10% | 78% | 22% | 54% | 46% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

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QE21 (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

| | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Using Twitter (account holder, posting on site) | 248 | 33 | 37 | 22 | 18 | 8 | 19 | 24 | 16 | 31 | 218 | 29 | 174 | 74 | 135 | 113 |
| | 12% | 12% | 13% | 11% | 12% | 5% | 10% | 13% | 20% | 13% | 12% | 10% | 13% | 9% | 10% | 14% |
| | | e | e | e | e | | | e | acdef | e | | | m | | | n |
| | | 14% | 15% | 9% | 7% | 3% | 8% | 10% | 6% | 12% | 88% | 12% | 70% | 30% | 55% | 45% |
| Streamed audio services (free) e.g. Spotify (free) or Deezer (free) | 230 | 28 | 29 | 24 | 22 | 22 | 11 | 19 | 11 | 35 | 209 | 21 | 168 | 62 | 121 | 109 |
| | 11% | 10% | 10% | 12% | 15% | 13% | 6% | 10% | 13% | 15% | 11% | 7% | 12% | 8% | 9% | 13% |
| | | | | f | f | f | | | f | f | k | | m | | | n |
| | | 12% | 12% | 11% | 9% | 9% | 5% | 8% | 5% | 15% | 91% | 9% | 73% | 27% | 53% | 47% |
| Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites | 166 | 35 | 13 | 18 | 14 | 7 | 10 | 12 | 10 | 21 | 150 | 16 | 114 | 52 | 87 | 79 |
| | 8% | 12% | 5% | 9% | 9% | 4% | 5% | 6% | 12% | 9% | 8% | 6% | 8% | 7% | 7% | 9% |
| | | befg | | e | | | | | bef | | | | | | | n |
| | | 21% | 8% | 11% | 8% | 4% | 6% | 7% | 6% | 12% | 90% | 10% | 69% | 31% | 53% | 47% |
| Real time gambling | 134 | 14 | 9 | 14 | 11 | 13 | 7 | 5 | 14 | 23 | 121 | 13 | 102 | 32 | 60 | 74 |
| | 6% | 5% | 3% | 7% | 7% | 8% | 4% | 3% | 17% | 9% | 7% | 5% | 8% | 4% | 5% | 9% |
| | | | | | g | | | abcdefgi | bfg | | | | m | | | n |
| | | 10% | 7% | 11% | 8% | 9% | 5% | 4% | 10% | 17% | 90% | 10% | 76% | 24% | 45% | 55% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

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QE21 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium | 112 | 11 | 17 | 9 | 12 | 3 | 7 | 13 | 6 | 18 | 103 | 9 | 85 | 27 | 59 | 53 |
| | 5% | 4% | 6% | 4% | 8% | 2% | 4% | 7% | 7% | 7% | 6% | 3% | 6% | 3% | 5% | 6% |
| | | 10% | 15% | 8% | 11% | 3% | 6% | 11% | 5% | 16% | 92% | 8% | 76% | 24% | 52% | 48% |
| Other | 18 | 1 | 4 | - | 1 | 2 | 3 | 1 | * | 4 | 14 | 4 | 4 | 14 | 9 | 9 |
| | 1% | *% | 1% | -% | 1% | 1% | 1% | *% | *% | 2% | 1% | 1% | *% | 2% | 1% | 1% |
| | | 5% | 21% | -% | 6% | 14% | 15% | 4% | 2% | 22% | 80% | 20% | 25% | 75% | 49% | 51% |
| None of these | 47 | 9 | 6 | 4 | 5 | 7 | 2 | 1 | 2 | 5 | 43 | 4 | 25 | 22 | 27 | 20 |
| | 2% | 3% | 2% | 2% | 3% | 4% | 1% | *% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% |
| | | g | | | g | g | | | | | | | | | | |
| | | 19% | 13% | 9% | 11% | 14% | 5% | 2% | 4% | 11% | 91% | 9% | 52% | 48% | 58% | 42% |
| Don't know | 3 | - | - | - | - | - | 1 | - | - | 2 | 3 | * | 2 | 1 | 2 | 1 |
| | *% | -% | -% | -% | -% | -% | 1% | -% | -% | 1% | *% | *% | *% | *% | *% | *% |
| | | -% | -% | -% | -% | -% | 30% | -% | -% | 68% | 98% | 2% | 65% | 35% | 66% | 34% |

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

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| General surfing/ browsing the internet | 1656 | 833 | 823 | 301 | 344 | 626 | 385 | 204 | 169 | 197 | 392 | 487 | 539 | 288 | 340 | 1381 | 152 | 81 | 42 |
| | 78% | 81% | 75% | 81% | 81% | 78% | 73% | 69% | 75% | 79% | 85% | 81% | 80% | 77% | 71% | 77% | 80% | 80% | 76% |
| | | b | | f | f | f | | | | g | gh | n | n | n | | | | | |
| | | 50% | 50% | 18% | 21% | 38% | 23% | 12% | 10% | 12% | 24% | 29% | 33% | 17% | 21% | 83% | 9% | 5% | 3% |
| Sending and receiving e-mail | 1523 | 756 | 767 | 270 | 311 | 580 | 362 | 172 | 143 | 192 | 391 | 482 | 515 | 256 | 270 | 1280 | 137 | 71 | 34 |
| | 71% | 73% | 69% | 72% | 73% | 72% | 68% | 58% | 64% | 76% | 84% | 80% | 77% | 68% | 56% | 72% | 72% | 70% | 62% |
| | | b | | | | | | | | gh | ghi | mn | mn | n | | r | r | r | |
| | | 50% | 50% | 18% | 20% | 38% | 24% | 11% | 9% | 13% | 26% | 32% | 34% | 17% | 18% | 84% | 9% | 5% | 2% |
| Using social networking sites (such as Facebook, LinkedIn or Bebo) | 975 | 426 | 549 | 245 | 246 | 364 | 120 | 123 | 104 | 108 | 239 | 281 | 320 | 164 | 209 | 819 | 79 | 51 | 26 |
| | 46% | 41% | 50% | 66% | 58% | 45% | 23% | 42% | 46% | 43% | 51% | 47% | 48% | 44% | 43% | 46% | 42% | 51% | 47% |
| | | | a | def | ef | f | | | | | gi | | | | | | | p | |
| | | 44% | 56% | 25% | 25% | 37% | 12% | 13% | 11% | 11% | 24% | 29% | 33% | 17% | 21% | 84% | 8% | 5% | 3% |
| Banking | 948 | 487 | 461 | 144 | 223 | 390 | 191 | 86 | 87 | 114 | 275 | 332 | 315 | 152 | 149 | 799 | 77 | 51 | 21 |
| | 44% | 47% | 42% | 39% | 52% | 48% | 36% | 29% | 39% | 45% | 59% | 55% | 47% | 40% | 31% | 45% | 41% | 51% | 39% |
| | | b | | cf | cf | cf | | | g | g | ghi | lmn | mn | n | | r | | pr | |
| | | 51% | 49% | 15% | 24% | 41% | 20% | 9% | 9% | 12% | 29% | 35% | 33% | 16% | 16% | 84% | 8% | 5% | 2% |
| Purchasing goods/services/ tickets etc. | 743 | 355 | 388 | 118 | 161 | 306 | 158 | 73 | 71 | 93 | 225 | 264 | 235 | 118 | 125 | 631 | 53 | 41 | 18 |
| | 35% | 34% | 35% | 32% | 38% | 38% | 30% | 25% | 32% | 37% | 49% | 44% | 35% | 31% | 26% | 35% | 28% | 41% | 32% |
| | | | f | | f | cf | | | | g | ghi | lmn | n | | | p | | pr | |
| | | 48% | 52% | 16% | 22% | 41% | 21% | 10% | 10% | 13% | 30% | 36% | 32% | 16% | 17% | 85% | 7% | 6% | 2% |
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| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat | 680 | 325 | 355 | 178 | 177 | 225 | 100 | 79 | 70 | 68 | 162 | 203 | 222 | 108 | 147 | 589 | 42 | 33 | 17 |
| | 32% | 32% | 32% | 48% | 41% | 28% | 19% | 27% | 31% | 27% | 35% | 34% | 33% | 29% | 30% | 33% | 22% | 32% | 30% |
| | | 48% | 52% | ef | ef | f | | | | | gi | | | | | p | | p | p |
| | | | | 26% | 26% | 33% | 15% | 12% | 10% | 10% | 24% | 30% | 33% | 16% | 22% | 87% | 6% | 5% | 2% |
| Finding/ downloading information for work/ business | 621 | 352 | 269 | 104 | 151 | 268 | 98 | 45 | 48 | 70 | 213 | 253 | 205 | 88 | 75 | 544 | 34 | 32 | 12 |
| | 29% | 34% | 24% | 28% | 35% | 33% | 19% | 15% | 21% | 28% | 46% | 42% | 31% | 24% | 15% | 30% | 18% | 32% | 21% |
| | | b | | f | cf | f | | | | g | ghi | lmn | mn | n | | pr | | pr | |
| | | 57% | 43% | 17% | 24% | 43% | 16% | 7% | 8% | 11% | 34% | 41% | 33% | 14% | 12% | 88% | 5% | 5% | 2% |
| Watching short video clips (e.g. YouTube, Dailymotion) | 536 | 317 | 219 | 150 | 147 | 177 | 62 | 57 | 47 | 54 | 141 | 162 | 171 | 84 | 118 | 474 | 26 | 21 | 15 |
| | 25% | 31% | 20% | 40% | 34% | 22% | 12% | 19% | 21% | 22% | 30% | 27% | 26% | 22% | 24% | 27% | 14% | 20% | 27% |
| | | b | | ef | ef | f | | | | | ghi | | | | | pq | | p | p |
| | | 59% | 41% | 28% | 27% | 33% | 12% | 11% | 9% | 10% | 26% | 30% | 32% | 16% | 22% | 89% | 5% | 4% | 3% |
| Playing games online/ interactively | 479 | 267 | 211 | 135 | 119 | 164 | 60 | 78 | 46 | 63 | 91 | 107 | 139 | 103 | 129 | 412 | 36 | 21 | 9 |
| | 22% | 26% | 19% | 36% | 28% | 20% | 11% | 26% | 21% | 25% | 20% | 18% | 21% | 27% | 27% | 23% | 19% | 21% | 16% |
| | | b | | def | ef | f | | j | | | | | | kl | kl | r | | | |
| | | 56% | 44% | 28% | 25% | 34% | 13% | 16% | 10% | 13% | 19% | 22% | 29% | 22% | 27% | 86% | 8% | 4% | 2% |
| Accessing news | 454 | 249 | 205 | 89 | 86 | 193 | 87 | 43 | 36 | 52 | 132 | 174 | 148 | 63 | 68 | 397 | 30 | 20 | 7 |
| | 21% | 24% | 19% | 24% | 20% | 24% | 16% | 15% | 16% | 21% | 28% | 29% | 22% | 17% | 14% | 22% | 16% | 20% | 13% |
| | | b | | f | | f | | | | | ghi | lmn | mn | | | pr | | r | |
| | | 55% | 45% | 20% | 19% | 42% | 19% | 9% | 8% | 11% | 29% | 38% | 33% | 14% | 15% | 87% | 7% | 4% | 2% |

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Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go) | 439 | 242 | 197 | 116 | 116 | 147 | 61 | 50 | 43 | 41 | 123 | 141 | 139 | 69 | 91 | 371 | 33 | 23 | 12 |
| | 21% | 24% | 18% | 31% | 27% | 18% | 11% | 17% | 19% | 16% | 27% | 23% | 21% | 18% | 19% | 21% | 17% | 23% | 22% |
| | | b | | ef | ef | f | | | | | ghi | | | | | | | | |
| | | 55% | 45% | 26% | 26% | 33% | 14% | 11% | 10% | 9% | 28% | 32% | 32% | 16% | 21% | 84% | 8% | 5% | 3% |
| Finding/ downloading information for school/ college/ university/ homework | 387 | 192 | 195 | 124 | 80 | 155 | 29 | 49 | 32 | 40 | 103 | 161 | 129 | 44 | 53 | 332 | 28 | 18 | 10 |
| | 18% | 19% | 18% | 33% | 19% | 19% | 6% | 17% | 14% | 16% | 22% | 27% | 19% | 12% | 11% | 19% | 15% | 18% | 18% |
| | | | | def | f | f | | | | | hi | lmn | mn | | | | | | |
| | | 50% | 50% | 32% | 21% | 40% | 8% | 13% | 8% | 10% | 27% | 42% | 33% | 11% | 14% | 86% | 7% | 5% | 3% |
| Downloading music files | 359 | 210 | 149 | 116 | 102 | 108 | 33 | 40 | 24 | 31 | 79 | 109 | 108 | 62 | 79 | 301 | 31 | 15 | 11 |
| | 17% | 20% | 14% | 31% | 24% | 13% | 6% | 14% | 11% | 12% | 17% | 18% | 16% | 17% | 16% | 17% | 16% | 15% | 20% |
| | | b | | def | ef | f | | | | | h | | | | | | | | |
| | | 58% | 42% | 32% | 28% | 30% | 9% | 11% | 7% | 9% | 22% | 30% | 30% | 17% | 22% | 84% | 9% | 4% | 3% |
| Making voice calls using a VoIP service e.g. Skype | 304 | 156 | 148 | 78 | 81 | 94 | 51 | 34 | 36 | 32 | 66 | 111 | 84 | 50 | 58 | 262 | 25 | 11 | 6 |
| | 14% | 15% | 13% | 21% | 19% | 12% | 10% | 12% | 16% | 13% | 14% | 19% | 12% | 13% | 12% | 15% | 13% | 11% | 11% |
| | | | | ef | ef | | | | | | | lmn | | | | | | | |
| | | 51% | 49% | 26% | 27% | 31% | 17% | 11% | 12% | 11% | 22% | 37% | 28% | 17% | 19% | 86% | 8% | 4% | 2% |

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|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Using Twitter (browsing/ reading site) | 265 | 140 | 125 | 91 | 73 | 82 | 18 | 28 | 20 | 32 | 67 | 74 | 103 | 38 | 50 | 226 | 18 | 13 | 8 |
| | 12% | 14% | 11% | 25% | 17% | 10% | 3% | 10% | 9% | 13% | 14% | 12% | 15% | 10% | 10% | 13% | 10% | 13% | 14% |
| | | 53% | 47% | 34% | 28% | 31% | 7% | 11% | 8% | 12% | 25% | 28% | 39% | 14% | 19% | 85% | 7% | 5% | 3% |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 262 | 134 | 128 | 41 | 52 | 97 | 71 | 23 | 24 | 34 | 82 | 105 | 75 | 33 | 48 | 227 | 17 | 15 | 3 |
| | 12% | 13% | 12% | 11% | 12% | 12% | 14% | 8% | 11% | 13% | 18% | 18% | 11% | 9% | 10% | 13% | 9% | 15% | 6% |
| | | 51% | 49% | 16% | 20% | 37% | 27% | 9% | 9% | 13% | 31% | 40% | 29% | 13% | 18% | 87% | 6% | 6% | 1% |
| Trading/ auctions | 256 | 152 | 104 | 54 | 53 | 114 | 35 | 22 | 28 | 35 | 70 | 69 | 69 | 57 | 61 | 227 | 11 | 14 | 4 |
| | 12% | 15% | 9% | 15% | 12% | 14% | 7% | 7% | 12% | 14% | 15% | 11% | 10% | 15% | 13% | 13% | 6% | 14% | 8% |
| | | b | f | f | f | f | | g | g | g | g | 27% | 27% | 22% | 24% | pr | 4% | pr | 2% |
| | | 59% | 41% | 21% | 21% | 45% | 14% | 8% | 11% | 14% | 27% | 27% | 27% | 22% | 24% | 89% | 4% | 6% | 2% |
| To find information on health related issues e.g. NHS Direct/ NHS 24 | 256 | 116 | 140 | 46 | 59 | 86 | 66 | 31 | 32 | 32 | 63 | 79 | 80 | 31 | 66 | 223 | 15 | 13 | 5 |
| | 12% | 11% | 13% | 12% | 14% | 11% | 12% | 11% | 14% | 13% | 14% | 13% | 12% | 8% | 14% | 12% | 8% | 13% | 8% |
| | | 45% | 55% | 18% | 23% | 34% | 26% | 12% | 13% | 12% | 25% | 31% | 31% | 12% | 26% | 87% | 6% | 5% | 2% |
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|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Uploading/ adding content to the internet e.g. photos, videos, blog posts | 242 | 128 | 114 | 68 | 65 | 85 | 24 | 29 | 25 | 23 | 65 | 78 | 82 | 33 | 49 | 205 | 16 | 12 | 10 |
| | 11% | 12% | 10% | 18% | 15% | 11% | 5% | 10% | 11% | 9% | 14% | 13% | 12% | 9% | 10% | 11% | 8% | 12% | 18% |
| | | 53% | 47% | ef | ef | f | | 12% | 10% | 9% | 27% | m | | | | | | | opq |
| | | | | 28% | 27% | 35% | 10% | | | | | 32% | 34% | 14% | 20% | 85% | 6% | 5% | 4% |
| Listening to radio | 240 | 131 | 110 | 63 | 56 | 77 | 45 | 25 | 12 | 28 | 75 | 85 | 72 | 37 | 47 | 202 | 22 | 11 | 5 |
| | 11% | 13% | 10% | 17% | 13% | 10% | 8% | 9% | 5% | 11% | 16% | 14% | 11% | 10% | 10% | 11% | 12% | 11% | 8% |
| | | b | | ef | f | | | | | h | gh | mn | | | | | | | |
| | | 54% | 46% | 26% | 23% | 32% | 19% | 11% | 5% | 12% | 31% | 35% | 30% | 15% | 20% | 84% | 9% | 5% | 2% |
| Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere) | 221 | 132 | 88 | 71 | 55 | 70 | 25 | 21 | 21 | 28 | 58 | 73 | 73 | 31 | 43 | 190 | 15 | 10 | 5 |
| | 10% | 13% | 8% | 19% | 13% | 9% | 5% | 7% | 9% | 11% | 13% | 12% | 11% | 8% | 9% | 11% | 8% | 10% | 9% |
| | | b | | def | ef | f | | | | | g | m | | | | | | | |
| | | 60% | 40% | 32% | 25% | 32% | 11% | 10% | 10% | 13% | 26% | 33% | 33% | 14% | 20% | 86% | 7% | 5% | 2% |
| Using Twitter (account holder, posting on site) | 166 | 98 | 68 | 70 | 49 | 38 | 9 | 19 | 10 | 21 | 30 | 47 | 62 | 28 | 30 | 142 | 11 | 8 | 6 |
| | 8% | 10% | 6% | 19% | 11% | 5% | 2% | 6% | 5% | 8% | 6% | 8% | 9% | 7% | 6% | 8% | 6% | 8% | 10% |
| | | b | | def | ef | f | | | | | | | | | | | | | p |
| | | 59% | 41% | 42% | 29% | 23% | 5% | 11% | 6% | 12% | 18% | 28% | 37% | 17% | 18% | 85% | 7% | 5% | 3% |

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|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
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| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios) | 164 | 104 | 60 | 53 | 46 | 51 | 14 | 22 | 11 | 18 | 34 | 46 | 53 | 25 | 40 | 142 | 9 | 8 | 6 |
| | 8% | 10% | 5% | 14% | 11% | 6% | 3% | 7% | 5% | 7% | 7% | 8% | 8% | 7% | 8% | 8% | 5% | 8% | 10% |
| | | b | | ef | ef | f | | | | | | | | | | | | | p |
| | | 64% | 36% | 32% | 28% | 31% | 9% | 13% | 7% | 11% | 21% | 28% | 32% | 15% | 25% | 86% | 5% | 5% | 3% |
| 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) | 142 | 88 | 53 | 46 | 48 | 40 | 7 | 14 | 11 | 20 | 34 | 44 | 40 | 25 | 32 | 123 | 6 | 9 | 4 |
| | 7% | 9% | 5% | 12% | 11% | 5% | 1% | 5% | 5% | 8% | 7% | 7% | 6% | 7% | 7% | 7% | 3% | 9% | 7% |
| | | b | | ef | ef | f | | | | | | | | | | p | | p | p |
| | | 62% | 38% | 33% | 34% | 28% | 5% | 10% | 8% | 14% | 24% | 31% | 28% | 18% | 23% | 87% | 4% | 6% | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 73

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Streamed audio services (free) e.g. Spotify (free) or Deezer (free) | 115 | 83 | 32 | 44 | 34 | 32 | 6 | 15 | 7 | 13 | 31 | 35 | 31 | 18 | 32 | 101 | 7 | 5 | 2 |
| | 5% | 8% | 3% | 12% | 8% | 4% | 1% | 5% | 3% | 5% | 7% | 6% | 5% | 5% | 7% | 6% | 4% | 5% | 3% |
| | | b | | ef | ef | f | | | | | | | | | | r | | | |
| | | 72% | 28% | 38% | 29% | 27% | 6% | 13% | 6% | 11% | 27% | 30% | 26% | 15% | 28% | 88% | 6% | 5% | 1% |
| Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites | 86 | 56 | 31 | 27 | 27 | 26 | 6 | 14 | 6 | 13 | 11 | 21 | 27 | 11 | 27 | 74 | 7 | 4 | 1 |
| | 4% | 5% | 3% | 7% | 6% | 3% | 1% | 5% | 3% | 5% | 2% | 4% | 4% | 3% | 6% | 4% | 4% | 4% | 3% |
| | | b | | ef | ef | f | | | | | | | | | | | | | |
| | | 64% | 36% | 31% | 31% | 31% | 7% | 16% | 7% | 15% | 12% | 24% | 32% | 13% | 31% | 86% | 8% | 4% | 2% |
| Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium | 59 | 43 | 16 | 23 | 18 | 17 | 1 | 6 | 5 | 9 | 14 | 19 | 15 | 7 | 18 | 53 | 4 | 1 | * |
| | 3% | 4% | 1% | 6% | 4% | 2% | 1% | 2% | 2% | 3% | 3% | 3% | 2% | 2% | 4% | 3% | 2% | 1% | 1% |
| | | b | | ef | ef | f | | | | | | | | | | r | | | |
| | | 73% | 27% | 40% | 30% | 28% | 2% | 10% | 9% | 15% | 23% | 32% | 25% | 12% | 31% | 90% | 7% | 3% | 1% |
| Real time gambling | 51 | 34 | 17 | 13 | 17 | 15 | 6 | 9 | 6 | 5 | 13 | 13 | 13 | 10 | 15 | 39 | 8 | 2 | 2 |
| | 2% | 3% | 2% | 3% | 4% | 2% | 1% | 3% | 2% | 2% | 3% | 2% | 2% | 3% | 3% | 2% | 4% | 2% | 4% |
| | | b | | f | ef | | | | | | | | | | | o | | | |
| | | 67% | 33% | 25% | 34% | 28% | 12% | 17% | 11% | 9% | 26% | 25% | 26% | 19% | 30% | 76% | 16% | 4% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Other | 12 | 9 | 3 | 1 | 3 | 3 | 5 | 5 | 2 | 1 | * | 2 | - | 1 | 8 | 11 | * | * | * |
| | 1% | 1% | *% | *% | 1% | *% | 1% | 2% | 1% | *% | *% | *% | -% | *% | 2% | 1% | *% | *% | 1% |
| | | b | | | | | | j | | | | | | | klm | | | | |
| | | 78% | 22% | 11% | 25% | 23% | 42% | 45% | 20% | 11% | 3% | 19% | -% | 11% | 69% | 91% | 4% | 2% | 3% |
| None of these | 93 | 31 | 62 | 6 | 8 | 37 | 43 | 24 | 12 | 8 | 9 | 13 | 24 | 13 | 40 | 80 | 7 | 3 | 3 |
| | 4% | 3% | 6% | 1% | 2% | 5% | 8% | 8% | 5% | 3% | 2% | 2% | 4% | 4% | 8% | 4% | 4% | 3% | 5% |
| | | | a | | | cd | cde | ij | j | | | | | | klm | | | | |
| | | 33% | 67% | 6% | 8% | 39% | 46% | 26% | 13% | 9% | 10% | 14% | 26% | 15% | 43% | 86% | 8% | 3% | 3% |
| Don't know | 3 | 3 | * | 1 | - | 2 | - | * | 1 | - | - | - | - | 2 | 1 | 3 | - | * | - |
| | *% | *% | *% | *% | -% | *% | -% | *% | *% | -% | -% | -% | -% | 1% | *% | *% | -% | *% | -% |
| | | 98% | 2% | 35% | -% | 65% | -% | 2% | 33% | -% | -% | -% | -% | 67% | 33% | 98% | -% | 2% | -% |

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

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| General surfing/ browsing the internet | 1656 | 217 | 249 | 166 | 102 | 135 | 131 | 144 | 62 | 175 | 1440 | 216 | 1081 | 574 | 1030 | 626 |
| | 78% | 75% | 84% | 85% | 68% | 80% | 71% | 80% | 76% | 73% | 78% | 77% | 80% | 73% | 79% | 75% |
| | | | ad fhi | ad fhi | | df | | df | | | | | m | | | |
| | | | 13% | 15% | 10% | 6% | 8% | 9% | 4% | 11% | 87% | 13% | 65% | 35% | 62% | 38% |
| Sending and receiving e-mail | 1523 | 224 | 249 | 168 | 92 | 86 | 125 | 136 | 45 | 155 | 1311 | 212 | 1014 | 509 | 952 | 571 |
| | 71% | 77% | 84% | 85% | 62% | 51% | 67% | 76% | 56% | 65% | 71% | 76% | 75% | 65% | 73% | 69% |
| | | de fhi | de fghi | ade fghi | e | | eh | de hi | | e | | | m | | o | |
| | | 15% | 16% | 11% | 6% | 6% | 8% | 9% | 3% | 10% | 86% | 14% | 67% | 33% | 62% | 38% |
| Using social networking sites (such as Facebook, LinkedIn or Bebo) | 975 | 92 | 143 | 108 | 78 | 55 | 73 | 95 | 41 | 135 | 847 | 127 | 657 | 318 | 589 | 386 |
| | 46% | 32% | 48% | 55% | 52% | 33% | 39% | 53% | 50% | 56% | 46% | 45% | 49% | 41% | 45% | 47% |
| | | | ae | aef | aef | | | aef | aef | aef | | | m | | | |
| | | | 9% | 15% | 11% | 8% | 6% | 10% | 4% | 14% | 87% | 13% | 67% | 33% | 60% | 40% |
| Banking | 948 | 123 | 159 | 102 | 64 | 43 | 76 | 93 | 34 | 106 | 833 | 115 | 698 | 250 | 599 | 349 |
| | 44% | 42% | 54% | 52% | 43% | 26% | 41% | 51% | 42% | 44% | 45% | 41% | 52% | 32% | 46% | 42% |
| | | e | ade fh | efh | e | | e | ef | e | e | | | m | | | |
| | | 13% | 17% | 11% | 7% | 5% | 8% | 10% | 4% | 11% | 88% | 12% | 74% | 26% | 63% | 37% |
| Purchasing goods/services/ tickets etc. | 743 | 85 | 142 | 84 | 58 | 28 | 61 | 75 | 23 | 73 | 635 | 107 | 518 | 225 | 495 | 248 |
| | 35% | 29% | 48% | 43% | 39% | 17% | 33% | 42% | 29% | 31% | 34% | 38% | 38% | 29% | 38% | 30% |
| | | e | aefhi | aefhi | aeh | | e | aehi | e | e | | | m | | o | |
| | | 11% | 19% | 11% | 8% | 4% | 8% | 10% | 3% | 10% | 86% | 14% | 70% | 30% | 67% | 33% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Communicating via instant messaging e.g. Facebook Chat, MSN Messenger, Skype Chat | 680 | 103 | 103 | 73 | 50 | 28 | 48 | 77 | 21 | 85 | 600 | 80 | 459 | 221 | 418 | 262 |
| | 32% | 36% | 35% | 37% | 33% | 17% | 26% | 43% | 26% | 35% | 32% | 29% | 34% | 28% | 32% | 32% |
| | | ef | e | efh | e | | e | efh | e | e | | | m | | | |
| | | 15% | 15% | 11% | 7% | 4% | 7% | 11% | 3% | 12% | 88% | 12% | 68% | 32% | 61% | 39% |
| Finding/ downloading information for work/ business | 621 | 103 | 111 | 61 | 44 | 26 | 44 | 48 | 20 | 86 | 540 | 81 | 505 | 116 | 393 | 228 |
| | 29% | 36% | 38% | 31% | 30% | 15% | 23% | 27% | 25% | 36% | 29% | 29% | 37% | 15% | 30% | 27% |
| | | efh | efgh | e | e | | e | e | e | efgh | | | m | | | |
| | | 17% | 18% | 10% | 7% | 4% | 7% | 8% | 3% | 14% | 87% | 13% | 81% | 19% | 63% | 37% |
| Watching short video clips (e.g. YouTube, Dailymotion) | 536 | 101 | 81 | 63 | 47 | 15 | 28 | 64 | 13 | 63 | 477 | 58 | 373 | 163 | 306 | 229 |
| | 25% | 35% | 27% | 32% | 32% | 9% | 15% | 35% | 17% | 26% | 26% | 21% | 28% | 21% | 24% | 28% |
| | | efh | efh | efh | efh | | | efh | e | efh | k | | m | | | n |
| | | 19% | 15% | 12% | 9% | 3% | 5% | 12% | 3% | 12% | 89% | 11% | 70% | 30% | 57% | 43% |
| Playing games online/ interactively | 479 | 61 | 64 | 58 | 50 | 30 | 41 | 50 | 17 | 42 | 418 | 60 | 308 | 170 | 285 | 194 |
| | 22% | 21% | 22% | 30% | 33% | 18% | 22% | 27% | 21% | 17% | 23% | 21% | 23% | 22% | 22% | 23% |
| | | | | aei | abefhi | | | ei | | | | | | | | |
| | | 13% | 13% | 12% | 10% | 6% | 9% | 10% | 4% | 9% | 87% | 13% | 64% | 35% | 60% | 40% |
| Accessing news | 454 | 75 | 80 | 40 | 25 | 15 | 45 | 52 | 12 | 53 | 391 | 63 | 334 | 120 | 263 | 191 |
| | 21% | 26% | 27% | 21% | 17% | 9% | 24% | 29% | 14% | 22% | 21% | 23% | 25% | 15% | 20% | 23% |
| | | deh | deh | e | e | | eh | deh | | e | | | m | | | |
| | | 16% | 18% | 9% | 6% | 3% | 10% | 11% | 3% | 12% | 86% | 14% | 74% | 26% | 58% | 42% |

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

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| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5 or Sky Go) | 439 | 42 | 72 | 58 | 43 | 17 | 36 | 45 | 10 | 48 | 395 | 45 | 303 | 136 | 267 | 172 |
| | 21% | 14% | 24% | 29% | 29% | 10% | 19% | 25% | 13% | 20% | 21% | 16% | 23% | 17% | 21% | 21% |
| | | | aeh | aefhi | aefh | | e | aeh | | e | k | | m | | | |
| | | 9% | 16% | 13% | 10% | 4% | 8% | 10% | 2% | 11% | 90% | 10% | 69% | 31% | 61% | 39% |
| Finding/ downloading information for school/ college/ university/ homework | 387 | 66 | 81 | 27 | 27 | 10 | 26 | 37 | 8 | 50 | 338 | 49 | 249 | 139 | 243 | 145 |
| | 18% | 23% | 27% | 14% | 18% | 6% | 14% | 21% | 10% | 21% | 18% | 17% | 18% | 18% | 19% | 17% |
| | | cefh | cdefh | e | eh | | e | eh | | eh | | | | | | |
| | | 17% | 21% | 7% | 7% | 3% | 7% | 10% | 2% | 13% | 87% | 13% | 64% | 36% | 63% | 37% |
| Downloading music files | 359 | 57 | 41 | 38 | 34 | 17 | 21 | 42 | 16 | 35 | 319 | 41 | 251 | 109 | 210 | 149 |
| | 17% | 20% | 14% | 20% | 23% | 10% | 11% | 23% | 20% | 15% | 17% | 14% | 19% | 14% | 16% | 18% |
| | | ef | | ef | befi | | | befi | ef | | | | m | | | |
| | | 16% | 11% | 11% | 9% | 5% | 6% | 12% | 5% | 10% | 89% | 11% | 70% | 30% | 59% | 41% |
| Making voice calls using a VoIP service e.g. Skype | 304 | 86 | 27 | 28 | 29 | 6 | 26 | 24 | 5 | 30 | 274 | 30 | 204 | 100 | 148 | 156 |
| | 14% | 30% | 9% | 14% | 19% | 4% | 14% | 13% | 7% | 13% | 15% | 11% | 15% | 13% | 11% | 19% |
| | | bcdefghi | e | eh | beh | | eh | eh | | e | k | | | | | n |
| | | 28% | 9% | 9% | 10% | 2% | 9% | 8% | 2% | 10% | 90% | 10% | 67% | 33% | 49% | 51% |

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|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Using Twitter (browsing/ reading site) | 265 | 41 | 42 | 22 | 18 | 10 | 17 | 33 | 14 | 30 | 235 | 30 | 179 | 87 | 151 | 115 |
| | 12% | 14% | 14% | 11% | 12% | 6% | 9% | 18% | 17% | 13% | 13% | 11% | 13% | 11% | 12% | 14% |
| | | e | e | | e | | | cef | ef | e | | | | | | |
| | | 15% | 16% | 8% | 7% | 4% | 6% | 12% | 5% | 11% | 89% | 11% | 67% | 33% | 57% | 43% |
| Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP | 262 | 39 | 47 | 34 | 28 | 2 | 14 | 25 | 8 | 31 | 228 | 34 | 191 | 71 | 176 | 86 |
| | 12% | 13% | 16% | 17% | 19% | 1% | 7% | 14% | 9% | 13% | 12% | 12% | 14% | 9% | 14% | 10% |
| | | e | ef | efh | efh | | e | e | e | e | | | m | | o | |
| | | 15% | 18% | 13% | 11% | 1% | 5% | 9% | 3% | 12% | 87% | 13% | 73% | 27% | 67% | 33% |
| Trading/ auctions | 256 | 22 | 29 | 38 | 32 | 9 | 19 | 38 | 13 | 26 | 223 | 33 | 189 | 67 | 154 | 103 |
| | 12% | 8% | 10% | 19% | 21% | 6% | 10% | 21% | 16% | 11% | 12% | 12% | 14% | 9% | 12% | 12% |
| | | | | abefi | abefi | | | abefi | ae | | | | m | | | |
| | | 9% | 12% | 15% | 12% | 4% | 7% | 15% | 5% | 10% | 87% | 13% | 74% | 26% | 60% | 40% |
| To find information on health related issues e.g. NHS Direct/ NHS 24 | 256 | 38 | 37 | 33 | 31 | 9 | 19 | 22 | 7 | 26 | 225 | 31 | 165 | 91 | 146 | 110 |
| | 12% | 13% | 13% | 17% | 21% | 6% | 10% | 12% | 8% | 11% | 12% | 11% | 12% | 12% | 11% | 13% |
| | | e | e | eh | abefghi | | | e | | | | | | | | |
| | | 15% | 15% | 13% | 12% | 4% | 7% | 8% | 3% | 10% | 88% | 12% | 65% | 35% | 57% | 43% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.
Table 73

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

QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Uploading/ adding content to the internet e.g. photos, videos, blog posts | 242 | 31 | 44 | 24 | 27 | 3 | 13 | 23 | 10 | 31 | 209 | 33 | 174 | 69 | 142 | 101 |
| | 11% | 11% | 15% | 12% | 18% | 2% | 7% | 13% | 12% | 13% | 11% | 12% | 13% | 9% | 11% | 12% |
| | | e | ef | e | aef | | e | e | e | e | | | m | | | |
| | | 13% | 18% | 10% | 11% | 1% | 5% | 10% | 4% | 13% | 86% | 14% | 72% | 28% | 58% | 42% |
| Listening to radio | 240 | 35 | 25 | 34 | 25 | 4 | 20 | 25 | 5 | 29 | 209 | 31 | 163 | 77 | 140 | 100 |
| | 11% | 12% | 8% | 17% | 17% | 2% | 11% | 14% | 7% | 12% | 11% | 11% | 12% | 10% | 11% | 12% |
| | | e | e | beh | beh | | e | eh | | e | | | | | | |
| | | 15% | 10% | 14% | 10% | 2% | 8% | 10% | 2% | 12% | 87% | 13% | 68% | 32% | 58% | 42% |
| Watching live TV on the internet at the same time as it's broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere) | 221 | 29 | 44 | 23 | 23 | 5 | 17 | 18 | 7 | 24 | 201 | 20 | 150 | 70 | 136 | 85 |
| | 10% | 10% | 15% | 12% | 15% | 3% | 9% | 10% | 8% | 10% | 11% | 7% | 11% | 9% | 10% | 10% |
| | | e | eh | e | eh | | e | e | e | e | k | | | | | |
| | | 13% | 20% | 10% | 10% | 2% | 8% | 8% | 3% | 11% | 91% | 9% | 68% | 32% | 62% | 38% |
| Using Twitter (account holder, posting on site) | 166 | 28 | 19 | 15 | 15 | 3 | 10 | 23 | 9 | 19 | 147 | 19 | 114 | 52 | 87 | 79 |
| | 8% | 10% | 6% | 8% | 10% | 2% | 5% | 13% | 12% | 8% | 8% | 7% | 8% | 7% | 7% | 10% |
| | | e | e | e | e | | | bef | ef | e | | | | | | n |
| | | 17% | 11% | 9% | 9% | 2% | 6% | 14% | 6% | 11% | 88% | 12% | 68% | 32% | 52% | 48% |

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

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Watching other free professional TV programmes or video channels online (e.g. on official YouTube channels such as Channel 4, Jamie Oliver's Foodtube) or on other sites (e.g. Vimeo, South Park Studios) | 164 | 27 | 23 | 21 | 19 | 2 | 10 | 11 | 3 | 27 | 147 | 18 | 109 | 55 | 95 | 69 |
| | 8% | 9% | 8% | 11% | 13% | 1% | 5% | 6% | 3% | 11% | 8% | 6% | 8% | 7% | 7% | 8% |
| | | eh | e | eh | efgh | | e | e | | eh | | | | | | |
| | | 16% | 14% | 13% | 11% | 1% | 6% | 7% | 2% | 16% | 89% | 11% | 66% | 34% | 58% | 42% |
| 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) | 142 | 30 | 22 | 13 | 16 | - | 12 | 9 | 2 | 18 | 128 | 14 | 108 | 34 | 74 | 67 |
| | 7% | 10% | 8% | 7% | 11% | -% | 7% | 5% | 2% | 8% | 7% | 5% | 8% | 4% | 6% | 8% |
| | | egh | eh | eh | egh | | eh | e | | eh | | | m | | | n |
| | | 21% | 16% | 9% | 12% | -% | 9% | 6% | 1% | 13% | 90% | 10% | 76% | 24% | 53% | 47% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 73

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Streamed audio services (free) e.g. Spotify (free) or Deezer (free) | 115 | 13 | 9 | 17 | 19 | 8 | 6 | 13 | 3 | 15 | 104 | 11 | 81 | 34 | 64 | 51 |
| | 5% | 4% | 3% | 9% | 12% | 5% | 3% | 7% | 3% | 6% | 6% | 4% | 6% | 4% | 5% | 6% |
| | | | | bfn | abefhi | | | | | | | | | | | |
| | | 11% | 7% | 15% | 16% | 7% | 5% | 11% | 2% | 13% | 90% | 10% | 71% | 29% | 56% | 44% |
| Communicating via chat rooms e.g. virtual assistance on a website, chatting on online dating sites | 86 | 24 | 5 | 9 | 10 | 1 | 7 | 7 | 5 | 6 | 80 | 6 | 58 | 28 | 48 | 39 |
| | 4% | 8% | 2% | 5% | 6% | 1% | 4% | 4% | 6% | 2% | 4% | 2% | 4% | 4% | 4% | 5% |
| | | befi | | e | be | | | | be | | k | | | | | |
| | | 28% | 6% | 11% | 11% | 2% | 8% | 8% | 6% | 7% | 93% | 7% | 67% | 33% | 55% | 45% |
| Streamed audio services (subscription) e.g. Spotify Premium or Deezer Premium | 59 | 7 | 5 | 6 | 11 | - | 3 | 7 | 2 | 11 | 53 | 6 | 41 | 18 | 30 | 29 |
| | 3% | 3% | 2% | 3% | 8% | -% | 2% | 4% | 2% | 4% | 3% | 2% | 3% | 2% | 2% | 3% |
| | | e | | e | abcefh | | | e | e | e | | | | | | |
| | | 13% | 8% | 10% | 19% | -% | 5% | 12% | 3% | 18% | 90% | 10% | 70% | 30% | 51% | 49% |
| Real time gambling | 51 | 8 | 2 | 3 | 7 | - | 2 | 5 | 4 | 6 | 44 | 8 | 33 | 19 | 27 | 24 |
| | 2% | 3% | 1% | 2% | 5% | -% | 1% | 3% | 5% | 3% | 2% | 3% | 2% | 2% | 2% | 3% |
| | | e | | | bef | | | e | bcef | e | | | | | | |
| | | 16% | 5% | 7% | 13% | -% | 4% | 11% | 9% | 12% | 85% | 15% | 64% | 36% | 52% | 48% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE22 (QE5B) SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Other | 12 | 1 | 1 | - | 1 | 1 | 1 | 1 | * | 4 | 10 | 2 | 1 | 10 | 5 | 7 |
| | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | 8% | 11% | 0% | 10% | 6% | 12% | 7% | 3% | 34% | 81% | 19% | 13% | 87% | 39% | 61% |
| None of these | 93 | 11 | 12 | 7 | 9 | 13 | 5 | 6 | 7 | 11 | 82 | 11 | 39 | 54 | 60 | 33 |
| | 4% | 4% | 4% | 3% | 6% | 8% | 3% | 3% | 8% | 5% | 4% | 4% | 3% | 7% | 5% | 4% |
| | | 12% | 13% | 7% | 10% | 14% | 6% | 6% | 7% | 12% | 88% | 12% | 42% | 58% | 65% | 35% |
| Don't know | 3 | - | - | - | - | - | 1 | - | - | 2 | 3 | * | 2 | 1 | 2 | 1 |
| | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | 0% | 0% | 0% | 0% | 0% | 30% | 0% | 0% | 68% | 98% | 2% | 65% | 35% | 66% | 34% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 74

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QE23 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | GENDER | | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|--------|------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2601 | 1280 | 1321 | 415 | 427 | 930 | 829 | 319 | 290 | 335 | 541 | 672 | 847 | 551 | 528 | 1553 | 367 | 334 | 347 |
| Effective Weighted Sample | 1760 | 867 | 893 | 285 | 295 | 642 | 560 | 225 | 180 | 220 | 374 | 451 | 579 | 383 | 373 | 1340 | 258 | 212 | 316 |
| Total | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Up to 512kb | 4 | 1 | 2 | 1 | - | 1 | 3 | 1 | 1 | * | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | * |
| | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% |
| | | 35% | 65% | 16% | 0% | 16% | 68% | 19% | 20% | 2% | 38% | 48% | 19% | 15% | 19% | 41% | 19% | 38% | 3% |
| Up to 1MB | 6 | 3 | 2 | 1 | - | 4 | 1 | - | * | - | 2 | 3 | 2 | 2 | - | 5 | - | * | - |
| | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 1% | 0% |
| | | 57% | 43% | 13% | 0% | 63% | 23% | 0% | 8% | 0% | 27% | 45% | 27% | 28% | 0% | 97% | 0% | 3% | 0% |
| Up to 2MB | 15 | 11 | 5 | 1 | 4 | 7 | 3 | * | 3 | 2 | 2 | 5 | 3 | 3 | 4 | 10 | 4 | 1 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% |
| | | 70% | 30% | 7% | 28% | 43% | 23% | 1% | 20% | 13% | 12% | 33% | 22% | 20% | 26% | 68% | 23% | 5% | 3% |
| Up to 4MB | 38 | 27 | 11 | 5 | 9 | 9 | 14 | 3 | 5 | 4 | 12 | 17 | 8 | 7 | 5 | 33 | 2 | 2 | 1 |
| | 2% | 3% | 1% | 2% | 3% | 1% | 3% | 2% | 3% | 2% | 3% | 3% | 1% | 2% | 1% | 2% | 1% | 3% | 1% |
| | | 70% | 30% | 14% | 24% | 24% | 38% | 9% | 14% | 10% | 30% | 46% | 22% | 19% | 14% | 86% | 6% | 6% | 2% |
| Up to 8MB | 79 | 54 | 25 | 8 | 13 | 32 | 27 | 9 | 4 | 12 | 31 | 33 | 21 | 11 | 14 | 64 | 9 | 5 | 1 |
| | 4% | 6% | 3% | 3% | 4% | 4% | 5% | 4% | 2% | 5% | 7% | 6% | 4% | 3% | 4% | 4% | 5% | 6% | 3% |
| | | 69% | 31% | 10% | 16% | 40% | 34% | 11% | 6% | 15% | 39% | 42% | 26% | 14% | 18% | 80% | 11% | 7% | 2% |
| Up to 10MB | 49 | 30 | 19 | 4 | 12 | 21 | 12 | 4 | 7 | 11 | 15 | 16 | 21 | 5 | 7 | 43 | 4 | 1 | 1 |
| | 3% | 3% | 2% | 1% | 4% | 3% | 2% | 2% | 4% | 5% | 3% | 3% | 4% | 2% | 2% | 3% | 2% | 2% | 2% |
| | | 61% | 39% | 9% | 25% | 43% | 24% | 8% | 14% | 22% | 30% | 33% | 42% | 10% | 15% | 87% | 8% | 3% | 2% |
| Up to 16MB | 52 | 40 | 11 | 7 | 16 | 24 | 5 | 1 | 9 | 3 | 15 | 18 | 20 | 6 | 8 | 43 | 4 | 3 | 1 |
| | 3% | 4% | 1% | 2% | 5% | 3% | 1% | 1% | 5% | 2% | 3% | 3% | 3% | 2% | 2% | 3% | 3% | 3% | 3% |
| | | 78% | 22% | 13% | 31% | 46% | 10% | 1% | 17% | 6% | 28% | 34% | 39% | 12% | 15% | 83% | 8% | 6% | 3% |

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

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QE23 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2601 | 1280 | 1321 | 415 | 427 | 930 | 829 | 319 | 290 | 335 | 541 | 672 | 847 | 551 | 528 | 1553 | 367 | 334 | 347 |
| Effective Weighted Sample | 1760 | 867 | 893 | 285 | 295 | 642 | 560 | 225 | 180 | 220 | 374 | 451 | 579 | 383 | 373 | 1340 | 258 | 212 | 316 |
| Total | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Up to 20MB | 81 | 63 | 18 | 22 | 11 | 36 | 12 | 13 | 6 | 7 | 17 | 24 | 31 | 12 | 15 | 75 | 5 | 1 | 1 |
| | 4% | 7% | 2% | 7% | 3% | 5% | 2% | 6% | 3% | 3% | 4% | 4% | 5% | 4% | 4% | 5% | 3% | 1% | 2% |
| | | b | | df | | f | | | | | | | | | | q | | | |
| | | 77% | 23% | 27% | 13% | 45% | 15% | 16% | 7% | 8% | 21% | 30% | 38% | 14% | 18% | 92% | 6% | 1% | 1% |
| Up to 30MB | 62 | 40 | 23 | 8 | 20 | 25 | 10 | 6 | 5 | 9 | 18 | 23 | 21 | 12 | 7 | 53 | 7 | 1 | 1 |
| | 3% | 4% | 2% | 3% | 6% | 3% | 2% | 3% | 3% | 4% | 4% | 4% | 3% | 4% | 2% | 3% | 5% | 1% | 2% |
| | | b | | f | | | | | | | | | | | | | q | | |
| | | 63% | 37% | 12% | 32% | 40% | 16% | 10% | 8% | 15% | 29% | 37% | 33% | 19% | 12% | 85% | 12% | 2% | 2% |
| Up to 40MB | 31 | 23 | 8 | 1 | 9 | 13 | 8 | 4 | 5 | - | 11 | 11 | 12 | 4 | 4 | 29 | - | 1 | 1 |
| | 2% | 3% | 1% | *% | 3% | 2% | 2% | 2% | 3% | -% | 3% | 2% | 2% | 1% | 1% | 2% | -% | 1% | 3% |
| | | b | | c | | | | | i | | i | | | | | p | | | p |
| | | 75% | 25% | 4% | 29% | 42% | 25% | 11% | 16% | -% | 35% | 36% | 39% | 14% | 11% | 93% | -% | 2% | 4% |
| Up to 50MB | 27 | 18 | 9 | 9 | 5 | 10 | 3 | 2 | 3 | 3 | 6 | 7 | 9 | 7 | 4 | 24 | 1 | 2 | * |
| | 1% | 2% | 1% | 3% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | *% | 3% | 1% |
| | | | | f | | | | | | | | | | | | | | | |
| | | 66% | 34% | 34% | 19% | 35% | 12% | 6% | 13% | 11% | 21% | 27% | 32% | 24% | 16% | 88% | 2% | 8% | 2% |
| Up to 100MB | 34 | 23 | 12 | 7 | 7 | 14 | 6 | 3 | 2 | 6 | 9 | 16 | 10 | 4 | 4 | 29 | 4 | - | 1 |
| | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 1% | 3% | 2% | 3% | 2% | 1% | 1% | 2% | 3% | -% | 1% |
| | | | | q | | | | | | | | | | | | q | | | |
| | | 66% | 34% | 20% | 21% | 41% | 18% | 7% | 7% | 17% | 26% | 45% | 30% | 12% | 13% | 86% | 12% | -% | 2% |
| Over 100MB | 31 | 18 | 13 | 5 | 7 | 12 | 7 | 3 | 4 | 1 | 9 | 11 | 11 | 3 | 5 | 29 | 1 | 1 | 1 |
| | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 2% | *% | 1% | 2% |
| | | 59% | 41% | 15% | 23% | 38% | 24% | 9% | 13% | 5% | 30% | 36% | 36% | 11% | 18% | 92% | 2% | 3% | 3% |
| SUPERFAST BROADBAND (30MB AND ABOVE) | 186 | 121 | 65 | 29 | 48 | 73 | 35 | 17 | 20 | 20 | 53 | 68 | 63 | 30 | 25 | 164 | 13 | 5 | 4 |
| | 10% | 13% | 7% | 10% | 14% | 10% | 7% | 8% | 11% | 9% | 12% | 12% | 11% | 9% | 7% | 11% | 8% | 6% | 9% |
| | | b | | f | | | | | | | | n | n | | | q | | | |
| | | 65% | 35% | 16% | 26% | 39% | 19% | 9% | 11% | 11% | 28% | 37% | 34% | 16% | 14% | 88% | 7% | 3% | 2% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 74

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

QE23 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2601 | 1280 | 1321 | 415 | 427 | 930 | 829 | 319 | 290 | 335 | 541 | 672 | 847 | 551 | 528 | 1553 | 367 | 334 | 347 |
| Effective Weighted Sample | 1760 | 867 | 893 | 285 | 295 | 642 | 560 | 225 | 180 | 220 | 374 | 451 | 579 | 383 | 373 | 1340 | 258 | 212 | 316 |
| Total | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Don't know | 1339 | 556 | 784 | 218 | 233 | 509 | 379 | 169 | 132 | 160 | 288 | 373 | 423 | 251 | 290 | 1115 | 120 | 66 | 39 |
| | 72% | 61% | 83% | 74% | 67% | 71% | 77% | 78% | 71% | 73% | 66% | 67% | 71% | 77% | 79% | 72% | 75% | 76% | 79% |
| | | a | a | | | | de | j | | | | | | k | kl | | | | o |
| | | 41% | 59% | 16% | 17% | 38% | 28% | 13% | 10% | 12% | 22% | 28% | 32% | 19% | 22% | 83% | 9% | 5% | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE23 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2601 | 202 | 192 | 204 | 169 | 142 | 154 | 181 | 154 | 155 | 1879 | 722 | 1459 | 1141 | 1689 | 912 |
| Effective Weighted Sample | 1760 | 191 | 177 | 193 | 160 | 134 | 145 | 169 | 146 | 144 | 1466 | 321 | 1010 | 808 | 1100 | 661 |
| Total | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| Up to 512kb | 4 | - | - | 1 | 1 | - | - | - | - | - | 2 | 2 | 1 | 3 | 3 | 1 |
| | *% | -% | -% | *% | 1% | -% | -% | -% | -% | -% | *% | 1% | *% | *% | *% | *% |
| | | -% | -% | 22% | 19% | -% | -% | -% | -% | -% | 55% | 45% | 29% | 71% | 81% | 19% |
| Up to 1MB | 6 | - | - | 1 | 2 | - | - | 2 | 1 | - | 5 | 1 | 3 | 2 | 4 | 2 |
| | *% | -% | -% | *% | 2% | -% | -% | 1% | 1% | -% | *% | *% | *% | *% | *% | *% |
| | | -% | -% | 16% | 36% | -% | -% | 34% | 11% | -% | 82% | 18% | 61% | 39% | 66% | 34% |
| Up to 2MB | 15 | 1 | 3 | 1 | - | 1 | 1 | 1 | 1 | 1 | 11 | 4 | 9 | 6 | 8 | 7 |
| | 1% | 1% | 1% | 1% | -% | *% | 1% | *% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% |
| | | 9% | 20% | 10% | -% | 4% | 9% | 4% | 6% | 7% | 73% | 27% | 58% | 42% | 53% | 47% |
| Up to 4MB | 38 | 6 | 3 | 4 | 2 | 2 | - | 2 | 4 | 10 | 30 | 9 | 27 | 11 | 27 | 11 |
| | 2% | 2% | 1% | 2% | 1% | 2% | -% | 1% | 5% | 5% | 2% | 4% | 2% | 2% | 2% | 2% |
| | | | | | | | | | bfg | bfg | | | | | | |
| | | 16% | 9% | 11% | 5% | 6% | -% | 4% | 10% | 26% | 78% | 22% | 71% | 29% | 70% | 30% |
| Up to 8MB | 79 | 9 | 9 | 11 | 6 | 2 | 3 | 5 | 6 | 14 | 60 | 19 | 44 | 35 | 58 | 21 |
| | 4% | 3% | 3% | 6% | 4% | 1% | 2% | 3% | 8% | 7% | 4% | 8% | 4% | 5% | 5% | 3% |
| | | | | e | | | | | ef | e | | j | | | o | |
| | | 11% | 11% | 14% | 7% | 2% | 4% | 7% | 7% | 17% | 76% | 24% | 55% | 45% | 73% | 27% |
| Up to 10MB | 49 | 10 | 14 | 4 | 5 | - | 1 | 2 | 4 | 3 | 42 | 7 | 36 | 14 | 32 | 17 |
| | 3% | 4% | 5% | 2% | 4% | -% | 1% | 1% | 6% | 2% | 3% | 3% | 3% | 2% | 3% | 2% |
| | | e | efg | | e | | | | efgi | | | | | | | |
| | | 20% | 28% | 9% | 11% | -% | 2% | 3% | 9% | 6% | 86% | 14% | 72% | 28% | 66% | 34% |
| Up to 16MB | 52 | 9 | 14 | 4 | 3 | 4 | 1 | 4 | 2 | 3 | 47 | 5 | 42 | 10 | 24 | 28 |
| | 3% | 3% | 5% | 2% | 2% | 3% | 1% | 3% | 3% | 1% | 3% | 2% | 3% | 2% | 2% | 4% |
| | | | f | | | | | | | | | | m | | n | |
| | | 17% | 27% | 8% | 5% | 7% | 2% | 8% | 4% | 5% | 91% | 9% | 80% | 20% | 46% | 54% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 74

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QE23 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2601 | 202 | 192 | 204 | 169 | 142 | 154 | 181 | 154 | 155 | 1879 | 722 | 1459 | 1141 | 1689 | 912 |
| Effective Weighted Sample | 1760 | 191 | 177 | 193 | 160 | 134 | 145 | 169 | 146 | 144 | 1466 | 321 | 1010 | 808 | 1100 | 661 |
| Total | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| Up to 20MB | 81 | 8 | 16 | 7 | 6 | 13 | 3 | 4 | 6 | 12 | 70 | 11 | 64 | 18 | 38 | 44 |
| | 4% | 3% | 6% | 4% | 4% | 10% | 2% | 3% | 8% | 6% | 4% | 5% | 5% | 3% | 3% | 6% |
| | | | | | | acfg | | | afg | | | | m | | | n |
| | | 10% | 20% | 9% | 7% | 16% | 4% | 5% | 7% | 15% | 86% | 14% | 78% | 22% | 47% | 53% |
| Up to 30MB | 62 | 7 | 9 | 7 | 6 | 8 | 2 | 5 | 3 | 5 | 56 | 7 | 45 | 17 | 33 | 29 |
| | 3% | 3% | 3% | 4% | 5% | 6% | 1% | 4% | 5% | 3% | 3% | 3% | 4% | 3% | 3% | 4% |
| | | | | | | f | | | | | | | | | | |
| | | 11% | 15% | 11% | 10% | 13% | 3% | 9% | 5% | 9% | 89% | 11% | 72% | 28% | 53% | 47% |
| Up to 40MB | 31 | 2 | 7 | 2 | 4 | 4 | - | 4 | 1 | 5 | 27 | 4 | 24 | 7 | 21 | 10 |
| | 2% | 1% | 2% | 1% | 3% | 3% | -% | 3% | 1% | 3% | 2% | 2% | 2% | 1% | 2% | 1% |
| | | | | | f | f | | f | | f | | | | | | |
| | | 6% | 22% | 7% | 13% | 14% | -% | 14% | 2% | 17% | 86% | 14% | 78% | 22% | 69% | 31% |
| Up to 50MB | 27 | 1 | 4 | 3 | 3 | 1 | 5 | 1 | 1 | 5 | 25 | 2 | 20 | 7 | 17 | 10 |
| | 1% | *% | 1% | 2% | 2% | 1% | 3% | *% | 1% | 3% | 2% | 1% | 2% | 1% | 2% | 1% |
| | | | | | | a | | | | | | | | | | |
| | | 5% | 14% | 12% | 9% | 4% | 19% | 3% | 2% | 19% | 93% | 7% | 75% | 25% | 63% | 37% |
| Up to 100MB | 34 | 3 | 4 | 4 | 4 | 5 | 2 | 1 | * | 5 | 30 | 4 | 29 | 5 | 22 | 12 |
| | 2% | 1% | 2% | 2% | 4% | 4% | 1% | 1% | 1% | 3% | 2% | 2% | 2% | 1% | 2% | 2% |
| | | | | | | | | | | | | | m | | | |
| | | 9% | 12% | 12% | 13% | 15% | 6% | 3% | 1% | 14% | 88% | 12% | 85% | 15% | 64% | 36% |
| Over 100MB | 31 | 14 | 2 | 2 | 2 | 3 | 3 | 1 | - | 1 | 30 | 2 | 22 | 10 | 6 | 25 |
| | 2% | 5% | 1% | 1% | 2% | 3% | 2% | *% | -% | *% | 2% | 1% | 2% | 1% | 1% | 4% |
| | | bcghi | | | | | | | | | | | | | | n |
| | | 44% | 7% | 7% | 6% | 11% | 11% | 2% | -% | 3% | 95% | 5% | 69% | 31% | 19% | 81% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 74

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QE23 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | Total | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2601 | 202 | 192 | 204 | 169 | 142 | 154 | 181 | 154 | 155 | 1879 | 722 | 1459 | 1141 | 1689 | 912 |
| Effective Weighted Sample | 1760 | 191 | 177 | 193 | 160 | 134 | 145 | 169 | 146 | 144 | 1466 | 321 | 1010 | 808 | 1100 | 661 |
| Total | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| SUPERFAST BROADBAND (30MB AND ABOVE) | 186 | 27 | 26 | 19 | 19 | 22 | 12 | 12 | 5 | 22 | 167 | 19 | 140 | 46 | 100 | 86 |
| | 10% | 10% | 9% | 10% | 15% | 16% | 8% | 8% | 7% | 11% | 10% | 8% | 12% | 7% | 9% | 12% |
| | | 14% | 14% | 10% | 10% | 12% | 7% | 7% | 3% | 12% | 90% | 10% | 75% | 25% | 54% | 46% |
| Don't know | 1339 | 197 | 193 | 130 | 82 | 89 | 128 | 125 | 43 | 129 | 1172 | 168 | 830 | 508 | 845 | 494 |
| | 72% | 74% | 69% | 71% | 66% | 67% | 85% | 80% | 61% | 67% | 73% | 69% | 69% | 78% | 74% | 69% |
| | | h | | | | | abcdehi | bdehi | | | | | | l | o | |
| | | 15% | 14% | 10% | 6% | 7% | 10% | 9% | 3% | 10% | 87% | 13% | 62% | 38% | 63% | 37% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 75

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QE24 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2601 | 1280 | 1321 | 415 | 427 | 930 | 829 | 319 | 290 | 335 | 541 | 672 | 847 | 551 | 528 | 1553 | 367 | 334 | 347 |
| Effective Weighted Sample | 1760 | 867 | 893 | 285 | 295 | 642 | 560 | 225 | 180 | 220 | 374 | 451 | 579 | 383 | 373 | 1340 | 258 | 212 | 316 |
| Total | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| 512K | 7 | 4 | 3 | - | * | 3 | 4 | 1 | - | 1 | 2 | 5 | 1 | * | 1 | 6 | * | * | - |
| | 7% | 4% | 3% | - | 1% | 3% | 4% | 1% | - | 1% | 2% | 5% | 1% | 1% | 1% | 6% | 1% | 1% | - |
| | | 62% | 38% | - | 2% | 38% | 60% | 10% | - | 16% | 36% | 72% | 15% | 3% | 10% | 95% | 2% | 3% | - |
| 750K | 2 | 1 | 1 | 1 | - | 1 | * | 1 | 1 | - | * | * | 1 | - | 1 | 2 | * | * | - |
| | 2% | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | - | 1% | 2% | 1% | 1% | - |
| | | 67% | 33% | 52% | - | 42% | 7% | 52% | 33% | - | 15% | 9% | 58% | - | 33% | 85% | 7% | 9% | - |
| 1MB | 3 | 3 | * | - | 1 | 3 | - | * | - | 1 | 1 | * | 1 | * | 1 | 2 | 1 | * | * |
| | 3% | 3% | 1% | - | 1% | 3% | - | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% |
| | | 88% | 12% | - | 17% | 83% | - | 6% | - | 38% | 16% | 14% | 37% | 9% | 40% | 66% | 16% | 7% | 11% |
| 1.5MB | 8 | 7 | 1 | 1 | 4 | 2 | 1 | - | - | - | 3 | 3 | 3 | 1 | * | 7 | * | - | * |
| | 8% | 7% | 1% | 1% | 4% | 2% | 1% | - | - | - | 3% | 3% | 3% | 1% | 1% | 7% | 1% | - | 1% |
| | | 87% | 13% | 17% | 46% | 28% | 9% | - | - | - | 43% | 41% | 39% | 19% | 1% | 93% | 4% | - | 2% |
| 2MB | 23 | 15 | 8 | 3 | 2 | 12 | 6 | 1 | 1 | 5 | 9 | 9 | 6 | 3 | 5 | 17 | 3 | 2 | * |
| | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 2% | 3% | 1% |
| | | 64% | 36% | 12% | 11% | 53% | 25% | 3% | 5% | 23% | 41% | 40% | 25% | 15% | 21% | 74% | 14% | 10% | 2% |
| 3MB | 16 | 10 | 6 | 3 | 2 | 8 | 3 | 5 | 1 | 1 | 5 | 8 | 3 | 3 | 1 | 12 | 2 | 1 | * |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% |
| | | 63% | 37% | 18% | 14% | 49% | 20% | 34% | 7% | 5% | 34% | 53% | 16% | 21% | 9% | 74% | 14% | 9% | 3% |
| 4MB | 42 | 31 | 11 | 3 | 11 | 9 | 18 | 4 | 4 | 5 | 17 | 21 | 9 | 4 | 7 | 36 | 2 | 2 | 1 |
| | 2% | 3% | 1% | 1% | 3% | 1% | 4% | 2% | 2% | 2% | 4% | 4% | 1% | 1% | 2% | 2% | 1% | 2% | 2% |
| | | 74% | 26% | 6% | 27% | 23% | 44% | 10% | 10% | 13% | 41% | 51% | 21% | 11% | 17% | 87% | 5% | 5% | 2% |
| 8MB | 56 | 38 | 18 | 9 | 9 | 26 | 11 | 5 | 5 | 8 | 26 | 25 | 14 | 9 | 9 | 46 | 5 | 4 | 1 |
| | 3% | 4% | 2% | 3% | 3% | 4% | 2% | 2% | 3% | 4% | 6% | 4% | 2% | 3% | 2% | 3% | 3% | 4% | 1% |
| | | 69% | 31% | 16% | 17% | 47% | 20% | 9% | 10% | 14% | 47% | 44% | 24% | 16% | 15% | 83% | 9% | 7% | 1% |

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

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QE24 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2601 | 1280 | 1321 | 415 | 427 | 930 | 829 | 319 | 290 | 335 | 541 | 672 | 847 | 551 | 528 | 1553 | 367 | 334 | 347 |
| Effective Weighted Sample | 1760 | 867 | 893 | 285 | 295 | 642 | 560 | 225 | 180 | 220 | 374 | 451 | 579 | 383 | 373 | 1340 | 258 | 212 | 316 |
| Total | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| 10MB | 50 | 37 | 13 | 6 | 17 | 20 | 7 | 4 | 4 | 5 | 18 | 20 | 21 | 3 | 6 | 43 | 5 | 2 | 1 |
| | 3% | 4% | 1% | 2% | 5% | 3% | 2% | 2% | 2% | 2% | 4% | 4% | 4% | 1% | 2% | 3% | 3% | 2% | 1% |
| | | b | | | f | | | | | | | m | m | | | | | | |
| | | 74% | 26% | 13% | 34% | 39% | 15% | 9% | 7% | 10% | 36% | 40% | 42% | 6% | 12% | 85% | 11% | 4% | 1% |
| 16MB | 47 | 36 | 11 | 8 | 11 | 23 | 6 | 2 | 6 | 4 | 10 | 13 | 15 | 7 | 12 | 41 | 4 | 2 | * |
| | 3% | 4% | 1% | 3% | 3% | 3% | 1% | 1% | 3% | 2% | 2% | 2% | 2% | 2% | 3% | 3% | 3% | 3% | *% |
| | | b | | | f | | | | | | | | | | | r | r | r | |
| | | 77% | 23% | 17% | 22% | 48% | 13% | 4% | 12% | 9% | 21% | 28% | 31% | 16% | 25% | 86% | 9% | 5% | *% |
| 20MB | 51 | 37 | 15 | 9 | 11 | 22 | 10 | 8 | 4 | 5 | 7 | 16 | 18 | 4 | 13 | 46 | 4 | * | 1 |
| | 3% | 4% | 2% | 3% | 3% | 3% | 2% | 4% | 2% | 2% | 2% | 3% | 3% | 1% | 3% | 3% | 3% | *% | 2% |
| | | b | | | | | | | | | | | | | | q | q | | |
| | | 71% | 29% | 18% | 21% | 42% | 19% | 15% | 8% | 10% | 14% | 32% | 36% | 8% | 24% | 89% | 8% | 1% | 2% |
| 24MB | 35 | 27 | 8 | 7 | 6 | 15 | 7 | 3 | 6 | 4 | 7 | 16 | 11 | 2 | 6 | 31 | 1 | 2 | 1 |
| | 2% | 3% | 1% | 2% | 2% | 2% | 1% | 1% | 3% | 2% | 2% | 3% | 2% | 1% | 2% | 2% | 1% | 2% | 2% |
| | | b | | | | | | | | | | m | | | | | | | |
| | | 77% | 23% | 19% | 18% | 42% | 21% | 8% | 16% | 10% | 21% | 45% | 30% | 7% | 18% | 89% | 3% | 6% | 2% |
| 50MB | 41 | 26 | 15 | 13 | 7 | 10 | 12 | 3 | 2 | 7 | 8 | 12 | 17 | 9 | 3 | 36 | 2 | 2 | 1 |
| | 2% | 3% | 2% | 4% | 2% | 1% | 3% | 2% | 1% | 3% | 2% | 2% | 3% | 3% | 1% | 2% | 1% | 3% | 1% |
| | | | | e | | | | | | | | | n | | | | | | |
| | | 64% | 36% | 30% | 16% | 23% | 30% | 8% | 6% | 16% | 19% | 29% | 42% | 21% | 8% | 88% | 4% | 6% | 1% |
| 100MB | 19 | 13 | 6 | 2 | 6 | 6 | 5 | 3 | 3 | 4 | 1 | 5 | 7 | 3 | 4 | 15 | 3 | 1 | 1 |
| | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | *% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% |
| | | 70% | 30% | 11% | 31% | 31% | 27% | 16% | 17% | 20% | 8% | 28% | 39% | 15% | 19% | 80% | 13% | 4% | 3% |
| Over 100MB | 12 | 11 | 1 | 1 | 2 | 4 | 5 | 1 | 3 | 1 | 2 | 3 | 3 | 3 | 2 | 11 | - | * | * |
| | 1% | 1% | *% | *% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | -% | *% | 1% |
| | | b | | | | | | | | | | | | | | | | | |
| | | 93% | 7% | 7% | 17% | 31% | 45% | 12% | 25% | 12% | 20% | 28% | 27% | 24% | 21% | 94% | -% | 2% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 75

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

QE24 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2601 | 1280 | 1321 | 415 | 427 | 930 | 829 | 319 | 290 | 335 | 541 | 672 | 847 | 551 | 528 | 1553 | 367 | 334 | 347 |
| Effective Weighted Sample | 1760 | 867 | 893 | 285 | 295 | 642 | 560 | 225 | 180 | 220 | 374 | 451 | 579 | 383 | 373 | 1340 | 258 | 212 | 316 |
| Total | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Other | 51 | 33 | 18 | 4 | 10 | 25 | 12 | 5 | 7 | 4 | 19 | 18 | 14 | 6 | 13 | 47 | 2 | 1 | 1 |
| | 3% | 4% | 2% | 1% | 3% | 3% | 2% | 2% | 4% | 2% | 4% | 3% | 2% | 2% | 3% | 3% | 1% | 1% | 3% |
| | | b | | | | | | | | | | | | | | | | | |
| | | 64% | 36% | 7% | 20% | 49% | 24% | 10% | 15% | 8% | 37% | 36% | 28% | 11% | 25% | 92% | 3% | 2% | 3% |
| TOTAL 512K+ | 412 | 297 | 115 | 65 | 89 | 161 | 97 | 42 | 40 | 51 | 119 | 158 | 129 | 53 | 71 | 352 | 33 | 20 | 7 |
| | 22% | 33% | 12% | 22% | 26% | 23% | 20% | 19% | 21% | 23% | 27% | 28% | 22% | 16% | 19% | 23% | 21% | 23% | 14% |
| | | b | | | | | | | | | g | lmn | m | | | r | r | r | |
| | | 72% | 28% | 16% | 22% | 39% | 24% | 10% | 10% | 12% | 29% | 38% | 31% | 13% | 17% | 85% | 8% | 5% | 2% |
| TOTAL 2MB+ | 392 | 282 | 111 | 63 | 84 | 153 | 92 | 40 | 39 | 49 | 113 | 149 | 123 | 51 | 68 | 334 | 32 | 19 | 6 |
| | 21% | 31% | 12% | 21% | 24% | 21% | 19% | 18% | 21% | 22% | 26% | 27% | 21% | 16% | 19% | 22% | 20% | 22% | 13% |
| | | b | | | | | | | | | g | lmn | m | | | r | r | r | |
| | | 72% | 28% | 16% | 22% | 39% | 23% | 10% | 10% | 12% | 29% | 38% | 31% | 13% | 17% | 85% | 8% | 5% | 2% |
| Don't know | 1387 | 578 | 809 | 228 | 248 | 529 | 382 | 170 | 140 | 164 | 297 | 383 | 448 | 268 | 286 | 1155 | 126 | 65 | 41 |
| | 75% | 64% | 86% | 77% | 71% | 74% | 78% | 78% | 75% | 75% | 68% | 68% | 76% | 82% | 77% | 74% | 78% | 76% | 83% |
| | | | a | | | | d | j | | | | | k | kl | k | | | | oq |
| | | 42% | 58% | 16% | 18% | 38% | 28% | 12% | 10% | 12% | 21% | 28% | 32% | 19% | 21% | 83% | 9% | 5% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 75

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QE24 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2601 | 202 | 192 | 204 | 169 | 142 | 154 | 181 | 154 | 155 | 1879 | 722 | 1459 | 1141 | 1689 | 912 |
| Effective Weighted Sample | 1760 | 191 | 177 | 193 | 160 | 134 | 145 | 169 | 146 | 144 | 1466 | 321 | 1010 | 808 | 1100 | 661 |
| Total | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| 512K | 7 | - | - | 2 | 2 | - | 1 | - | - | 2 | 4 | 3 | 5 | 2 | 6 | 1 |
| | *% | -% | -% | 1% | 1% | -% | 1% | -% | -% | 1% | *% | 1% | *% | *% | 1% | *% |
| | | -% | -% | 27% | 25% | -% | 20% | -% | -% | 22% | 57% | 43% | 77% | 23% | 90% | 10% |
| 750K | 2 | - | - | - | - | - | - | - | 1 | 1 | 2 | * | 1 | 1 | 2 | * |
| | *% | -% | -% | -% | -% | -% | -% | -% | 1% | *% | *% | *% | *% | *% | *% | *% |
| | | -% | -% | -% | -% | -% | -% | -% | 33% | 52% | 85% | 15% | 48% | 52% | 93% | 7% |
| 1MB | 3 | - | - | - | - | - | - | 2 | - | - | 2 | 1 | 3 | * | 2 | 1 |
| | *% | -% | -% | -% | -% | -% | -% | 1% | -% | -% | *% | *% | *% | *% | *% | *% |
| | | -% | -% | -% | -% | -% | -% | 66% | -% | -% | 66% | 34% | 92% | 8% | 65% | 35% |
| 1.5MB | 8 | 3 | - | 1 | 1 | 1 | 1 | 1 | - | - | 6 | 2 | 6 | 1 | 3 | 5 |
| | *% | 1% | -% | 1% | 1% | 1% | *% | *% | -% | -% | *% | 1% | 1% | *% | *% | 1% |
| | | 45% | -% | 13% | 8% | 9% | 9% | 9% | -% | -% | 80% | 20% | 82% | 18% | 36% | 64% |
| 2MB | 23 | 1 | 2 | 8 | - | - | 2 | 2 | 2 | 1 | 17 | 5 | 14 | 9 | 17 | 6 |
| | 1% | *% | 1% | 4% | -% | -% | 1% | 1% | 3% | 1% | 1% | 2% | 1% | 1% | 1% | 1% |
| | | 5% | 7% | 34% | -% | -% | 9% | 7% | 8% | 5% | 77% | 23% | 60% | 40% | 75% | 25% |
| 3MB | 16 | - | 4 | 1 | - | - | 1 | 1 | 1 | 3 | 12 | 4 | 11 | 5 | 7 | 8 |
| | 1% | -% | 1% | 1% | -% | -% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | -% | 23% | 8% | -% | -% | 6% | 9% | 8% | 21% | 77% | 23% | 68% | 32% | 46% | 54% |
| 4MB | 42 | 5 | 3 | 8 | 4 | - | 2 | 3 | 1 | 10 | 32 | 9 | 23 | 19 | 26 | 16 |
| | 2% | 2% | 1% | 4% | 3% | -% | 1% | 2% | 2% | 5% | 2% | 4% | 2% | 3% | 2% | 2% |
| | | 12% | 7% | 20% | 10% | -% | 4% | 7% | 3% | 25% | 78% | 22% | 55% | 45% | 62% | 38% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 75

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QE24 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2601 | 202 | 192 | 204 | 169 | 142 | 154 | 181 | 154 | 155 | 1879 | 722 | 1459 | 1141 | 1689 | 912 |
| Effective Weighted Sample | 1760 | 191 | 177 | 193 | 160 | 134 | 145 | 169 | 146 | 144 | 1466 | 321 | 1010 | 808 | 1100 | 661 |
| Total | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| 8MB | 56 | 6 | 12 | 6 | 1 | - | 1 | 4 | 4 | 11 | 45 | 11 | 37 | 19 | 32 | 24 |
| | 3% | 2% | 4% | 4% | 1% | -% | 1% | 2% | 6% | 6% | 3% | 4% | 3% | 3% | 3% | 3% |
| | | | def | e | | | | | def | def | | | | | | |
| | | 12% | 22% | 11% | 1% | -% | 2% | 7% | 8% | 20% | 81% | 19% | 66% | 34% | 58% | 42% |
| 10MB | 50 | 6 | 8 | 5 | 5 | 3 | 2 | 5 | 5 | 4 | 47 | 3 | 40 | 10 | 32 | 19 |
| | 3% | 2% | 3% | 3% | 4% | 2% | 2% | 3% | 7% | 2% | 3% | 1% | 3% | 2% | 3% | 3% |
| | | | | | | | | | acefi | | | | m | | | |
| | | 12% | 16% | 10% | 10% | 5% | 5% | 10% | 10% | 7% | 94% | 6% | 80% | 20% | 63% | 37% |
| 16MB | 47 | 10 | 11 | 5 | 3 | 2 | 2 | 3 | 2 | 3 | 42 | 5 | 38 | 9 | 19 | 28 |
| | 3% | 4% | 4% | 3% | 3% | 2% | 1% | 2% | 3% | 1% | 3% | 2% | 3% | 1% | 2% | 4% |
| | | | | | | | | | | | | | m | | | n |
| | | 21% | 24% | 10% | 7% | 5% | 4% | 6% | 5% | 6% | 89% | 11% | 81% | 19% | 41% | 59% |
| 20MB | 51 | 4 | 14 | 4 | 2 | 10 | 1 | 2 | 3 | 7 | 42 | 9 | 39 | 12 | 24 | 27 |
| | 3% | 2% | 5% | 2% | 1% | 7% | 1% | 2% | 4% | 3% | 3% | 4% | 3% | 2% | 2% | 4% |
| | | | f | | | acdfg | | | | | | | | | | n |
| | | 8% | 27% | 7% | 3% | 19% | 3% | 5% | 5% | 13% | 82% | 18% | 76% | 24% | 47% | 53% |
| 24MB | 35 | 2 | 7 | 3 | 4 | 5 | 1 | 3 | 3 | 3 | 32 | 3 | 24 | 12 | 24 | 11 |
| | 2% | 1% | 3% | 1% | 4% | 4% | 1% | 2% | 4% | 2% | 2% | 1% | 2% | 2% | 2% | 2% |
| | | 7% | 21% | 8% | 13% | 13% | 3% | 8% | 7% | 9% | 91% | 9% | 67% | 33% | 69% | 31% |
| 50MB | 41 | 7 | 1 | 6 | 6 | 2 | 8 | 3 | * | 3 | 35 | 7 | 25 | 16 | 23 | 18 |
| | 2% | 3% | *% | 3% | 5% | 1% | 5% | 2% | 1% | 2% | 2% | 3% | 2% | 2% | 2% | 3% |
| | | | b | bh | bh | | bh | | | | | | | | | |
| | | 17% | 2% | 15% | 14% | 4% | 19% | 8% | 1% | 8% | 84% | 16% | 62% | 38% | 56% | 44% |
| 100MB | 19 | - | 2 | 2 | - | 3 | 3 | 1 | 1 | 3 | 19 | * | 14 | 5 | 11 | 8 |
| | 1% | -% | 1% | 1% | -% | 2% | 2% | *% | 1% | 2% | 1% | *% | 1% | 1% | 1% | 1% |
| | | | | | | ad | a | | | | | | | | | |
| | | -% | 11% | 9% | -% | 17% | 18% | 3% | 4% | 18% | 99% | 1% | 72% | 28% | 60% | 40% |

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

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QE24 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2601 | 202 | 192 | 204 | 169 | 142 | 154 | 181 | 154 | 155 | 1879 | 722 | 1459 | 1141 | 1689 | 912 |
| Effective Weighted Sample | 1760 | 191 | 177 | 193 | 160 | 134 | 145 | 169 | 146 | 144 | 1466 | 321 | 1010 | 808 | 1100 | 661 |
| Total | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| Over 100MB | 12 | 4 | - | 1 | 5 | - | - | 1 | - | - | 12 | * | 8 | 4 | 1 | 11 |
| | 1% | 2% | -% | 1% | 4% | -% | -% | 1% | -% | -% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | | | | bcefg | | | | | | | | | | | n |
| | | 34% | -% | 10% | 45% | -% | -% | 5% | -% | -% | 98% | 2% | 64% | 36% | 12% | 88% |
| Other | 51 | - | 8 | 6 | 7 | 1 | - | 5 | 1 | 18 | 44 | 7 | 38 | 13 | 33 | 18 |
| | 3% | -% | 3% | 3% | 6% | 1% | -% | 3% | 2% | 9% | 3% | 3% | 3% | 2% | 3% | 2% |
| | | | af | af | aef | | | af | | abcefg | | | | | | |
| | | -% | 16% | 12% | 14% | 2% | -% | 11% | 2% | 35% | 86% | 14% | 74% | 26% | 65% | 35% |
| TOTAL 512K+ | 412 | 49 | 64 | 52 | 33 | 25 | 26 | 30 | 23 | 51 | 349 | 63 | 287 | 125 | 230 | 182 |
| | 22% | 19% | 23% | 28% | 26% | 19% | 17% | 19% | 33% | 26% | 22% | 26% | 24% | 19% | 20% | 26% |
| | | | | aefg | | | | | abefg | | | | m | | n | |
| | | 12% | 16% | 13% | 8% | 6% | 6% | 7% | 6% | 12% | 85% | 15% | 70% | 30% | 56% | 44% |
| TOTAL 2MB+ | 392 | 46 | 64 | 49 | 30 | 24 | 23 | 27 | 23 | 48 | 335 | 57 | 272 | 121 | 217 | 175 |
| | 21% | 17% | 23% | 27% | 24% | 18% | 16% | 17% | 33% | 25% | 21% | 23% | 23% | 18% | 19% | 25% |
| | | | | afg | | | | | aefg | f | | | m | | n | |
| | | 12% | 16% | 12% | 8% | 6% | 6% | 7% | 6% | 12% | 86% | 14% | 69% | 31% | 55% | 45% |
| Don't know | 1387 | 217 | 206 | 125 | 85 | 106 | 124 | 121 | 45 | 125 | 1213 | 174 | 871 | 516 | 875 | 512 |
| | 75% | 81% | 74% | 68% | 68% | 80% | 83% | 77% | 65% | 65% | 76% | 71% | 73% | 79% | 77% | 72% |
| | | cdhi | | | | cdhi | cdhi | hi | | | | | l | l | o | |
| | | 16% | 15% | 9% | 6% | 8% | 9% | 9% | 3% | 9% | 87% | 13% | 63% | 37% | 63% | 37% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 76

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QE25 (QE11C). Do you know how to find out what speeds you are getting on your computer at home? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2729 | 1336 | 1393 | 442 | 456 | 973 | 858 | 342 | 309 | 351 | 553 | 690 | 887 | 577 | 572 | 1645 | 382 | 340 | 362 |
| Effective Weighted Sample | 1853 | 909 | 944 | 306 | 313 | 673 | 585 | 244 | 194 | 231 | 383 | 466 | 609 | 403 | 406 | 1417 | 269 | 215 | 330 |
| Total | 1946 | 951 | 995 | 315 | 371 | 748 | 511 | 232 | 199 | 230 | 450 | 580 | 623 | 342 | 398 | 1638 | 168 | 88 | 51 |
| | | 49% | 51% | 16% | 19% | 38% | 26% | 12% | 10% | 12% | 23% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Yes | 659 | 437 | 222 | 122 | 136 | 260 | 142 | 62 | 57 | 60 | 207 | 258 | 203 | 92 | 106 | 568 | 47 | 30 | 14 |
| | 34% | 46% | 22% | 39% | 37% | 35% | 28% | 27% | 28% | 26% | 46% | 44% | 33% | 27% | 27% | 35% | 28% | 34% | 27% |
| | | b | | f | f | f | | | | | ghi | lmn | mn | | | pr | | | |
| | | 66% | 34% | 18% | 21% | 39% | 22% | 9% | 9% | 9% | 31% | 39% | 31% | 14% | 16% | 86% | 7% | 5% | 2% |
| No | 970 | 411 | 560 | 136 | 187 | 358 | 289 | 134 | 102 | 133 | 203 | 243 | 313 | 191 | 222 | 793 | 103 | 47 | 27 |
| | 50% | 43% | 56% | 43% | 50% | 48% | 57% | 58% | 51% | 58% | 45% | 42% | 50% | 56% | 56% | 48% | 61% | 53% | 54% |
| | | | a | | | | ce | j | | j | | | k | k | k | | o | | |
| | | 42% | 58% | 14% | 19% | 37% | 30% | 14% | 10% | 14% | 21% | 25% | 32% | 20% | 23% | 82% | 11% | 5% | 3% |
| Don't know | 316 | 103 | 213 | 57 | 48 | 130 | 81 | 36 | 41 | 37 | 41 | 79 | 107 | 60 | 70 | 277 | 18 | 11 | 10 |
| | 16% | 11% | 21% | 18% | 13% | 17% | 16% | 16% | 21% | 16% | 9% | 14% | 17% | 18% | 17% | 17% | 11% | 13% | 19% |
| | | | a | | | | | j | j | j | | | | | | p | | | pq |
| | | 32% | 68% | 18% | 15% | 41% | 25% | 11% | 13% | 12% | 13% | 25% | 34% | 19% | 22% | 88% | 6% | 4% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 76

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

QE25 (QE11C). Do you know how to find out what speeds you are getting on your computer at home? (SINGLE CODE)

Base : Those who use broadband to connect to the internet at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2729 | 206 | 198 | 206 | 179 | 162 | 176 | 188 | 166 | 164 | 1968 | 761 | 1518 | 1209 | 1770 | 959 |
| Effective Weighted Sample | 1853 | 195 | 182 | 195 | 170 | 151 | 165 | 175 | 157 | 153 | 1537 | 340 | 1051 | 865 | 1158 | 695 |
| Total | 1946 | 271 | 288 | 185 | 132 | 152 | 171 | 161 | 75 | 203 | 1679 | 267 | 1248 | 697 | 1205 | 741 |
| | | 14% | 15% | 9% | 7% | 8% | 9% | 8% | 4% | 10% | 86% | 14% | 64% | 36% | 62% | 38% |
| Yes | 659 | 83 | 102 | 91 | 43 | 48 | 42 | 48 | 26 | 86 | 571 | 88 | 457 | 202 | 423 | 236 |
| | 34% | 30% | 35% | 49% | 32% | 32% | 24% | 30% | 34% | 43% | 34% | 33% | 37% | 29% | 35% | 32% |
| | | | f | abdefgh | | | | | | aefg | | | m | | | |
| | | 13% | 15% | 14% | 6% | 7% | 6% | 7% | 4% | 13% | 87% | 13% | 69% | 31% | 64% | 36% |
| No | 970 | 110 | 131 | 79 | 77 | 70 | 107 | 90 | 42 | 88 | 827 | 143 | 593 | 376 | 610 | 361 |
| | 50% | 40% | 45% | 43% | 58% | 46% | 63% | 56% | 56% | 43% | 49% | 54% | 48% | 54% | 51% | 49% |
| | | | | | abcei | | abcei | aci | aci | | | | | l | | |
| | | 11% | 13% | 8% | 8% | 7% | 11% | 9% | 4% | 9% | 85% | 15% | 61% | 39% | 63% | 37% |
| Don't know | 316 | 79 | 56 | 15 | 12 | 34 | 22 | 23 | 7 | 28 | 281 | 36 | 197 | 119 | 172 | 144 |
| | 16% | 29% | 19% | 8% | 9% | 22% | 13% | 14% | 10% | 14% | 17% | 13% | 16% | 17% | 14% | 19% |
| | | bcdfighi | cdh | | | cdfh | | c | | | | | | | | n |
| | | 25% | 18% | 5% | 4% | 11% | 7% | 7% | 2% | 9% | 89% | 11% | 62% | 38% | 55% | 45% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 77

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

QE26 (QE12X). SHOWCARD You said you use a mobile USB stick or dongle to access the internet, thinking about the speed of your mobile broadband, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with mobile broadband

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-----------|------------|-------------|-------------|-------------|------------|-----------|-----------------------|-------------------------|-------------------------|-------------|--------------|----------|----------|----------|------------------|--------------------|-------------|----------|
| | Total | MALE a | FEMALE b | 16-24 ~c | 25-34 ~d | 35-54 e | 55+ ~f | UNDER £11.5K ~g | £11.5K- £17.5K ~h | £17.5K- £29.9K ~i | £30K+ ~j | AB ~k | C1 ~l | C2 ~m | DE ~n | ENG LAND o | SCOT LAND ~p | WALES ~q | NI ~r |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | | |
| Unweighted total | 272 | 128 | 144 | 48 | 56 | 109 | 59 | 31 | 31 | 33 | 49 | 62 | 86 | 57 | 67 | 190 | 30 | 28 | 24 |
| Effective Weighted Sample | 195 | 91 | 105 | 36 | 38 | 80 | 46 | 25 | 20 | 22 | 38 | 44 | 64 | 42 | 51 | 159 | 21 | 21 | 22 |
| Total | 207 | 101 49% | 106 51% | 33 ** | 47 ** | 89 43% | 37 ** | 20 ** | 25 ** | 21 ** | 49 ** | 58 ** | 69 ** | 36 ** | 44 ** | 181 88% | 14 ** | 9 ** | 3 ** |
| A lot faster | 15 7% | 13 12% | 2 2% | ** ** | ** ** | 7 7% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 13 7% | ** ** | ** ** | ** ** |
| | | b 86% | | ** ** | ** ** | 46% 46% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 89% 89% | ** ** | ** ** | ** ** |
| A little faster | 25 12% | 14 14% | 11 10% | ** ** | ** ** | 16 18% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 24 13% | ** ** | ** ** | ** ** |
| | | 56% 56% | 44% 44% | ** ** | ** ** | 65% 65% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 95% 95% | ** ** | ** ** | ** ** |
| TOTAL FASTER | 40 19% | 27 26% | 13 12% | ** ** | ** ** | 23 25% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 37 20% | ** ** | ** ** | ** ** |
| | | b 67% | | ** ** | ** ** | 58% 58% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 93% 93% | ** ** | ** ** | ** ** |
| About the same | 92 44% | 46 46% | 46 43% | ** ** | ** ** | 38 43% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 77 42% | ** ** | ** ** | ** ** |
| | | 50% 50% | 50% 50% | ** ** | ** ** | 42% 42% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 84% 84% | ** ** | ** ** | ** ** |
| A little slower | 24 12% | 9 9% | 15 14% | ** ** | ** ** | 7 8% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 24 13% | ** ** | ** ** | ** ** |
| | | 38% 38% | 62% 62% | ** ** | ** ** | 30% 30% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 97% 97% | ** ** | ** ** | ** ** |
| A lot slower | 11 5% | 5 5% | 6 6% | ** ** | ** ** | 6 6% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 10 6% | ** ** | ** ** | ** ** |
| | | 43% 43% | 57% 57% | ** ** | ** ** | 49% 49% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 92% 92% | ** ** | ** ** | ** ** |
| TOTAL SLOWER | 36 17% | 14 14% | 22 20% | ** ** | ** ** | 13 14% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 34 19% | ** ** | ** ** | ** ** |
| | | 40% 40% | 60% 60% | ** ** | ** ** | 36% 36% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 95% 95% | ** ** | ** ** | ** ** |
| Don't know | 40 19% | 14 14% | 26 24% | ** ** | ** ** | 16 17% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 34 19% | ** ** | ** ** | ** ** |
| | | 36% 36% | 64% 64% | ** ** | ** ** | 39% 39% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 84% 84% | ** ** | ** ** | ** ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 77

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

QE26 (QE12X). SHOWCARD You said you use a mobile USB stick or dongle to access the internet, thinking about the speed of your mobile broadband, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with mobile broadband

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|----------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | Total | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | ~o |
| Unweighted total | 272 | 11 | 16 | 21 | 21 | 23 | 32 | 19 | 27 | 20 | 199 | 73 | 138 | 133 | 184 | 88 |
| Effective Weighted Sample | 195 | 10 | 15 | 20 | 20 | 20 | 30 | 18 | 26 | 19 | 156 | 40 | 102 | 105 | 131 | 65 |
| Total | 207 | 14 | 27 | 19 | 15 | 22 | 32 | 15 | 12 | 24 | 169 | 38 | 127 | 79 | 139 | 68 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 61% | 38% | 67% | ** |
| A lot faster | 15 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10 | ** | 10 | 5 | 9 | ** |
| | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | 8% | 6% | 6% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 71% | ** | 68% | 32% | 61% | ** |
| A little faster | 25 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17 | ** | 20 | 5 | 18 | ** |
| | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | ** | 16% | 7% | 13% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 68% | ** | m 79% | 21% | 70% | ** |
| TOTAL FASTER | 40 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 27 | ** | 30 | 10 | 26 | ** |
| | 19% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16% | ** | 23% | 12% | 19% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 69% | ** | m 75% | 25% | 67% | ** |
| About the same | 92 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 75 | ** | 55 | 37 | 61 | ** |
| | 44% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 44% | ** | 43% | 46% | 44% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 82% | ** | 60% | 40% | 67% | ** |
| A little slower | 24 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21 | ** | 15 | 9 | 17 | ** |
| | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12% | ** | 12% | 11% | 12% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | ** | 64% | 36% | 69% | ** |
| A lot slower | 11 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** | 7 | 5 | 7 | ** |
| | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | 5% | 6% | 5% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 93% | ** | 58% | 42% | 66% | ** |
| TOTAL SLOWER | 36 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 31 | ** | 22 | 14 | 24 | ** |
| | 17% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19% | ** | 17% | 17% | 17% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | 62% | 38% | 68% | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 77

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

QE26 (QE12X). SHOWCARD You said you use a mobile USB stick or dongle to access the internet, thinking about the speed of your mobile broadband, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with mobile broadband

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|--------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | EAST | | | | | | | | | | | | | | |
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | ~o |
| Significance Level: 95% | Total | | | | | | | | | | | | | | | |
| Unweighted total | 272 | 11 | 16 | 21 | 21 | 23 | 32 | 19 | 27 | 20 | 199 | 73 | 138 | 133 | 184 | 88 |
| Effective Weighted Sample | 195 | 10 | 15 | 20 | 20 | 20 | 30 | 18 | 26 | 19 | 156 | 40 | 102 | 105 | 131 | 65 |
| Total | 207 | 14 | 27 | 19 | 15 | 22 | 32 | 15 | 12 | 24 | 169 | 38 | 127 | 79 | 139 | 68 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 61% | 38% | 67% | ** |
| Don't know | 40 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 35 | ** | 20 | 19 | 27 | ** |
| | 19% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21% | ** | 16% | 24% | 20% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | 51% | 48% | 68% | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 78

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QE27A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

| | GENDER | | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|--------|------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 272 | 128 | 144 | 48 | 56 | 109 | 59 | 31 | 31 | 33 | 49 | 62 | 86 | 57 | 67 | 190 | 30 | 28 | 24 |
| Effective Weighted Sample | 195 | 91 | 105 | 36 | 38 | 80 | 46 | 25 | 20 | 22 | 38 | 44 | 64 | 42 | 51 | 159 | 21 | 21 | 22 |
| Total | 207 | 101 | 106 | 33 | 47 | 89 | 37 | 20 | 25 | 21 | 49 | 58 | 69 | 36 | 44 | 181 | 14 | 9 | 3 |
| | | 49% | 51% | ** | ** | 43% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| Base for % | 188 | 94 | 94 | 30 | 47 | 84 | 28 | 19 | 23 | 19 | 45 | 52 | 63 | 29 | 44 | 164 | 13 | 8 | 3 |
| | | 50% | 50% | ** | ** | 44% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | ** | ** | ** |
| Very satisfied | 79 | 41 | 38 | ** | ** | 32 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 70 | ** | ** | ** |
| | 42% | 44% | 40% | ** | ** | 38% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 43% | ** | ** | ** |
| | | 52% | 48% | ** | ** | 40% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| Fairly satisfied | 86 | 44 | 43 | ** | ** | 39 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 77 | ** | ** | ** |
| | 46% | 46% | 45% | ** | ** | 47% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 47% | ** | ** | ** |
| | | 51% | 49% | ** | ** | 46% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |
| TOTAL SATISFIED | 166 | 85 | 81 | ** | ** | 71 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 147 | ** | ** | ** |
| | 88% | 90% | 86% | ** | ** | 85% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |
| | | 51% | 49% | ** | ** | 43% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |
| Neither | 13 | 5 | 8 | ** | ** | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10 | ** | ** | ** |
| | 7% | 6% | 8% | ** | ** | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | ** | ** |
| | | 42% | 58% | ** | ** | 57% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 75% | ** | ** | ** |
| Fairly dissatisfied | 7 | 3 | 3 | ** | ** | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | ** | ** |
| | 4% | 3% | 4% | ** | ** | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| | | 47% | 53% | ** | ** | 34% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 77% | ** | ** | ** |
| Very dissatisfied | 3 | * | 2 | ** | ** | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | ** |
| | 1% | *% | 2% | ** | ** | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| | | 12% | 88% | ** | ** | 91% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| TOTAL DISSATISFIED | 9 | 3 | 6 | ** | ** | 5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** | ** | ** |
| | 5% | 4% | 6% | ** | ** | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | ** | ** | ** |
| | | 38% | 62% | ** | ** | 50% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 80% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 78

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QE27A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 272 | 128 | 144 | 48 | 56 | 109 | 59 | 31 | 31 | 33 | 49 | 62 | 86 | 57 | 67 | 190 | 30 | 28 | 24 |
| Effective Weighted Sample | 195 | 91 | 105 | 36 | 38 | 80 | 46 | 25 | 20 | 22 | 38 | 44 | 64 | 42 | 51 | 159 | 21 | 21 | 22 |
| Total | 207 | 101 | 106 | 33 | 47 | 89 | 37 | 20 | 25 | 21 | 49 | 58 | 69 | 36 | 44 | 181 | 14 | 9 | 3 |
| | | 49% | 51% | ** | ** | 43% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| Don't know | 19 | 7 | 12 | ** | ** | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17 | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 78

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

QE27A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

| | | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------|-----|---------|-----|-------------------|--|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH | |
| Significance Level: 95% | Total | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | ~o | |
| Unweighted total | 272 | 11 | 16 | 21 | 21 | 23 | 32 | 19 | 27 | 20 | 199 | 73 | 138 | 133 | 184 | 88 | |
| Effective Weighted Sample | 195 | 10 | 15 | 20 | 20 | 20 | 30 | 18 | 26 | 19 | 156 | 40 | 102 | 105 | 131 | 65 | |
| Total | 207 | 14 | 27 | 19 | 15 | 22 | 32 | 15 | 12 | 24 | 169 | 38 | 127 | 79 | 139 | 68 | |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 61% | 38% | 67% | ** | |
| Base for % | 188 | 12 | 23 | 18 | 14 | 19 | 29 | 15 | 11 | 24 | 153 | 35 | 118 | 69 | 126 | 62 | |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 63% | 37% | 67% | ** | |
| Very satisfied | 79 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 62 | ** | 51 | 27 | 59 | ** | |
| | 42% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 40% | ** | 43% | 40% | 47% | ** | |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 78% | ** | 65% | 35% | 75% | ** | |
| Fairly satisfied | 86 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 70 | ** | 50 | 36 | 55 | ** | |
| | 46% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 46% | ** | 42% | 52% | 44% | ** | |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 58% | 42% | 64% | ** | |
| TOTAL SATISFIED | 166 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 132 | ** | 101 | 64 | 114 | ** | |
| | 88% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | ** | 86% | 92% | 91% | ** | |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 79% | ** | 61% | 38% | 69% | ** | |
| Neither | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13 | ** | 11 | 2 | 7 | ** | |
| | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** | 9% | 3% | 5% | ** | |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 98% | ** | 84% | 16% | 50% | ** | |
| Fairly dissatisfied | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6 | ** | 3 | 3 | 3 | ** | |
| | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | ** | 3% | 5% | 2% | ** | |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | ** | 50% | 50% | 46% | ** | |
| Very dissatisfied | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | 2 | * | 2 | ** | |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | 2% | *% | 2% | ** | |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | 91% | 9% | 91% | ** | |
| TOTAL DISSATISFIED | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8 | ** | 6 | 4 | 5 | ** | |
| | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5% | ** | 5% | 5% | 4% | ** | |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | ** | 62% | 38% | 59% | ** | |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 78

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

QE27A (QE8AA). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | ~o |
| Unweighted total | 272 | 11 | 16 | 21 | 21 | 23 | 32 | 19 | 27 | 20 | 199 | 73 | 138 | 133 | 184 | 88 |
| Effective Weighted Sample | 195 | 10 | 15 | 20 | 20 | 20 | 30 | 18 | 26 | 19 | 156 | 40 | 102 | 105 | 131 | 65 |
| Total | 207 | 14 | 27 | 19 | 15 | 22 | 32 | 15 | 12 | 24 | 169 | 38 | 127 | 79 | 139 | 68 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 61% | 38% | 67% | ** |
| Don't know | 19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16 | ** | 9 | 10 | 13 | ** |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 79

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

QE27B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with mobile broadband

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|---------------|---------------|-------|--------------|----|----|----|----------|-----------|-------|----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K-£17.5K | £17.5K-£29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 272 | 128 | 144 | 48 | 56 | 109 | 59 | 31 | 31 | 33 | 49 | 62 | 86 | 57 | 67 | 190 | 30 | 28 | 24 |
| Effective Weighted Sample | 195 | 91 | 105 | 36 | 38 | 80 | 46 | 25 | 20 | 22 | 38 | 44 | 64 | 42 | 51 | 159 | 21 | 21 | 22 |
| Total | 207 | 101 | 106 | 33 | 47 | 89 | 37 | 20 | 25 | 21 | 49 | 58 | 69 | 36 | 44 | 181 | 14 | 9 | 3 |
| | | 49% | 51% | ** | ** | 43% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| Base for % | 188 | 94 | 94 | 30 | 47 | 84 | 28 | 19 | 23 | 19 | 45 | 52 | 63 | 29 | 44 | 164 | 13 | 8 | 3 |
| | | 50% | 50% | ** | ** | 44% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | ** | ** | ** |
| Very satisfied | 74 | 43 | 31 | ** | ** | 32 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 66 | ** | ** | ** |
| | 39% | 46% | 33% | ** | ** | 38% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 40% | ** | ** | ** |
| | | 58% | 42% | ** | ** | 43% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |
| Fairly satisfied | 79 | 33 | 46 | ** | ** | 31 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 70 | ** | ** | ** |
| | 42% | 35% | 49% | ** | ** | 37% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 43% | ** | ** | ** |
| | | | a | | | | | | | | | | | | | | | | |
| | | 41% | 59% | ** | ** | 39% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |
| TOTAL SATISFIED | 153 | 76 | 77 | ** | ** | 63 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 136 | ** | ** | ** |
| | 81% | 81% | 82% | ** | ** | 75% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 83% | ** | ** | ** |
| | | 49% | 51% | ** | ** | 41% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |
| Neither | 18 | 12 | 6 | ** | ** | 10 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13 | ** | ** | ** |
| | 9% | 13% | 6% | ** | ** | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** | ** | ** |
| | | 67% | 33% | ** | ** | 58% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 76% | ** | ** | ** |
| Fairly dissatisfied | 13 | 6 | 7 | ** | ** | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** | ** | ** |
| | 7% | 6% | 8% | ** | ** | 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | ** | ** |
| | | 45% | 55% | ** | ** | 51% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 84% | ** | ** | ** |
| Very dissatisfied | 4 | * | 4 | ** | ** | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4 | ** | ** | ** |
| | 2% | *% | 4% | ** | ** | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | ** | ** |
| | | 12% | 88% | ** | ** | 86% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| TOTAL DISSATISFIED | 17 | 7 | 11 | ** | ** | 10 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15 | ** | ** | ** |
| | 9% | 7% | 12% | ** | ** | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9% | ** | ** | ** |
| | | 37% | 63% | ** | ** | 59% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 79

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

QE27B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with mobile broadband

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 272 | 128 | 144 | 48 | 56 | 109 | 59 | 31 | 31 | 33 | 49 | 62 | 86 | 57 | 67 | 190 | 30 | 28 | 24 |
| Effective Weighted Sample | 195 | 91 | 105 | 36 | 38 | 80 | 46 | 25 | 20 | 22 | 38 | 44 | 64 | 42 | 51 | 159 | 21 | 21 | 22 |
| Total | 207 | 101 | 106 | 33 | 47 | 89 | 37 | 20 | 25 | 21 | 49 | 58 | 69 | 36 | 44 | 181 | 14 | 9 | 3 |
| | | 49% | 51% | ** | ** | 43% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| Don't know | 19 | 7 | 12 | ** | ** | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17 | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 79

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QE27B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with mobile broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | ~o |
| Unweighted total | 272 | 11 | 16 | 21 | 21 | 23 | 32 | 19 | 27 | 20 | 199 | 73 | 138 | 133 | 184 | 88 |
| Effective Weighted Sample | 195 | 10 | 15 | 20 | 20 | 20 | 30 | 18 | 26 | 19 | 156 | 40 | 102 | 105 | 131 | 65 |
| Total | 207 | 14 | 27 | 19 | 15 | 22 | 32 | 15 | 12 | 24 | 169 | 38 | 127 | 79 | 139 | 68 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 61% | 38% | 67% | ** |
| Base for % | 188 | 12 | 23 | 18 | 14 | 19 | 29 | 15 | 11 | 24 | 153 | 35 | 118 | 69 | 126 | 62 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 63% | 37% | 67% | ** |
| Very satisfied | 74 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 60 | ** | 48 | 26 | 53 | ** |
| | 39% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 39% | ** | 40% | 37% | 42% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 80% | ** | 64% | 35% | 71% | ** |
| Fairly satisfied | 79 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 64 | ** | 46 | 33 | 51 | ** |
| | 42% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 42% | ** | 39% | 47% | 40% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 58% | 42% | 65% | ** |
| TOTAL SATISFIED | 153 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 123 | ** | 94 | 59 | 103 | ** |
| | 81% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 79% | 85% | 82% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 61% | 38% | 68% | ** |
| Neither | 18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16 | ** | 14 | 4 | 12 | ** |
| | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11% | ** | 11% | 6% | 9% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 92% | ** | 77% | 23% | 67% | ** |
| Fairly dissatisfied | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9 | ** | 8 | 6 | 9 | ** |
| | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | 6% | 8% | 7% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 70% | ** | 57% | 43% | 63% | ** |
| Very dissatisfied | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | ** | 3 | 1 | 3 | ** |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | 3% | 1% | 2% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | ** | 82% | 18% | 65% | ** |
| TOTAL DISSATISFIED | 17 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13 | ** | 11 | 7 | 11 | ** |
| | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** | 9% | 9% | 9% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 74% | ** | 62% | 38% | 64% | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 79

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

QE27B (QE8AB). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with mobile broadband

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | Total | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | ~o |
| Unweighted total | 272 | 11 | 16 | 21 | 21 | 23 | 32 | 19 | 27 | 20 | 199 | 73 | 138 | 133 | 184 | 88 |
| Effective Weighted Sample | 195 | 10 | 15 | 20 | 20 | 20 | 30 | 18 | 26 | 19 | 156 | 40 | 102 | 105 | 131 | 65 |
| Total | 207 | 14 | 27 | 19 | 15 | 22 | 32 | 15 | 12 | 24 | 169 | 38 | 127 | 79 | 139 | 68 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 61% | 38% | 67% | ** |
| Don't know | 19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16 | ** | 9 | 10 | 13 | ** |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 80

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

QE27C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 272 | 128 | 144 | 48 | 56 | 109 | 59 | 31 | 31 | 33 | 49 | 62 | 86 | 57 | 67 | 190 | 30 | 28 | 24 |
| Effective Weighted Sample | 195 | 91 | 105 | 36 | 38 | 80 | 46 | 25 | 20 | 22 | 38 | 44 | 64 | 42 | 51 | 159 | 21 | 21 | 22 |
| Total | 207 | 101 | 106 | 33 | 47 | 89 | 37 | 20 | 25 | 21 | 49 | 58 | 69 | 36 | 44 | 181 | 14 | 9 | 3 |
| | | 49% | 51% | ** | ** | 43% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| Base for % | 188 | 94 | 94 | 30 | 47 | 84 | 28 | 19 | 23 | 19 | 45 | 52 | 63 | 29 | 44 | 164 | 13 | 8 | 3 |
| | | 50% | 50% | ** | ** | 44% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | ** | ** | ** |
| Very satisfied | 82 | 48 | 34 | ** | ** | 33 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 72 | ** | ** | ** |
| | 44% | 51% | 36% | ** | ** | 39% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 44% | ** | ** | ** |
| | | b | | | | | | | | | | | | | | | | | |
| | | 59% | 41% | ** | ** | 40% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| Fairly satisfied | 77 | 36 | 41 | ** | ** | 36 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 68 | ** | ** | ** |
| | 41% | 38% | 44% | ** | ** | 43% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 41% | ** | ** | ** |
| | | 46% | 54% | ** | ** | 46% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| TOTAL SATISFIED | 159 | 84 | 75 | ** | ** | 68 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 140 | ** | ** | ** |
| | 85% | 89% | 80% | ** | ** | 82% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | ** | ** | ** |
| | | 53% | 47% | ** | ** | 43% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| Neither | 16 | 6 | 10 | ** | ** | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13 | ** | ** | ** |
| | 8% | 6% | 10% | ** | ** | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | ** | ** | ** |
| | | 37% | 63% | ** | ** | 59% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 82% | ** | ** | ** |
| Fairly dissatisfied | 11 | 4 | 7 | ** | ** | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 9 | ** | ** | ** |
| | 6% | 4% | 7% | ** | ** | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5% | ** | ** | ** |
| | | 36% | 64% | ** | ** | 33% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 82% | ** | ** | ** |
| Very dissatisfied | 3 | * | 2 | ** | ** | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | ** |
| | 1% | *% | 2% | ** | ** | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| | | 13% | 87% | ** | ** | 100% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | ** | ** | ** |
| TOTAL DISSATISFIED | 13 | 4 | 9 | ** | ** | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** | ** | ** |
| | 7% | 4% | 10% | ** | ** | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | ** | ** |
| | | 31% | 69% | ** | ** | 46% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 83% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 80

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

QE27C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 272 | 128 | 144 | 48 | 56 | 109 | 59 | 31 | 31 | 33 | 49 | 62 | 86 | 57 | 67 | 190 | 30 | 28 | 24 |
| Effective Weighted Sample | 195 | 91 | 105 | 36 | 38 | 80 | 46 | 25 | 20 | 22 | 38 | 44 | 64 | 42 | 51 | 159 | 21 | 21 | 22 |
| Total | 207 | 101 | 106 | 33 | 47 | 89 | 37 | 20 | 25 | 21 | 49 | 58 | 69 | 36 | 44 | 181 | 14 | 9 | 3 |
| | | 49% | 51% | ** | ** | 43% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| Don't know | 19 | 7 | 12 | ** | ** | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 17 | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 80

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

QE27C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | ~o |
| Unweighted total | 272 | 11 | 16 | 21 | 21 | 23 | 32 | 19 | 27 | 20 | 199 | 73 | 138 | 133 | 184 | 88 |
| Effective Weighted Sample | 195 | 10 | 15 | 20 | 20 | 20 | 30 | 18 | 26 | 19 | 156 | 40 | 102 | 105 | 131 | 65 |
| Total | 207 | 14 | 27 | 19 | 15 | 22 | 32 | 15 | 12 | 24 | 169 | 38 | 127 | 79 | 139 | 68 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 61% | 38% | 67% | ** |
| Base for % | 188 | 12 | 23 | 18 | 14 | 19 | 29 | 15 | 11 | 24 | 153 | 35 | 118 | 69 | 126 | 62 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 63% | 37% | 67% | ** |
| Very satisfied | 82 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 66 | ** | 52 | 29 | 56 | ** |
| | 44% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 43% | ** | 44% | 42% | 45% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | 63% | 36% | 69% | ** |
| Fairly satisfied | 77 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 61 | ** | 46 | 31 | 55 | ** |
| | 41% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 40% | ** | 39% | 45% | 44% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 80% | ** | 60% | 40% | 71% | ** |
| TOTAL SATISFIED | 159 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 127 | ** | 98 | 60 | 111 | ** |
| | 85% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 84% | ** | 83% | 87% | 88% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 80% | ** | 62% | 38% | 70% | ** |
| Neither | 16 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15 | ** | 12 | 4 | 7 | ** |
| | 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | ** | 10% | 6% | 5% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 93% | ** | 74% | 26% | 43% | ** |
| Fairly dissatisfied | 11 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8 | ** | 6 | 4 | 6 | ** |
| | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5% | ** | 5% | 6% | 4% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 76% | ** | 60% | 40% | 54% | ** |
| Very dissatisfied | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | ** | 2 | * | 3 | ** |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | 2% | *% | 2% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 96% | ** | 87% | 13% | 96% | ** |
| TOTAL DISSATISFIED | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** | 9 | 5 | 8 | ** |
| | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7% | ** | 7% | 7% | 6% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 80% | ** | 65% | 35% | 62% | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 80

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

QE27C (QE8AC). SHOWCARD Thinking about your mobile broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with mobile broadband

| | | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|--|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | | j | ~k | l | m | n | ~o |
| Significance Level: 95% | Total | | | | | | | | | | | | | | | | |
| Unweighted total | 272 | 11 | 16 | 21 | 21 | 23 | 32 | 19 | 27 | 20 | | 199 | 73 | 138 | 133 | 184 | 88 |
| Effective Weighted Sample | 195 | 10 | 15 | 20 | 20 | 20 | 30 | 18 | 26 | 19 | | 156 | 40 | 102 | 105 | 131 | 65 |
| Total | 207 | 14 | 27 | 19 | 15 | 22 | 32 | 15 | 12 | 24 | | 169 | 38 | 127 | 79 | 139 | 68 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 81% | ** | 61% | 38% | 67% | ** |
| Don't know | 19 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 16 | ** | 9 | 10 | 13 | ** |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 81

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

QE28 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|------------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|---------|----------|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2601 | 1280 | 1321 | 415 | 427 | 930 | 829 | 319 | 290 | 335 | 541 | 672 | 847 | 551 | 528 | 1553 | 367 | 334 | 347 |
| Effective Weighted Sample | 1760 | 867 | 893 | 285 | 295 | 642 | 560 | 225 | 180 | 220 | 374 | 451 | 579 | 383 | 373 | 1340 | 258 | 212 | 316 |
| Total | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| A lot faster | 118 | 54 | 63 | 19 | 26 | 45 | 29 | 14 | 12 | 14 | 31 | 37 | 40 | 21 | 20 | 105 | 3 | 6 | 4 |
| | 6% | 6% | 7% | 6% | 7% | 6% | 6% | 7% | 6% | 6% | 7% | 7% | 7% | 6% | 5% | 7% | 2% | 7% | 8% |
| | | 46% | 54% | 16% | 22% | 38% | 24% | 12% | 10% | 12% | 26% | 32% | 34% | 18% | 17% | p 89% | 3% | p 5% | p 3% |
| A little faster | 263 | 142 | 121 | 49 | 46 | 100 | 68 | 30 | 40 | 37 | 55 | 74 | 87 | 42 | 60 | 226 | 22 | 10 | 6 |
| | 14% | 16% | 13% | 17% | 13% | 14% | 14% | 14% | 22% | 17% | 13% | 13% | 15% | 13% | 16% | 15% | 14% | 11% | 12% |
| | | 54% | 46% | 19% | 17% | 38% | 26% | 11% | gj 15% | 14% | 21% | 28% | 33% | 16% | 23% | 86% | 8% | 4% | 2% |
| TOTAL FASTER | 381 | 196 | 185 | 68 | 72 | 145 | 97 | 44 | 52 | 51 | 86 | 111 | 126 | 64 | 80 | 331 | 25 | 16 | 10 |
| | 21% | 22% | 20% | 23% | 21% | 20% | 20% | 20% | 28% | 23% | 20% | 20% | 21% | 19% | 22% | 21% | 16% | 18% | 20% |
| | | 51% | 49% | 18% | 19% | 38% | 25% | 12% | j 14% | 13% | 22% | 29% | 33% | 17% | 21% | p 87% | 7% | 4% | 3% |
| About the same | 1004 | 484 | 521 | 164 | 204 | 372 | 264 | 109 | 86 | 108 | 241 | 315 | 316 | 175 | 196 | 827 | 108 | 46 | 24 |
| | 54% | 53% | 55% | 55% | 59% | 52% | 54% | 50% | 46% | 49% | 55% | 56% | 53% | 54% | 53% | 53% | 67% | 53% | 49% |
| | | 48% | 52% | 16% | 20% | 37% | 26% | 11% | 9% | 11% | 24% | 31% | 31% | 17% | 20% | 82% | 11% | 5% | 2% |
| A little slower | 212 | 110 | 103 | 26 | 30 | 101 | 55 | 25 | 23 | 30 | 53 | 69 | 69 | 33 | 40 | 180 | 15 | 11 | 6 |
| | 11% | 12% | 11% | 9% | 9% | cd 14% | 11% | 12% | 12% | 14% | 12% | 12% | 12% | 10% | 11% | 12% | 10% | 13% | 13% |
| | | 52% | 48% | 12% | 14% | 48% | 26% | 12% | 11% | 14% | 25% | 33% | 33% | 16% | 19% | 85% | 7% | 5% | 3% |
| A lot slower | 113 | 59 | 54 | 17 | 19 | 51 | 26 | 21 | 9 | 11 | 39 | 38 | 35 | 17 | 22 | 97 | 4 | 7 | 5 |
| | 6% | 6% | 6% | 6% | 5% | 7% | 5% | 9% | 5% | 5% | 9% | 7% | 6% | 5% | 6% | 6% | 2% | 8% | 10% |
| | | 52% | 48% | 15% | 16% | 45% | 23% | 18% | 8% | 9% | 35% | 34% | 32% | 15% | 19% | p 86% | 3% | p 6% | op 4% |
| TOTAL SLOWER | 325 | 168 | 156 | 43 | 49 | 152 | 81 | 46 | 32 | 41 | 92 | 108 | 105 | 50 | 62 | 277 | 19 | 17 | 11 |
| | 18% | 19% | 17% | 15% | 14% | 21% | 17% | 21% | 17% | 19% | 21% | 19% | 18% | 15% | 17% | 18% | 12% | 20% | 23% |
| | | 52% | 48% | 13% | 15% | cdf 47% | 25% | 14% | 10% | 13% | 28% | 33% | 32% | 15% | 19% | p 85% | 6% | p 5% | p 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 81

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QE28 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2601 | 1280 | 1321 | 415 | 427 | 930 | 829 | 319 | 290 | 335 | 541 | 672 | 847 | 551 | 528 | 1553 | 367 | 334 | 347 |
| Effective Weighted Sample | 1760 | 867 | 893 | 285 | 295 | 642 | 560 | 225 | 180 | 220 | 374 | 451 | 579 | 383 | 373 | 1340 | 258 | 212 | 316 |
| Total | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Don't know | 140 | 59 | 81 | 21 | 23 | 46 | 49 | 18 | 18 | 20 | 17 | 26 | 45 | 38 | 30 | 119 | 9 | 7 | 5 |
| | 8% | 6% | 9% | 7% | 7% | 6% | 10% | 8% | 9% | 9% | 4% | 5% | 8% | 12% | 8% | 8% | 5% | 8% | 9% |
| | | | | | | e | | j | j | j | | | k | kl | k | | | | |
| | | 42% | 58% | 15% | 17% | 33% | 35% | 13% | 13% | 14% | 12% | 18% | 32% | 27% | 22% | 85% | 6% | 5% | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE28 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2601 | 202 | 192 | 204 | 169 | 142 | 154 | 181 | 154 | 155 | 1879 | 722 | 1459 | 1141 | 1689 | 912 |
| Effective Weighted Sample | 1760 | 191 | 177 | 193 | 160 | 134 | 145 | 169 | 146 | 144 | 1466 | 321 | 1010 | 808 | 1100 | 661 |
| Total | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| A lot faster | 118 | 29 | 21 | 4 | 9 | 4 | 14 | 7 | 3 | 15 | 108 | 10 | 75 | 43 | 62 | 55 |
| | 6% | 11% | 7% | 2% | 7% | 3% | 9% | 5% | 4% | 8% | 7% | 4% | 6% | 7% | 5% | 8% |
| | | cegh | c | | c | | ce | | | c | | | | | | |
| | | 25% | 18% | 3% | 7% | 3% | 12% | 6% | 3% | 12% | 92% | 8% | 63% | 37% | 53% | 47% |
| A little faster | 263 | 60 | 43 | 30 | 24 | 10 | 21 | 14 | 5 | 19 | 235 | 28 | 184 | 79 | 135 | 128 |
| | 14% | 22% | 15% | 16% | 19% | 8% | 14% | 9% | 7% | 10% | 15% | 12% | 15% | 12% | 12% | 18% |
| | | efghi | eh | egh | eghi | | | | | | | | m | | | n |
| | | 23% | 16% | 11% | 9% | 4% | 8% | 5% | 2% | 7% | 89% | 11% | 70% | 30% | 51% | 49% |
| TOTAL FASTER | 381 | 89 | 64 | 34 | 33 | 14 | 35 | 22 | 8 | 33 | 343 | 38 | 259 | 122 | 198 | 183 |
| | 21% | 33% | 23% | 19% | 26% | 11% | 23% | 14% | 11% | 17% | 21% | 15% | 22% | 19% | 17% | 26% |
| | | bcefg | egh | e | egh | | egh | | | | k | | | | | n |
| | | 23% | 17% | 9% | 9% | 4% | 9% | 6% | 2% | 9% | 90% | 10% | 68% | 32% | 52% | 48% |
| About the same | 1004 | 121 | 146 | 96 | 54 | 86 | 95 | 91 | 42 | 96 | 876 | 129 | 655 | 348 | 654 | 350 |
| | 54% | 45% | 53% | 52% | 43% | 65% | 63% | 58% | 61% | 50% | 55% | 53% | 55% | 53% | 57% | 49% |
| | | | | | | abcdi | acdi | ad | ad | | | | | | o | |
| | | 12% | 15% | 10% | 5% | 9% | 9% | 9% | 4% | 10% | 87% | 13% | 65% | 35% | 65% | 35% |
| A little slower | 212 | 31 | 30 | 30 | 9 | 19 | 11 | 19 | 7 | 24 | 173 | 39 | 133 | 80 | 125 | 88 |
| | 11% | 12% | 11% | 16% | 7% | 14% | 8% | 12% | 10% | 12% | 11% | 16% | 11% | 12% | 11% | 12% |
| | | | | df | | d | | | | | | j | | | | |
| | | 15% | 14% | 14% | 4% | 9% | 5% | 9% | 3% | 11% | 81% | 19% | 63% | 37% | 59% | 41% |
| A lot slower | 113 | 9 | 16 | 14 | 15 | - | 2 | 9 | 3 | 29 | 93 | 20 | 74 | 38 | 75 | 38 |
| | 6% | 3% | 6% | 8% | 12% | -% | 1% | 6% | 5% | 15% | 6% | 8% | 6% | 6% | 7% | 5% |
| | | e | ef | ef | ae | fh | | ef | e | abce | fg | | | | | |
| | | 8% | 14% | 13% | 13% | -% | 2% | 8% | 3% | 26% | 82% | 18% | 66% | 34% | 67% | 33% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 81

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QE28 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2601 | 202 | 192 | 204 | 169 | 142 | 154 | 181 | 154 | 155 | 1879 | 722 | 1459 | 1141 | 1689 | 912 |
| Effective Weighted Sample | 1760 | 191 | 177 | 193 | 160 | 134 | 145 | 169 | 146 | 144 | 1466 | 321 | 1010 | 808 | 1100 | 661 |
| Total | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| TOTAL SLOWER | 325 | 40 | 46 | 44 | 24 | 19 | 13 | 29 | 11 | 53 | 265 | 59 | 207 | 118 | 200 | 125 |
| | 18% | 15% | 17% | 24% | 19% | 14% | 9% | 18% | 15% | 27% | 17% | 24% | 17% | 18% | 18% | 18% |
| | | | f | ae fh | f | | | f | | abe fh | | j | | | | |
| | | 12% | 14% | 14% | 7% | 6% | 4% | 9% | 3% | 16% | 82% | 18% | 64% | 36% | 61% | 39% |
| Don't know | 140 | 17 | 22 | 9 | 15 | 13 | 7 | 15 | 9 | 11 | 121 | 18 | 74 | 65 | 87 | 52 |
| | 8% | 6% | 8% | 5% | 12% | 10% | 5% | 10% | 13% | 6% | 8% | 8% | 6% | 10% | 8% | 7% |
| | | | | | c fi | | | | ac fi | | | | | l | | |
| | | 12% | 16% | 7% | 11% | 10% | 5% | 11% | 6% | 8% | 87% | 13% | 53% | 47% | 62% | 38% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 82

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

QE29A (QE8A). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER. (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2601 | 1280 | 1321 | 415 | 427 | 930 | 829 | 319 | 290 | 335 | 541 | 672 | 847 | 551 | 528 | 1553 | 367 | 334 | 347 |
| Effective Weighted Sample | 1760 | 867 | 893 | 285 | 295 | 642 | 560 | 225 | 180 | 220 | 374 | 451 | 579 | 383 | 373 | 1340 | 258 | 212 | 316 |
| Total | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Base for % | 1819 | 894 | 926 | 295 | 345 | 704 | 475 | 213 | 183 | 215 | 432 | 556 | 584 | 320 | 358 | 1526 | 160 | 85 | 48 |
| | | 49% | 51% | 16% | 19% | 39% | 26% | 12% | 10% | 12% | 24% | 31% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Very satisfied | 893 | 431 | 462 | 142 | 178 | 337 | 236 | 114 | 86 | 117 | 193 | 262 | 285 | 163 | 182 | 763 | 74 | 36 | 20 |
| | | 49% | 48% | 50% | 48% | 52% | 48% | 54% | 47% | 54% | 45% | 47% | 49% | 51% | 51% | 50% | 46% | 42% | 42% |
| | | | | | | | | j | | j | | | | | | qr | | | |
| | | 48% | 52% | 16% | 20% | 38% | 26% | 13% | 10% | 13% | 22% | 29% | 32% | 18% | 20% | 85% | 8% | 4% | 2% |
| Fairly satisfied | 713 | 354 | 359 | 118 | 127 | 280 | 188 | 68 | 78 | 77 | 177 | 222 | 240 | 119 | 131 | 585 | 67 | 39 | 22 |
| | | 39% | 40% | 39% | 40% | 37% | 40% | 32% | 43% | 36% | 41% | 40% | 41% | 37% | 37% | 38% | 42% | 46% | 45% |
| | | | | | | | | g | | g | | | | | | | | o | o |
| | | 50% | 50% | 17% | 18% | 39% | 26% | 10% | 11% | 11% | 25% | 31% | 34% | 17% | 18% | 82% | 9% | 6% | 3% |
| TOTAL SATISFIED | 1606 | 785 | 821 | 260 | 306 | 617 | 424 | 183 | 164 | 193 | 369 | 484 | 525 | 282 | 314 | 1348 | 141 | 75 | 42 |
| | | 88% | 88% | 88% | 89% | 88% | 89% | 86% | 90% | 90% | 86% | 87% | 90% | 88% | 88% | 88% | 88% | 88% | 87% |
| | | 49% | 51% | 16% | 19% | 38% | 26% | 11% | 10% | 12% | 23% | 30% | 33% | 18% | 20% | 84% | 9% | 5% | 3% |
| Neither | 102 | 44 | 58 | 19 | 20 | 40 | 24 | 16 | 10 | 7 | 31 | 28 | 29 | 20 | 24 | 80 | 14 | 5 | 3 |
| | | 6% | 5% | 6% | 6% | 6% | 5% | 8% | 6% | 3% | 7% | 5% | 5% | 6% | 7% | 5% | 9% | 6% | 6% |
| | | | | | | | | | | | | | | | | | o | | |
| | | 43% | 57% | 18% | 19% | 39% | 23% | 16% | 10% | 7% | 30% | 27% | 29% | 20% | 23% | 78% | 14% | 5% | 3% |
| Fairly dissatisfied | 78 | 45 | 33 | 12 | 14 | 32 | 20 | 9 | 4 | 10 | 20 | 32 | 24 | 11 | 12 | 70 | 2 | 3 | 2 |
| | | 4% | 5% | 4% | 4% | 5% | 4% | 4% | 2% | 5% | 5% | 6% | 4% | 3% | 3% | 5% | 1% | 4% | 4% |
| | | | | | | | | | | | | | | | | p | | | |
| | | 58% | 42% | 15% | 18% | 41% | 25% | 12% | 5% | 13% | 26% | 41% | 31% | 14% | 15% | 90% | 3% | 4% | 2% |
| Very dissatisfied | 34 | 20 | 13 | 5 | 6 | 15 | 8 | 5 | 5 | 3 | 11 | 13 | 5 | 7 | 9 | 29 | 2 | 2 | 1 |
| | | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 3% | 2% | 3% | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 3% |
| | | 60% | 40% | 14% | 17% | 45% | 24% | 14% | 14% | 10% | 33% | 38% | 16% | 21% | 26% | 85% | 6% | 5% | 4% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 82

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

QE29A (QE8A). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER. (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2601 | 1280 | 1321 | 415 | 427 | 930 | 829 | 319 | 290 | 335 | 541 | 672 | 847 | 551 | 528 | 1553 | 367 | 334 | 347 |
| Effective Weighted Sample | 1760 | 867 | 893 | 285 | 295 | 642 | 560 | 225 | 180 | 220 | 374 | 451 | 579 | 383 | 373 | 1340 | 258 | 212 | 316 |
| Total | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| TOTAL DISSATISFIED | 112 | 65 | 46 | 17 | 20 | 47 | 28 | 14 | 9 | 14 | 32 | 44 | 29 | 17 | 21 | 99 | 4 | 5 | 3 |
| | 6% | 7% | 5% | 6% | 6% | 7% | 6% | 7% | 5% | 6% | 7% | 8% | 5% | 5% | 6% | 6% | 3% | 6% | 6% |
| | | b | | | | | | | | | | | | | | p | | | p |
| | | 58% | 42% | 15% | 18% | 42% | 25% | 13% | 8% | 12% | 28% | 40% | 26% | 16% | 18% | 89% | 4% | 5% | 3% |
| Don't know | 31 | 13 | 17 | 1 | 2 | 12 | 16 | 3 | 5 | 4 | 3 | 4 | 8 | 7 | 11 | 28 | 1 | 1 | 1 |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 82

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QE29A (QE8A). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER. (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2601 | 202 | 192 | 204 | 169 | 142 | 154 | 181 | 154 | 155 | 1879 | 722 | 1459 | 1141 | 1689 | 912 |
| Effective Weighted Sample | 1760 | 191 | 177 | 193 | 160 | 134 | 145 | 169 | 146 | 144 | 1466 | 321 | 1010 | 808 | 1100 | 661 |
| Total | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| Base for % | 1819 | 261 | 271 | 180 | 125 | 132 | 147 | 155 | 66 | 190 | 1579 | 240 | 1181 | 638 | 1120 | 700 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 9% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| Very satisfied | 893 | 121 | 135 | 76 | 56 | 70 | 91 | 77 | 39 | 97 | 785 | 108 | 586 | 307 | 566 | 327 |
| | 49% | 46% | 50% | 42% | 45% | 53% | 62% | 50% | 60% | 51% | 50% | 45% | 50% | 48% | 51% | 47% |
| | | | | | | | abcdg | | acd | | | | | | | |
| | | 14% | 15% | 9% | 6% | 8% | 10% | 9% | 4% | 11% | 88% | 12% | 66% | 34% | 63% | 37% |
| Fairly satisfied | 713 | 116 | 109 | 70 | 46 | 57 | 46 | 57 | 22 | 62 | 619 | 94 | 462 | 251 | 426 | 288 |
| | 39% | 44% | 40% | 39% | 37% | 44% | 31% | 36% | 33% | 33% | 39% | 39% | 39% | 39% | 38% | 41% |
| | | fhi | | | f | | | | | | | | | | | |
| | | 16% | 15% | 10% | 7% | 8% | 6% | 8% | 3% | 9% | 87% | 13% | 65% | 35% | 60% | 40% |
| TOTAL SATISFIED | 1606 | 236 | 244 | 147 | 103 | 128 | 137 | 134 | 61 | 159 | 1404 | 202 | 1048 | 558 | 992 | 614 |
| | 88% | 91% | 90% | 81% | 82% | 97% | 93% | 86% | 92% | 84% | 89% | 84% | 89% | 88% | 89% | 88% |
| | | cd | cd | | | abcdgi | cdgi | | cdi | | k | | | | | |
| | | 15% | 15% | 9% | 6% | 8% | 9% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| Neither | 102 | 9 | 12 | 15 | 10 | 3 | 4 | 12 | 2 | 14 | 84 | 18 | 63 | 38 | 58 | 44 |
| | 6% | 3% | 4% | 8% | 8% | 2% | 3% | 8% | 3% | 7% | 5% | 7% | 5% | 6% | 5% | 6% |
| | | | | ae fh | e | | | e | | e | | | | | | |
| | | 8% | 12% | 15% | 9% | 3% | 4% | 12% | 2% | 14% | 82% | 18% | 62% | 37% | 57% | 43% |
| Fairly dissatisfied | 78 | 16 | 8 | 12 | 8 | 1 | 5 | 6 | 3 | 12 | 64 | 14 | 47 | 30 | 49 | 29 |
| | 4% | 6% | 3% | 7% | 6% | 1% | 3% | 4% | 4% | 7% | 4% | 6% | 4% | 5% | 4% | 4% |
| | | e | | e | e | | | | | e | | | | | | |
| | | 21% | 10% | 16% | 10% | 2% | 6% | 7% | 3% | 16% | 83% | 17% | 61% | 39% | 62% | 38% |
| Very dissatisfied | 34 | - | 7 | 6 | 5 | - | 1 | 4 | 1 | 4 | 27 | 7 | 22 | 11 | 22 | 12 |
| | 2% | -% | 3% | 4% | 4% | -% | 1% | 2% | 1% | 2% | 2% | 3% | 2% | 2% | 2% | 2% |
| | | a | ae | ae | | | | a | | a | | | | | | |
| | | -% | 21% | 19% | 15% | -% | 4% | 11% | 2% | 13% | 79% | 21% | 66% | 34% | 65% | 35% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 82

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

QE29A (QE8A). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The overall service provided by MAIN PROVIDER. (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2601 | 202 | 192 | 204 | 169 | 142 | 154 | 181 | 154 | 155 | 1879 | 722 | 1459 | 1141 | 1689 | 912 |
| Effective Weighted Sample | 1760 | 191 | 177 | 193 | 160 | 134 | 145 | 169 | 146 | 144 | 1466 | 321 | 1010 | 808 | 1100 | 661 |
| Total | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| TOTAL DISSATISFIED | 112 | 16 | 15 | 19 | 13 | 1 | 6 | 9 | 3 | 17 | 91 | 21 | 70 | 42 | 70 | 41 |
| | 6% | 6% | 5% | 10% | 10% | 1% | 4% | 6% | 5% | 9% | 6% | 9% | 6% | 7% | 6% | 6% |
| | | e | e | ef | ef | | | e | | e | | | | | | |
| | | 14% | 13% | 17% | 11% | 1% | 5% | 8% | 3% | 15% | 82% | 18% | 63% | 37% | 63% | 37% |
| Don't know | 31 | 5 | 7 | 3 | - | 1 | 3 | 1 | 4 | 3 | 27 | 4 | 14 | 16 | 19 | 12 |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 83

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

QE29B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2601 | 1280 | 1321 | 415 | 427 | 930 | 829 | 319 | 290 | 335 | 541 | 672 | 847 | 551 | 528 | 1553 | 367 | 334 | 347 |
| Effective Weighted Sample | 1760 | 867 | 893 | 285 | 295 | 642 | 560 | 225 | 180 | 220 | 374 | 451 | 579 | 383 | 373 | 1340 | 258 | 212 | 316 |
| Total | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Base for % | 1816 | 892 | 925 | 295 | 345 | 703 | 473 | 213 | 183 | 214 | 432 | 556 | 583 | 319 | 357 | 1524 | 160 | 85 | 47 |
| | | 49% | 51% | 16% | 19% | 39% | 26% | 12% | 10% | 12% | 24% | 31% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Very satisfied | 858 | 402 | 455 | 139 | 173 | 327 | 218 | 106 | 89 | 117 | 171 | 254 | 270 | 154 | 179 | 733 | 72 | 34 | 19 |
| | 47% | 45% | 49% | 47% | 50% | 47% | 46% | 50% | 49% | 55% | 40% | 46% | 46% | 48% | 50% | 48% | 45% | 39% | 40% |
| | | 47% | 53% | 16% | 20% | 38% | 25% | j | j | j | 20% | 30% | 32% | 18% | 21% | qr | 85% | 8% | 4% |
| Fairly satisfied | 675 | 345 | 330 | 113 | 132 | 255 | 176 | 66 | 64 | 67 | 178 | 215 | 215 | 117 | 127 | 556 | 64 | 36 | 20 |
| | 37% | 39% | 36% | 38% | 38% | 36% | 37% | 31% | 35% | 31% | 41% | 39% | 37% | 37% | 36% | 36% | 40% | 42% | 41% |
| | | 51% | 49% | 17% | 19% | 38% | 26% | 10% | 9% | 10% | gi | 32% | 32% | 17% | 19% | 82% | 9% | 5% | 3% |
| TOTAL SATISFIED | 1533 | 747 | 786 | 253 | 304 | 582 | 394 | 172 | 153 | 183 | 349 | 469 | 485 | 271 | 306 | 1288 | 136 | 70 | 39 |
| | 84% | 84% | 85% | 86% | 88% | 83% | 83% | 81% | 84% | 86% | 81% | 84% | 83% | 85% | 86% | 85% | 85% | 82% | 81% |
| | | 49% | 51% | 16% | 20% | 38% | 26% | 11% | 10% | 12% | 23% | 31% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Neither | 112 | 48 | 63 | 20 | 21 | 45 | 26 | 15 | 11 | 11 | 31 | 32 | 41 | 19 | 19 | 89 | 15 | 6 | 2 |
| | 6% | 5% | 7% | 7% | 6% | 6% | 5% | 7% | 6% | 5% | 7% | 6% | 7% | 6% | 5% | 6% | 9% | 7% | 5% |
| | | 43% | 57% | 18% | 19% | 41% | 23% | 14% | 10% | 10% | 28% | 29% | 37% | 17% | 17% | 79% | 13% | 5% | 2% |
| Fairly dissatisfied | 116 | 61 | 55 | 16 | 10 | 51 | 40 | 17 | 12 | 14 | 33 | 32 | 43 | 21 | 19 | 101 | 7 | 4 | 4 |
| | 6% | 7% | 6% | 5% | 3% | 7% | 8% | 8% | 7% | 6% | 8% | 6% | 7% | 7% | 5% | 7% | 4% | 5% | 8% |
| | | 52% | 48% | 14% | 8% | 44% | 34% | 15% | 11% | 12% | 28% | 28% | 37% | 18% | 17% | 88% | 6% | 4% | 3% |
| Very dissatisfied | 56 | 36 | 20 | 7 | 10 | 25 | 14 | 9 | 7 | 6 | 18 | 22 | 14 | 8 | 13 | 46 | 2 | 6 | 3 |
| | 3% | 4% | 2% | 2% | 3% | 4% | 3% | 4% | 4% | 3% | 4% | 4% | 2% | 2% | 4% | 3% | 1% | 7% | 6% |
| | | b | | | | | | | | | | | | | | | | op | op |
| | | 64% | 36% | 13% | 19% | 44% | 24% | 15% | 12% | 10% | 33% | 39% | 25% | 14% | 22% | 81% | 4% | 10% | 5% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 83

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QE29B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2601 | 1280 | 1321 | 415 | 427 | 930 | 829 | 319 | 290 | 335 | 541 | 672 | 847 | 551 | 528 | 1553 | 367 | 334 | 347 |
| Effective Weighted Sample | 1760 | 867 | 893 | 285 | 295 | 642 | 560 | 225 | 180 | 220 | 374 | 451 | 579 | 383 | 373 | 1340 | 258 | 212 | 316 |
| Total | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| TOTAL DISSATISFIED | 172 | 97 | 75 | 23 | 20 | 76 | 53 | 26 | 19 | 19 | 51 | 54 | 57 | 29 | 32 | 147 | 9 | 10 | 6 |
| | 9% | 11% | 8% | 8% | 6% | 11% | 11% | 12% | 10% | 9% | 12% | 10% | 10% | 9% | 9% | 10% | 6% | 11% | 13% |
| | | | | | | d | d | | | | | | | | | p | p | p | p |
| | | 56% | 44% | 13% | 12% | 44% | 31% | 15% | 11% | 11% | 30% | 32% | 33% | 17% | 18% | 86% | 5% | 6% | 4% |
| Don't know | 33 | 15 | 18 | 1 | 2 | 12 | 18 | 4 | 5 | 6 | 3 | 4 | 9 | 8 | 13 | 30 | 1 | 1 | 2 |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 83

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

QE29B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2601 | 202 | 192 | 204 | 169 | 142 | 154 | 181 | 154 | 155 | 1879 | 722 | 1459 | 1141 | 1689 | 912 |
| Effective Weighted Sample | 1760 | 191 | 177 | 193 | 160 | 134 | 145 | 169 | 146 | 144 | 1466 | 321 | 1010 | 808 | 1100 | 661 |
| Total | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| Base for % | 1816 | 261 | 271 | 180 | 125 | 132 | 147 | 154 | 65 | 190 | 1577 | 240 | 1181 | 635 | 1118 | 699 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| Very satisfied | 858 | 120 | 125 | 68 | 63 | 71 | 94 | 70 | 36 | 84 | 757 | 101 | 572 | 285 | 516 | 342 |
| | 47% | 46% | 46% | 38% | 50% | 54% | 64% | 46% | 55% | 44% | 48% | 42% | 48% | 45% | 46% | 49% |
| | | | | | c | c | abcdgi | | c | | | | | | | |
| | | 14% | 15% | 8% | 7% | 8% | 11% | 8% | 4% | 10% | 88% | 12% | 67% | 33% | 60% | 40% |
| Fairly satisfied | 675 | 118 | 102 | 74 | 38 | 53 | 42 | 51 | 21 | 57 | 592 | 84 | 436 | 240 | 425 | 250 |
| | 37% | 45% | 38% | 41% | 30% | 40% | 29% | 33% | 32% | 30% | 38% | 35% | 37% | 38% | 38% | 36% |
| | | dfghi | | dfl | | f | | | | | | | | | | |
| | | 17% | 15% | 11% | 6% | 8% | 6% | 8% | 3% | 8% | 88% | 12% | 64% | 36% | 63% | 37% |
| TOTAL SATISFIED | 1533 | 238 | 227 | 143 | 100 | 125 | 136 | 122 | 56 | 141 | 1348 | 185 | 1008 | 525 | 941 | 592 |
| | 84% | 91% | 84% | 79% | 80% | 95% | 93% | 79% | 86% | 74% | 86% | 77% | 85% | 83% | 84% | 85% |
| | | bcdgi | i | | | bcdghi | bcdgi | | i | | k | | | | | |
| | | 16% | 15% | 9% | 7% | 8% | 9% | 8% | 4% | 9% | 88% | 12% | 66% | 34% | 61% | 39% |
| Neither | 112 | 3 | 20 | 14 | 5 | 4 | 5 | 14 | 2 | 21 | 86 | 26 | 66 | 45 | 67 | 44 |
| | 6% | 1% | 7% | 8% | 4% | 3% | 3% | 9% | 4% | 11% | 5% | 11% | 6% | 7% | 6% | 6% |
| | | | a | a | | | | aef | | adehf | | j | | | | |
| | | 3% | 18% | 12% | 4% | 4% | 4% | 13% | 2% | 19% | 77% | 23% | 59% | 40% | 60% | 40% |
| Fairly dissatisfied | 116 | 13 | 15 | 17 | 12 | 2 | 5 | 13 | 6 | 18 | 95 | 21 | 72 | 43 | 73 | 43 |
| | 6% | 5% | 6% | 10% | 10% | 2% | 3% | 8% | 9% | 10% | 6% | 9% | 6% | 7% | 7% | 6% |
| | | | | ef | ef | | | e | ef | ef | | | | | | |
| | | 11% | 13% | 15% | 10% | 2% | 4% | 11% | 5% | 16% | 82% | 18% | 62% | 38% | 63% | 37% |
| Very dissatisfied | 56 | 7 | 9 | 6 | 8 | - | 1 | 6 | * | 9 | 48 | 8 | 35 | 21 | 36 | 20 |
| | 3% | 3% | 3% | 4% | 6% | -% | 1% | 4% | 1% | 5% | 3% | 3% | 3% | 3% | 3% | 3% |
| | | | e | e | efh | | | e | | efh | | | | | | |
| | | 12% | 15% | 11% | 14% | -% | 2% | 10% | 1% | 17% | 85% | 15% | 63% | 37% | 65% | 35% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 83

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

QE29B (QE8B). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The speed of your service while online (not just the connection)? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2601 | 202 | 192 | 204 | 169 | 142 | 154 | 181 | 154 | 155 | 1879 | 722 | 1459 | 1141 | 1689 | 912 |
| Effective Weighted Sample | 1760 | 191 | 177 | 193 | 160 | 134 | 145 | 169 | 146 | 144 | 1466 | 321 | 1010 | 808 | 1100 | 661 |
| Total | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| TOTAL DISSATISFIED | 172 | 19 | 23 | 24 | 20 | 2 | 6 | 18 | 7 | 28 | 143 | 29 | 108 | 64 | 109 | 62 |
| | 9% | 7% | 9% | 13% | 16% | 2% | 4% | 12% | 10% | 15% | 9% | 12% | 9% | 10% | 10% | 9% |
| | | e | e | ef | abef | | | ef | e | aef | | | | | | |
| | | 11% | 14% | 14% | 11% | 1% | 4% | 11% | 4% | 16% | 83% | 17% | 63% | 37% | 64% | 36% |
| Don't know | 33 | 5 | 7 | 3 | - | 1 | 3 | 2 | 5 | 3 | 29 | 4 | 14 | 19 | 21 | 12 |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 84

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

QE29C (QE8C). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-----------|--------------|-----|-----|-----|-------------|--------------|-----------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2601 | 1280 | 1321 | 415 | 427 | 930 | 829 | 319 | 290 | 335 | 541 | 672 | 847 | 551 | 528 | 1553 | 367 | 334 | 347 |
| Effective Weighted Sample | 1760 | 867 | 893 | 285 | 295 | 642 | 560 | 225 | 180 | 220 | 374 | 451 | 579 | 383 | 373 | 1340 | 258 | 212 | 316 |
| Total | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Base for % | 1818 | 893 | 925 | 295 | 345 | 704 | 474 | 213 | 182 | 215 | 432 | 556 | 583 | 319 | 357 | 1525 | 160 | 85 | 48 |
| | | 49% | 51% | 16% | 19% | 39% | 26% | 12% | 10% | 12% | 24% | 31% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Very satisfied | 913 | 445 | 468 | 147 | 184 | 341 | 241 | 115 | 92 | 125 | 187 | 275 | 278 | 170 | 190 | 776 | 76 | 40 | 21 |
| | 50% | 50% | 51% | 50% | 53% | 48% | 51% | 54% | 51% | 58% | 43% | 49% | 48% | 53% | 53% | 51% | 48% | 47% | 45% |
| | | 49% | 51% | 16% | 20% | 37% | 26% | j 13% | 10% | j 14% | 21% | 30% | 30% | 19% | 21% | 85% | 8% | 4% | 2% |
| Fairly satisfied | 686 | 343 | 343 | 111 | 126 | 268 | 181 | 69 | 71 | 67 | 182 | 213 | 235 | 112 | 124 | 569 | 62 | 34 | 20 |
| | 38% | 38% | 37% | 38% | 36% | 38% | 38% | 32% | 39% | 31% | 42% | 38% | 40% | 35% | 35% | 37% | 38% | 40% | 43% |
| | | 50% | 50% | 16% | 18% | 39% | 26% | 10% | 10% | 10% | gi 27% | 31% | 34% | 16% | 18% | 83% | 9% | 5% | 3% |
| TOTAL SATISFIED | 1598 | 787 | 811 | 259 | 309 | 609 | 422 | 183 | 163 | 192 | 369 | 488 | 513 | 282 | 314 | 1345 | 138 | 74 | 42 |
| | 88% | 88% | 88% | 88% | 90% | 87% | 89% | 86% | 89% | 89% | 86% | 88% | 88% | 88% | 88% | 88% | 86% | 87% | 88% |
| | | 49% | 51% | 16% | 19% | 38% | 26% | 11% | 10% | 12% | 23% | 31% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Neither | 112 | 49 | 62 | 20 | 20 | 45 | 27 | 15 | 8 | 12 | 26 | 27 | 37 | 19 | 28 | 88 | 16 | 5 | 3 |
| | 6% | 6% | 7% | 7% | 6% | 6% | 6% | 7% | 5% | 6% | 6% | 5% | 6% | 6% | 8% | 6% | 10% | 5% | 6% |
| | | 44% | 56% | 18% | 18% | 40% | 24% | 13% | 7% | 11% | 24% | 24% | 33% | 17% | 25% | 79% | 15% | 4% | 2% |
| Fairly dissatisfied | 73 | 36 | 37 | 11 | 8 | 33 | 21 | 9 | 7 | 9 | 23 | 28 | 25 | 12 | 8 | 65 | 4 | 3 | 2 |
| | 4% | 4% | 4% | 4% | 2% | 5% | 4% | 4% | 4% | 4% | 5% | 5% | 4% | 4% | 2% | 4% | 2% | 3% | 4% |
| | | 49% | 51% | 16% | 10% | 45% | 29% | 13% | 9% | 12% | 32% | n 38% | 34% | 16% | 11% | 88% | 5% | 4% | 2% |
| Very dissatisfied | 35 | 21 | 14 | 5 | 8 | 17 | 5 | 6 | 4 | 2 | 13 | 12 | 8 | 6 | 8 | 28 | 2 | 4 | 1 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 3% | 2% | 1% | 3% | 2% | 1% | 2% | 2% | 2% | 1% | 4% | 3% |
| | | 59% | 41% | 14% | 24% | 49% | 13% | 16% | 12% | 5% | 37% | 35% | 24% | 18% | 22% | 79% | 6% | op 11% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 84

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

QE29C (QE8C). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2601 | 1280 | 1321 | 415 | 427 | 930 | 829 | 319 | 290 | 335 | 541 | 672 | 847 | 551 | 528 | 1553 | 367 | 334 | 347 |
| Effective Weighted Sample | 1760 | 867 | 893 | 285 | 295 | 642 | 560 | 225 | 180 | 220 | 374 | 451 | 579 | 383 | 373 | 1340 | 258 | 212 | 316 |
| Total | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| TOTAL DISSATISFIED | 108 | 57 | 51 | 16 | 16 | 50 | 26 | 15 | 11 | 10 | 36 | 40 | 33 | 18 | 16 | 92 | 6 | 7 | 3 |
| | 6% | 6% | 6% | 6% | 5% | 7% | 5% | 7% | 6% | 5% | 8% | 7% | 6% | 6% | 5% | 6% | 4% | 8% | 7% |
| | | 52% | 48% | 15% | 15% | 46% | 24% | 14% | 10% | 10% | 34% | 37% | 31% | 17% | 15% | 86% | 5% | 6% | 3% |
| Don't know | 32 | 14 | 17 | 1 | 2 | 12 | 17 | 3 | 6 | 4 | 3 | 4 | 9 | 8 | 12 | 29 | 1 | 1 | 1 |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE29C (QE8C). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2601 | 202 | 192 | 204 | 169 | 142 | 154 | 181 | 154 | 155 | 1879 | 722 | 1459 | 1141 | 1689 | 912 |
| Effective Weighted Sample | 1760 | 191 | 177 | 193 | 160 | 134 | 145 | 169 | 146 | 144 | 1466 | 321 | 1010 | 808 | 1100 | 661 |
| Total | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| Base for % | 1818 | 261 | 271 | 180 | 125 | 132 | 146 | 155 | 65 | 190 | 1578 | 240 | 1181 | 636 | 1119 | 699 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 9% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| Very satisfied | 913 | 121 | 129 | 73 | 68 | 72 | 95 | 77 | 40 | 100 | 805 | 108 | 605 | 308 | 553 | 360 |
| | 50% | 46% | 48% | 41% | 55% | 55% | 65% | 50% | 61% | 53% | 51% | 45% | 51% | 48% | 49% | 51% |
| | | | | | c | c | abcgl | | abcg | c | | | | | | |
| | | 13% | 14% | 8% | 7% | 8% | 10% | 8% | 4% | 11% | 88% | 12% | 66% | 34% | 61% | 39% |
| Fairly satisfied | 686 | 115 | 110 | 74 | 37 | 52 | 44 | 58 | 17 | 63 | 593 | 93 | 431 | 254 | 432 | 253 |
| | 38% | 44% | 41% | 41% | 29% | 39% | 30% | 38% | 26% | 33% | 38% | 39% | 37% | 40% | 39% | 36% |
| | | dfhi | dh | dfh | | h | | h | | | | | | | | |
| | | 17% | 16% | 11% | 5% | 8% | 6% | 9% | 2% | 9% | 86% | 14% | 63% | 37% | 63% | 37% |
| TOTAL SATISFIED | 1598 | 236 | 239 | 147 | 105 | 124 | 140 | 136 | 57 | 163 | 1397 | 201 | 1037 | 562 | 985 | 613 |
| | 88% | 90% | 88% | 82% | 84% | 94% | 96% | 88% | 87% | 86% | 89% | 84% | 88% | 88% | 88% | 88% |
| | | c | | | | cdi | bcdghi | | | | k | | | | | |
| | | 15% | 15% | 9% | 7% | 8% | 9% | 9% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| Neither | 112 | 11 | 14 | 17 | 6 | 7 | 1 | 10 | 5 | 15 | 93 | 19 | 73 | 38 | 63 | 49 |
| | 6% | 4% | 5% | 10% | 5% | 6% | 1% | 6% | 8% | 8% | 6% | 8% | 6% | 6% | 6% | 7% |
| | | | f | af | f | f | | f | f | f | | | | | | |
| | | 10% | 13% | 15% | 6% | 7% | 1% | 9% | 5% | 13% | 83% | 17% | 65% | 34% | 56% | 44% |
| Fairly dissatisfied | 73 | 12 | 10 | 12 | 8 | 1 | 4 | 4 | 3 | 10 | 59 | 14 | 47 | 26 | 48 | 26 |
| | 4% | 5% | 4% | 7% | 7% | 1% | 3% | 3% | 5% | 5% | 4% | 6% | 4% | 4% | 4% | 4% |
| | | e | | e | e | | | | e | e | | | | | | |
| | | 17% | 14% | 16% | 11% | 1% | 6% | 6% | 4% | 14% | 81% | 19% | 64% | 36% | 65% | 35% |
| Very dissatisfied | 35 | 2 | 7 | 4 | 6 | - | 1 | 5 | - | 2 | 28 | 7 | 25 | 10 | 23 | 12 |
| | 2% | 1% | 3% | 2% | 5% | -% | 1% | 4% | -% | 1% | 2% | 3% | 2% | 2% | 2% | 2% |
| | | | | | eah | | | eh | | | | | | | | |
| | | 5% | 21% | 13% | 17% | -% | 4% | 16% | -% | 5% | 80% | 20% | 71% | 29% | 66% | 34% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 84

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QE29C (QE8C). SHOWCARD Thinking about your fixed broadband internet service, please use this card to say how satisfied you are with your main supplier for... The reliability of the service from MAIN PROVIDER? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2601 | 202 | 192 | 204 | 169 | 142 | 154 | 181 | 154 | 155 | 1879 | 722 | 1459 | 1141 | 1689 | 912 |
| Effective Weighted Sample | 1760 | 191 | 177 | 193 | 160 | 134 | 145 | 169 | 146 | 144 | 1466 | 321 | 1010 | 808 | 1100 | 661 |
| Total | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| TOTAL DISSATISFIED | 108 | 14 | 18 | 16 | 14 | 1 | 5 | 10 | 3 | 12 | 87 | 21 | 72 | 36 | 71 | 37 |
| | 6% | 5% | 7% | 9% | 11% | 1% | 4% | 6% | 5% | 6% | 6% | 9% | 6% | 6% | 6% | 5% |
| | | e | e | e | aefh | | | e | e | e | j | | | | | |
| | | 13% | 16% | 15% | 13% | 1% | 5% | 9% | 3% | 11% | 81% | 19% | 67% | 33% | 65% | 35% |
| Don't know | 32 | 5 | 7 | 3 | - | 1 | 4 | 1 | 5 | 3 | 28 | 4 | 14 | 17 | 20 | 12 |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 85

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

QE30 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2601 | 1280 | 1321 | 415 | 427 | 930 | 829 | 319 | 290 | 335 | 541 | 672 | 847 | 551 | 528 | 1553 | 367 | 334 | 347 |
| Effective Weighted Sample | 1760 | 867 | 893 | 285 | 295 | 642 | 560 | 225 | 180 | 220 | 374 | 451 | 579 | 383 | 373 | 1340 | 258 | 212 | 316 |
| Total | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Yes | 1715 | 838 | 877 | 282 | 329 | 673 | 431 | 192 | 170 | 213 | 423 | 529 | 551 | 302 | 332 | 1455 | 140 | 75 | 45 |
| | 93% | 92% | 93% | 95% | 95% | 94% | 88% | 89% | 91% | 97% | 97% | 95% | 93% | 92% | 90% | 94% | 87% | 88% | 92% |
| | | | | f | f | f | | | | gh | gh | n | | | | pq | | | p |
| | | 49% | 51% | 16% | 19% | 39% | 25% | 11% | 10% | 12% | 25% | 31% | 32% | 18% | 19% | 85% | 8% | 4% | 3% |
| No | 104 | 54 | 50 | 10 | 17 | 33 | 44 | 21 | 14 | 5 | 11 | 26 | 34 | 18 | 26 | 75 | 18 | 9 | 3 |
| | 6% | 6% | 5% | 3% | 5% | 5% | 9% | 10% | 7% | 2% | 2% | 5% | 6% | 6% | 7% | 5% | 11% | 10% | 5% |
| | | | | | | | cde | ij | ij | | | | | | | | or | or | |
| | | 52% | 48% | 10% | 17% | 31% | 42% | 21% | 13% | 5% | 10% | 25% | 32% | 18% | 25% | 72% | 17% | 8% | 2% |
| Don't know | 30 | 15 | 16 | 4 | 2 | 9 | 16 | 3 | 3 | 1 | 2 | 4 | 8 | 6 | 11 | 24 | 3 | 2 | 1 |
| | 2% | 2% | 2% | 1% | *% | 1% | 3% | 2% | 2% | 1% | *% | 1% | 1% | 2% | 3% | 2% | 2% | 2% | 2% |
| | | 48% | 52% | 13% | 5% | 30% | 52% | 11% | 11% | 4% | 6% | 14% | 25% | 21% | 36% | 80% | 10% | 6% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 85

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

QE30 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those in a household with fixed broadband

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2601 | 202 | 192 | 204 | 169 | 142 | 154 | 181 | 154 | 155 | 1879 | 722 | 1459 | 1141 | 1689 | 912 |
| Effective Weighted Sample | 1760 | 191 | 177 | 193 | 160 | 134 | 145 | 169 | 146 | 144 | 1466 | 321 | 1010 | 808 | 1100 | 661 |
| Total | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| Yes | 1715 | 251 | 265 | 172 | 121 | 117 | 131 | 150 | 63 | 184 | 1493 | 222 | 1124 | 591 | 1066 | 649 |
| | 93% | 94% | 95% | 94% | 96% | 89% | 88% | 96% | 90% | 95% | 93% | 91% | 94% | 90% | 94% | 91% |
| | | f | efh | | efh | | | efh | | ef | | | m | | | |
| | | 15% | 15% | 10% | 7% | 7% | 8% | 9% | 4% | 11% | 87% | 13% | 66% | 34% | 62% | 38% |
| No | 104 | 10 | 10 | 9 | 4 | 13 | 17 | 4 | 4 | 4 | 85 | 19 | 59 | 46 | 58 | 46 |
| | 6% | 4% | 4% | 5% | 3% | 10% | 11% | 3% | 5% | 2% | 5% | 8% | 5% | 7% | 5% | 6% |
| | | | | | | abdgi | abcdgi | | | | | | | | | |
| | | 9% | 10% | 9% | 4% | 13% | 16% | 4% | 3% | 3% | 81% | 19% | 56% | 44% | 56% | 44% |
| Don't know | 30 | 6 | 2 | 2 | 1 | 2 | 2 | 2 | 3 | 5 | 28 | 3 | 13 | 17 | 14 | 16 |
| | 2% | 2% | 1% | 1% | *% | 1% | 1% | 1% | 5% | 3% | 2% | 1% | 1% | 3% | 1% | 2% |
| | | | | | | | | | bcdg | | | | | l | | |
| | | 19% | 7% | 6% | 2% | 5% | 5% | 6% | 11% | 18% | 92% | 8% | 43% | 57% | 47% | 53% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 86

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

QE31 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE)

Base : Those using a wireless internet connection at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|-----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2374 | 1173 | 1201 | 392 | 404 | 866 | 712 | 276 | 257 | 318 | 521 | 629 | 775 | 496 | 472 | 1437 | 328 | 288 | 321 |
| Effective Weighted Sample | 1613 | 796 | 817 | 269 | 278 | 599 | 484 | 195 | 162 | 212 | 361 | 421 | 538 | 349 | 331 | 1244 | 229 | 186 | 292 |
| Total | 1715 | 838 | 877 | 282 | 329 | 673 | 431 | 192 | 170 | 213 | 423 | 529 | 551 | 302 | 332 | 1455 | 140 | 75 | 45 |
| | | 49% | 51% | 16% | 19% | 39% | 25% | 11% | 10% | 12% | 25% | 31% | 32% | 18% | 19% | 85% | 8% | 4% | 3% |
| Laptop | 1367 | 672 | 695 | 230 | 268 | 558 | 311 | 130 | 137 | 164 | 354 | 452 | 441 | 236 | 236 | 1155 | 117 | 59 | 35 |
| | 80% | 80% | 79% | 82% | 82% | 83% | 72% | 68% | 80% | 77% | 84% | 86% | 80% | 78% | 71% | 79% | 84% | 78% | 77% |
| | | | | f | f | f | | | g | g | g | lmn | n | n | | | r | | |
| | | 49% | 51% | 17% | 20% | 41% | 23% | 9% | 10% | 12% | 26% | 33% | 32% | 17% | 17% | 85% | 9% | 4% | 3% |
| Tablet computer (e.g. iPad) | 876 | 417 | 459 | 161 | 175 | 362 | 179 | 80 | 65 | 96 | 262 | 295 | 272 | 167 | 142 | 731 | 79 | 39 | 27 |
| | 51% | 50% | 52% | 57% | 53% | 54% | 41% | 42% | 38% | 45% | 62% | 56% | 49% | 55% | 43% | 50% | 56% | 52% | 59% |
| | | | | f | f | f | | | | | ghi | n | | n | | | | o | |
| | | 48% | 52% | 18% | 20% | 41% | 20% | 9% | 7% | 11% | 30% | 34% | 31% | 19% | 16% | 83% | 9% | 4% | 3% |
| Smartphone | 856 | 418 | 439 | 186 | 210 | 357 | 103 | 72 | 71 | 101 | 253 | 265 | 293 | 155 | 144 | 735 | 64 | 34 | 23 |
| | 50% | 50% | 50% | 66% | 64% | 53% | 24% | 38% | 42% | 48% | 60% | 50% | 53% | 51% | 43% | 51% | 46% | 45% | 51% |
| | | | | ef | ef | f | | | | g | ghi | | n | n | | | | | |
| | | 49% | 51% | 22% | 25% | 42% | 12% | 8% | 8% | 12% | 30% | 31% | 34% | 18% | 17% | 86% | 8% | 4% | 3% |
| Desktop PC | 602 | 314 | 288 | 78 | 81 | 246 | 196 | 58 | 55 | 66 | 174 | 226 | 173 | 108 | 95 | 532 | 39 | 20 | 11 |
| | 35% | 37% | 33% | 28% | 25% | 37% | 46% | 30% | 32% | 31% | 41% | 43% | 31% | 36% | 28% | 37% | 28% | 26% | 23% |
| | | | | | | cd | cde | | | | ghi | ln | | n | | pqr | | | |
| | | 52% | 48% | 13% | 13% | 41% | 33% | 10% | 9% | 11% | 29% | 37% | 29% | 18% | 16% | 88% | 7% | 3% | 2% |
| Games console | 319 | 168 | 150 | 74 | 79 | 144 | 22 | 24 | 32 | 27 | 112 | 93 | 106 | 63 | 57 | 269 | 31 | 11 | 8 |
| | 19% | 20% | 17% | 26% | 24% | 21% | 5% | 12% | 19% | 13% | 26% | 18% | 19% | 21% | 17% | 18% | 22% | 14% | 17% |
| | | | | f | f | f | | | | | gi | | | | | | q | | |
| | | 53% | 47% | 23% | 25% | 45% | 7% | 8% | 10% | 8% | 35% | 29% | 33% | 20% | 18% | 84% | 10% | 3% | 2% |
| E-reader (e.g. Kindle) | 219 | 109 | 110 | 32 | 37 | 100 | 50 | 6 | 14 | 17 | 96 | 89 | 68 | 36 | 25 | 190 | 15 | 8 | 6 |
| | 13% | 13% | 13% | 11% | 11% | 15% | 12% | 3% | 8% | 8% | 23% | 17% | 12% | 12% | 8% | 13% | 11% | 11% | 13% |
| | | | | | | | | g | g | g | ghi | ln | n | n | | | | | |
| | | 50% | 50% | 15% | 17% | 46% | 23% | 3% | 6% | 8% | 44% | 41% | 31% | 17% | 11% | 87% | 7% | 4% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE31 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE)

Base : Those using a wireless internet connection at home

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|------|------|-------------|--------------|-------|------|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2374 | 1173 | 1201 | 392 | 404 | 866 | 712 | 276 | 257 | 318 | 521 | 629 | 775 | 496 | 472 | 1437 | 328 | 288 | 321 |
| Effective Weighted Sample | 1613 | 796 | 817 | 269 | 278 | 599 | 484 | 195 | 162 | 212 | 361 | 421 | 538 | 349 | 331 | 1244 | 229 | 186 | 292 |
| Total | 1715 | 838 | 877 | 282 | 329 | 673 | 431 | 192 | 170 | 213 | 423 | 529 | 551 | 302 | 332 | 1455 | 140 | 75 | 45 |
| | | 49% | 51% | 16% | 19% | 39% | 25% | 11% | 10% | 12% | 25% | 31% | 32% | 18% | 19% | 85% | 8% | 4% | 3% |
| TV set | 174 | 84 | 90 | 24 | 34 | 89 | 28 | 12 | 12 | 21 | 67 | 64 | 49 | 37 | 25 | 140 | 17 | 13 | 5 |
| | 10% | 10% | 10% | 8% | 10% | 13% | 7% | 6% | 7% | 10% | 16% | 12% | 9% | 12% | 8% | 10% | 12% | 17% | 10% |
| | | 48% | 52% | 14% | 20% | cf | 16% | 7% | 7% | 12% | ghi | 36% | 28% | 21% | 14% | 80% | 10% | or | 3% |
| Netbook | 150 | 72 | 78 | 18 | 29 | 75 | 28 | 15 | 11 | 11 | 49 | 63 | 46 | 19 | 22 | 132 | 8 | 7 | 4 |
| | 9% | 9% | 9% | 6% | 9% | 11% | 7% | 8% | 6% | 5% | 11% | 12% | 8% | 6% | 7% | 9% | 5% | 9% | 8% |
| | | 48% | 52% | 12% | 19% | cf | 19% | 10% | 7% | 7% | 32% | 42% | 30% | 13% | 15% | 88% | 5% | 5% | 3% |
| Other portable/ handheld device (e.g. portable games console/ iPod Touch) | 66 | 34 | 32 | 13 | 10 | 38 | 6 | 3 | 8 | 5 | 22 | 21 | 23 | 13 | 10 | 61 | 2 | 2 | 1 |
| | 4% | 4% | 4% | 4% | 3% | 6% | 1% | 2% | 5% | 2% | 5% | 4% | 4% | 4% | 3% | 4% | 2% | 3% | 3% |
| | | 52% | 48% | 19% | 15% | f | 8% | 5% | 12% | 8% | 32% | 32% | 35% | 19% | 14% | 92% | 3% | 3% | 2% |
| None of these | 2 | 1 | 1 | 1 | - | - | 1 | - | - | 1 | - | - | 1 | 1 | - | 2 | - | - | - |
| | *% | *% | *% | *% | -% | -% | *% | -% | -% | *% | -% | -% | *% | *% | -% | *% | -% | -% | -% |
| | | 36% | 64% | 36% | -% | -% | 64% | -% | -% | 36% | -% | -% | 28% | 72% | -% | 100% | -% | -% | -% |
| Don't know | 6 | 2 | 4 | 1 | - | 4 | 1 | * | 1 | 1 | - | 1 | 2 | 1 | 3 | 6 | - | - | * |
| | *% | *% | 1% | *% | -% | 1% | *% | *% | 1% | 1% | -% | *% | *% | *% | 1% | *% | -% | -% | 1% |
| | | 29% | 71% | 15% | -% | 71% | 14% | 8% | 14% | 20% | -% | 14% | 25% | 19% | 42% | 93% | -% | -% | 7% |
| Mean number of types of devices | 2.7 | 2.7 | 2.7 | 2.9 | 2.8 | 2.9 | 2.1 | 2.1 | 2.4 | 2.4 | 3.3 | 3.0 | 2.7 | 2.8 | 2.3 | 2.7 | 2.7 | 2.6 | 2.6 |
| | | | | f | f | f | | | g | g | ghi | lmn | n | n | | | | | |
| Standard deviation | 1.62 | 1.68 | 1.56 | 1.61 | 1.48 | 1.77 | 1.32 | 1.30 | 1.38 | 1.38 | 1.74 | 1.65 | 1.60 | 1.69 | 1.43 | 1.62 | 1.58 | 1.61 | 1.56 |
| Standard error | .03 | .05 | .04 | .08 | .07 | .06 | .05 | .08 | .09 | .08 | .08 | .07 | .06 | .08 | .07 | .04 | .09 | .09 | .09 |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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QE31 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE)

Base : Those using a wireless internet connection at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|-----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2374 | 190 | 181 | 191 | 162 | 124 | 134 | 174 | 135 | 146 | 1723 | 651 | 1363 | 1010 | 1551 | 823 |
| Effective Weighted Sample | 1613 | 180 | 168 | 181 | 154 | 117 | 126 | 162 | 128 | 136 | 1348 | 289 | 943 | 720 | 1015 | 598 |
| Total | 1715 | 251 | 265 | 172 | 121 | 117 | 131 | 150 | 63 | 184 | 1493 | 222 | 1124 | 591 | 1066 | 649 |
| | | 15% | 15% | 10% | 7% | 7% | 8% | 9% | 4% | 11% | 87% | 13% | 66% | 34% | 62% | 38% |
| Laptop | 1367 | 203 | 217 | 118 | 89 | 97 | 97 | 125 | 53 | 156 | 1194 | 173 | 940 | 426 | 832 | 535 |
| | 80% | 81% | 82% | 69% | 74% | 82% | 74% | 83% | 84% | 85% | 80% | 78% | 84% | 72% | 78% | 82% |
| | | c | c | | | c | | cd | cd | cdf | | | m | | | n |
| | | 15% | 16% | 9% | 7% | 7% | 7% | 9% | 4% | 11% | 87% | 13% | 69% | 31% | 61% | 39% |
| Tablet computer (e.g. iPad) | 876 | 126 | 131 | 98 | 62 | 40 | 60 | 80 | 40 | 94 | 763 | 113 | 614 | 261 | 552 | 324 |
| | 51% | 50% | 50% | 57% | 52% | 34% | 46% | 53% | 63% | 51% | 51% | 51% | 55% | 44% | 52% | 50% |
| | | e | e | e | e | | | e | abefi | e | | | m | | | |
| | | 14% | 15% | 11% | 7% | 5% | 7% | 9% | 5% | 11% | 87% | 13% | 70% | 30% | 63% | 37% |
| Smartphone | 856 | 144 | 118 | 98 | 56 | 54 | 54 | 87 | 28 | 96 | 771 | 85 | 635 | 221 | 504 | 352 |
| | 50% | 57% | 44% | 57% | 47% | 46% | 41% | 58% | 44% | 52% | 52% | 38% | 57% | 37% | 47% | 54% |
| | | bfi | | bfi | | | | bfi | | | k | | m | | | n |
| | | 17% | 14% | 11% | 7% | 6% | 6% | 10% | 3% | 11% | 90% | 10% | 74% | 26% | 59% | 41% |
| Desktop PC | 602 | 64 | 135 | 72 | 43 | 44 | 40 | 60 | 19 | 55 | 514 | 88 | 370 | 232 | 422 | 180 |
| | 35% | 26% | 51% | 42% | 35% | 37% | 30% | 40% | 30% | 30% | 34% | 40% | 33% | 39% | 40% | 28% |
| | | | adeefghi | afhi | a | a | | a | | | | | | l | o | |
| | | 11% | 23% | 12% | 7% | 7% | 7% | 10% | 3% | 9% | 85% | 15% | 62% | 38% | 70% | 30% |
| Games console | 319 | 27 | 65 | 39 | 30 | 5 | 19 | 32 | 16 | 36 | 279 | 40 | 237 | 82 | 225 | 94 |
| | 19% | 11% | 24% | 23% | 24% | 5% | 14% | 21% | 26% | 20% | 19% | 18% | 21% | 14% | 21% | 14% |
| | | | aef | ae | aef | | e | ae | aef | ae | | | m | | o | |
| | | 8% | 20% | 12% | 9% | 2% | 6% | 10% | 5% | 11% | 87% | 13% | 74% | 26% | 71% | 29% |
| E-reader (e.g. Kindle) | 219 | 14 | 61 | 26 | 16 | 7 | 13 | 23 | 13 | 16 | 190 | 29 | 169 | 50 | 169 | 50 |
| | 13% | 6% | 23% | 15% | 14% | 6% | 10% | 16% | 21% | 9% | 13% | 13% | 15% | 8% | 16% | 8% |
| | | | adeefi | ae | ae | | | ae | aefi | | | | m | | o | |
| | | 7% | 28% | 12% | 7% | 3% | 6% | 11% | 6% | 7% | 87% | 13% | 77% | 23% | 77% | 23% |

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

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QE31 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi)? (MULTI CODE)

Base : Those using a wireless internet connection at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2374 | 190 | 181 | 191 | 162 | 124 | 134 | 174 | 135 | 146 | 1723 | 651 | 1363 | 1010 | 1551 | 823 |
| Effective Weighted Sample | 1613 | 180 | 168 | 181 | 154 | 117 | 126 | 162 | 128 | 136 | 1348 | 289 | 943 | 720 | 1015 | 598 |
| Total | 1715 | 251 | 265 | 172 | 121 | 117 | 131 | 150 | 63 | 184 | 1493 | 222 | 1124 | 591 | 1066 | 649 |
| | | 15% | 15% | 10% | 7% | 7% | 8% | 9% | 4% | 11% | 87% | 13% | 66% | 34% | 62% | 38% |
| TV set | 174 | 18 | 45 | 22 | 12 | - | 5 | 15 | 6 | 17 | 159 | 16 | 135 | 39 | 118 | 57 |
| | 10% | 7% | 17% | 13% | 10% | -% | 4% | 10% | 10% | 9% | 11% | 7% | 12% | 7% | 11% | 9% |
| | | e | aefi | ef | ef | | e | ef | ef | e | | | m | | | |
| | | 10% | 26% | 12% | 7% | -% | 3% | 8% | 4% | 10% | 91% | 9% | 78% | 22% | 68% | 32% |
| Netbook | 150 | 17 | 25 | 11 | 7 | 15 | 12 | 12 | 10 | 22 | 132 | 18 | 111 | 39 | 96 | 54 |
| | 9% | 7% | 10% | 6% | 6% | 13% | 9% | 8% | 15% | 12% | 9% | 8% | 10% | 7% | 9% | 8% |
| | | | | | | d | | | acd | | | | m | | | |
| | | 12% | 17% | 7% | 5% | 10% | 8% | 8% | 6% | 14% | 88% | 12% | 74% | 26% | 64% | 36% |
| Other portable/ handheld device (e.g. portable games console/ iPod Touch) | 66 | 3 | 24 | 14 | 6 | 1 | 2 | 5 | 2 | 3 | 53 | 14 | 54 | 12 | 50 | 16 |
| | 4% | 1% | 9% | 8% | 5% | 1% | 2% | 4% | 4% | 2% | 4% | 6% | 5% | 2% | 5% | 2% |
| | | | aefgi | aefi | | | | | | | | j | m | | o | |
| | | 5% | 37% | 20% | 8% | 2% | 3% | 8% | 3% | 4% | 80% | 20% | 82% | 18% | 76% | 24% |
| None of these | 2 | - | - | 1 | 1 | - | - | 1 | - | - | 2 | - | 1 | 1 | 1 | 1 |
| | *% | -% | -% | *% | 1% | -% | -% | 1% | -% | -% | *% | -% | *% | *% | *% | *% |
| | | -% | -% | 28% | 36% | -% | -% | 36% | -% | -% | 100% | -% | 72% | 28% | 64% | 36% |
| Don't know | 6 | - | 2 | 1 | - | - | 1 | 1 | * | - | 5 | 1 | 4 | 2 | 5 | 1 |
| | *% | -% | 1% | 1% | -% | -% | 1% | 1% | 1% | -% | *% | *% | *% | *% | *% | *% |
| | | -% | 36% | 18% | -% | -% | 15% | 16% | 8% | -% | 86% | 14% | 64% | 36% | 78% | 22% |
| Mean number of types of devices | 2.7 | 2.5 | 3.1 | 2.9 | 2.7 | 2.2 | 2.3 | 2.9 | 3.0 | 2.7 | 2.7 | 2.6 | 2.9 | 2.3 | 2.8 | 2.6 |
| | | | ade | aef | ef | | | aef | aef | ef | | | m | | o | |
| Standard deviation | 1.62 | 1.29 | 1.93 | 1.69 | 1.60 | 1.16 | 1.40 | 1.79 | 1.74 | 1.55 | 1.62 | 1.59 | 1.67 | 1.43 | 1.69 | 1.49 |
| Standard error | .03 | .09 | .14 | .12 | .13 | .10 | .12 | .14 | .15 | .13 | .04 | .06 | .05 | .04 | .04 | .05 |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 87

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

QE32 (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

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | g | h | ~i | ~j | ~k | l | m | n | o | ~p | q | r |
| Unweighted total | 794 | 391 | 403 | 32 | 48 | 131 | 583 | 326 | 120 | 42 | 12 | 69 | 163 | 176 | 383 | 476 | 97 | 114 | 107 |
| Effective Weighted Sample | 558 | 274 | 285 | 23 | 33 | 98 | 411 | 233 | 79 | 33 | 7 | 51 | 106 | 129 | 272 | 419 | 65 | 74 | 97 |
| Total | 452 | 210 | 241 | 23 | 33 | 90 | 306 | 182 | 59 | 30 | 6 | 46 | 88 | 93 | 223 | 371 | 42 | 25 | 14 |
| | | 47% | 53% | ** | ** | 20% | 68% | 40% | 13% | ** | ** | ** | 19% | 21% | 49% | 82% | ** | 5% | 3% |
| Certain to | 10 | 3 | 6 | ** | ** | 2 | 4 | 2 | 1 | ** | ** | ** | 2 | - | 5 | 9 | ** | - | - |
| | 2% | 2% | 3% | ** | ** | 2% | 1% | 1% | 2% | ** | ** | ** | 3% | -% | 2% | 2% | ** | -% | -% |
| | | 34% | 66% | ** | ** | 19% | 42% | 20% | 11% | ** | ** | ** | 23% | -% | 54% | 93% | ** | -% | -% |
| Very likely | 16 | 8 | 8 | ** | ** | 4 | 4 | 8 | 2 | ** | ** | ** | 3 | 1 | 8 | 14 | ** | 1 | * |
| | 3% | 4% | 3% | ** | ** | 4% | 1% | 5% | 3% | ** | ** | ** | 3% | 1% | 4% | 4% | ** | 5% | 1% |
| | | 51% | 49% | ** | ** | 22% | 27% | 52% | 11% | ** | ** | ** | 19% | 5% | 50% | 92% | ** | 8% | 1% |
| Likely | 34 | 13 | 20 | ** | ** | 17 | 11 | 10 | 6 | ** | ** | ** | 5 | 9 | 16 | 31 | ** | 1 | 1 |
| | 7% | 6% | 8% | ** | ** | 19% | 3% | 5% | 11% | ** | ** | ** | 6% | 10% | 7% | 8% | ** | 4% | 5% |
| | | | | | | f | | | | | | | | | | | | | |
| | | 40% | 60% | ** | ** | 50% | 31% | 30% | 19% | ** | ** | ** | 15% | 28% | 47% | 91% | ** | 3% | 2% |
| Unlikely | 45 | 27 | 17 | ** | ** | 16 | 18 | 19 | 6 | ** | ** | ** | 6 | 9 | 26 | 37 | ** | 3 | 1 |
| | 10% | 13% | 7% | ** | ** | 18% | 6% | 10% | 10% | ** | ** | ** | 7% | 10% | 12% | 10% | ** | 12% | 9% |
| | | b | | | | f | | | | | | | | | | | | | |
| | | 61% | 39% | ** | ** | 37% | 39% | 42% | 13% | ** | ** | ** | 14% | 21% | 58% | 83% | ** | 7% | 3% |
| Very unlikely | 73 | 30 | 43 | ** | ** | 15 | 51 | 31 | 12 | ** | ** | ** | 14 | 15 | 36 | 54 | ** | 5 | 3 |
| | 16% | 14% | 18% | ** | ** | 16% | 17% | 17% | 21% | ** | ** | ** | 16% | 17% | 16% | 15% | ** | 21% | 22% |
| | | 41% | 59% | ** | ** | 20% | 71% | 42% | 17% | ** | ** | ** | 19% | 21% | 49% | 75% | ** | 7% | 4% |
| Certain not to | 234 | 109 | 125 | ** | ** | 27 | 200 | 101 | 27 | ** | ** | ** | 53 | 44 | 115 | 188 | ** | 12 | 9 |
| | 52% | 52% | 52% | ** | ** | 30% | 65% | 56% | 46% | ** | ** | ** | 60% | 48% | 51% | 51% | ** | 50% | 60% |
| | | | | | | e | | | | | | | | | | | | | |
| | | 47% | 53% | ** | ** | 12% | 85% | 43% | 11% | ** | ** | ** | 23% | 19% | 49% | 80% | ** | 5% | 4% |
| Don't know | 41 | 20 | 21 | ** | ** | 9 | 19 | 12 | 4 | ** | ** | ** | 4 | 14 | 18 | 37 | ** | 2 | 1 |
| | 9% | 9% | 9% | ** | ** | 11% | 6% | 6% | 7% | ** | ** | ** | 5% | 15% | 8% | 10% | ** | 7% | 4% |
| | | | | | | | | | | | | | | ln | | r | | | |
| | | 48% | 52% | ** | ** | 23% | 45% | 28% | 11% | ** | ** | ** | 11% | 33% | 43% | 91% | ** | 4% | 1% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 87

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

QE32 (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

| | Total | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|--|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | | j | k | l | m | n | o |
| Unweighted total | 794 | 40 | 43 | 37 | 55 | 73 | 63 | 41 | 65 | 59 | | 583 | 211 | 138 | 654 | 475 | 319 |
| Effective Weighted Sample | 558 | 38 | 42 | 35 | 53 | 69 | 60 | 39 | 63 | 55 | | 469 | 93 | 100 | 469 | 327 | 232 |
| Total | 452 | 43 | 47 | 28 | 33 | 56 | 53 | 29 | 24 | 57 | | 392 | 60 | 104 | 347 | 265 | 186 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 87% | 13% | 23% | 77% | 59% | 41% |
| Certain to | 10 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 10 | * | 3 | 7 | 7 | 3 |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 2% | % | 3% | 2% | 3% | 1% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 99% | 1% | 32% | 68% | 74% | 26% |
| Very likely | 16 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 13 | 2 | 6 | 9 | 9 | 7 |
| | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 3% | 4% | 6% | 3% | 3% | 4% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 85% | 15% | 41% | 59% | 55% | 45% |
| Likely | 34 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 30 | 4 | 13 | 20 | 14 | 19 |
| | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 8% | 7% | 13% | 6% | 5% | 10% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 88% | 12% | m | 40% | 60% | 58% |
| Unlikely | 45 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 39 | 6 | 16 | 29 | 23 | 21 |
| | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 10% | 9% | 15% | 8% | 9% | 11% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 87% | 13% | m | 35% | 65% | 48% |
| Very unlikely | 73 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 61 | 12 | 15 | 58 | 45 | 28 |
| | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 16% | 19% | 15% | 17% | 17% | 15% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 84% | 16% | 21% | 79% | 62% | 38% |
| Certain not to | 234 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 203 | 31 | 34 | 200 | 147 | 87 |
| | 52% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 52% | 51% | 33% | 57% | 55% | 47% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 87% | 13% | l | 85% | 63% | 37% |
| Don't know | 41 | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 35 | 6 | 16 | 25 | 20 | 21 |
| | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 9% | 9% | 15% | 7% | 8% | 11% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | 86% | 14% | m | 39% | 61% | 51% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 88

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

QE33 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

| | GENDER | | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|----------------------------------|--------|------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | ~e | f | g | h | ~i | ~j | ~k | l | m | n | o | ~p | ~q | ~r |
| Unweighted total | 656 | 325 | 331 | 15 | 22 | 90 | 529 | 281 | 101 | 24 | 7 | 54 | 140 | 142 | 317 | 371 | 87 | 99 | 99 |
| Effective Weighted Sample | 455 | 225 | 232 | 12 | 14 | 64 | 369 | 201 | 67 | 18 | 4 | 39 | 91 | 103 | 222 | 328 | 60 | 63 | 90 |
| Total | 351 | 166 | 186 | 12 | 13 | 58 | 269 | 151 | 45 | 17 | 3 | 31 | 73 | 69 | 176 | 279 | 39 | 21 | 13 |
| | | 47% | 53% | ** | ** | ** | 76% | 43% | 13% | ** | ** | ** | 21% | 20% | 50% | 79% | ** | ** | ** |
| No need | 208 | 100 | 109 | ** | ** | ** | 176 | 82 | 28 | ** | ** | ** | 46 | 46 | 97 | 171 | ** | ** | ** |
| | 59% | 60% | 58% | ** | ** | ** | 66% | 55% | 62% | ** | ** | ** | 62% | 67% | 55% | 61% | ** | ** | ** |
| | | 48% | 52% | ** | ** | ** | 85% | 39% | 13% | ** | ** | ** | 22% | 22% | 47% | 82% | ** | ** | ** |
| Don't want a computer | 103 | 46 | 57 | ** | ** | ** | 85 | 37 | 17 | ** | ** | ** | 22 | 21 | 49 | 84 | ** | ** | ** |
| | 29% | 28% | 31% | ** | ** | ** | 32% | 25% | 38% | ** | ** | ** | 30% | 30% | 28% | 30% | ** | ** | ** |
| | | 45% | 55% | ** | ** | ** | 83% | 36% | 17% | ** | ** | ** | 21% | 20% | 48% | 82% | ** | ** | ** |
| Too old to use the internet | 90 | 39 | 52 | ** | ** | ** | 88 | 41 | 12 | ** | ** | ** | 16 | 13 | 47 | 72 | ** | ** | ** |
| | 26% | 23% | 28% | ** | ** | ** | 33% | 28% | 26% | ** | ** | ** | 22% | 19% | 26% | 26% | ** | ** | ** |
| | | 43% | 57% | ** | ** | ** | 97% | 46% | 13% | ** | ** | ** | 18% | 15% | 52% | 79% | ** | ** | ** |
| Too expensive to set up | 76 | 34 | 42 | ** | ** | ** | 35 | 42 | 11 | ** | ** | ** | 10 | 10 | 53 | 53 | ** | ** | ** |
| | 22% | 20% | 23% | ** | ** | ** | 13% | 28% | 24% | ** | ** | ** | 14% | 15% | 30% | 19% | ** | ** | ** |
| | | 45% | 55% | ** | ** | ** | 46% | 56% | 14% | ** | ** | ** | 14% | 14% | 70% | 71% | ** | ** | ** |
| Don't know how you use computers | 70 | 34 | 36 | ** | ** | ** | 64 | 34 | 12 | ** | ** | ** | 8 | 15 | 43 | 48 | ** | ** | ** |
| | 20% | 20% | 19% | ** | ** | ** | 24% | 22% | 27% | ** | ** | ** | 11% | 22% | 24% | 17% | ** | ** | ** |
| | | 48% | 52% | ** | ** | ** | 92% | 48% | 17% | ** | ** | ** | 12% | 22% | 62% | 69% | ** | ** | ** |
| Charges are too expensive | 34 | 15 | 20 | ** | ** | ** | 18 | 19 | 5 | ** | ** | ** | 7 | 4 | 22 | 23 | ** | ** | ** |
| | 10% | 9% | 11% | ** | ** | ** | 7% | 13% | 10% | ** | ** | ** | 10% | 6% | 12% | 8% | ** | ** | ** |
| | | 42% | 58% | ** | ** | ** | 52% | 55% | 14% | ** | ** | ** | 20% | 11% | 64% | 67% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 88

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QE33 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | ~e | f | g | h | ~i | ~j | ~k | l | m | n | o | ~p | ~q | ~r |
| Unweighted total | 656 | 325 | 331 | 15 | 22 | 90 | 529 | 281 | 101 | 24 | 7 | 54 | 140 | 142 | 317 | 371 | 87 | 99 | 99 |
| Effective Weighted Sample | 455 | 225 | 232 | 12 | 14 | 64 | 369 | 201 | 67 | 18 | 4 | 39 | 91 | 103 | 222 | 328 | 60 | 63 | 90 |
| Total | 351 | 166 | 186 | 12 | 13 | 58 | 269 | 151 | 45 | 17 | 3 | 31 | 73 | 69 | 176 | 279 | 39 | 21 | 13 |
| | | 47% | 53% | ** | ** | ** | 76% | 43% | 13% | ** | ** | ** | 21% | 20% | 50% | 79% | ** | ** | ** |
| Computer is too expensive to buy | 25 | 11 | 14 | ** | ** | ** | 17 | 9 | 6 | ** | ** | ** | 7 | 2 | 15 | 20 | ** | ** | ** |
| | 7% | 7% | 8% | ** | ** | ** | 6% | 6% | 13% | ** | ** | ** | 10% | 3% | 8% | 7% | ** | ** | ** |
| | | 44% | 56% | ** | ** | ** | 69% | 37% | 23% | ** | ** | ** | 28% | 9% | 58% | 78% | ** | ** | ** |
| Friends/ family member checks things on the internet for me | 22 | 10 | 12 | ** | ** | ** | 18 | 8 | 7 | ** | ** | ** | 2 | 6 | 11 | 17 | ** | ** | ** |
| | 6% | 6% | 7% | ** | ** | ** | 7% | 5% | 15% | ** | ** | ** | 2% | 9% | 6% | 6% | ** | ** | ** |
| | | 45% | 55% | ** | ** | ** | 81% | 37% | 30% | ** | ** | ** | 8% | 28% | 51% | 75% | ** | ** | ** |
| Don't have a phone line | 16 | 10 | 6 | ** | ** | ** | 6 | 10 | 1 | ** | ** | ** | 1 | 3 | 11 | 12 | ** | ** | ** |
| | 5% | 6% | 3% | ** | ** | ** | 2% | 7% | 2% | ** | ** | ** | 1% | 5% | 6% | 4% | ** | ** | ** |
| | | 62% | 38% | ** | ** | ** | 35% | 63% | 4% | ** | ** | ** | 6% | 20% | 66% | 75% | ** | ** | ** |
| Satisfied with using the internet elsewhere | 10 | 4 | 6 | ** | ** | ** | 3 | 2 | 1 | ** | ** | ** | 2 | 3 | 3 | 9 | ** | ** | ** |
| | 3% | 2% | 3% | ** | ** | ** | 1% | 1% | 3% | ** | ** | ** | 2% | 4% | 2% | 3% | ** | ** | ** |
| | | 37% | 63% | ** | ** | ** | 31% | 20% | 12% | ** | ** | ** | 17% | 26% | 33% | 89% | ** | ** | ** |
| Worries/ concerns about privacy issues | 8 | 2 | 6 | ** | ** | ** | 5 | 2 | 1 | ** | ** | ** | 3 | 1 | 2 | 7 | ** | ** | ** |
| | 2% | 1% | 3% | ** | ** | ** | 2% | 1% | 2% | ** | ** | ** | 4% | 1% | 1% | 3% | ** | ** | ** |
| | | 29% | 71% | ** | ** | ** | 65% | 28% | 10% | ** | ** | ** | 34% | 11% | 27% | 91% | ** | ** | ** |
| Concerned about security/ fraud | 7 | 2 | 4 | ** | ** | ** | 6 | 1 | 1 | ** | ** | ** | 3 | 1 | 2 | 6 | ** | ** | ** |
| | 2% | 1% | 2% | ** | ** | ** | 2% | 1% | 2% | ** | ** | ** | 4% | 1% | 1% | 2% | ** | ** | ** |
| | | 36% | 64% | ** | ** | ** | 82% | 18% | 14% | ** | ** | ** | 45% | 11% | 25% | 84% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 88

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QE33 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

| | GENDER | | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|--------|------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|------|-----|-----|-------------|--------------|-------|----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | ~e | f | g | h | ~i | ~j | ~k | l | m | n | o | ~p | ~q | ~r |
| Unweighted total | 656 | 325 | 331 | 15 | 22 | 90 | 529 | 281 | 101 | 24 | 7 | 54 | 140 | 142 | 317 | 371 | 87 | 99 | 99 |
| Effective Weighted Sample | 455 | 225 | 232 | 12 | 14 | 64 | 369 | 201 | 67 | 18 | 4 | 39 | 91 | 103 | 222 | 328 | 60 | 63 | 90 |
| Total | 351 | 166 | 186 | 12 | 13 | 58 | 269 | 151 | 45 | 17 | 3 | 31 | 73 | 69 | 176 | 279 | 39 | 21 | 13 |
| | | 47% | 53% | ** | ** | ** | 76% | 43% | 13% | ** | ** | ** | 21% | 20% | 50% | 79% | ** | ** | ** |
| Satisfied with using the internet at work | 4 | 4 | - | ** | ** | ** | 1 | - | - | ** | ** | ** | 4 | - | - | 3 | ** | ** | ** |
| | 1% | 2% | -% | ** | ** | ** | *% | -% | -% | ** | ** | ** | 6% | -% | -% | 1% | ** | ** | ** |
| | | b | | | | | | | | | | | mn | | | | | | |
| | | 100% | -% | ** | ** | ** | 15% | -% | -% | ** | ** | ** | 100% | -% | -% | 78% | ** | ** | ** |
| Health reasons - bad eyesight | 3 | 2 | 1 | ** | ** | ** | 2 | 1 | - | ** | ** | ** | 1 | 1 | 1 | 2 | ** | ** | ** |
| | 1% | 1% | *% | ** | ** | ** | 1% | *% | -% | ** | ** | ** | 1% | 1% | 1% | 1% | ** | ** | ** |
| | | 78% | 22% | ** | ** | ** | 73% | 20% | -% | ** | ** | ** | 31% | 20% | 49% | 80% | ** | ** | ** |
| Other | 2 | * | 2 | ** | ** | ** | 1 | 1 | * | ** | ** | ** | - | * | 1 | 2 | ** | ** | ** |
| | 1% | *% | 1% | ** | ** | ** | *% | 1% | 1% | ** | ** | ** | -% | *% | *% | 1% | ** | ** | ** |
| | | 9% | 91% | ** | ** | ** | 55% | 33% | 13% | ** | ** | ** | -% | 13% | 38% | 76% | ** | ** | ** |
| ANY INVOLUNTARY REASONS | 228 | 105 | 123 | ** | ** | ** | 168 | 107 | 31 | ** | ** | ** | 44 | 36 | 127 | 173 | ** | ** | ** |
| | 65% | 64% | 66% | ** | ** | ** | 63% | 71% | 70% | ** | ** | ** | 60% | 53% | 72% | 62% | ** | ** | ** |
| | | 46% | 54% | ** | ** | ** | 74% | 47% | 14% | ** | ** | ** | 19% | 16% | 56% | 76% | ** | ** | ** |
| ANY VOLUNTARY REASONS | 267 | 128 | 138 | ** | ** | ** | 215 | 104 | 37 | ** | ** | ** | 54 | 60 | 127 | 218 | ** | ** | ** |
| | 76% | 77% | 74% | ** | ** | ** | 80% | 69% | 83% | ** | ** | ** | 74% | 87% | 72% | 78% | ** | ** | ** |
| | | 48% | 52% | ** | ** | ** | 81% | 39% | 14% | ** | ** | ** | 20% | 22% | 48% | 82% | ** | ** | ** |
| ONLY VOLUNTARY REASONS | 121 | 59 | 61 | ** | ** | ** | 99 | 42 | 13 | ** | ** | ** | 28 | 32 | 48 | 104 | ** | ** | ** |
| | 34% | 36% | 33% | ** | ** | ** | 37% | 28% | 29% | ** | ** | ** | 39% | 46% | 27% | 37% | ** | ** | ** |
| | | 49% | 51% | ** | ** | ** | 82% | 35% | 11% | ** | ** | ** | n | n | 39% | 86% | ** | ** | ** |
| | | | | | | | | | | | | | 23% | 26% | | | | | |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 88

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

QE33 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

| | GENDER | | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|--------|------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | ~e | f | g | h | ~i | ~j | ~k | l | m | n | o | ~p | ~q | ~r |
| Unweighted total | 656 | 325 | 331 | 15 | 22 | 90 | 529 | 281 | 101 | 24 | 7 | 54 | 140 | 142 | 317 | 371 | 87 | 99 | 99 |
| Effective Weighted Sample | 455 | 225 | 232 | 12 | 14 | 64 | 369 | 201 | 67 | 18 | 4 | 39 | 91 | 103 | 222 | 328 | 60 | 63 | 90 |
| Total | 351 | 166 | 186 | 12 | 13 | 58 | 269 | 151 | 45 | 17 | 3 | 31 | 73 | 69 | 176 | 279 | 39 | 21 | 13 |
| | | 47% | 53% | ** | ** | ** | 76% | 43% | 13% | ** | ** | ** | 21% | 20% | 50% | 79% | ** | ** | ** |
| Don't know | 3 | 1 | 1 | ** | ** | ** | 2 | 2 | * | ** | ** | ** | 1 | 1 | 1 | 2 | ** | ** | ** |
| | 1% | 1% | 1% | ** | ** | ** | 1% | 1% | *% | ** | ** | ** | 1% | 1% | 1% | 1% | ** | ** | ** |
| | | 46% | 54% | ** | ** | ** | 68% | 68% | 8% | ** | ** | ** | 22% | 24% | 54% | 78% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 88

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

QE33 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|----------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | ~l | m | n | o |
| Unweighted total | 656 | 27 | 31 | 29 | 44 | 56 | 48 | 38 | 51 | 47 | 472 | 184 | 95 | 559 | 406 | 250 |
| Effective Weighted Sample | 455 | 26 | 30 | 28 | 43 | 53 | 46 | 36 | 50 | 44 | 380 | 80 | 66 | 396 | 275 | 181 |
| Total | 351 | 28 | 34 | 20 | 25 | 43 | 39 | 27 | 18 | 45 | 303 | 48 | 65 | 286 | 215 | 136 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | 14% | ** | 81% | 61% | 39% |
| No need | 208 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 182 | 27 | ** | 170 | 133 | 76 |
| | 59% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 60% | 56% | ** | 59% | 62% | 55% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | 13% | ** | 82% | 64% | 36% |
| Don't want a computer | 103 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85 | 18 | ** | 85 | 66 | 37 |
| | 29% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 28% | 37% | ** | 30% | 31% | 27% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 83% | 17% | ** | 82% | 64% | 36% |
| Too old to use the internet | 90 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 77 | 14 | ** | 89 | 58 | 32 |
| | 26% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25% | 28% | ** | 31% | 27% | 24% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | 15% | ** | 99% | 64% | 36% |
| Too expensive to set up | 76 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 65 | 10 | ** | 55 | 36 | 40 |
| | 22% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22% | 22% | ** | 19% | 17% | 30% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | 14% | ** | 73% | 47% | 53% |
| Don't know how you use computers | 70 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 59 | 11 | ** | 61 | 42 | 28 |
| | 20% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19% | 22% | ** | 21% | 20% | 20% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | 15% | ** | 88% | 60% | 40% |
| Charges are too expensive | 34 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 30 | 5 | ** | 27 | 15 | 19 |
| | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | 10% | ** | 9% | 7% | 14% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | 14% | ** | 77% | 44% | 56% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 88

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

QE33 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | ~l | m | n | o |
| Unweighted total | 656 | 27 | 31 | 29 | 44 | 56 | 48 | 38 | 51 | 47 | 472 | 184 | 95 | 559 | 406 | 250 |
| Effective Weighted Sample | 455 | 26 | 30 | 28 | 43 | 53 | 46 | 36 | 50 | 44 | 380 | 80 | 66 | 396 | 275 | 181 |
| Total | 351 | 28 | 34 | 20 | 25 | 43 | 39 | 27 | 18 | 45 | 303 | 48 | 65 | 286 | 215 | 136 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | 14% | ** | 81% | 61% | 39% |
| Computer is too expensive to buy | 25 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24 | 2 | ** | 19 | 13 | 13 |
| | 7% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | 4% | ** | 7% | 6% | 9% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 93% | 7% | ** | 77% | 50% | 50% |
| Friends/ family member checks things on the internet for me | 22 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 19 | 4 | ** | 20 | 14 | 8 |
| | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | 8% | ** | 7% | 7% | 6% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 83% | 17% | ** | 90% | 64% | 36% |
| Don't have a phone line | 16 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 14 | 2 | ** | 12 | 7 | 10 |
| | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5% | 5% | ** | 4% | 3% | 7% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | 15% | ** | 74% | 40% | 60% |
| Satisfied with using the internet elsewhere | 10 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10 | * | ** | 4 | 5 | 6 |
| | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | 1% | ** | 2% | 2% | 4% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 97% | 3% | ** | 43% | 45% | 55% |
| Worries/ concerns about privacy issues | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8 | * | ** | 4 | 5 | 3 |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | 3% | ** | 1% | 2% | 2% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 98% | 2% | ** | 46% | 68% | 32% |
| Concerned about security/ fraud | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | * | ** | 4 | 6 | 1 |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | 3% | ** | 2% | 3% | 1% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 97% | 3% | ** | 66% | 83% | 17% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 88

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

QE33 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | ~l | m | n | o |
| Unweighted total | 656 | 27 | 31 | 29 | 44 | 56 | 48 | 38 | 51 | 47 | 472 | 184 | 95 | 559 | 406 | 250 |
| Effective Weighted Sample | 455 | 26 | 30 | 28 | 43 | 53 | 46 | 36 | 50 | 44 | 380 | 80 | 66 | 396 | 275 | 181 |
| Total | 351 | 28 | 34 | 20 | 25 | 43 | 39 | 27 | 18 | 45 | 303 | 48 | 65 | 286 | 215 | 136 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | 14% | ** | 81% | 61% | 39% |
| Satisfied with using the internet at work | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4 | * | ** | - | 1 | 3 |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | % | ** | -% | % | 2% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 98% | 2% | ** | -% | 17% | 83% |
| Health reasons - bad eyesight | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | - | ** | 3 | 2 | 1 |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | -% | ** | 1% | 1% | 1% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | -% | ** | 100% | 69% | 31% |
| Other | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | * | ** | 1 | 1 | 1 |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | % | ** | % | 1% | 1% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 93% | 7% | ** | 51% | 62% | 38% |
| ANY INVOLUNTARY REASONS | 228 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 199 | 29 | ** | 191 | 129 | 99 |
| | 65% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 66% | 60% | ** | 67% | 60% | 73% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | 13% | ** | 84% | 57% | 43% |
| ANY VOLUNTARY REASONS | 267 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 230 | 37 | ** | 212 | 166 | 101 |
| | 76% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 76% | 77% | ** | 74% | 77% | 74% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | 14% | ** | 79% | 62% | 38% |
| ONLY VOLUNTARY REASONS | 121 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 102 | 19 | ** | 92 | 84 | 36 |
| | 34% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 34% | 39% | ** | 32% | 39% | 26% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 84% | 16% | ** | 77% | 70% | 30% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 88

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

QE33 (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

| | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | ~l | m | n | o |
| Unweighted total | 656 | 27 | 31 | 29 | 44 | 56 | 48 | 38 | 51 | 47 | 472 | 184 | 95 | 559 | 406 | 250 |
| Effective Weighted Sample | 455 | 26 | 30 | 28 | 43 | 53 | 46 | 36 | 50 | 44 | 380 | 80 | 66 | 396 | 275 | 181 |
| Total | 351 | 28 | 34 | 20 | 25 | 43 | 39 | 27 | 18 | 45 | 303 | 48 | 65 | 286 | 215 | 136 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | 14% | ** | 81% | 61% | 39% |
| Don't know | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | * | ** | 2 | 2 | 1 |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | % | ** | 1% | 1% | 1% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 92% | 8% | ** | 92% | 60% | 40% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 89

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

QE34 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|----------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|----------|-----|----------|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | ~e | f | g | h | ~i | ~j | ~k | l | m | n | o | ~p | ~q | ~r |
| Unweighted total | 656 | 325 | 331 | 15 | 22 | 90 | 529 | 281 | 101 | 24 | 7 | 54 | 140 | 142 | 317 | 371 | 87 | 99 | 99 |
| Effective Weighted Sample | 455 | 225 | 232 | 12 | 14 | 64 | 369 | 201 | 67 | 18 | 4 | 39 | 91 | 103 | 222 | 328 | 60 | 63 | 90 |
| Total | 351 | 166 | 186 | 12 | 13 | 58 | 269 | 151 | 45 | 17 | 3 | 31 | 73 | 69 | 176 | 279 | 39 | 21 | 13 |
| | | 47% | 53% | ** | ** | ** | 76% | 43% | 13% | ** | ** | ** | 21% | 20% | 50% | 79% | ** | ** | ** |
| No need | 140 | 67 | 73 | ** | ** | ** | 121 | 56 | 15 | ** | ** | ** | 34 | 31 | 61 | 121 | ** | ** | ** |
| | 40% | 40% | 40% | ** | ** | ** | 45% | 37% | 34% | ** | ** | ** | 47% | 45% | 34% | 43% | ** | ** | ** |
| | | 48% | 52% | ** | ** | ** | 86% | 40% | 11% | ** | ** | ** | n 24% | 22% | 43% | 86% | ** | ** | ** |
| Too old to use the internet | 51 | 20 | 31 | ** | ** | ** | 51 | 24 | 6 | ** | ** | ** | 12 | 6 | 24 | 39 | ** | ** | ** |
| | 15% | 12% | 16% | ** | ** | ** | 19% | 16% | 13% | ** | ** | ** | 16% | 9% | 14% | 14% | ** | ** | ** |
| | | 40% | 60% | ** | ** | ** | 100% | 47% | 12% | ** | ** | ** | 23% | 12% | 48% | 76% | ** | ** | ** |
| Don't want a computer | 49 | 21 | 28 | ** | ** | ** | 38 | 17 | 8 | ** | ** | ** | 11 | 14 | 21 | 40 | ** | ** | ** |
| | 14% | 13% | 15% | ** | ** | ** | 14% | 11% | 17% | ** | ** | ** | 15% | 20% | 12% | 14% | ** | ** | ** |
| | | 43% | 57% | ** | ** | ** | 77% | 35% | 16% | ** | ** | ** | 22% | 28% | 42% | 82% | ** | ** | ** |
| Too expensive to set up | 37 | 18 | 18 | ** | ** | ** | 10 | 23 | 4 | ** | ** | ** | 5 | 5 | 26 | 25 | ** | ** | ** |
| | 10% | 11% | 10% | ** | ** | ** | 4% | 15% | 9% | ** | ** | ** | 7% | 7% | 15% | 9% | ** | ** | ** |
| | | 50% | 50% | ** | ** | ** | 28% | 63% | 11% | ** | ** | ** | 14% | 13% | m 72% | 68% | ** | ** | ** |
| Don't know how you use computers | 30 | 16 | 14 | ** | ** | ** | 28 | 13 | 5 | ** | ** | ** | 3 | 5 | 22 | 21 | ** | ** | ** |
| | 8% | 10% | 7% | ** | ** | ** | 10% | 9% | 12% | ** | ** | ** | 4% | 8% | 12% | 8% | ** | ** | ** |
| | | 53% | 47% | ** | ** | ** | 94% | 45% | 18% | ** | ** | ** | 9% | 18% | l 73% | 70% | ** | ** | ** |
| Charges are too expensive | 13 | 5 | 9 | ** | ** | ** | 4 | 6 | 2 | ** | ** | ** | 3 | 1 | 9 | 8 | ** | ** | ** |
| | 4% | 3% | 5% | ** | ** | ** | 1% | 4% | 5% | ** | ** | ** | 4% | 2% | 5% | 3% | ** | ** | ** |
| | | 36% | 64% | ** | ** | ** | 29% | 47% | 16% | ** | ** | ** | 20% | 9% | 66% | 61% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 89

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

QE34 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

| | GENDER | | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|---------|------------|------------|-----------|----------|----------|------------|------------------|-------------------|-------------------|----------|--------------|-----------|-----------|------------|-------------|--------------|----------|----------|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | ~e | f | g | h | ~i | ~j | ~k | l | m | n | o | ~p | ~q | ~r |
| Unweighted total | 656 | 325 | 331 | 15 | 22 | 90 | 529 | 281 | 101 | 24 | 7 | 54 | 140 | 142 | 317 | 371 | 87 | 99 | 99 |
| Effective Weighted Sample | 455 | 225 | 232 | 12 | 14 | 64 | 369 | 201 | 67 | 18 | 4 | 39 | 91 | 103 | 222 | 328 | 60 | 63 | 90 |
| Total | 351 | 166 47% | 186 53% | 12 ** | 13 ** | 58 ** | 269 76% | 151 43% | 45 13% | 17 ** | 3 ** | 31 ** | 73 21% | 69 20% | 176 50% | 279 79% | 39 ** | 21 ** | 13 ** |
| Friends/family member checks things on the internet for me | 5 2% | 4 2% | 2 1% | ** ** | ** ** | ** ** | 3 1% | 2 1% | 2 4% | ** ** | ** ** | ** ** | * *% | 3 4% | 2 1% | 4 1% | ** ** | ** ** | ** ** |
| | | 69% | 31% | ** | ** | ** | 64% | 32% | 30% | ** | ** | ** | 5% | 50% | 45% | 70% | ** | ** | ** |
| Don't have a phone line | 4 1% | 4 2% | * *% | ** ** | ** ** | ** ** | 1 *% | 2 2% | - -% | ** ** | ** ** | ** ** | - -% | 1 1% | 2 1% | 4 1% | ** ** | ** ** | ** ** |
| | | b 95% | 5% | ** | ** | ** | 15% | 55% | -% | ** | ** | ** | -% | 15% | 55% | 95% | ** | ** | ** |
| Satisfied with using the internet elsewhere | 4 1% | 2 1% | 2 1% | ** ** | ** ** | ** ** | 1 *% | 1 1% | - -% | ** ** | ** ** | ** ** | - -% | 1 1% | 2 1% | 3 1% | ** ** | ** ** | ** ** |
| | | 49% | 51% | ** | ** | ** | 31% | 21% | -% | ** | ** | ** | -% | 19% | 50% | 79% | ** | ** | ** |
| Computer is too expensive to buy | 4 1% | 1 1% | 3 1% | ** ** | ** ** | ** ** | 4 1% | 2 2% | 1 3% | ** ** | ** ** | ** ** | 1 1% | - -% | 3 2% | 4 1% | ** ** | ** ** | ** ** |
| | | 32% | 68% | ** | ** | ** | 100% | 63% | 37% | ** | ** | ** | 23% | -% | 77% | 92% | ** | ** | ** |
| Worries/ concerns about privacy issues | 4 1% | 1 1% | 2 1% | ** ** | ** ** | ** ** | 2 1% | * *% | - -% | ** ** | ** ** | ** ** | 1 2% | - -% | * *% | 3 1% | ** ** | ** ** | ** ** |
| | | 37% | 63% | ** | ** | ** | 46% | 7% | -% | ** | ** | ** | 31% | -% | 12% | 84% | ** | ** | ** |
| Health reasons - bad eyesight | 3 1% | 2 1% | 1 *% | ** ** | ** ** | ** ** | 2 1% | 1 *% | - -% | ** ** | ** ** | ** ** | 1 1% | 1 1% | 1 1% | 2 1% | ** ** | ** ** | ** ** |
| | | 78% | 22% | ** | ** | ** | 73% | 20% | -% | ** | ** | ** | 31% | 20% | 49% | 80% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 89

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

QE34 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|------------|------------|------------|-----------|----------|----------|------------|------------------|-------------------|-------------------|---------|--------------|-----------|-----------|------------|-------------|--------------|----------|----------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | ~e | f | g | h | ~i | ~j | ~k | l | m | n | o | ~p | ~q | ~r |
| Unweighted total | 656 | 325 | 331 | 15 | 22 | 90 | 529 | 281 | 101 | 24 | 7 | 54 | 140 | 142 | 317 | 371 | 87 | 99 | 99 |
| Effective Weighted Sample | 455 | 225 | 232 | 12 | 14 | 64 | 369 | 201 | 67 | 18 | 4 | 39 | 91 | 103 | 222 | 328 | 60 | 63 | 90 |
| Total | 351 | 166 47% | 186 53% | 12 ** | 13 ** | 58 ** | 269 76% | 151 43% | 45 13% | 17 ** | 3 ** | 31 ** | 73 21% | 69 20% | 176 50% | 279 79% | 39 ** | 21 ** | 13 ** |
| Satisfied with using the internet at work | 2 1% | 2 1% | - -% | ** | ** | ** | - -% | - -% | - -% | ** | ** | ** | 2 2% | - -% | - -% | 2 1% | ** | ** | ** |
| | | 100% | -% | ** | ** | ** | -% | -% | -% | ** | ** | ** | n 100% | -% | -% | 90% | ** | ** | ** |
| Other | 2 1% | 1 *% | 2 1% | ** | ** | ** | 2 1% | 1 1% | 1 3% | ** | ** | ** | 1 1% | 1 2% | 1 *% | 2 1% | ** | ** | ** |
| | | 31% | 69% | ** | ** | ** | 64% | 46% | 50% | ** | ** | ** | 29% | 42% | 29% | 75% | ** | ** | ** |
| ANY INVOLUNTARY REASONS | 146 41% | 68 41% | 77 42% | ** | ** | ** | 101 38% | 72 48% | 19 41% | ** | ** | ** | 25 34% | 19 27% | 88 50% | 106 38% | ** | ** | ** |
| | | 47% | 53% | ** | ** | ** | 70% | 50% | 13% | ** | ** | ** | 17% | 13% | 61% | 73% | ** | ** | ** |
| ANY VOLUNTARY REASONS | 201 57% | 95 58% | 105 57% | ** | ** | ** | 164 61% | 75 50% | 25 55% | ** | ** | ** | 47 64% | 48 70% | 86 49% | 170 61% | ** | ** | ** |
| | | 47% | 53% | ** | ** | ** | 82% | 38% | 12% | ** | ** | ** | n 23% | n 24% | | 43% | 85% | ** | ** |
| Don't know | 3 1% | 1 1% | 1 1% | ** | ** | ** | 2 1% | 2 1% | * *% | ** | ** | ** | 1 1% | 1 1% | 1 1% | 2 1% | ** | ** | ** |
| | | 48% | 52% | ** | ** | ** | 65% | 65% | 8% | ** | ** | ** | 21% | 23% | 52% | 75% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE34 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|----------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | ~l | m | n | o |
| Unweighted total | 656 | 27 | 31 | 29 | 44 | 56 | 48 | 38 | 51 | 47 | 472 | 184 | 95 | 559 | 406 | 250 |
| Effective Weighted Sample | 455 | 26 | 30 | 28 | 43 | 53 | 46 | 36 | 50 | 44 | 380 | 80 | 66 | 396 | 275 | 181 |
| Total | 351 | 28 | 34 | 20 | 25 | 43 | 39 | 27 | 18 | 45 | 303 | 48 | 65 | 286 | 215 | 136 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | 14% | ** | 81% | 61% | 39% |
| No need | 140 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 123 | 18 | ** | 112 | 94 | 46 |
| | 40% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 40% | 36% | ** | 39% | 44% | 34% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | 12% | ** | 80% | 67% | 33% |
| Too old to use the internet | 51 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 44 | 7 | ** | 51 | 34 | 17 |
| | 15% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | 14% | ** | 18% | 16% | 12% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | 13% | ** | 100% | 67% | 33% |
| Don't want a computer | 49 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 40 | 9 | ** | 39 | 29 | 20 |
| | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13% | 19% | ** | 14% | 14% | 14% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 82% | 18% | ** | 79% | 60% | 40% |
| Too expensive to set up | 37 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 32 | 5 | ** | 27 | 15 | 22 |
| | 10% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | 10% | ** | 9% | 7% | 16% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | 13% | ** | 74% | 41% | 59% |
| Don't know how you use computers | 30 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23 | 7 | ** | 28 | 17 | 13 |
| | 8% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8% | 14% | ** | 10% | 8% | 10% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 77% | 23% | ** | 95% | 56% | 44% |
| Charges are too expensive | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12 | 1 | ** | 10 | 7 | 7 |
| | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | 3% | ** | 3% | 3% | 5% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 90% | 10% | ** | 71% | 50% | 50% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 89

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QE34 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | ~l | m | n | o |
| Unweighted total | 656 | 27 | 31 | 29 | 44 | 56 | 48 | 38 | 51 | 47 | 472 | 184 | 95 | 559 | 406 | 250 |
| Effective Weighted Sample | 455 | 26 | 30 | 28 | 43 | 53 | 46 | 36 | 50 | 44 | 380 | 80 | 66 | 396 | 275 | 181 |
| Total | 351 | 28 | 34 | 20 | 25 | 43 | 39 | 27 | 18 | 45 | 303 | 48 | 65 | 286 | 215 | 136 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | 14% | ** | 81% | 61% | 39% |
| Friends/family member checks things on the internet for me | 5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | * | ** | 3 | 3 | 2 |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | 1% | ** | 1% | 1% | 2% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 93% | 7% | ** | 64% | 57% | 43% |
| Don't have a phone line | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4 | 1 | ** | 3 | 1 | 4 |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | 2% | ** | 1% | *% | 3% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 82% | 18% | ** | 70% | 18% | 82% |
| Satisfied with using the internet elsewhere | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4 | - | ** | 1 | 3 | 1 |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | -% | ** | *% | 2% | 1% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | -% | ** | 31% | 79% | 21% |
| Computer is too expensive to buy | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4 | - | ** | 3 | 3 | 1 |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | -% | ** | 1% | 1% | 1% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | -% | ** | 71% | 69% | 31% |
| Worries/ concerns about privacy issues | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4 | * | ** | 2 | 4 | - |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | *% | ** | 1% | 2% | -% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 98% | 2% | ** | 40% | 100% | -% |
| Health reasons - bad eyesight | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | - | ** | 3 | 2 | 1 |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | -% | ** | 1% | 1% | 1% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | -% | ** | 100% | 69% | 31% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE34 (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

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | Total | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | ~l | m | n | o |
| Unweighted total | 656 | 27 | 31 | 29 | 44 | 56 | 48 | 38 | 51 | 47 | 472 | 184 | 95 | 559 | 406 | 250 |
| Effective Weighted Sample | 455 | 26 | 30 | 28 | 43 | 53 | 46 | 36 | 50 | 44 | 380 | 80 | 66 | 396 | 275 | 181 |
| Total | 351 | 28 | 34 | 20 | 25 | 43 | 39 | 27 | 18 | 45 | 303 | 48 | 65 | 286 | 215 | 136 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | 14% | ** | 81% | 61% | 39% |
| Satisfied with using the internet at work | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | - | ** | - | - | 2 |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | -% | ** | -% | -% | 1% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | -% | ** | -% | -% | 100% |
| Other | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | * | ** | 2 | 2 | 1 |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | *% | ** | 1% | 1% | 1% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 94% | 6% | ** | 100% | 64% | 36% |
| ANY INVOLUNTARY REASONS | 146 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 125 | 21 | ** | 126 | 82 | 64 |
| | 41% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 41% | 43% | ** | 44% | 38% | 47% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | 14% | ** | 86% | 56% | 44% |
| ANY VOLUNTARY REASONS | 201 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 174 | 27 | ** | 155 | 130 | 70 |
| | 57% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 57% | 56% | ** | 54% | 60% | 52% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | 13% | ** | 77% | 65% | 35% |
| Don't know | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | * | ** | 2 | 2 | 1 |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | 1% | ** | 1% | 1% | 1% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | 12% | ** | 88% | 62% | 38% |

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

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Table 90

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QE35 (QEN11). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)

Base : All respondents in Scotland and Wales

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | -o | p | q | -r |
| Unweighted total | 992 | 479 | 513 | 119 | 144 | 296 | 433 | 201 | 139 | 119 | 168 | 210 | 303 | 223 | 254 | - | 501 | 491 | - |
| Effective Weighted Sample | 632 | 306 | 326 | 84 | 102 | 198 | 258 | 123 | 86 | 76 | 109 | 131 | 200 | 137 | 173 | - | 350 | 313 | - |
| Total | 347 | 165 | 181 | 49 | 60 | 119 | 119 | 75 | 39 | 38 | 58 | 73 | 95 | 67 | 111 | - | 221 | 125 | - |
| | | 48% | 52% | 14% | 17% | 34% | 34% | 22% | 11% | 11% | 17% | 21% | 27% | 19% | 32% | -% | 64% | 36% | -% |
| Yes | 119 | 65 | 54 | 23 | 19 | 48 | 29 | 24 | 11 | 14 | 25 | 33 | 34 | 21 | 31 | - | 86 | 33 | - |
| | 34% | 39% | 30% | 46% | 31% | 40% | 24% | 32% | 29% | 36% | 43% | 46% | 36% | 31% | 28% | -% | 39% | 26% | -% |
| | | b | | df | | f | | | | | h | mn | | | | | q | | |
| | | 54% | 46% | 19% | 16% | 41% | 25% | 20% | 9% | 12% | 21% | 28% | 29% | 17% | 26% | -% | 72% | 28% | -% |
| No | 190 | 88 | 102 | 23 | 32 | 59 | 77 | 42 | 22 | 20 | 29 | 33 | 51 | 39 | 66 | - | 120 | 70 | - |
| | 55% | 53% | 56% | 47% | 53% | 49% | 64% | 56% | 57% | 53% | 50% | 46% | 54% | 58% | 59% | -% | 54% | 56% | -% |
| | | | | | | | ce | | | | | | | k | k | | | | |
| | | 46% | 54% | 12% | 17% | 31% | 40% | 22% | 12% | 11% | 15% | 18% | 27% | 20% | 35% | -% | 63% | 37% | -% |
| Don't know | 38 | 13 | 25 | 3 | 9 | 12 | 13 | 9 | 5 | 4 | 4 | 6 | 10 | 8 | 14 | - | 16 | 22 | - |
| | 11% | 8% | 14% | 6% | 16% | 10% | 11% | 12% | 14% | 11% | 7% | 9% | 10% | 11% | 13% | -% | 7% | 18% | -% |
| | | | a | | c | | | | | | | | | | | | p | | |
| | | 34% | 66% | 8% | 25% | 32% | 35% | 24% | 14% | 11% | 10% | 16% | 26% | 20% | 37% | -% | 41% | 59% | -% |

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

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QE35 (QEN11). EXPLAIN SATELLITE BROADBAND Were you aware that satellite broadband is available? (SINGLE CODE)

Base : All respondents in Scotland and Wales

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 992 | - | - | - | - | - | - | - | - | - | 513 | 479 | 445 | 546 | 680 | 312 |
| Effective Weighted Sample | 632 | - | - | - | - | - | - | - | - | - | 443 | 431 | 311 | 323 | 405 | 244 |
| Total | 347 | - | - | - | - | - | - | - | - | - | 283 | 64 | 181 | 165 | 188 | 158 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 82% | 18% | 52% | 48% | 54% | 46% |
| Yes | 119 | - | - | - | - | - | - | - | - | - | 104 | 14 | 73 | 45 | 59 | 59 |
| | 34% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 37% | 22% | 40% | 28% | 31% | 38% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | k | | m | | | |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 88% | 12% | 62% | 38% | 50% | 50% |
| No | 190 | - | - | - | - | - | - | - | - | - | 145 | 45 | 91 | 99 | 107 | 84 |
| | 55% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 51% | 71% | 50% | 60% | 57% | 53% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | j | | l | | | |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 76% | 24% | 48% | 52% | 56% | 44% |
| Don't know | 38 | - | - | - | - | - | - | - | - | - | 33 | 4 | 17 | 21 | 23 | 15 |
| | 11% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 12% | 7% | 9% | 13% | 12% | 10% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | k | | | | | |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 89% | 11% | 45% | 55% | 60% | 40% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 91

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QE36 (QE30). Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (SINGLE CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Yes & currently using | 775 | 385 | 390 | 159 | 188 | 277 | 151 | 86 | 67 | 85 | 213 | 266 | 261 | 117 | 131 | 661 | 65 | 30 | 19 |
| | 31% | 32% | 30% | 42% | 42% | 32% | 18% | 19% | 24% | 31% | 45% | 42% | 35% | 25% | 19% | 31% | 30% | 24% | 27% |
| | | | | ef | ef | f | | | | g | ghi | lmn | mn | n | | q | | | |
| | | 50% | 50% | 21% | 24% | 36% | 19% | 11% | 9% | 11% | 27% | 34% | 34% | 15% | 17% | 85% | 8% | 4% | 2% |
| Yes but stopped using | 170 | 93 | 76 | 34 | 37 | 61 | 38 | 19 | 19 | 20 | 47 | 52 | 52 | 33 | 33 | 146 | 11 | 8 | 5 |
| | 7% | 8% | 6% | 9% | 8% | 7% | 5% | 4% | 7% | 7% | 10% | 8% | 7% | 7% | 5% | 7% | 5% | 6% | 7% |
| | | | | f | f | f | | | | | g | n | | | | | | | |
| | | 55% | 45% | 20% | 22% | 36% | 22% | 11% | 11% | 12% | 28% | 31% | 31% | 20% | 19% | 86% | 6% | 5% | 3% |
| TOTAL YES | 945 | 478 | 467 | 194 | 225 | 338 | 189 | 105 | 86 | 105 | 260 | 318 | 312 | 150 | 164 | 807 | 76 | 38 | 24 |
| | 37% | 39% | 35% | 51% | 50% | 38% | 23% | 23% | 31% | 38% | 55% | 50% | 42% | 32% | 24% | 38% | 34% | 30% | 34% |
| | | b | | ef | ef | f | | | g | g | ghi | lmn | mn | n | | q | | | |
| | | 51% | 49% | 20% | 24% | 36% | 20% | 11% | 9% | 11% | 28% | 34% | 33% | 16% | 17% | 85% | 8% | 4% | 3% |
| No never used | 1564 | 723 | 841 | 183 | 221 | 531 | 630 | 348 | 190 | 167 | 202 | 314 | 430 | 308 | 509 | 1286 | 145 | 87 | 46 |
| | 62% | 59% | 64% | 48% | 49% | 60% | 76% | 77% | 68% | 60% | 43% | 49% | 57% | 66% | 75% | 61% | 65% | 70% | 65% |
| | | | a | | | cd | cde | hij | ij | j | | | k | kl | klm | | | o | |
| | | 46% | 54% | 12% | 14% | 34% | 40% | 22% | 12% | 11% | 13% | 20% | 27% | 20% | 33% | 82% | 9% | 6% | 3% |
| Don't know | 30 | 16 | 14 | 5 | 2 | 10 | 14 | 1 | 2 | 4 | 7 | 6 | 10 | 6 | 8 | 29 | * | * | * |
| | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | | | d | | | | | | g | g | | | | | | | | |
| | | 53% | 47% | 15% | 5% | 34% | 46% | 3% | 8% | 14% | 24% | 20% | 34% | 21% | 26% | 96% | 1% | 1% | 1% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 91

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QE36 (QE30). Have you or anyone in your household ever used one of these services to make voice calls using the internet at home? (SINGLE CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Yes & currently using | 775 | 154 | 127 | 82 | 51 | 39 | 46 | 60 | 21 | 81 | 680 | 95 | 527 | 248 | 461 | 315 |
| | 31% | 48% | 37% | 37% | 29% | 18% | 19% | 29% | 20% | 28% | 31% | 28% | 37% | 22% | 30% | 32% |
| | | bcdefghi | efh | defhi | efh | | | efh | | efh | | | m | | | |
| | | 20% | 16% | 11% | 7% | 5% | 6% | 8% | 3% | 10% | 88% | 12% | 68% | 32% | 59% | 41% |
| Yes but stopped using | 170 | 25 | 21 | 16 | 10 | 11 | 6 | 15 | 10 | 32 | 150 | 19 | 123 | 46 | 101 | 68 |
| | 7% | 8% | 6% | 7% | 5% | 5% | 2% | 7% | 10% | 11% | 7% | 6% | 9% | 4% | 7% | 7% |
| | | f | | f | | | | f | f | bdef | | | m | | | |
| | | 15% | 12% | 9% | 6% | 7% | 3% | 9% | 6% | 19% | 89% | 11% | 73% | 27% | 60% | 40% |
| TOTAL YES | 945 | 179 | 148 | 97 | 60 | 50 | 52 | 75 | 31 | 113 | 831 | 114 | 650 | 295 | 562 | 383 |
| | 37% | 56% | 43% | 44% | 34% | 23% | 22% | 36% | 29% | 40% | 38% | 34% | 46% | 27% | 36% | 39% |
| | | bcdefghi | defh | defh | ef | | | ef | | efh | | | m | | | |
| | | 19% | 16% | 10% | 6% | 5% | 5% | 8% | 3% | 12% | 88% | 12% | 69% | 31% | 59% | 41% |
| No never used | 1564 | 140 | 187 | 122 | 117 | 168 | 183 | 132 | 74 | 165 | 1340 | 224 | 763 | 799 | 969 | 595 |
| | 62% | 44% | 54% | 55% | 66% | 76% | 77% | 63% | 69% | 58% | 61% | 66% | 54% | 72% | 62% | 60% |
| | | | a | a | abc | abcdgi | abcdgi | ab | abci | a | | | l | | | |
| | | 9% | 12% | 8% | 7% | 11% | 12% | 8% | 5% | 11% | 86% | 14% | 49% | 51% | 62% | 38% |
| Don't know | 30 | 3 | 11 | 1 | 1 | 2 | 3 | 2 | 2 | 6 | 28 | 3 | 13 | 17 | 21 | 9 |
| | 1% | 1% | 3% | *% | *% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 2% | 1% | 1% |
| | | | cd | | | | | | | | | | | | | |
| | | 9% | 36% | 3% | 2% | 5% | 11% | 5% | 6% | 19% | 92% | 8% | 43% | 57% | 71% | 29% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 92

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QE37 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|-----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1221 | 619 | 602 | 260 | 248 | 414 | 299 | 132 | 116 | 149 | 298 | 355 | 415 | 240 | 210 | 758 | 161 | 136 | 166 |
| Effective Weighted Sample | 841 | 426 | 415 | 177 | 179 | 290 | 204 | 97 | 78 | 99 | 210 | 246 | 288 | 167 | 151 | 655 | 120 | 89 | 151 |
| Total | 945 | 478 | 467 | 194 | 225 | 338 | 189 | 105 | 86 | 105 | 260 | 318 | 312 | 150 | 164 | 807 | 76 | 38 | 24 |
| | | 51% | 49% | 20% | 24% | 36% | 20% | 11% | 9% | 11% | 28% | 34% | 33% | 16% | 17% | 85% | 8% | 4% | 3% |
| Skype | 862 | 441 | 421 | 185 | 198 | 305 | 174 | 97 | 76 | 91 | 245 | 301 | 284 | 133 | 143 | 733 | 71 | 35 | 23 |
| | 91% | 92% | 90% | 95% | 88% | 90% | 92% | 92% | 88% | 87% | 94% | 95% | 91% | 88% | 88% | 91% | 93% | 94% | 94% |
| | | | | d | | | | | | | i | mn | | | | | | | |
| | | 51% | 49% | 21% | 23% | 35% | 20% | 11% | 9% | 11% | 28% | 35% | 33% | 15% | 17% | 85% | 8% | 4% | 3% |
| MSN Messenger | 39 | 19 | 20 | 6 | 10 | 19 | 4 | 2 | 9 | 9 | 6 | 8 | 16 | 6 | 9 | 37 | 1 | - | * |
| | 4% | 4% | 4% | 3% | 5% | 6% | 2% | 2% | 10% | 9% | 2% | 3% | 5% | 4% | 5% | 5% | 2% | -% | 1% |
| | | | | | | f | | | gj | gj | | | | | | qr | | | |
| | | 49% | 51% | 15% | 26% | 49% | 10% | 6% | 23% | 24% | 14% | 21% | 41% | 15% | 22% | 96% | 4% | -% | 1% |
| FaceTime | 36 | 14 | 21 | 5 | 11 | 13 | 7 | 2 | 4 | 4 | 10 | 11 | 16 | 7 | 2 | 27 | 4 | 3 | 1 |
| | 4% | 3% | 5% | 2% | 5% | 4% | 4% | 2% | 4% | 4% | 4% | 3% | 5% | 5% | 1% | 3% | 5% | 9% | 6% |
| | | | | | | | | | | | | n | | | | | | o | |
| | | 40% | 60% | 13% | 29% | 37% | 20% | 6% | 10% | 12% | 29% | 31% | 44% | 20% | 5% | 76% | 11% | 9% | 4% |
| Vonage | 15 | 12 | 4 | 1 | 4 | 8 | 1 | 3 | 1 | 2 | 5 | 4 | 3 | 6 | 3 | 15 | - | - | - |
| | 2% | 2% | 1% | 1% | 2% | 2% | 1% | 3% | 2% | 2% | 2% | 1% | 1% | 4% | 2% | 2% | -% | -% | -% |
| | | | | | | | | | | | | | | l | | | | | |
| | | 76% | 24% | 10% | 29% | 52% | 9% | 18% | 10% | 14% | 33% | 27% | 18% | 38% | 17% | 100% | -% | -% | -% |
| BT Broadband voice/Home Hub | 13 | 10 | 3 | 2 | 4 | 5 | 2 | 1 | * | 3 | 2 | 4 | 2 | 2 | 4 | 10 | 2 | 1 | * |
| | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | % | 2% | 1% | 1% | 1% | 1% | 3% | 1% | 2% | 3% | 2% |
| | | 73% | 27% | 14% | 31% | 37% | 18% | 5% | 2% | 20% | 19% | 31% | 19% | 16% | 35% | 76% | 14% | 7% | 3% |
| BT Communicator | 7 | 2 | 5 | 2 | 3 | 1 | 1 | 3 | 1 | 1 | - | 1 | 1 | * | 4 | 7 | - | * | - |
| | 1% | % | 1% | 1% | 1% | % | % | 3% | 2% | 1% | -% | % | % | % | 3% | 1% | -% | % | -% |
| | | | | | | | | j | | | | | | | klm | | | | |
| | | 26% | 74% | 36% | 37% | 16% | 10% | 40% | 19% | 16% | -% | 19% | 16% | 1% | 64% | 99% | -% | 1% | -% |
| Voipfone | 7 | 3 | 4 | 3 | 3 | 1 | - | 2 | - | * | 3 | 4 | 2 | 1 | * | 6 | - | * | * |
| | 1% | 1% | 1% | 1% | 1% | % | -% | 2% | -% | % | 1% | 1% | 1% | % | % | 1% | -% | % | 1% |
| | | 41% | 59% | 38% | 41% | 20% | -% | 27% | -% | 3% | 39% | 62% | 27% | 9% | 3% | 95% | -% | 3% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE37 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1221 | 619 | 602 | 260 | 248 | 414 | 299 | 132 | 116 | 149 | 298 | 355 | 415 | 240 | 210 | 758 | 161 | 136 | 166 |
| Effective Weighted Sample | 841 | 426 | 415 | 177 | 179 | 290 | 204 | 97 | 78 | 99 | 210 | 246 | 288 | 167 | 151 | 655 | 120 | 89 | 151 |
| Total | 945 | 478 | 467 | 194 | 225 | 338 | 189 | 105 | 86 | 105 | 260 | 318 | 312 | 150 | 164 | 807 | 76 | 38 | 24 |
| | | 51% | 49% | 20% | 24% | 36% | 20% | 11% | 9% | 11% | 28% | 34% | 33% | 16% | 17% | 85% | 8% | 4% | 3% |
| Other | 32 | 14 | 19 | 8 | 10 | 8 | 6 | 3 | 5 | 4 | 8 | 9 | 9 | 4 | 11 | 31 | 1 | * | * |
| | 3% | 3% | 4% | 4% | 5% | 2% | 3% | 3% | 5% | 4% | 3% | 3% | 3% | 2% | 7% | 4% | 2% | *% | *% |
| | | 42% | 58% | 25% | 32% | 25% | 18% | 8% | 14% | 14% | 25% | 27% | 27% | 12% | 35% | 95% | 5% | *% | *% |
| Don't know | 10 | 1 | 9 | 1 | 3 | 5 | 2 | 1 | 1 | 3 | 2 | 5 | 1 | 2 | 2 | 8 | 1 | 1 | - |
| | 1% | *% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | *% | 1% | 1% | 1% | 1% | 2% | -% |
| | | 14% | a | 11% | 25% | 45% | 19% | 9% | 13% | 26% | 17% | 52% | 10% | 18% | 20% | 83% | 11% | 7% | -% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE37 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|-----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | ~b | c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 1221 | 131 | 98 | 103 | 81 | 51 | 52 | 87 | 67 | 88 | 919 | 302 | 747 | 474 | 776 | 445 |
| Effective Weighted Sample | 841 | 124 | 92 | 98 | 77 | 47 | 49 | 81 | 63 | 82 | 717 | 131 | 520 | 349 | 510 | 331 |
| Total | 945 | 179 | 148 | 97 | 60 | 50 | 52 | 75 | 31 | 113 | 831 | 114 | 650 | 295 | 562 | 383 |
| | | 19% | ** | 10% | ** | ** | ** | ** | ** | ** | 88% | 12% | 69% | 31% | 59% | 41% |
| Skype | 862 | 166 | ** | 91 | ** | ** | ** | ** | ** | ** | 759 | 103 | 591 | 271 | 507 | 355 |
| | 91% | 93% | ** | 94% | ** | ** | ** | ** | ** | ** | 91% | 90% | 91% | 92% | 90% | 93% |
| | | 19% | ** | 11% | ** | ** | ** | ** | ** | ** | 88% | 12% | 69% | 31% | 59% | 41% |
| MSN Messenger | 39 | 20 | ** | 1 | ** | ** | ** | ** | ** | ** | 38 | 1 | 30 | 9 | 18 | 21 |
| | 4% | 11% | ** | 1% | ** | ** | ** | ** | ** | ** | 5% | 1% | 5% | 3% | 3% | 5% |
| | | c | ** | 3% | ** | ** | ** | ** | ** | ** | 97% | 3% | 76% | 24% | 46% | 54% |
| | | 51% | ** | | ** | ** | ** | ** | ** | ** | | | | | | |
| FaceTime | 36 | - | ** | 5 | ** | ** | ** | ** | ** | ** | 35 | 1 | 26 | 10 | 24 | 12 |
| | 4% | -% | ** | 5% | ** | ** | ** | ** | ** | ** | 4% | 1% | 4% | 3% | 4% | 3% |
| | | a | ** | 13% | ** | ** | ** | ** | ** | ** | 97% | 3% | 72% | 28% | 67% | 33% |
| | | -% | ** | | ** | ** | ** | ** | ** | ** | | | | | | |
| Vonage | 15 | 9 | ** | 1 | ** | ** | ** | ** | ** | ** | 12 | 3 | 13 | 2 | 7 | 8 |
| | 2% | 5% | ** | 1% | ** | ** | ** | ** | ** | ** | 1% | 3% | 2% | 1% | 1% | 2% |
| | | 57% | ** | 8% | ** | ** | ** | ** | ** | ** | 78% | 22% | 87% | 13% | 47% | 53% |
| BT Broadband voice/Home Hub | 13 | - | ** | 3 | ** | ** | ** | ** | ** | ** | 11 | 2 | 9 | 4 | 10 | 3 |
| | 1% | -% | ** | 3% | ** | ** | ** | ** | ** | ** | 1% | 2% | 1% | 1% | 2% | 1% |
| | | -% | ** | 20% | ** | ** | ** | ** | ** | ** | 86% | 14% | 68% | 32% | 77% | 23% |
| BT Communicator | 7 | 3 | ** | - | ** | ** | ** | ** | ** | ** | 6 | 1 | 4 | 3 | 2 | 4 |
| | 1% | 2% | ** | -% | ** | ** | ** | ** | ** | ** | 1% | 1% | 1% | 1% | *% | 1% |
| | | 45% | ** | -% | ** | ** | ** | ** | ** | ** | 83% | 17% | 54% | 46% | 36% | 64% |
| Voipfone | 7 | 4 | ** | - | ** | ** | ** | ** | ** | ** | 5 | 2 | 5 | 1 | 3 | 4 |
| | 1% | 2% | ** | -% | ** | ** | ** | ** | ** | ** | 1% | 1% | 1% | *% | 1% | 1% |
| | | 54% | ** | -% | ** | ** | ** | ** | ** | ** | 77% | 23% | 79% | 21% | 46% | 54% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 92

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QE37 (QE31). SHOWCARD Which supplier does/ did your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | ~b | c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 1221 | 131 | 98 | 103 | 81 | 51 | 52 | 87 | 67 | 88 | 919 | 302 | 747 | 474 | 776 | 445 |
| Effective Weighted Sample | 841 | 124 | 92 | 98 | 77 | 47 | 49 | 81 | 63 | 82 | 717 | 131 | 520 | 349 | 510 | 331 |
| Total | 945 | 179 | 148 | 97 | 60 | 50 | 52 | 75 | 31 | 113 | 831 | 114 | 650 | 295 | 562 | 383 |
| | | 19% | ** | 10% | ** | ** | ** | ** | ** | ** | 88% | 12% | 69% | 31% | 59% | 41% |
| Other | 32 | 4 | ** | 2 | ** | ** | ** | ** | ** | ** | 29 | 3 | 25 | 8 | 18 | 14 |
| | 3% | 2% | ** | 2% | ** | ** | ** | ** | ** | ** | 4% | 3% | 4% | 3% | 3% | 4% |
| | | 12% | ** | 7% | ** | ** | ** | ** | ** | ** | 90% | 10% | 77% | 23% | 56% | 44% |
| Don't know | 10 | 2 | ** | 1 | ** | ** | ** | ** | ** | ** | 8 | 2 | 6 | 4 | 6 | 4 |
| | 1% | 1% | ** | 1% | ** | ** | ** | ** | ** | ** | 1% | 2% | 1% | 1% | 1% | 1% |
| | | 23% | ** | 12% | ** | ** | ** | ** | ** | ** | 77% | 23% | 60% | 40% | 64% | 36% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 93

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

QE38 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|-----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1221 | 619 | 602 | 260 | 248 | 414 | 299 | 132 | 116 | 149 | 298 | 355 | 415 | 240 | 210 | 758 | 161 | 136 | 166 |
| Effective Weighted Sample | 841 | 426 | 415 | 177 | 179 | 290 | 204 | 97 | 78 | 99 | 210 | 246 | 288 | 167 | 151 | 655 | 120 | 89 | 151 |
| Total | 945 | 478 | 467 | 194 | 225 | 338 | 189 | 105 | 86 | 105 | 260 | 318 | 312 | 150 | 164 | 807 | 76 | 38 | 24 |
| | | 51% | 49% | 20% | 24% | 36% | 20% | 11% | 9% | 11% | 28% | 34% | 33% | 16% | 17% | 85% | 8% | 4% | 3% |
| Laptop | 576 | 306 | 270 | 123 | 126 | 217 | 111 | 63 | 48 | 65 | 169 | 223 | 182 | 83 | 87 | 488 | 54 | 21 | 13 |
| | 61% | 64% | 58% | 63% | 56% | 64% | 59% | 60% | 56% | 62% | 65% | 70% | 58% | 55% | 53% | 61% | 70% | 57% | 53% |
| | | | | | | | | | | | | lmn | | | | | oqr | | |
| | | 53% | 47% | 21% | 22% | 38% | 19% | 11% | 8% | 11% | 29% | 39% | 32% | 14% | 15% | 85% | 9% | 4% | 2% |
| Smartphone | 263 | 137 | 126 | 72 | 97 | 83 | 11 | 30 | 31 | 33 | 63 | 68 | 97 | 45 | 54 | 230 | 15 | 12 | 6 |
| | 28% | 29% | 27% | 37% | 43% | 25% | 6% | 29% | 36% | 31% | 24% | 21% | 31% | 30% | 33% | 28% | 19% | 32% | 27% |
| | | | | ef | ef | f | | | | | | | k | | k | p | | p | |
| | | 52% | 48% | 27% | 37% | 32% | 4% | 11% | 12% | 13% | 24% | 26% | 37% | 17% | 20% | 87% | 6% | 5% | 2% |
| Tablet computer (e.g. iPad) | 248 | 122 | 126 | 49 | 66 | 94 | 40 | 21 | 16 | 24 | 77 | 90 | 79 | 41 | 38 | 213 | 18 | 11 | 7 |
| | 26% | 25% | 27% | 25% | 29% | 28% | 21% | 20% | 19% | 23% | 30% | 28% | 25% | 27% | 23% | 26% | 23% | 29% | 28% |
| | | 49% | 51% | 20% | 26% | 38% | 16% | 8% | 7% | 10% | 31% | 36% | 32% | 16% | 15% | 86% | 7% | 4% | 3% |
| Desktop PC | 190 | 104 | 87 | 30 | 28 | 71 | 61 | 20 | 19 | 15 | 45 | 86 | 54 | 18 | 32 | 168 | 13 | 7 | 3 |
| | 20% | 22% | 19% | 16% | 13% | 21% | 32% | 19% | 23% | 15% | 17% | 27% | 17% | 12% | 20% | 21% | 17% | 18% | 14% |
| | | | | | | d | cde | | | | | lm | | | | | | | |
| | | 54% | 46% | 16% | 15% | 37% | 32% | 10% | 10% | 8% | 23% | 45% | 28% | 10% | 17% | 88% | 7% | 4% | 2% |
| Netbook | 23 | 18 | 6 | 2 | 5 | 12 | 5 | 5 | 1 | 1 | 12 | 13 | 1 | 4 | 5 | 23 | - | 1 | * |
| | 2% | 4% | 1% | 1% | 2% | 4% | 2% | 5% | 1% | 1% | 5% | 4% | 1% | 2% | 3% | 3% | -% | 1% | 1% |
| | | b | | | | | | | | | | l | | | l | | | | |
| | | 75% | 25% | 9% | 20% | 52% | 20% | 22% | 3% | 5% | 51% | 56% | 6% | 15% | 23% | 97% | -% | 2% | 1% |
| Standard landline phone | 10 | 4 | 6 | 7 | - | 2 | 1 | 4 | 3 | * | - | 2 | 3 | 3 | 1 | 9 | 1 | * | * |
| | 1% | 1% | 1% | 4% | -% | 1% | 1% | 4% | 3% | 1% | -% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% |
| | | | | def | | | | j | j | | | | | | | | | | |
| | | 41% | 59% | 69% | -% | 24% | 8% | 37% | 29% | 2% | -% | 22% | 35% | 30% | 13% | 89% | 6% | 2% | 3% |
| TV set | 5 | 1 | 4 | * | 1 | 4 | * | - | - | * | 4 | 4 | 1 | - | * | 5 | - | * | * |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | -% | -% | 1% | 2% | 1% | 1% | -% | 1% | 1% | -% | 1% | 1% |
| | | 28% | 72% | 2% | 12% | 85% | 1% | -% | -% | 1% | 85% | 71% | 27% | -% | 2% | 95% | -% | 1% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 93

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QE38 (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

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1221 | 619 | 602 | 260 | 248 | 414 | 299 | 132 | 116 | 149 | 298 | 355 | 415 | 240 | 210 | 758 | 161 | 136 | 166 |
| Effective Weighted Sample | 841 | 426 | 415 | 177 | 179 | 290 | 204 | 97 | 78 | 99 | 210 | 246 | 288 | 167 | 151 | 655 | 120 | 89 | 151 |
| Total | 945 | 478 | 467 | 194 | 225 | 338 | 189 | 105 | 86 | 105 | 260 | 318 | 312 | 150 | 164 | 807 | 76 | 38 | 24 |
| | | 51% | 49% | 20% | 24% | 36% | 20% | 11% | 9% | 11% | 28% | 34% | 33% | 16% | 17% | 85% | 8% | 4% | 3% |
| Other | 13 | 5 | 8 | 3 | 6 | 3 | 2 | 1 | 1 | 1 | 3 | 3 | 6 | 3 | 1 | 12 | * | * | * |
| | 1% | 1% | 2% | 1% | 3% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | *% | 2% | *% | *% | 2% |
| | | 39% | 61% | 20% | 44% | 21% | 15% | 5% | 5% | 7% | 26% | 21% | 49% | 25% | 5% | 94% | 1% | 1% | 4% |
| Don't know | 7 | 4 | 2 | * | - | 4 | 3 | 1 | - | * | 2 | 5 | 1 | * | - | 5 | 1 | 1 | - |
| | 1% | 1% | *% | *% | -% | 1% | 2% | 1% | -% | *% | 1% | 1% | *% | *% | -% | 1% | 1% | 1% | -% |
| | | 67% | 33% | 1% | -% | 53% | 46% | 20% | -% | 4% | 32% | 72% | 22% | 6% | -% | 77% | 14% | 8% | -% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QE38 (QE33). SHOWCARD Which device or devices does your household use to make voice calls using the internet? (MULTI CODE)

Base : Those who have ever used internet voice services at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|-----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | ~b | c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 1221 | 131 | 98 | 103 | 81 | 51 | 52 | 87 | 67 | 88 | 919 | 302 | 747 | 474 | 776 | 445 |
| Effective Weighted Sample | 841 | 124 | 92 | 98 | 77 | 47 | 49 | 81 | 63 | 82 | 717 | 131 | 520 | 349 | 510 | 331 |
| Total | 945 | 179 | 148 | 97 | 60 | 50 | 52 | 75 | 31 | 113 | 831 | 114 | 650 | 295 | 562 | 383 |
| | | 19% | ** | 10% | ** | ** | ** | ** | ** | ** | 88% | 12% | 69% | 31% | 59% | 41% |
| Laptop | 576 | 120 | ** | 52 | ** | ** | ** | ** | ** | ** | 505 | 72 | 406 | 170 | 345 | 232 |
| | 61% | 67% | ** | 54% | ** | ** | ** | ** | ** | ** | 61% | 63% | 62% | 58% | 61% | 60% |
| | | c | | | | | | | | | | | | | | |
| | | 21% | ** | 9% | ** | ** | ** | ** | ** | ** | 88% | 12% | 70% | 30% | 60% | 40% |
| Smartphone | 263 | 73 | ** | 25 | ** | ** | ** | ** | ** | ** | 241 | 22 | 194 | 69 | 120 | 143 |
| | 28% | 41% | ** | 26% | ** | ** | ** | ** | ** | ** | 29% | 20% | 30% | 23% | 21% | 37% |
| | | c | | | | | | | | | k | | m | | n | |
| | | 28% | ** | 10% | ** | ** | ** | ** | ** | ** | 92% | 8% | 74% | 26% | 46% | 54% |
| Tablet computer (e.g. iPad) | 248 | 43 | ** | 32 | ** | ** | ** | ** | ** | ** | 221 | 27 | 179 | 69 | 160 | 88 |
| | 26% | 24% | ** | 32% | ** | ** | ** | ** | ** | ** | 27% | 24% | 28% | 23% | 28% | 23% |
| | | 17% | ** | 13% | ** | ** | ** | ** | ** | ** | 89% | 11% | 72% | 28% | 64% | 36% |
| Desktop PC | 190 | 30 | ** | 27 | ** | ** | ** | ** | ** | ** | 158 | 32 | 122 | 69 | 123 | 67 |
| | 20% | 17% | ** | 27% | ** | ** | ** | ** | ** | ** | 19% | 28% | 19% | 23% | 22% | 18% |
| | | | | | | | | | | | | j | | | | |
| | | 16% | ** | 14% | ** | ** | ** | ** | ** | ** | 83% | 17% | 64% | 36% | 65% | 35% |
| Netbook | 23 | 5 | ** | 3 | ** | ** | ** | ** | ** | ** | 21 | 3 | 17 | 7 | 15 | 8 |
| | 2% | 3% | ** | 3% | ** | ** | ** | ** | ** | ** | 3% | 2% | 3% | 2% | 3% | 2% |
| | | 20% | ** | 14% | ** | ** | ** | ** | ** | ** | 89% | 11% | 71% | 29% | 65% | 35% |
| Standard landline phone | 10 | 3 | ** | - | ** | ** | ** | ** | ** | ** | 8 | 2 | 7 | 3 | 2 | 7 |
| | 1% | 2% | ** | -% | ** | ** | ** | ** | ** | ** | 1% | 1% | 1% | 1% | *% | 2% |
| | | | | | | | | | | | | | | | n | |
| | | 33% | ** | -% | ** | ** | ** | ** | ** | ** | 84% | 16% | 70% | 30% | 25% | 75% |
| TV set | 5 | - | ** | - | ** | ** | ** | ** | ** | ** | 5 | * | 5 | * | 5 | * |
| | 1% | -% | ** | -% | ** | ** | ** | ** | ** | ** | 1% | *% | 1% | *% | 1% | *% |
| | | -% | ** | -% | ** | ** | ** | ** | ** | ** | 95% | 5% | 97% | 3% | 96% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 93

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QE38 (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

| | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | ~b | c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 1221 | 131 | 98 | 103 | 81 | 51 | 52 | 87 | 67 | 88 | 919 | 302 | 747 | 474 | 776 | 445 |
| Effective Weighted Sample | 841 | 124 | 92 | 98 | 77 | 47 | 49 | 81 | 63 | 82 | 717 | 131 | 520 | 349 | 510 | 331 |
| Total | 945 | 179 | 148 | 97 | 60 | 50 | 52 | 75 | 31 | 113 | 831 | 114 | 650 | 295 | 562 | 383 |
| | | 19% | ** | 10% | ** | ** | ** | ** | ** | ** | 88% | 12% | 69% | 31% | 59% | 41% |
| Other | 13 | - | ** | 5 | ** | ** | ** | ** | ** | ** | 9 | 4 | 7 | 7 | 10 | 3 |
| | 1% | -% | ** | 5% | ** | ** | ** | ** | ** | ** | 1% | 4% | 1% | 2% | 2% | 1% |
| | | | a | j | | | | | | | | | | | | |
| | | -% | ** | 36% | ** | ** | ** | ** | ** | ** | 66% | 34% | 50% | 50% | 77% | 23% |
| Don't know | 7 | - | ** | 1 | ** | ** | ** | ** | ** | ** | 6 | 1 | 3 | 4 | 4 | 3 |
| | 1% | -% | ** | 1% | ** | ** | ** | ** | ** | ** | 1% | 1% | *% | 1% | 1% | 1% |
| | | -% | ** | 19% | ** | ** | ** | ** | ** | ** | 84% | 16% | 41% | 59% | 59% | 41% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 94

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Virgin Media (Cable TV) | 414 | 200 | 213 | 62 | 71 | 154 | 127 | 54 | 41 | 38 | 87 | 109 | 132 | 78 | 94 | 361 | 43 | 4 | 6 |
| | 16% | 16% | 16% | 16% | 16% | 17% | 15% | 12% | 15% | 14% | 19% | 17% | 17% | 17% | 14% | 17% | 19% | 4% | 8% |
| | | | | | | | | | | | g | | | | | qr | qr | | q |
| | | 48% | 52% | 15% | 17% | 37% | 31% | 13% | 10% | 9% | 21% | 26% | 32% | 19% | 23% | 87% | 10% | 1% | 1% |
| Sky Satellite TV | 980 | 452 | 528 | 165 | 191 | 373 | 250 | 116 | 104 | 118 | 213 | 273 | 297 | 191 | 218 | 801 | 84 | 61 | 34 |
| | 39% | 37% | 40% | 43% | 43% | 42% | 30% | 26% | 37% | 43% | 45% | 43% | 39% | 41% | 32% | 38% | 38% | 49% | 49% |
| | | 46% | 54% | f | f | f | | | g | g | gh | n | n | n | | | | op | op |
| | | | | 17% | 20% | 38% | 26% | 12% | 11% | 12% | 22% | 28% | 30% | 20% | 22% | 82% | 9% | 6% | 3% |
| Freesat Satellite TV | 96 | 62 | 34 | 11 | 15 | 34 | 36 | 9 | 17 | 13 | 21 | 23 | 31 | 17 | 25 | 79 | 4 | 10 | 3 |
| | 4% | 5% | 3% | 3% | 3% | 4% | 4% | 2% | 6% | 5% | 5% | 4% | 4% | 4% | 4% | 4% | 2% | 8% | 4% |
| | | b | | | | | | | g | g | g | | | | | | | op | p |
| | | 65% | 35% | 11% | 16% | 35% | 38% | 10% | 18% | 13% | 22% | 24% | 32% | 18% | 26% | 82% | 4% | 10% | 3% |
| Other Satellite TV | 19 | 10 | 9 | 3 | 5 | 8 | 4 | 2 | 1 | 6 | 2 | 2 | 6 | 4 | 8 | 17 | 1 | 1 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | | | | | | | | | gj | | | | | | | | | |
| | | 53% | 47% | 13% | 26% | 41% | 19% | 9% | 6% | 33% | 13% | 9% | 31% | 19% | 41% | 87% | 7% | 3% | 3% |
| Freeview (through a set-top box or television set) with ONLY free channels | 1118 | 558 | 560 | 150 | 170 | 357 | 441 | 243 | 125 | 111 | 182 | 261 | 309 | 205 | 342 | 924 | 77 | 60 | 57 |
| | 44% | 46% | 42% | 39% | 38% | 41% | 53% | 54% | 45% | 40% | 39% | 41% | 41% | 44% | 50% | 44% | 35% | 48% | 81% |
| | | 50% | 50% | 13% | 15% | 32% | cde | hij | | | | | | | klm | p | | p | opq |
| | | | | | | | 39% | 22% | 11% | 10% | 16% | 23% | 28% | 18% | 31% | 83% | 7% | 5% | 5% |

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

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Table 94

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|------|------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films | 137 | 65 | 71 | 23 | 21 | 38 | 54 | 33 | 14 | 16 | 15 | 23 | 33 | 33 | 46 | 111 | 14 | 6 | 6 |
| | 5% | 5% | 5% | 6% | 5% | 4% | 7% | 7% | 5% | 6% | 3% | 4% | 4% | 7% | 7% | 5% | 6% | 5% | 8% |
| | | | | | | | e | j | | | | | | kl | kl | | | | o |
| | | 48% | 52% | 17% | 16% | 28% | 40% | 24% | 10% | 12% | 11% | 17% | 24% | 24% | 34% | 81% | 10% | 5% | 4% |
| BT Vision | 83 | 43 | 40 | 10 | 15 | 35 | 23 | 6 | 12 | 12 | 22 | 24 | 25 | 16 | 18 | 66 | 10 | 4 | 3 |
| | 3% | 4% | 3% | 3% | 3% | 4% | 3% | 1% | 4% | 4% | 5% | 4% | 3% | 3% | 3% | 3% | 5% | 3% | 4% |
| | | | | | | | | g | g | g | | | | | | | | | |
| | | 52% | 48% | 13% | 18% | 42% | 28% | 7% | 15% | 14% | 26% | 29% | 30% | 19% | 22% | 79% | 12% | 5% | 3% |
| TalkTalk TV | 33 | 14 | 19 | 5 | 5 | 11 | 12 | 10 | 4 | 2 | 4 | 7 | 9 | 6 | 12 | 25 | 5 | 2 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 2% | 1% |
| | | 43% | 57% | 16% | 14% | 34% | 35% | 29% | 11% | 7% | 13% | 21% | 26% | 18% | 35% | 76% | 15% | 7% | 2% |
| No TV in household | 74 | 40 | 35 | 16 | 17 | 21 | 20 | 25 | 6 | 3 | 13 | 24 | 23 | 10 | 17 | 61 | 10 | 1 | 2 |
| | 3% | 3% | 3% | 4% | 4% | 2% | 2% | 6% | 2% | 1% | 3% | 4% | 3% | 2% | 3% | 3% | 5% | 1% | 3% |
| | | | | | | | | hij | | | | | | | | q | q | | |
| | | 53% | 47% | 22% | 23% | 28% | 27% | 34% | 8% | 5% | 17% | 33% | 31% | 13% | 23% | 82% | 14% | 2% | 2% |
| Don't know | 7 | 3 | 4 | 2 | 3 | 1 | 1 | 3 | - | - | * | * | 3 | * | 3 | 6 | * | 1 | - |
| | 0.3% | 0.3% | 0.4% | 0.2% | 0.3% | 0.1% | 0.1% | 1% | 0% | 0% | 0.3% | 0.3% | 0.4% | 0.3% | 0.4% | 0.3% | 0.4% | 0.1% | 0% |
| | | 41% | 59% | 24% | 42% | 20% | 15% | 46% | 0% | 0% | 2% | 3% | 45% | 5% | 47% | 84% | 5% | 11% | 0% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 94

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

QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Virgin Media (Cable TV) | 414 | 44 | 65 | 33 | 38 | 53 | 40 | 30 | 13 | 43 | 398 | 16 | 253 | 161 | 234 | 180 |
| | 16% | 14% | 19% | 15% | 22% | 24% | 17% | 14% | 13% | 15% | 18% | 5% | 18% | 14% | 15% | 18% |
| | | 11% | 16% | 8% | agh | acfg | h | k | | | | | m | | | n |
| | | | | | 9% | 13% | 10% | 7% | 3% | 10% | 96% | 4% | 61% | 39% | 57% | 43% |
| Sky Satellite TV | 980 | 135 | 130 | 70 | 66 | 61 | 87 | 96 | 52 | 105 | 829 | 151 | 633 | 347 | 615 | 365 |
| | 39% | 42% | 37% | 32% | 37% | 28% | 37% | 46% | 49% | 37% | 38% | 44% | 44% | 31% | 40% | 37% |
| | | ce | e | | e | | e | cef | bcdefi | e | | j | m | | | |
| | | 14% | 13% | 7% | 7% | 6% | 9% | 10% | 5% | 11% | 85% | 15% | 65% | 35% | 63% | 37% |
| Freesat Satellite TV | 96 | 18 | 16 | 8 | 3 | 5 | 11 | 12 | 1 | 5 | 78 | 18 | 53 | 43 | 61 | 35 |
| | 4% | 6% | 5% | 4% | 2% | 2% | 5% | 6% | 1% | 2% | 4% | 5% | 4% | 4% | 4% | 4% |
| | | dhi | h | | | | h | dhi | | | | | | | | |
| | | 19% | 16% | 8% | 4% | 5% | 12% | 13% | 1% | 5% | 81% | 19% | 55% | 45% | 64% | 36% |
| Other Satellite TV | 19 | 10 | 2 | - | 3 | - | - | 1 | * | - | 18 | 1 | 13 | 6 | 6 | 13 |
| | 1% | 3% | 1% | -% | 2% | -% | -% | 1% | *% | -% | 1% | *% | 1% | 1% | *% | 1% |
| | | cefg | hi | | | | | | | | | | | | | n |
| | | 53% | 12% | -% | 14% | -% | -% | 6% | 2% | -% | 95% | 5% | 69% | 31% | 32% | 68% |
| Freeview (through a set-top box or television set) with ONLY free channels | 1118 | 116 | 134 | 101 | 68 | 96 | 115 | 107 | 50 | 136 | 954 | 164 | 527 | 590 | 692 | 426 |
| | 44% | 36% | 39% | 46% | 38% | 44% | 48% | 51% | 47% | 48% | 43% | 48% | 37% | 53% | 45% | 43% |
| | | | | a | | | abd | abd | a | ad | | | l | | | |
| | | 10% | 12% | 9% | 6% | 9% | 10% | 10% | 4% | 12% | 85% | 15% | 47% | 53% | 62% | 38% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 94

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

QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household. (MULTI CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films | 137 | 35 | 14 | 13 | 6 | 14 | 10 | 6 | 7 | 6 | 119 | 18 | 68 | 68 | 84 | 53 |
| | 5% | 11% | 4% | 6% | 3% | 6% | 4% | 3% | 6% | 2% | 5% | 5% | 5% | 6% | 5% | 5% |
| | | bcdfigi | | i | | i | | | i | | | | | | | |
| | | 26% | 10% | 9% | 4% | 10% | 7% | 4% | 5% | 5% | 87% | 13% | 50% | 50% | 61% | 39% |
| BT Vision | 83 | 6 | 17 | 13 | 4 | 8 | 5 | 3 | 2 | 8 | 65 | 18 | 60 | 23 | 65 | 18 |
| | 3% | 2% | 5% | 6% | 2% | 4% | 2% | 1% | 2% | 3% | 3% | 5% | 4% | 2% | 4% | 2% |
| | | g | g | adefgh | | | | | | | | j | m | | o | |
| | | 8% | 20% | 16% | 5% | 10% | 6% | 4% | 3% | 9% | 79% | 21% | 72% | 28% | 78% | 22% |
| TalkTalk TV | 33 | 3 | 8 | - | 4 | 3 | 2 | 2 | 3 | 1 | 26 | 7 | 16 | 17 | 21 | 13 |
| | 1% | 1% | 2% | -% | 2% | 1% | 1% | 1% | 3% | *% | 1% | 2% | 1% | 2% | 1% | 1% |
| | | | ci | | c | | | | ci | | | | | | | |
| | | 8% | 25% | -% | 11% | 8% | 6% | 7% | 9% | 2% | 79% | 21% | 49% | 51% | 62% | 38% |
| No TV in household | 74 | 14 | 13 | 12 | 4 | 3 | 3 | 1 | 2 | 10 | 72 | 2 | 42 | 33 | 29 | 45 |
| | 3% | 4% | 4% | 5% | 2% | 1% | 1% | *% | 1% | 3% | 3% | 1% | 3% | 3% | 2% | 5% |
| | | g | g | efgh | | | | | | g | k | | | | | n |
| | | 18% | 17% | 16% | 6% | 4% | 4% | 1% | 2% | 13% | 98% | 2% | 56% | 44% | 39% | 61% |
| Don't know | 7 | 3 | 1 | - | - | - | 1 | 1 | - | - | 6 | 1 | 3 | 4 | 4 | 3 |
| | *% | 1% | *% | -% | -% | -% | *% | *% | -% | -% | *% | *% | *% | *% | *% | *% |
| | | 40% | 19% | -% | -% | -% | 10% | 14% | -% | -% | 92% | 8% | 43% | 57% | 52% | 48% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 95

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

QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Virgin Media (Cable TV) | 402 | 193 | 208 | 59 | 70 | 150 | 123 | 51 | 39 | 37 | 85 | 106 | 127 | 75 | 93 | 349 | 43 | 4 | 6 |
| | 16% | 16% | 16% | 16% | 16% | 17% | 15% | 11% | 14% | 13% | 18% | 17% | 17% | 16% | 14% | 16% | 19% | 4% | 8% |
| | | | | | | | | | | | g | | | | | qr | qr | | q |
| | | 48% | 52% | 15% | 17% | 37% | 31% | 13% | 10% | 9% | 21% | 26% | 32% | 19% | 23% | 87% | 11% | 1% | 1% |
| Sky Satellite TV | 961 | 445 | 516 | 164 | 189 | 369 | 240 | 112 | 103 | 117 | 213 | 270 | 292 | 188 | 209 | 783 | 83 | 61 | 34 |
| | 38% | 37% | 39% | 43% | 42% | 42% | 29% | 25% | 37% | 42% | 45% | 42% | 39% | 40% | 31% | 37% | 38% | 49% | 48% |
| | | | | f | f | f | | | g | g | gh | n | n | n | | | | op | op |
| | | 46% | 54% | 17% | 20% | 38% | 25% | 12% | 11% | 12% | 22% | 28% | 30% | 20% | 22% | 81% | 9% | 6% | 4% |
| Freesat Satellite TV | 70 | 43 | 27 | 10 | 12 | 23 | 24 | 7 | 14 | 10 | 16 | 18 | 24 | 9 | 19 | 57 | 4 | 7 | 2 |
| | 3% | 4% | 2% | 3% | 3% | 3% | 3% | 1% | 5% | 4% | 3% | 3% | 3% | 2% | 3% | 3% | 2% | 5% | 3% |
| | | b | | | | | | | g | g | | | | | | | | op | |
| | | 62% | 38% | 14% | 18% | 33% | 35% | 9% | 21% | 14% | 23% | 25% | 34% | 13% | 27% | 82% | 5% | 10% | 3% |
| Other Satellite TV | 16 | 8 | 8 | 2 | 4 | 6 | 4 | 2 | 1 | 5 | 2 | - | 5 | 3 | 8 | 14 | 1 | - | * |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | | | | | | | | | | | | | | k | | | | |
| | | 50% | 50% | 13% | 26% | 38% | 23% | 11% | 4% | 29% | 10% | 1% | 31% | 19% | 49% | 89% | 8% | 1% | 3% |
| Freeview (through a set-top box or television set) with ONLY free channels | 815 | 400 | 415 | 105 | 116 | 247 | 347 | 210 | 93 | 81 | 113 | 176 | 231 | 141 | 266 | 699 | 55 | 42 | 19 |
| | 32% | 33% | 31% | 27% | 26% | 28% | 42% | 46% | 34% | 29% | 24% | 28% | 31% | 30% | 39% | 33% | 25% | 33% | 27% |
| | | | | | | | cde | hij | j | | | | | | klm | pr | | p | |
| | | 49% | 51% | 13% | 14% | 30% | 43% | 26% | 11% | 10% | 14% | 22% | 28% | 17% | 33% | 86% | 7% | 5% | 2% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 95

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

QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | | |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films | 92 | 39 | 53 | 8 | 17 | 23 | 43 | 30 | 8 | 10 | 7 | 15 | 20 | 19 | 37 | 74 | 10 | 4 | 4 |
| | 4% | 3% | 4% | 2% | 4% | 3% | 5% | 7% | 3% | 3% | 2% | 2% | 3% | 4% | 5% | 3% | 5% | 3% | 6% |
| | | | | | | | ce | hj | | | | | | | kl | | | | o |
| | | 42% | 58% | 9% | 18% | 25% | 47% | 33% | 9% | 11% | 8% | 17% | 22% | 20% | 40% | 80% | 11% | 4% | 4% |
| BT Vision | 72 | 35 | 38 | 10 | 14 | 29 | 19 | 5 | 10 | 12 | 19 | 22 | 20 | 13 | 18 | 56 | 10 | 4 | 2 |
| | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 1% | 4% | 4% | 4% | 3% | 3% | 3% | 3% | 3% | 5% | 3% | 3% |
| | | | | | | | | g | g | g | g | | | | | | | | |
| | | 48% | 52% | 14% | 20% | 39% | 27% | 7% | 14% | 16% | 27% | 30% | 27% | 19% | 25% | 78% | 14% | 5% | 3% |
| TalkTalk TV | 30 | 11 | 19 | 5 | 5 | 9 | 11 | 9 | 3 | 2 | 3 | 5 | 8 | 6 | 11 | 23 | 4 | 2 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% |
| | | 38% | 62% | 18% | 16% | 31% | 35% | 31% | 10% | 7% | 9% | 18% | 25% | 20% | 36% | 77% | 15% | 6% | 2% |
| No TV in household | 74 | 40 | 35 | 16 | 17 | 21 | 20 | 25 | 6 | 3 | 13 | 24 | 23 | 10 | 17 | 61 | 10 | 1 | 2 |
| | 3% | 3% | 3% | 4% | 4% | 2% | 2% | 6% | 2% | 1% | 3% | 4% | 3% | 2% | 3% | 3% | 5% | 1% | 3% |
| | | | | | | | | hij | | | | | | | q | | q | | |
| | | 53% | 47% | 22% | 23% | 28% | 27% | 34% | 8% | 5% | 17% | 33% | 31% | 13% | 23% | 82% | 14% | 2% | 2% |
| Don't know | 7 | 3 | 4 | 2 | 3 | 1 | 1 | 3 | - | - | * | * | 3 | * | 3 | 6 | * | 1 | - |
| | *% | *% | *% | *% | 1% | *% | *% | 1% | -% | -% | *% | *% | *% | *% | *% | *% | *% | 1% | -% |
| | | 41% | 59% | 24% | 42% | 20% | 15% | 46% | -% | -% | 2% | 3% | 45% | 5% | 47% | 84% | 5% | 11% | -% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 95

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Virgin Media (Cable TV) | 402 | 43 | 60 | 33 | 38 | 52 | 38 | 30 | 13 | 42 | 387 | 15 | 247 | 155 | 226 | 176 |
| | 16% | 13% | 17% | 15% | 21% | 24% | 16% | 14% | 12% | 15% | 18% | 4% | 17% | 14% | 15% | 18% |
| | | | | | agh | acfg | | | | | k | | m | | | n |
| | | 11% | 15% | 8% | 9% | 13% | 9% | 7% | 3% | 10% | 96% | 4% | 61% | 39% | 56% | 44% |
| Sky Satellite TV | 961 | 120 | 130 | 70 | 66 | 60 | 87 | 94 | 51 | 105 | 811 | 151 | 625 | 336 | 611 | 350 |
| | 38% | 37% | 37% | 32% | 37% | 27% | 37% | 45% | 48% | 37% | 37% | 44% | 44% | 30% | 39% | 36% |
| | | e | e | | e | | e | ce | abcde | f | | j | m | | | |
| | | 12% | 13% | 7% | 7% | 6% | 9% | 10% | 5% | 11% | 84% | 16% | 65% | 35% | 64% | 36% |
| Freesat Satellite TV | 70 | 16 | 10 | 6 | 3 | 3 | 9 | 7 | 1 | 2 | 53 | 16 | 38 | 31 | 44 | 26 |
| | 3% | 5% | 3% | 3% | 2% | 1% | 4% | 4% | 1% | 1% | 2% | 5% | 3% | 3% | 3% | 3% |
| | | ehi | | | | | hi | hi | | | | j | | | | |
| | | 22% | 15% | 8% | 4% | 4% | 13% | 11% | 1% | 3% | 77% | 23% | 55% | 45% | 63% | 37% |
| Other Satellite TV | 16 | 8 | 2 | - | 2 | - | - | 1 | * | - | 15 | 1 | 10 | 6 | 5 | 10 |
| | 1% | 3% | 1% | -% | 1% | -% | -% | 1% | *% | -% | 1% | *% | 1% | 1% | *% | 1% |
| | | ce | fi | | | | | | | | | | | | | n |
| | | 53% | 14% | -% | 12% | -% | -% | 8% | 3% | -% | 95% | 5% | 64% | 36% | 34% | 66% |
| Freeview (through a set-top box or television set) with ONLY free channels | 815 | 89 | 101 | 76 | 52 | 80 | 92 | 67 | 31 | 110 | 693 | 122 | 354 | 460 | 506 | 309 |
| | 32% | 28% | 29% | 35% | 29% | 36% | 39% | 32% | 29% | 39% | 32% | 36% | 25% | 41% | 33% | 31% |
| | | | | | | a | abdh | | | abdh | | | | l | | |
| | | 11% | 12% | 9% | 6% | 10% | 11% | 8% | 4% | 14% | 85% | 15% | 43% | 56% | 62% | 38% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 95

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

QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Freeview (through a set-top box or television set) with free channels PLUS payment for extra channels such as Top-up TV, Picturebox films | 92 | 22 | 8 | 11 | 5 | 11 | 3 | 3 | 4 | 6 | 80 | 12 | 43 | 49 | 52 | 40 |
| | 4% | 7% | 2% | 5% | 3% | 5% | 1% | 2% | 4% | 2% | 4% | 4% | 3% | 4% | 3% | 4% |
| | | bdfgi | | fg | | fg | | | | | | | | | | |
| | | 24% | 8% | 12% | 6% | 12% | 3% | 4% | 5% | 7% | 87% | 13% | 47% | 53% | 56% | 44% |
| BT Vision | 72 | 6 | 12 | 12 | 3 | 8 | 3 | 1 | 2 | 8 | 58 | 15 | 51 | 21 | 58 | 15 |
| | 3% | 2% | 4% | 6% | 2% | 4% | 1% | 1% | 2% | 3% | 3% | 4% | 4% | 2% | 4% | 2% |
| | | | g | adefgh | | g | | | | | | | m | | o | |
| | | 9% | 17% | 17% | 4% | 12% | 5% | 1% | 2% | 11% | 80% | 20% | 70% | 30% | 79% | 21% |
| TalkTalk TV | 30 | 1 | 8 | - | 4 | 3 | 2 | 2 | 3 | 1 | 23 | 7 | 14 | 16 | 18 | 12 |
| | 1% | *% | 2% | -% | 2% | 1% | 1% | 1% | 2% | *% | 1% | 2% | 1% | 1% | 1% | 1% |
| | | | aci | | c | | | | aci | | | | | | | |
| | | 3% | 28% | -% | 12% | 9% | 6% | 8% | 9% | 3% | 77% | 23% | 48% | 52% | 60% | 40% |
| No TV in household | 74 | 14 | 13 | 12 | 4 | 3 | 3 | 1 | 2 | 10 | 72 | 2 | 42 | 33 | 29 | 45 |
| | 3% | 4% | 4% | 5% | 2% | 1% | 1% | *% | 1% | 3% | 3% | 1% | 3% | 3% | 2% | 5% |
| | | g | g | efgh | | | | | | g | k | | | | | n |
| | | 18% | 17% | 16% | 6% | 4% | 4% | 1% | 2% | 13% | 98% | 2% | 56% | 44% | 39% | 61% |
| Don't know | 7 | 3 | 1 | - | - | - | 1 | 1 | - | - | 6 | 1 | 3 | 4 | 4 | 3 |
| | *% | 1% | *% | -% | -% | -% | *% | *% | -% | -% | *% | *% | *% | *% | *% | *% |
| | | 40% | 19% | -% | -% | -% | 10% | 14% | -% | -% | 92% | 8% | 43% | 57% | 52% | 48% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 96

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

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | ~o | ~p | ~q | ~r |
| Unweighted total | 94 | 52 | 42 | 24 | 16 | 26 | 28 | 36 | 6 | 5 | 13 | 21 | 34 | 16 | 23 | 58 | 18 | 7 | 11 |
| Effective Weighted Sample | 67 | 36 | 31 | 17 | 12 | 20 | 19 | 26 | 4 | 3 | 10 | 17 | 24 | 12 | 17 | 50 | 16 | 6 | 10 |
| Total | 74 | 40 | 35 | 16 | 17 | 21 | 20 | 25 | 6 | 3 | 13 | 24 | 23 | 10 | 17 | 61 | 10 | 1 | 2 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Not interested in watching TV | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Busy with other interests | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Watch online instead | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Can't afford to pay the TV Licence | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't want to pay the TV Licence | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Too expensive to buy and install | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Can't afford to replace broken TV set | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 96

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

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | ~o | ~p | ~q | ~r |
| Unweighted total | 94 | 52 | 42 | 24 | 16 | 26 | 28 | 36 | 6 | 5 | 13 | 21 | 34 | 16 | 23 | 58 | 18 | 7 | 11 |
| Effective Weighted Sample | 67 | 36 | 31 | 17 | 12 | 20 | 19 | 26 | 4 | 3 | 10 | 17 | 24 | 12 | 17 | 50 | 16 | 6 | 10 |
| Total | 74 | 40 | 35 | 16 | 17 | 21 | 20 | 25 | 6 | 3 | 13 | 24 | 23 | 10 | 17 | 61 | 10 | 1 | 2 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Recently moved home | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 96

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

QH2 (QH66). What are the reasons why you don't have a television set in your household? What other reasons? (MULTI CODE) UNPROMPTED

Base : Those without a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|------------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | ~o |
| Unweighted total | 94 | 11 | 9 | 14 | 6 | 4 | 3 | 1 | 4 | 6 | 81 | 13 | 42 | 52 | 44 | 50 |
| Effective Weighted Sample | 67 | 10 | 8 | 13 | 6 | 4 | 3 | 1 | 4 | 6 | 64 | 12 | 32 | 38 | 30 | 38 |
| Total | 74 | 14 | 13 | 12 | 4 | 3 | 3 | 1 | 2 | 10 | 72 | 2 | 42 | 33 | 29 | 45 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Not interested in watching TV | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Busy with other interests | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Watch online instead | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Can't afford to pay the TV Licence | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
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| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't want to pay the TV Licence | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Too expensive to buy and install | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 96

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

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

| | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------------------|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|----|-------------------|-------------|
| | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | ~o |
| Unweighted total | 94 | 11 | 9 | 14 | 6 | 4 | 3 | 1 | 4 | 6 | 81 | 13 | 42 | 52 | 44 | 50 |
| Effective Weighted Sample | 67 | 10 | 8 | 13 | 6 | 4 | 3 | 1 | 4 | 6 | 64 | 12 | 32 | 38 | 30 | 38 |
| Total | 74 | 14 | 13 | 12 | 4 | 3 | 3 | 1 | 2 | 10 | 72 | 2 | 42 | 33 | 29 | 45 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Can't afford to replace broken TV set | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Recently moved home | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 97

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

QH3 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3635 | 1761 | 1874 | 509 | 548 | 1136 | 1442 | 686 | 458 | 415 | 568 | 755 | 1077 | 783 | 1014 | 2186 | 481 | 480 | 488 |
| Effective Weighted Sample | 2466 | 1190 | 1276 | 352 | 377 | 790 | 991 | 488 | 286 | 279 | 391 | 508 | 727 | 548 | 721 | 1873 | 333 | 306 | 443 |
| Total | 2458 | 1175 | 1283 | 363 | 427 | 856 | 812 | 425 | 272 | 273 | 457 | 613 | 726 | 455 | 660 | 2056 | 210 | 123 | 68 |
| | | 48% | 52% | 15% | 17% | 35% | 33% | 17% | 11% | 11% | 19% | 25% | 30% | 19% | 27% | 84% | 9% | 5% | 3% |
| Yes, the main TV in the household is an HDTV set or HD ready | 1850 | 919 | 931 | 290 | 352 | 685 | 524 | 251 | 209 | 221 | 410 | 520 | 562 | 354 | 411 | 1547 | 160 | 92 | 51 |
| | 75% | 78% | 73% | 80% | 82% | 80% | 65% | 59% | 77% | 81% | 90% | 85% | 77% | 78% | 62% | 75% | 76% | 74% | 75% |
| | | b | | f | f | f | | | g | g | ghi | lmn | n | n | | | | | |
| | | 50% | 50% | 16% | 19% | 37% | 28% | 14% | 11% | 12% | 22% | 28% | 30% | 19% | 22% | 84% | 9% | 5% | 3% |
| No | 517 | 234 | 284 | 60 | 64 | 153 | 240 | 151 | 59 | 45 | 38 | 82 | 137 | 86 | 209 | 433 | 45 | 26 | 13 |
| | 21% | 20% | 22% | 17% | 15% | 18% | 30% | 36% | 22% | 16% | 8% | 13% | 19% | 19% | 32% | 21% | 21% | 21% | 20% |
| | | | | | | | cde | hij | j | j | | | k | k | klm | | | | |
| | | 45% | 55% | 12% | 12% | 30% | 46% | 29% | 11% | 9% | 7% | 16% | 27% | 17% | 40% | 84% | 9% | 5% | 3% |
| Don't know | 91 | 23 | 68 | 13 | 11 | 19 | 48 | 23 | 4 | 7 | 9 | 10 | 27 | 14 | 39 | 76 | 5 | 6 | 4 |
| | 4% | 2% | 5% | 4% | 2% | 2% | 6% | 5% | 2% | 3% | 2% | 2% | 4% | 3% | 6% | 4% | 3% | 5% | 6% |
| | | | a | | | | de | hj | | | | | k | | klm | | | | p |
| | | 25% | 75% | 15% | 12% | 21% | 53% | 25% | 5% | 8% | 10% | 11% | 30% | 16% | 44% | 84% | 6% | 6% | 4% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 97

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

QH3 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3635 | 238 | 238 | 237 | 246 | 244 | 248 | 250 | 247 | 238 | 2637 | 998 | 1706 | 1925 | 2323 | 1312 |
| Effective Weighted Sample | 2466 | 224 | 219 | 223 | 232 | 227 | 233 | 233 | 233 | 221 | 2051 | 441 | 1185 | 1379 | 1527 | 939 |
| Total | 2458 | 306 | 332 | 208 | 173 | 217 | 234 | 207 | 105 | 275 | 2120 | 338 | 1382 | 1074 | 1519 | 938 |
| | | 12% | 13% | 8% | 7% | 9% | 10% | 8% | 4% | 11% | 86% | 14% | 56% | 44% | 62% | 38% |
| Yes, the main TV in the household is an HDTV set or HD ready | 1850 | 235 | 243 | 175 | 141 | 150 | 168 | 156 | 71 | 208 | 1595 | 255 | 1137 | 712 | 1168 | 682 |
| | 75% | 77% | 73% | 84% | 82% | 69% | 72% | 75% | 68% | 76% | 75% | 76% | 82% | 66% | 77% | 73% |
| | | h | | befghi | befh | | | | | | | | m | | o | |
| | | 13% | 13% | 9% | 8% | 8% | 9% | 8% | 4% | 11% | 86% | 14% | 61% | 38% | 63% | 37% |
| No | 517 | 59 | 74 | 26 | 27 | 62 | 61 | 36 | 30 | 57 | 446 | 71 | 216 | 301 | 291 | 226 |
| | 21% | 19% | 22% | 13% | 16% | 29% | 26% | 17% | 28% | 21% | 21% | 21% | 16% | 28% | 19% | 24% |
| | | | c | | | acd | cdg | | acd | c | | | l | | | n |
| | | | 11% | 14% | 5% | 5% | 12% | 7% | 6% | 11% | 86% | 14% | 42% | 58% | 56% | 44% |
| Don't know | 91 | 11 | 15 | 8 | 4 | 4 | 5 | 16 | 4 | 9 | 79 | 12 | 29 | 62 | 60 | 31 |
| | 4% | 4% | 4% | 4% | 2% | 2% | 2% | 8% | 4% | 3% | 4% | 3% | 2% | 6% | 4% | 3% |
| | | | | | | | | defi | | | | | | l | | |
| | | | 12% | 16% | 8% | 5% | 5% | 17% | 5% | 10% | 87% | 13% | 32% | 68% | 66% | 34% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 98

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

QH4 (QH54) Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2666 | 1349 | 1317 | 405 | 440 | 900 | 921 | 393 | 336 | 334 | 507 | 631 | 813 | 591 | 628 | 1596 | 369 | 336 | 365 |
| Effective Weighted Sample | 1811 | 907 | 905 | 281 | 305 | 627 | 626 | 282 | 214 | 222 | 355 | 427 | 554 | 421 | 440 | 1374 | 254 | 219 | 331 |
| Total | 1850 | 919 | 931 | 290 | 352 | 685 | 524 | 251 | 209 | 221 | 410 | 520 | 562 | 354 | 411 | 1547 | 160 | 92 | 51 |
| | | 50% | 50% | 16% | 19% | 37% | 28% | 14% | 11% | 12% | 22% | 28% | 30% | 19% | 22% | 84% | 9% | 5% | 3% |
| Yes | 1303 | 654 | 649 | 191 | 244 | 537 | 331 | 149 | 134 | 171 | 318 | 388 | 400 | 251 | 262 | 1089 | 111 | 66 | 37 |
| | 70% | 71% | 70% | 66% | 69% | 78% | 63% | 60% | 64% | 78% | 78% | 75% | 71% | 71% | 64% | 70% | 69% | 72% | 73% |
| | | | | | | cdf | | | | gh | gh | n | n | n | | | | | |
| | | 50% | 50% | 15% | 19% | 41% | 25% | 11% | 10% | 13% | 24% | 30% | 31% | 19% | 20% | 84% | 9% | 5% | 3% |
| No | 486 | 241 | 245 | 85 | 96 | 138 | 167 | 90 | 70 | 46 | 84 | 121 | 145 | 87 | 133 | 407 | 43 | 25 | 12 |
| | 26% | 26% | 26% | 29% | 27% | 20% | 32% | 36% | 34% | 21% | 20% | 23% | 26% | 24% | 32% | 26% | 27% | 27% | 23% |
| | | | | e | e | e | e | ij | ij | | | | | | klm | | | | |
| | | 50% | 50% | 18% | 20% | 28% | 34% | 18% | 14% | 10% | 17% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 2% |
| Don't know | 61 | 24 | 38 | 13 | 12 | 9 | 26 | 12 | 5 | 3 | 8 | 11 | 17 | 17 | 17 | 52 | 6 | 1 | 2 |
| | 3% | 3% | 4% | 5% | 4% | 1% | 5% | 5% | 2% | 1% | 2% | 2% | 3% | 5% | 4% | 3% | 4% | 1% | 4% |
| | | | | e | e | e | e | ij | | | | | | k | | | | | |
| | | 39% | 61% | 22% | 20% | 15% | 43% | 20% | 7% | 5% | 13% | 18% | 28% | 27% | 27% | 85% | 10% | 2% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 98

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

QH4 (QH54) Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2666 | 179 | 168 | 196 | 198 | 161 | 173 | 186 | 160 | 175 | 1935 | 731 | 1398 | 1265 | 1731 | 935 |
| Effective Weighted Sample | 1811 | 169 | 155 | 185 | 186 | 150 | 163 | 173 | 151 | 163 | 1508 | 321 | 974 | 902 | 1143 | 669 |
| Total | 1850 | 235 | 243 | 175 | 141 | 150 | 168 | 156 | 71 | 208 | 1595 | 255 | 1137 | 712 | 1168 | 682 |
| | | 13% | 13% | 9% | 8% | 8% | 9% | 8% | 4% | 11% | 86% | 14% | 61% | 38% | 63% | 37% |
| Yes | 1303 | 173 | 192 | 126 | 87 | 102 | 104 | 114 | 52 | 139 | 1109 | 194 | 848 | 454 | 843 | 460 |
| | 70% | 74% | 79% | 72% | 61% | 68% | 62% | 73% | 73% | 67% | 70% | 76% | 75% | 64% | 72% | 67% |
| | | df | df | df | | | | df | df | | | j | m | | o | |
| | | 13% | 15% | 10% | 7% | 8% | 8% | 9% | 4% | 11% | 85% | 15% | 65% | 35% | 65% | 35% |
| No | 486 | 51 | 44 | 42 | 51 | 46 | 56 | 34 | 18 | 63 | 431 | 54 | 266 | 219 | 281 | 205 |
| | 26% | 22% | 18% | 24% | 36% | 31% | 33% | 22% | 25% | 30% | 27% | 21% | 23% | 31% | 24% | 30% |
| | | | | | abcgh | b | abg | | | b | k | | l | | n | |
| | | | 10% | 9% | 9% | 11% | 9% | 7% | 4% | 13% | 89% | 11% | 55% | 45% | 58% | 42% |
| Don't know | 61 | 12 | 7 | 6 | 4 | 2 | 9 | 7 | 1 | 6 | 54 | 7 | 23 | 38 | 45 | 17 |
| | 3% | 5% | 3% | 3% | 2% | 2% | 5% | 5% | 1% | 3% | 3% | 3% | 2% | 5% | 4% | 2% |
| | | | | | | | h | | | | | | l | | | |
| | | 19% | 11% | 9% | 6% | 4% | 14% | 12% | 1% | 9% | 89% | 11% | 38% | 62% | 73% | 27% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 99

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

QH5 (QH57). Is the MAIN TV in your household 3D ready? IF NECESSARY - By this I mean that the TV can display pictures in 3D from specific channels (such as Sky 3D) or when watching 3D DVDs or Blue Ray disks or when playing 3D video games. (SINGLE CODE)

Base : Those with a TV in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3635 | 1761 | 1874 | 509 | 548 | 1136 | 1442 | 686 | 458 | 415 | 568 | 755 | 1077 | 783 | 1014 | 2186 | 481 | 480 | 488 |
| Effective Weighted Sample | 2466 | 1190 | 1276 | 352 | 377 | 790 | 991 | 488 | 286 | 279 | 391 | 508 | 727 | 548 | 721 | 1873 | 333 | 306 | 443 |
| Total | 2458 | 1175 | 1283 | 363 | 427 | 856 | 812 | 425 | 272 | 273 | 457 | 613 | 726 | 455 | 660 | 2056 | 210 | 123 | 68 |
| | | 48% | 52% | 15% | 17% | 35% | 33% | 17% | 11% | 11% | 19% | 25% | 30% | 19% | 27% | 84% | 9% | 5% | 3% |
| Yes, the main TV in the household is 3D ready | 253 | 132 | 120 | 37 | 41 | 111 | 64 | 19 | 29 | 25 | 70 | 94 | 63 | 54 | 41 | 220 | 16 | 11 | 6 |
| | 10% | 11% | 9% | 10% | 10% | 13% | 8% | 4% | 10% | 9% | 15% | 15% | 9% | 12% | 6% | 11% | 7% | 9% | 9% |
| | | | | | | f | | | | | | | | | | | | | |
| | | 52% | 48% | 15% | 16% | 44% | 25% | 8% | 11% | 10% | 28% | 37% | 25% | 21% | 16% | 87% | 6% | 4% | 2% |
| No | 2130 | 1014 | 1116 | 315 | 381 | 716 | 717 | 391 | 238 | 242 | 379 | 503 | 640 | 392 | 592 | 1771 | 191 | 110 | 58 |
| | 87% | 86% | 87% | 87% | 89% | 84% | 88% | 92% | 88% | 89% | 83% | 82% | 88% | 86% | 90% | 86% | 91% | 89% | 85% |
| | | | | | e | | e | hj | | j | | k | | k | | | or | | |
| | | 48% | 52% | 15% | 18% | 34% | 34% | 18% | 11% | 11% | 18% | 24% | 30% | 18% | 28% | 83% | 9% | 5% | 3% |
| Don't know | 75 | 29 | 46 | 11 | 4 | 29 | 30 | 15 | 5 | 6 | 8 | 16 | 23 | 9 | 26 | 65 | 4 | 2 | 4 |
| | 3% | 2% | 4% | 3% | 1% | 3% | 4% | 3% | 2% | 2% | 2% | 3% | 3% | 2% | 4% | 3% | 2% | 2% | 6% |
| | | | | d | | d | d | | | | | | | | m | | | | opq |
| | | 38% | 62% | 15% | 6% | 39% | 40% | 20% | 7% | 8% | 10% | 21% | 31% | 11% | 35% | 86% | 6% | 3% | 6% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 99

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

QH5 (QH57). Is the MAIN TV in your household 3D ready? IF NECESSARY - By this I mean that the TV can display pictures in 3D from specific channels (such as Sky 3D) or when watching 3D DVDs or Blue Ray disks or when playing 3D video games. (SINGLE CODE)

Base : Those with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3635 | 238 | 238 | 237 | 246 | 244 | 248 | 250 | 247 | 238 | 2637 | 998 | 1706 | 1925 | 2323 | 1312 |
| Effective Weighted Sample | 2466 | 224 | 219 | 223 | 232 | 227 | 233 | 233 | 233 | 221 | 2051 | 441 | 1185 | 1379 | 1527 | 939 |
| Total | 2458 | 306 | 332 | 208 | 173 | 217 | 234 | 207 | 105 | 275 | 2120 | 338 | 1382 | 1074 | 1519 | 938 |
| | | 12% | 13% | 8% | 7% | 9% | 10% | 8% | 4% | 11% | 86% | 14% | 56% | 44% | 62% | 38% |
| Yes, the main TV in the household is 3D ready | 253 | 19 | 47 | 20 | 27 | 15 | 24 | 24 | 9 | 35 | 211 | 41 | 173 | 79 | 158 | 94 |
| | 10% | 6% | 14% | 10% | 15% | 7% | 10% | 12% | 9% | 13% | 10% | 12% | 13% | 7% | 10% | 10% |
| | | | ae | | ae | | | a | | ae | | | m | | | |
| | | 8% | 19% | 8% | 11% | 6% | 9% | 10% | 4% | 14% | 84% | 16% | 69% | 31% | 63% | 37% |
| No | 2130 | 277 | 271 | 185 | 144 | 197 | 207 | 171 | 93 | 227 | 1842 | 288 | 1177 | 951 | 1316 | 814 |
| | 87% | 91% | 82% | 89% | 83% | 91% | 88% | 83% | 89% | 83% | 87% | 85% | 85% | 89% | 87% | 87% |
| | | bdgi | | b | | bdgi | b | | b | | | | l | | | |
| | | 13% | 13% | 9% | 7% | 9% | 10% | 8% | 4% | 11% | 86% | 14% | 55% | 45% | 62% | 38% |
| Don't know | 75 | 9 | 13 | 4 | 3 | 5 | 3 | 11 | 3 | 13 | 67 | 9 | 31 | 44 | 45 | 30 |
| | 3% | 3% | 4% | 2% | 1% | 3% | 1% | 5% | 3% | 5% | 3% | 3% | 2% | 4% | 3% | 3% |
| | | | | | | | | cdf | | df | | | l | | | |
| | | 12% | 18% | 5% | 3% | 7% | 5% | 15% | 4% | 18% | 89% | 11% | 42% | 58% | 60% | 40% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 100

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

QH6 (QH58). Do you or anyone in your household watch 3D content on your TV - whether from 3D TV channels, 3D DVDs or Blu Ray disks or 3D video games? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 335 | 174 | 161 | 52 | 51 | 130 | 102 | 31 | 34 | 40 | 82 | 97 | 90 | 85 | 63 | 217 | 38 | 40 | 40 |
| Effective Weighted Sample | 232 | 120 | 112 | 36 | 35 | 91 | 76 | 24 | 22 | 26 | 60 | 70 | 62 | 62 | 46 | 186 | 27 | 28 | 36 |
| Total | 253 | 132 | 120 | 37 | 41 | 111 | 64 | 19 | 29 | 25 | 70 | 94 | 63 | 54 | 41 | 220 | 16 | 11 | 6 |
| | | 52% | 48% | ** | ** | 44% | 25% | ** | ** | ** | ** | ** | ** | ** | ** | 87% | ** | ** | ** |
| Yes | 116 | 65 | 51 | ** | ** | 51 | 24 | ** | ** | ** | ** | ** | ** | ** | ** | 100 | ** | ** | ** |
| | 46% | 49% | 43% | ** | ** | 46% | 37% | ** | ** | ** | ** | ** | ** | ** | ** | 46% | ** | ** | ** |
| | | 56% | 44% | ** | ** | 44% | 20% | ** | ** | ** | ** | ** | ** | ** | ** | 86% | ** | ** | ** |
| No | 133 | 67 | 65 | ** | ** | 60 | 37 | ** | ** | ** | ** | ** | ** | ** | ** | 117 | ** | ** | ** |
| | 52% | 51% | 54% | ** | ** | 54% | 59% | ** | ** | ** | ** | ** | ** | ** | ** | 53% | ** | ** | ** |
| | | 51% | 49% | ** | ** | 45% | 28% | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |
| Don't know | 4 | * | 4 | ** | ** | * | 3 | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | ** |
| | 2% | *% | 3% | ** | ** | *% | 4% | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | ** | ** |
| | | 4% | 96% | ** | ** | 4% | 71% | ** | ** | ** | ** | ** | ** | ** | ** | 56% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 100

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QH6 (QH58). Do you or anyone in your household watch 3D content on your TV - whether from 3D TV channels, 3D DVDs or Blu Ray disks or 3D video games? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | o |
| Unweighted total | 335 | 13 | 32 | 21 | 36 | 17 | 23 | 27 | 20 | 28 | 246 | 89 | 197 | 138 | 215 | 120 |
| Effective Weighted Sample | 232 | 12 | 29 | 20 | 34 | 16 | 22 | 26 | 19 | 26 | 188 | 45 | 140 | 104 | 148 | 84 |
| Total | 253 | 19 | 47 | 20 | 27 | 15 | 24 | 24 | 9 | 35 | 211 | 41 | 173 | 79 | 158 | 94 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 84% | ** | 69% | 31% | 63% | 37% |
| Yes | 116 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 98 | ** | 81 | 36 | 81 | 35 |
| | 46% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 47% | ** | 46% | 45% | 51% | 37% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | ** | 69% | 31% | 70% | 30% |
| No | 133 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 109 | ** | 91 | 42 | 75 | 57 |
| | 52% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 52% | ** | 52% | 53% | 47% | 61% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 83% | ** | 68% | 32% | 57% | 43% |
| Don't know | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4 | ** | 2 | 2 | 2 | 2 |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | 1% | 2% | 1% | 2% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | 57% | 43% | 50% | 50% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 101

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QH7 (QH59). SHOWCARD How often do you or anyone in your household watch 3D content on your TV? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 335 | 174 | 161 | 52 | 51 | 130 | 102 | 31 | 34 | 40 | 82 | 97 | 90 | 85 | 63 | 217 | 38 | 40 | 40 |
| Effective Weighted Sample | 232 | 120 | 112 | 36 | 35 | 91 | 76 | 24 | 22 | 26 | 60 | 70 | 62 | 62 | 46 | 186 | 27 | 28 | 36 |
| Total | 253 | 132 | 120 | 37 | 41 | 111 | 64 | 19 | 29 | 25 | 70 | 94 | 63 | 54 | 41 | 220 | 16 | 11 | 6 |
| | | 52% | 48% | ** | ** | 44% | 25% | ** | ** | ** | ** | ** | ** | ** | ** | 87% | ** | ** | ** |
| Every day | 13 | 9 | 5 | ** | ** | 6 | 1 | ** | ** | ** | ** | ** | ** | ** | ** | 12 | ** | ** | ** |
| | 5% | 7% | 4% | ** | ** | 5% | 2% | ** | ** | ** | ** | ** | ** | ** | ** | 5% | ** | ** | ** |
| | | 65% | 35% | ** | ** | 44% | 10% | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| Several times a week | 15 | 6 | 8 | ** | ** | 9 | 2 | ** | ** | ** | ** | ** | ** | ** | ** | 12 | ** | ** | ** |
| | 6% | 5% | 7% | ** | ** | 8% | 3% | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | ** | ** |
| | | 44% | 56% | ** | ** | 59% | 12% | ** | ** | ** | ** | ** | ** | ** | ** | 84% | ** | ** | ** |
| At least once a week | 16 | 12 | 4 | ** | ** | 6 | 6 | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** | ** | ** |
| | 6% | 9% | 4% | ** | ** | 6% | 10% | ** | ** | ** | ** | ** | ** | ** | ** | 5% | ** | ** | ** |
| | | 73% | 27% | ** | ** | 39% | 37% | ** | ** | ** | ** | ** | ** | ** | ** | 70% | ** | ** | ** |
| At least once a month | 35 | 17 | 17 | ** | ** | 15 | 3 | ** | ** | ** | ** | ** | ** | ** | ** | 29 | ** | ** | ** |
| | 14% | 13% | 14% | ** | ** | 13% | 5% | ** | ** | ** | ** | ** | ** | ** | ** | 13% | ** | ** | ** |
| | | 50% | 50% | ** | ** | 43% | 9% | ** | ** | ** | ** | ** | ** | ** | ** | 84% | ** | ** | ** |
| A few times a year | 28 | 18 | 10 | ** | ** | 11 | 10 | ** | ** | ** | ** | ** | ** | ** | ** | 27 | ** | ** | ** |
| | 11% | 14% | 8% | ** | ** | 10% | 15% | ** | ** | ** | ** | ** | ** | ** | ** | 12% | ** | ** | ** |
| | | 65% | 35% | ** | ** | 39% | 34% | ** | ** | ** | ** | ** | ** | ** | ** | 96% | ** | ** | ** |
| Less than once a year | 7 | 2 | 5 | ** | ** | 3 | 2 | ** | ** | ** | ** | ** | ** | ** | ** | 6 | ** | ** | ** |
| | 3% | 1% | 4% | ** | ** | 3% | 3% | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | ** |
| | | 29% | 71% | ** | ** | 47% | 25% | ** | ** | ** | ** | ** | ** | ** | ** | 99% | ** | ** | ** |
| Never | 133 | 68 | 65 | ** | ** | 60 | 37 | ** | ** | ** | ** | ** | ** | ** | ** | 117 | ** | ** | ** |
| | 53% | 51% | 54% | ** | ** | 55% | 59% | ** | ** | ** | ** | ** | ** | ** | ** | 53% | ** | ** | ** |
| | | 51% | 49% | ** | ** | 45% | 28% | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | ** | ** |
| Don't know | 6 | * | 6 | ** | ** | 1 | 3 | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | ** | ** |
| | 2% | *% | 5% | ** | ** | 1% | 4% | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | ** | ** |
| | | a | a | | | | | | | | | | | | | | | | |
| | | 2% | 98% | ** | ** | 13% | 46% | ** | ** | ** | ** | ** | ** | ** | ** | 72% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 101

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

QH7 (QH59). SHOWCARD How often do you or anyone in your household watch 3D content on your TV? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | o |
| Unweighted total | 335 | 13 | 32 | 21 | 36 | 17 | 23 | 27 | 20 | 28 | 246 | 89 | 197 | 138 | 215 | 120 |
| Effective Weighted Sample | 232 | 12 | 29 | 20 | 34 | 16 | 22 | 26 | 19 | 26 | 188 | 45 | 140 | 104 | 148 | 84 |
| Total | 253 | 19 | 47 | 20 | 27 | 15 | 24 | 24 | 9 | 35 | 211 | 41 | 173 | 79 | 158 | 94 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 84% | ** | 69% | 31% | 63% | 37% |
| Every day | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12 | ** | 10 | 4 | 7 | 6 |
| | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | 6% | 5% | 5% | 7% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 90% | ** | 71% | 29% | 54% | 46% |
| Several times a week | 15 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 8 | ** | 13 | 2 | 12 | 3 |
| | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | ** | 7% | 2% | 8% | 3% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 52% | ** | 90% | 10% | 82% | 18% |
| At least once a week | 16 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13 | ** | 11 | 5 | 10 | 7 |
| | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | 6% | 7% | 6% | 7% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 80% | ** | 67% | 33% | 60% | 40% |
| At least once a month | 35 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 33 | ** | 23 | 11 | 24 | 11 |
| | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 16% | ** | 14% | 14% | 15% | 11% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 95% | ** | 67% | 33% | 70% | 30% |
| A few times a year | 28 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 25 | ** | 19 | 9 | 21 | 7 |
| | 11% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12% | ** | 11% | 12% | 13% | 8% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 90% | ** | 67% | 33% | 75% | 25% |
| Less than once a year | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | 3 | 3 | 5 | 2 |
| | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | 2% | 4% | 3% | 2% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 78% | ** | 52% | 48% | 71% | 29% |
| Never | 133 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 109 | ** | 91 | 42 | 76 | 57 |
| | 53% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 52% | ** | 52% | 53% | 48% | 61% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 82% | ** | 68% | 32% | 57% | 43% |
| Don't know | 6 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6 | ** | 4 | 3 | 4 | 2 |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | 2% | 4% | 3% | 2% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 93% | ** | 56% | 44% | 68% | 32% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 102

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QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|------------|---------------|------------|-----------------|------------|-----------------|---------------|------------------|-------------------|-------------------|------------------|-----------------|-----------------|-----------------|------------------|---------------|-----------------|--------------|--------------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1648 | 788 | 860 | 253 | 278 | 566 | 551 | 211 | 201 | 213 | 315 | 375 | 485 | 381 | 405 | 897 | 228 | 260 | 263 |
| Effective Weighted Sample | 1049 | 503 | 546 | 167 | 187 | 370 | 342 | 142 | 115 | 137 | 205 | 235 | 317 | 255 | 265 | 765 | 147 | 168 | 239 |
| Total | 1078 | 512 47% | 566 53% | 177 16% | 210 19% | 409 38% | 282 26% | 125 12% | 119 11% | 134 12% | 231 21% | 293 27% | 330 31% | 208 19% | 245 23% | 883 82% | 89 8% | 69 6% | 37 3% |
| Sky satellite dish to receive subscription channels - you pay a monthly subscription fee | 918 85% | 434 85% | 483 85% | 155 88% f | 179 85% | 357 87% f | 227 80% | 97 77% | 99 83% | 111 83% | 210 91% gi | 260 89% n | 284 86% n | 180 86% n | 193 79% | 744 84% | 83 93% oq | 58 85% | 33 87% |
| | | 47% | 53% | 17% | 20% | 39% | 25% | 11% | 11% | 12% | 23% | 28% | 31% | 20% | 21% | 81% | 9% | 6% | 4% |
| Sky satellite dish for free to air services only - you pay no monthly subscription fee | 70 6% | 26 5% | 44 8% | 9 5% | 16 8% | 25 6% | 20 7% | 18 14% hj | 6 5% | 9 7% j | 6 3% | 13 4% | 18 5% | 10 5% | 28 12% klm | 63 7% p | 1 2% | 4 6% | 2 5% |
| | | 38% | 62% | 13% | 23% | 35% | 28% | 25% | 9% | 13% | 8% | 18% | 25% | 15% | 41% | 90% | 2% | 6% | 2% |
| Freesat standard package with a dish and standard set top box - you do not pay a subscription fee | 45 4% | 29 6% b | 16 3% | 3 2% | 7 3% | 17 4% | 18 6% c | 3 3% | 8 6% | 5 4% | 11 5% | 14 5% | 16 5% | 4 2% | 11 5% | 38 4% | 1 1% | 4 6% p | 2 6% p |
| | | 64% | 36% | 7% | 16% | 37% | 40% | 8% | 17% | 12% | 23% | 30% | 35% | 10% | 25% | 84% | 2% | 9% | 5% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 102

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QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|----------|------------|------------|------------|------------|------------|------------|------------------|-------------------|-------------------|------------|--------------|------------|------------|------------|-------------|--------------|----------|----------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1648 | 788 | 860 | 253 | 278 | 566 | 551 | 211 | 201 | 213 | 315 | 375 | 485 | 381 | 405 | 897 | 228 | 260 | 263 |
| Effective Weighted Sample | 1049 | 503 | 546 | 167 | 187 | 370 | 342 | 142 | 115 | 137 | 205 | 235 | 317 | 255 | 265 | 765 | 147 | 168 | 239 |
| Total | 1078 | 512 47% | 566 53% | 177 16% | 210 19% | 409 38% | 282 26% | 125 12% | 119 11% | 134 12% | 231 21% | 293 27% | 330 31% | 208 19% | 245 23% | 883 82% | 89 8% | 69 6% | 37 3% |
| Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee | 27 2% | 15 3% | 12 2% | 6 3% | 6 3% | 3 1% | 12 4% | 3 2% | 5 4% | 5 4% | 5 2% | 6 2% | 9 3% | 8 4% | 3 1% | 22 3% | 2 2% | 2 3% | 1 2% |
| | | 55% | 45% | e 21% | e 22% | e 13% | e 44% | 12% | 19% | 18% | 20% | 23% | 35% | 29% | 13% | 84% | 6% | 7% | 3% |
| Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee | 9 1% | 6 1% | 3 * | - -% | 3 1% | 3 1% | 3 1% | 1 1% | 1 1% | 5 3% | 1 * | - -% | 3 1% | 2 1% | 3 1% | 8 1% | 1 1% | - -% | * 1% |
| | | 68% | 32% | - | 36% | 35% | 29% | 13% | 8% | 53% | 10% | - | 33% | 27% | 40% | 90% | 7% | - | 2% |
| Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee | 11 1% | 8 1% | 3 1% | 1 * | 1 * | 8 2% | 1 * | - -% | - -% | 5 3% | - -% | 2 1% | 3 1% | 2 1% | 4 2% | 10 1% | 1 1% | - -% | - -% |
| | | 71% | 29% | 8% | 6% | 78% | 7% | - | - | ghj 43% | - | 15% | 27% | 16% | 42% | 94% | 6% | - | - |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1648 | 788 | 860 | 253 | 278 | 566 | 551 | 211 | 201 | 213 | 315 | 375 | 485 | 381 | 405 | 897 | 228 | 260 | 263 |
| Effective Weighted Sample | 1049 | 503 | 546 | 167 | 187 | 370 | 342 | 142 | 115 | 137 | 205 | 235 | 317 | 255 | 265 | 765 | 147 | 168 | 239 |
| Total | 1078 | 512 | 566 | 177 | 210 | 409 | 282 | 125 | 119 | 134 | 231 | 293 | 330 | 208 | 245 | 883 | 89 | 69 | 37 |
| | | 47% | 53% | 16% | 19% | 38% | 26% | 12% | 11% | 12% | 21% | 27% | 31% | 19% | 23% | 82% | 8% | 6% | 3% |
| Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes | 6 | 3 | 3 | - | 2 | 3 | * | 1 | * | 2 | 3 | 1 | 4 | * | 1 | 5 | * | - | * |
| | 1% | 1% | *% | -% | 1% | 1% | *% | 1% | *% | 1% | 1% | *% | 1% | *% | *% | 1% | *% | -% | 1% |
| | | 57% | 43% | -% | 43% | 53% | 4% | 13% | 3% | 30% | 51% | 24% | 61% | 2% | 13% | 94% | 2% | -% | 3% |
| PAY SATELLITE | 926 | 440 | 486 | 155 | 183 | 360 | 229 | 98 | 100 | 115 | 211 | 260 | 287 | 182 | 197 | 752 | 84 | 58 | 33 |
| | 86% | 86% | 86% | 88% | 87% | 88% | 81% | 78% | 84% | 86% | 91% | 89% | 87% | 87% | 80% | 85% | 94% | 85% | 88% |
| | | | f | | | | | | | | g | n | n | n | | | oqr | | |
| | | 48% | 52% | 17% | 20% | 39% | 25% | 11% | 11% | 12% | 23% | 28% | 31% | 20% | 21% | 81% | 9% | 6% | 4% |
| Don't know | 15 | 6 | 8 | 4 | 1 | 3 | 7 | 3 | * | * | - | 1 | 4 | 3 | 6 | 12 | * | 2 | * |
| | 1% | 1% | 1% | 2% | *% | 1% | 2% | 3% | *% | *% | -% | *% | 1% | 1% | 2% | 1% | 1% | 3% | *% |
| | | | | | | | | j | | | | | | | | | r | | |
| | | 42% | 58% | 26% | 6% | 22% | 46% | 23% | 3% | *% | -% | 8% | 29% | 21% | 42% | 83% | 3% | 14% | 1% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | ~b | ~c | ~d | ~e | ~f | g | h | ~i | j | k | l | m | n | o |
| Unweighted total | 1648 | 123 | 96 | 84 | 96 | 68 | 97 | 121 | 120 | 92 | 1112 | 536 | 894 | 753 | 1078 | 570 |
| Effective Weighted Sample | 1049 | 116 | 89 | 80 | 91 | 64 | 91 | 113 | 113 | 86 | 840 | 230 | 591 | 496 | 657 | 392 |
| Total | 1078 | 159 | 145 | 77 | 72 | 65 | 97 | 106 | 53 | 110 | 909 | 170 | 689 | 388 | 671 | 407 |
| | | 15% | ** | ** | ** | ** | ** | 10% | 5% | ** | 84% | 16% | 64% | 36% | 62% | 38% |
| Sky satellite dish to receive subscription channels - you pay a monthly subscription fee | 918 | 105 | ** | ** | ** | ** | ** | 92 | 50 | ** | 773 | 145 | 607 | 310 | 588 | 330 |
| | 85% | 66% | ** | ** | ** | ** | ** | 87% | 94% | ** | 85% | 85% | 88% | 80% | 88% | 81% |
| | | 11% | ** | ** | ** | ** | ** | a | a | ** | 84% | 16% | m | 34% | o | 36% |
| | | | | | | | | 10% | 5% | ** | | | 66% | | 64% | |
| Sky satellite dish for free to air services only - you pay no monthly subscription fee | 70 | 32 | ** | ** | ** | ** | ** | 6 | 2 | ** | 62 | 8 | 36 | 33 | 29 | 40 |
| | 6% | 20% | ** | ** | ** | ** | ** | 6% | 3% | ** | 7% | 5% | 5% | 9% | 4% | 10% |
| | | gh | | | | | | | | | | | l | | | n |
| | | 46% | ** | ** | ** | ** | ** | 9% | 2% | ** | 88% | 12% | 52% | 48% | 42% | 58% |
| Freesat standard package with a dish and standard set top box - you do not pay a subscription fee | 45 | 6 | ** | ** | ** | ** | ** | 5 | * | ** | 35 | 10 | 25 | 20 | 32 | 13 |
| | 4% | 4% | ** | ** | ** | ** | ** | 5% | 1% | ** | 4% | 6% | 4% | 5% | 5% | 3% |
| | | 13% | ** | ** | ** | ** | ** | 11% | 1% | ** | 78% | 22% | 55% | 45% | 72% | 28% |

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

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QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | ~b | ~c | ~d | ~e | ~f | g | h | ~i | j | k | l | m | n | o |
| Unweighted total | 1648 | 123 | 96 | 84 | 96 | 68 | 97 | 121 | 120 | 92 | 1112 | 536 | 894 | 753 | 1078 | 570 |
| Effective Weighted Sample | 1049 | 116 | 89 | 80 | 91 | 64 | 91 | 113 | 113 | 86 | 840 | 230 | 591 | 496 | 657 | 392 |
| Total | 1078 | 159 | 145 | 77 | 72 | 65 | 97 | 106 | 53 | 110 | 909 | 170 | 689 | 388 | 671 | 407 |
| | | 15% | ** | ** | ** | ** | ** | 10% | 5% | ** | 84% | 16% | 64% | 36% | 62% | 38% |
| Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee | 27 | 9 | ** | ** | ** | ** | ** | 2 | - | ** | 21 | 6 | 14 | 12 | 15 | 12 |
| | 2% | 6% | ** | ** | ** | ** | ** | 2% | -% | ** | 2% | 3% | 2% | 3% | 2% | 3% |
| | | h | ** | ** | ** | ** | ** | 8% | -% | ** | 78% | 22% | 54% | 46% | 55% | 45% |
| | | 35% | ** | ** | ** | ** | ** | | | | | | | | | |
| Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee | 9 | 5 | ** | ** | ** | ** | ** | - | - | ** | 8 | * | 7 | 2 | 3 | 6 |
| | 1% | 3% | ** | ** | ** | ** | ** | -% | -% | ** | 1% | *% | 1% | *% | *% | 1% |
| | | 59% | ** | ** | ** | ** | ** | -% | -% | ** | 98% | 2% | 82% | 18% | 32% | 68% |
| Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee | 11 | 10 | ** | ** | ** | ** | ** | - | - | ** | 11 | - | 8 | 3 | - | 11 |
| | 1% | 6% | ** | ** | ** | ** | ** | -% | -% | ** | 1% | -% | 1% | 1% | -% | 3% |
| | | gh | ** | ** | ** | ** | ** | -% | -% | ** | | | | | | n |
| | | 94% | ** | ** | ** | ** | ** | -% | -% | ** | 100% | -% | 76% | 24% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 102

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

QH8 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | ~b | ~c | ~d | ~e | ~f | g | h | ~i | j | k | l | m | n | o |
| Unweighted total | 1648 | 123 | 96 | 84 | 96 | 68 | 97 | 121 | 120 | 92 | 1112 | 536 | 894 | 753 | 1078 | 570 |
| Effective Weighted Sample | 1049 | 116 | 89 | 80 | 91 | 64 | 91 | 113 | 113 | 86 | 840 | 230 | 591 | 496 | 657 | 392 |
| Total | 1078 | 159 | 145 | 77 | 72 | 65 | 97 | 106 | 53 | 110 | 909 | 170 | 689 | 388 | 671 | 407 |
| | | 15% | ** | ** | ** | ** | ** | 10% | 5% | ** | 84% | 16% | 64% | 36% | 62% | 38% |
| Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes | 6 | 2 | ** | ** | ** | ** | ** | - | - | ** | 4 | 2 | 5 | 1 | 2 | 3 |
| | 1% | 1% | ** | ** | ** | ** | ** | -% | -% | ** | *% | 1% | 1% | *% | *% | 1% |
| | | 30% | ** | ** | ** | ** | ** | -% | -% | ** | 72% | 28% | 84% | 16% | 41% | 59% |
| PAY SATELLITE | 926 | 110 | ** | ** | ** | ** | ** | 92 | 50 | ** | 781 | 145 | 614 | 312 | 591 | 336 |
| | 86% | 69% | ** | ** | ** | ** | ** | 87% | 94% | ** | 86% | 86% | 89% | 80% | 88% | 82% |
| | | | | | | | | a | a | | | | m | | o | |
| | | 12% | ** | ** | ** | ** | ** | 10% | 5% | ** | 84% | 16% | 66% | 34% | 64% | 36% |
| Don't know | 15 | - | ** | ** | ** | ** | ** | 3 | 1 | ** | 12 | 2 | 4 | 11 | 12 | 3 |
| | 1% | -% | ** | ** | ** | ** | ** | 3% | 2% | ** | 1% | 1% | 1% | 3% | 2% | 1% |
| | | | | | | | | | | | | | l | | | |
| | | -% | ** | ** | ** | ** | ** | 20% | 7% | ** | 83% | 17% | 27% | 73% | 80% | 20% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 103

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

QH9 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1398 | 668 | 730 | 223 | 238 | 501 | 436 | 164 | 157 | 179 | 292 | 328 | 416 | 329 | 324 | 759 | 203 | 210 | 226 |
| Effective Weighted Sample | 894 | 427 | 467 | 147 | 159 | 328 | 272 | 112 | 93 | 116 | 187 | 207 | 275 | 221 | 213 | 643 | 134 | 141 | 206 |
| Total | 918 | 434 | 483 | 155 | 179 | 357 | 227 | 97 | 99 | 111 | 210 | 260 | 284 | 180 | 193 | 744 | 83 | 58 | 33 |
| | | 47% | 53% | 17% | 20% | 39% | 25% | 11% | 11% | 12% | 23% | 28% | 31% | 20% | 21% | 81% | 9% | 6% | 4% |
| Sky Sports 1 only | 20 | 12 | 8 | 6 | 4 | 8 | 2 | 1 | * | 3 | 4 | 8 | 5 | 5 | 2 | 18 | - | 1 | 1 |
| | 2% | 3% | 2% | 4% | 2% | 2% | 1% | 1% | *% | 3% | 2% | 3% | 2% | 3% | 1% | 2% | -% | 2% | 4% |
| | | | | | | | | | | | | | | | | | | | p |
| | | 59% | 41% | 29% | 21% | 38% | 12% | 6% | *% | 14% | 19% | 40% | 25% | 26% | 9% | 88% | -% | 5% | 7% |
| Sky Sports 2 only | 6 | 4 | 3 | * | 1 | 4 | 1 | 1 | 1 | 2 | 1 | 3 | 1 | 2 | 1 | 6 | - | * | * |
| | 1% | 1% | 1% | *% | 1% | 1% | *% | 1% | 1% | 2% | 1% | 1% | *% | 1% | *% | 1% | -% | *% | 1% |
| | | 56% | 44% | 1% | 22% | 66% | 11% | 20% | 22% | 37% | 20% | 46% | 19% | 25% | 11% | 93% | -% | 1% | 6% |
| Sky Sports Pack (Sky Sports 1, 2, 3 and 4) | 290 | 161 | 129 | 54 | 46 | 114 | 76 | 28 | 26 | 44 | 74 | 75 | 95 | 68 | 51 | 227 | 32 | 20 | 11 |
| | 32% | 37% | 27% | 35% | 26% | 32% | 34% | 29% | 26% | 39% | 35% | 29% | 34% | 38% | 27% | 31% | 38% | 34% | 33% |
| | | b | | | | | | | | h | | | | kn | | | | | |
| | | 55% | 45% | 19% | 16% | 39% | 26% | 10% | 9% | 15% | 25% | 26% | 33% | 24% | 18% | 78% | 11% | 7% | 4% |
| Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance) | 58 | 30 | 28 | 7 | 13 | 22 | 16 | 1 | 7 | 6 | 14 | 26 | 16 | 11 | 6 | 49 | 2 | 4 | 3 |
| | 6% | 7% | 6% | 5% | 7% | 6% | 7% | 1% | 7% | 6% | 7% | 10% | 6% | 6% | 3% | 7% | 3% | 7% | 9% |
| | | | | | | | | | g | g | g | | n | | | | | | p |
| | | 52% | 48% | 12% | 23% | 38% | 27% | 1% | 11% | 10% | 25% | 44% | 27% | 19% | 10% | 84% | 4% | 7% | 5% |
| Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure) | 13 | 5 | 8 | 1 | 4 | 7 | 1 | 1 | 1 | 2 | 7 | 8 | 2 | 2 | 1 | 12 | * | 1 | * |
| | 1% | 1% | 2% | 1% | 2% | 2% | *% | 1% | 1% | 1% | 3% | 3% | 1% | 1% | 1% | 2% | *% | 1% | 2% |
| | | 40% | 60% | 8% | 30% | 53% | 9% | 8% | 11% | 13% | 50% | 59% | 16% | 17% | 9% | 90% | 1% | 5% | 4% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 103

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

QH9 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1398 | 668 | 730 | 223 | 238 | 501 | 436 | 164 | 157 | 179 | 292 | 328 | 416 | 329 | 324 | 759 | 203 | 210 | 226 |
| Effective Weighted Sample | 894 | 427 | 467 | 147 | 159 | 328 | 272 | 112 | 93 | 116 | 187 | 207 | 275 | 221 | 213 | 643 | 134 | 141 | 206 |
| Total | 918 | 434 | 483 | 155 | 179 | 357 | 227 | 97 | 99 | 111 | 210 | 260 | 284 | 180 | 193 | 744 | 83 | 58 | 33 |
| | | 47% | 53% | 17% | 20% | 39% | 25% | 11% | 11% | 12% | 23% | 28% | 31% | 20% | 21% | 81% | 9% | 6% | 4% |
| Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic) | 242 | 121 | 121 | 49 | 54 | 92 | 47 | 25 | 23 | 24 | 63 | 65 | 77 | 55 | 46 | 184 | 35 | 14 | 9 |
| | 26% | 28% | 25% | 32% | 30% | 26% | 21% | 26% | 23% | 22% | 30% | 25% | 27% | 30% | 24% | 25% | 42% | 24% | 27% |
| | | | | f | f | | | | | | | | | | | | oqr | | |
| | | 50% | 50% | 20% | 22% | 38% | 19% | 10% | 10% | 10% | 26% | 27% | 32% | 23% | 19% | 76% | 14% | 6% | 4% |
| Sky+ HD (High Definition channels through Sky+ HD box) | 383 | 182 | 201 | 63 | 81 | 162 | 78 | 29 | 38 | 50 | 113 | 112 | 115 | 83 | 72 | 307 | 47 | 21 | 9 |
| | 42% | 42% | 42% | 40% | 45% | 45% | 35% | 30% | 38% | 46% | 54% | 43% | 41% | 46% | 37% | 41% | 56% | 36% | 26% |
| | | | | f | f | | | | | g | gh | | | | | r | oqr | | |
| | | 48% | 52% | 16% | 21% | 42% | 20% | 8% | 10% | 13% | 29% | 29% | 30% | 22% | 19% | 80% | 12% | 6% | 2% |
| ANY SKY SPORTS | 316 | 176 | 140 | 60 | 52 | 126 | 79 | 31 | 27 | 49 | 79 | 86 | 102 | 75 | 54 | 251 | 32 | 21 | 13 |
| | 34% | 41% | 29% | 38% | 29% | 35% | 35% | 32% | 27% | 44% | 38% | 33% | 36% | 42% | 28% | 34% | 38% | 36% | 39% |
| | | b | | | | | | | | h | | | | n | | | | | |
| | | 56% | 44% | 19% | 16% | 40% | 25% | 10% | 9% | 15% | 25% | 27% | 32% | 24% | 17% | 79% | 10% | 7% | 4% |
| ANY SKY MOVIES | 313 | 157 | 156 | 57 | 71 | 121 | 64 | 27 | 31 | 32 | 84 | 98 | 95 | 68 | 53 | 245 | 37 | 19 | 12 |
| | 34% | 36% | 32% | 37% | 40% | 34% | 28% | 27% | 32% | 29% | 40% | 38% | 33% | 38% | 27% | 33% | 45% | 32% | 38% |
| | | | | f | | | | | | | g | n | | n | | | oq | | |
| | | 50% | 50% | 18% | 23% | 39% | 20% | 8% | 10% | 10% | 27% | 31% | 30% | 22% | 17% | 78% | 12% | 6% | 4% |
| SKY SPORTS AND SKY MOVIES | 176 | 95 | 81 | 33 | 33 | 75 | 35 | 16 | 17 | 20 | 50 | 51 | 55 | 45 | 26 | 142 | 19 | 8 | 7 |
| | 19% | 22% | 17% | 21% | 18% | 21% | 15% | 17% | 18% | 18% | 24% | 20% | 19% | 25% | 13% | 19% | 23% | 14% | 22% |
| | | b | | | | | | | | | | | | n | | | | | q |
| | | 54% | 46% | 19% | 19% | 43% | 20% | 9% | 10% | 11% | 28% | 29% | 31% | 25% | 15% | 81% | 11% | 5% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 103

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

QH9 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1398 | 668 | 730 | 223 | 238 | 501 | 436 | 164 | 157 | 179 | 292 | 328 | 416 | 329 | 324 | 759 | 203 | 210 | 226 |
| Effective Weighted Sample | 894 | 427 | 467 | 147 | 159 | 328 | 272 | 112 | 93 | 116 | 187 | 207 | 275 | 221 | 213 | 643 | 134 | 141 | 206 |
| Total | 918 | 434 | 483 | 155 | 179 | 357 | 227 | 97 | 99 | 111 | 210 | 260 | 284 | 180 | 193 | 744 | 83 | 58 | 33 |
| | | 47% | 53% | 17% | 20% | 39% | 25% | 11% | 11% | 12% | 23% | 28% | 31% | 20% | 21% | 81% | 9% | 6% | 4% |
| Basic package only | 253 | 106 | 146 | 46 | 51 | 85 | 71 | 39 | 36 | 25 | 46 | 59 | 82 | 45 | 66 | 213 | 14 | 15 | 11 |
| | 28% | 24% | 30% | 30% | 28% | 24% | 31% | 40% | 36% | 23% | 22% | 23% | 29% | 25% | 34% | 29% | 17% | 25% | 35% |
| | | 42% | 58% | 18% | 20% | 34% | e | ij | ij | 10% | 18% | 23% | 33% | 18% | km | p | 5% | 6% | pq |
| | | | | | | | 28% | 16% | 14% | | | | | | 26% | 84% | | | 5% |
| None of these | 12 | 6 | 7 | * | - | 10 | 2 | 2 | 2 | * | - | 3 | 3 | 3 | 3 | 11 | 1 | * | * |
| | 1% | 1% | 1% | *% | -% | 3% | 1% | 2% | 2% | *% | -% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | *% |
| | | 47% | 53% | 1% | -% | 83% | cd | 12% | 13% | 2% | -% | 27% | 26% | 25% | 22% | 91% | 5% | 3% | 1% |
| Don't know | 13 | 7 | 7 | 5 | * | 3 | 5 | 2 | 1 | 1 | * | 3 | 4 | 2 | 5 | 12 | * | * | 1 |
| | 1% | 2% | 1% | 3% | *% | 1% | 2% | 2% | 1% | 1% | *% | 1% | 1% | 1% | 3% | 2% | *% | *% | 2% |
| | | | | de | | | | | | | | | | | | | | | |
| | | 50% | 50% | 38% | 1% | 21% | 40% | 14% | 7% | 11% | 3% | 24% | 26% | 12% | 38% | 93% | 1% | 1% | 5% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 103

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QH9 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1398 | 78 | 82 | 74 | 85 | 60 | 82 | 103 | 113 | 82 | 960 | 438 | 797 | 600 | 923 | 475 |
| Effective Weighted Sample | 894 | 74 | 76 | 70 | 80 | 57 | 77 | 96 | 106 | 76 | 718 | 191 | 527 | 396 | 572 | 322 |
| Total | 918 | 105 | 124 | 69 | 64 | 57 | 83 | 92 | 50 | 100 | 773 | 145 | 607 | 310 | 588 | 330 |
| | | ** | ** | ** | ** | ** | ** | 10% | 5% | ** | 84% | 16% | 66% | 34% | 64% | 36% |
| Sky Sports 1 only | 20 | ** | ** | ** | ** | ** | ** | 1 | 1 | ** | 16 | 4 | 15 | 6 | 15 | 6 |
| | 2% | ** | ** | ** | ** | ** | ** | 1% | 1% | ** | 2% | 3% | 2% | 2% | 2% | 2% |
| | | ** | ** | ** | ** | ** | ** | 5% | 3% | ** | 81% | 19% | 72% | 28% | 72% | 28% |
| Sky Sports 2 only | 6 | ** | ** | ** | ** | ** | ** | - | - | ** | 4 | 2 | 6 | 1 | 2 | 4 |
| | 1% | ** | ** | ** | ** | ** | ** | -% | -% | ** | 1% | 2% | 1% | *% | *% | 1% |
| | | ** | ** | ** | ** | ** | ** | -% | -% | ** | 64% | 36% | 88% | 12% | 34% | 66% |
| Sky Sports Pack (Sky Sports 1, 2, 3 and 4) | 290 | ** | ** | ** | ** | ** | ** | 35 | 16 | ** | 250 | 39 | 198 | 91 | 190 | 99 |
| | 32% | ** | ** | ** | ** | ** | ** | 38% | 32% | ** | 32% | 27% | 33% | 29% | 32% | 30% |
| | | ** | ** | ** | ** | ** | ** | 12% | 5% | ** | 86% | 14% | 69% | 31% | 66% | 34% |
| Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance) | 58 | ** | ** | ** | ** | ** | ** | 1 | 1 | ** | 47 | 11 | 41 | 17 | 42 | 16 |
| | 6% | ** | ** | ** | ** | ** | ** | 1% | 1% | ** | 6% | 7% | 7% | 6% | 7% | 5% |
| | | ** | ** | ** | ** | ** | ** | 2% | 1% | ** | 81% | 19% | 71% | 29% | 73% | 27% |
| Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure) | 13 | ** | ** | ** | ** | ** | ** | 1 | - | ** | 10 | 3 | 12 | 2 | 8 | 5 |
| | 1% | ** | ** | ** | ** | ** | ** | 1% | -% | ** | 1% | 2% | 2% | *% | 1% | 2% |
| | | ** | ** | ** | ** | ** | ** | 9% | -% | ** | 80% | 20% | 88% | 12% | 59% | 41% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 103

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QH9 (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

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|--------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-----|
| | | EAST OF ENG | | | | | | | | | | | | | MEDIUM/HIGH | |
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | |
| Significance Level: 95% | Total | ~a | ~b | ~c | ~d | ~e | ~f | g | h | ~i | j | k | l | m | n | o |
| Unweighted total | 1398 | 78 | 82 | 74 | 85 | 60 | 82 | 103 | 113 | 82 | 960 | 438 | 797 | 600 | 923 | 475 |
| Effective Weighted Sample | 894 | 74 | 76 | 70 | 80 | 57 | 77 | 96 | 106 | 76 | 718 | 191 | 527 | 396 | 572 | 322 |
| Total | 918 | 105 | 124 | 69 | 64 | 57 | 83 | 92 | 50 | 100 | 773 | 145 | 607 | 310 | 588 | 330 |
| | | ** | ** | ** | ** | ** | ** | 10% | 5% | ** | 84% | 16% | 66% | 34% | 64% | 36% |
| Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic) | 242 | ** | ** | ** | ** | ** | ** | 26 | 16 | ** | 215 | 27 | 167 | 75 | 138 | 104 |
| | 26% | ** | ** | ** | ** | ** | ** | 28% | 33% | ** | 28% | 19% | 28% | 24% | 23% | 32% |
| | | ** | ** | ** | ** | ** | ** | 11% | 7% | ** | k | 11% | 69% | 31% | 57% | n |
| | | ** | ** | ** | ** | ** | ** | 11% | 7% | ** | 89% | 11% | 69% | 31% | 57% | 43% |
| Sky+ HD (High Definition channels through Sky+ HD box) | 383 | ** | ** | ** | ** | ** | ** | 50 | 29 | ** | 335 | 49 | 271 | 112 | 233 | 151 |
| | 42% | ** | ** | ** | ** | ** | ** | 54% | 57% | ** | 43% | 33% | 45% | 36% | 40% | 46% |
| | | ** | ** | ** | ** | ** | ** | 13% | 7% | ** | k | 13% | 71% | 29% | 61% | 39% |
| | | ** | ** | ** | ** | ** | ** | 13% | 7% | ** | 87% | 13% | 71% | 29% | 61% | 39% |
| ANY SKY SPORTS | 316 | ** | ** | ** | ** | ** | ** | 36 | 17 | ** | 271 | 45 | 219 | 98 | 207 | 109 |
| | 34% | ** | ** | ** | ** | ** | ** | 39% | 33% | ** | 35% | 31% | 36% | 31% | 35% | 33% |
| | | ** | ** | ** | ** | ** | ** | 11% | 5% | ** | 86% | 14% | 69% | 31% | 65% | 35% |
| ANY SKY MOVIES | 313 | ** | ** | ** | ** | ** | ** | 29 | 17 | ** | 273 | 41 | 220 | 93 | 188 | 125 |
| | 34% | ** | ** | ** | ** | ** | ** | 31% | 34% | ** | 35% | 28% | 36% | 30% | 32% | 38% |
| | | ** | ** | ** | ** | ** | ** | 9% | 5% | ** | 87% | 13% | 70% | 30% | 60% | 40% |
| SKY SPORTS AND SKY MOVIES | 176 | ** | ** | ** | ** | ** | ** | 21 | 12 | ** | 155 | 21 | 131 | 45 | 109 | 67 |
| | 19% | ** | ** | ** | ** | ** | ** | 23% | 24% | ** | 20% | 14% | 22% | 15% | 18% | 20% |
| | | ** | ** | ** | ** | ** | ** | 12% | 7% | ** | 88% | 12% | m | 74% | 26% | 62% |
| | | ** | ** | ** | ** | ** | ** | 12% | 7% | ** | 88% | 12% | 74% | 26% | 62% | 38% |
| Basic package only | 253 | ** | ** | ** | ** | ** | ** | 22 | 9 | ** | 204 | 49 | 157 | 96 | 174 | 78 |
| | 28% | ** | ** | ** | ** | ** | ** | 24% | 18% | ** | 26% | 34% | 26% | 31% | 30% | 24% |
| | | ** | ** | ** | ** | ** | ** | 9% | 4% | ** | j | 19% | 62% | 38% | 69% | 31% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 103

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

QH9 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1398 | 78 | 82 | 74 | 85 | 60 | 82 | 103 | 113 | 82 | 960 | 438 | 797 | 600 | 923 | 475 |
| Effective Weighted Sample | 894 | 74 | 76 | 70 | 80 | 57 | 77 | 96 | 106 | 76 | 718 | 191 | 527 | 396 | 572 | 322 |
| Total | 918 | 105 | 124 | 69 | 64 | 57 | 83 | 92 | 50 | 100 | 773 | 145 | 607 | 310 | 588 | 330 |
| | | ** | ** | ** | ** | ** | ** | 10% | 5% | ** | 84% | 16% | 66% | 34% | 64% | 36% |
| None of these | 12 | ** | ** | ** | ** | ** | ** | - | * | ** | 9 | 3 | 9 | 4 | 9 | 3 |
| | 1% | ** | ** | ** | ** | ** | ** | -% | 1% | ** | 1% | 2% | 1% | 1% | 2% | 1% |
| | | ** | ** | ** | ** | ** | ** | -% | 3% | ** | 75% | 25% | 71% | 29% | 77% | 23% |
| Don't know | 13 | ** | ** | ** | ** | ** | ** | 3 | * | ** | 11 | 3 | 4 | 10 | 11 | 2 |
| | 1% | ** | ** | ** | ** | ** | ** | 4% | 1% | ** | 1% | 2% | 1% | 3% | 2% | 1% |
| | | ** | ** | ** | ** | ** | ** | 24% | 3% | ** | 81% | 19% | 29% | 71% | 84% | 16% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 104

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

QH10 (QH5). SHOWCARD Which, if any, of these channels do you subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | k | l | m | n | o | ~p | ~q | ~r |
| Unweighted total | 516 | 252 | 264 | 79 | 78 | 175 | 184 | 77 | 53 | 50 | 94 | 118 | 165 | 107 | 125 | 392 | 70 | 18 | 36 |
| Effective Weighted Sample | 416 | 201 | 214 | 63 | 62 | 147 | 149 | 62 | 44 | 39 | 76 | 92 | 135 | 91 | 101 | 341 | 64 | 15 | 34 |
| Total | 414 | 200 | 213 | 62 | 71 | 154 | 127 | 54 | 41 | 38 | 87 | 109 | 132 | 78 | 94 | 361 | 43 | 4 | 6 |
| | | 48% | 52% | ** | ** | 37% | 31% | ** | ** | ** | ** | 26% | 32% | 19% | 23% | 87% | ** | ** | ** |
| Sky Sports channels | 82 | 49 | 34 | ** | ** | 28 | 30 | ** | ** | ** | ** | 24 | 28 | 21 | 10 | 73 | ** | ** | ** |
| | 20% | 24% | 16% | ** | ** | 18% | 24% | ** | ** | ** | ** | 22% | 21% | 27% | 10% | 20% | ** | ** | ** |
| | | b | | | | | | | | | | n | n | n | | | | | |
| | | 59% | 41% | ** | ** | 34% | 36% | ** | ** | ** | ** | 29% | 34% | 25% | 12% | 89% | ** | ** | ** |
| Sky Movies channels | 61 | 33 | 28 | ** | ** | 20 | 20 | ** | ** | ** | ** | 18 | 20 | 15 | 8 | 51 | ** | ** | ** |
| | 15% | 17% | 13% | ** | ** | 13% | 16% | ** | ** | ** | ** | 17% | 15% | 19% | 8% | 14% | ** | ** | ** |
| | | 54% | 46% | ** | ** | 33% | 33% | ** | ** | ** | ** | 30% | 33% | 24% | 13% | 83% | ** | ** | ** |
| High Definition channel through V+ HD box | 177 | 91 | 85 | ** | ** | 74 | 47 | ** | ** | ** | ** | 53 | 56 | 32 | 35 | 153 | ** | ** | ** |
| | 43% | 46% | 40% | ** | ** | 48% | 37% | ** | ** | ** | ** | 49% | 43% | 41% | 37% | 42% | ** | ** | ** |
| | | 52% | 48% | ** | ** | 42% | 26% | ** | ** | ** | ** | 30% | 32% | 18% | 20% | 86% | ** | ** | ** |
| Basic package only | 167 | 72 | 95 | ** | ** | 57 | 56 | ** | ** | ** | ** | 36 | 53 | 30 | 48 | 141 | ** | ** | ** |
| | 40% | 36% | 45% | ** | ** | 37% | 44% | ** | ** | ** | ** | 33% | 40% | 38% | 51% | 39% | ** | ** | ** |
| | | 43% | 57% | ** | ** | 34% | 34% | ** | ** | ** | ** | 21% | 32% | 18% | 29% | 84% | ** | ** | ** |
| None of these | 25 | 14 | 11 | ** | ** | 7 | 8 | ** | ** | ** | ** | 6 | 7 | 5 | 7 | 24 | ** | ** | ** |
| | 6% | 7% | 5% | ** | ** | 4% | 6% | ** | ** | ** | ** | 5% | 6% | 6% | 8% | 7% | ** | ** | ** |
| | | 55% | 45% | ** | ** | 27% | 32% | ** | ** | ** | ** | 22% | 30% | 19% | 29% | 97% | ** | ** | ** |
| Don't know | 5 | 2 | 3 | ** | ** | 2 | - | ** | ** | ** | ** | 3 | - | 2 | - | 5 | ** | ** | ** |
| | 1% | 1% | 1% | ** | ** | 1% | -% | ** | ** | ** | ** | 3% | -% | 2% | -% | 1% | ** | ** | ** |
| | | 35% | 65% | ** | ** | 50% | -% | ** | ** | ** | ** | 64% | -% | 36% | -% | 100% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 104

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

QH10 (QH5). SHOWCARD Which, if any, of these channels do you subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | o |
| Unweighted total | 516 | 35 | 47 | 39 | 57 | 60 | 45 | 41 | 30 | 38 | 489 | 27 | 265 | 251 | 297 | 219 |
| Effective Weighted Sample | 416 | 34 | 44 | 37 | 54 | 57 | 42 | 39 | 29 | 36 | 398 | 17 | 222 | 209 | 236 | 180 |
| Total | 414 | 44 | 65 | 33 | 38 | 53 | 40 | 30 | 13 | 43 | 398 | 16 | 253 | 161 | 234 | 180 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 96% | ** | 61% | 39% | 57% | 43% |
| Sky Sports channels | 82 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81 | ** | 53 | 30 | 53 | 29 |
| | 20% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 20% | ** | 21% | 19% | 23% | 16% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 99% | ** | 64% | 36% | 65% | 35% |
| Sky Movies channels | 61 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 59 | ** | 35 | 26 | 43 | 19 |
| | 15% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15% | ** | 14% | 16% | 18% | 10% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 96% | ** | 57% | 43% | 69% | 31% |
| High Definition channel through V+ HD box | 177 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 173 | ** | 111 | 65 | 107 | 69 |
| | 43% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 43% | ** | 44% | 41% | 46% | 39% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 98% | ** | 63% | 37% | 61% | 39% |
| Basic package only | 167 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 161 | ** | 99 | 68 | 83 | 84 |
| | 40% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 41% | ** | 39% | 42% | 36% | 47% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 97% | ** | 59% | 41% | 50% | 50% |
| None of these | 25 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22 | ** | 15 | 10 | 19 | 6 |
| | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | 6% | 6% | 8% | 3% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 88% | ** | 59% | 41% | 77% | 23% |
| Don't know | 5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | ** | 5 | - | 2 | 3 |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | ** | 2% | -% | 1% | 2% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | 100% | -% | 36% | 64% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 105

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

QH11A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1489 | 697 | 792 | 239 | 252 | 525 | 473 | 193 | 173 | 188 | 294 | 343 | 437 | 348 | 359 | 817 | 207 | 227 | 238 |
| Effective Weighted Sample | 954 | 446 | 508 | 158 | 169 | 342 | 299 | 131 | 99 | 122 | 188 | 216 | 287 | 234 | 239 | 694 | 136 | 150 | 217 |
| Total | 980 | 452 | 528 | 165 | 191 | 373 | 250 | 116 | 104 | 118 | 213 | 273 | 297 | 191 | 218 | 801 | 84 | 61 | 34 |
| | | 46% | 54% | 17% | 20% | 38% | 26% | 12% | 11% | 12% | 22% | 28% | 30% | 20% | 22% | 82% | 9% | 6% | 3% |
| Yes | 839 | 386 | 453 | 140 | 174 | 337 | 188 | 86 | 89 | 109 | 200 | 251 | 254 | 166 | 168 | 679 | 76 | 54 | 29 |
| | 86% | 85% | 86% | 85% | 91% | 90% | 75% | 74% | 86% | 92% | 94% | 92% | 86% | 87% | 77% | 85% | 91% | 89% | 86% |
| | | | | f | f | f | | | g | g | gh | ln | n | n | | | | | |
| | | 46% | 54% | 17% | 21% | 40% | 22% | 10% | 11% | 13% | 24% | 30% | 30% | 20% | 20% | 81% | 9% | 6% | 3% |
| No | 120 | 58 | 62 | 19 | 14 | 35 | 52 | 24 | 13 | 9 | 12 | 19 | 36 | 21 | 42 | 102 | 7 | 6 | 5 |
| | 12% | 13% | 12% | 12% | 7% | 9% | 21% | 21% | 13% | 8% | 6% | 7% | 12% | 11% | 19% | 13% | 9% | 10% | 13% |
| | | | | | | | cde | ij | j | | | | | | klm | | | | |
| | | 49% | 51% | 16% | 11% | 29% | 44% | 20% | 11% | 8% | 10% | 16% | 30% | 17% | 35% | 85% | 6% | 5% | 4% |
| Don't know | 21 | 8 | 13 | 5 | 4 | 2 | 11 | 6 | 1 | - | 1 | 2 | 7 | 5 | 8 | 20 | 1 | * | * |
| | 2% | 2% | 3% | 3% | 2% | 1% | 4% | 5% | 1% | -% | *% | 1% | 2% | 2% | 4% | 2% | 1% | 1% | 1% |
| | | | | e | | | e | ij | | | | | | | | | | | |
| | | 38% | 62% | 24% | 17% | 9% | 50% | 29% | 5% | -% | 4% | 11% | 32% | 22% | 36% | 93% | 3% | 2% | 2% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 105

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

QH11A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky Satellite TV

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | ~b | ~c | ~d | ~e | ~f | g | h | ~i | j | k | l | m | n | o |
| Unweighted total | 1489 | 105 | 85 | 75 | 89 | 64 | 86 | 108 | 117 | 88 | 1024 | 465 | 826 | 662 | 971 | 518 |
| Effective Weighted Sample | 954 | 99 | 79 | 71 | 84 | 60 | 81 | 101 | 110 | 82 | 770 | 199 | 545 | 441 | 599 | 355 |
| Total | 980 | 135 | 130 | 70 | 66 | 61 | 87 | 96 | 52 | 105 | 829 | 151 | 633 | 347 | 615 | 365 |
| | | 14% | ** | ** | ** | ** | ** | 10% | 5% | ** | 85% | 15% | 65% | 35% | 63% | 37% |
| Yes | 839 | 93 | ** | ** | ** | ** | ** | 85 | 45 | ** | 710 | 129 | 567 | 271 | 543 | 295 |
| | 86% | 69% | ** | ** | ** | ** | ** | 88% | 87% | ** | 86% | 85% | 90% | 78% | 88% | 81% |
| | | | | | | | | a | a | | | | m | | o | |
| | | 11% | ** | ** | ** | ** | ** | 10% | 5% | ** | 85% | 15% | 68% | 32% | 65% | 35% |
| No | 120 | 32 | ** | ** | ** | ** | ** | 10 | 6 | ** | 100 | 19 | 60 | 59 | 60 | 59 |
| | 12% | 24% | ** | ** | ** | ** | ** | 11% | 12% | ** | 12% | 13% | 10% | 17% | 10% | 16% |
| | | gh | | | | | | | | | | | l | | n | |
| | | 27% | ** | ** | ** | ** | ** | 9% | 5% | ** | 84% | 16% | 50% | 50% | 50% | 50% |
| Don't know | 21 | 9 | ** | ** | ** | ** | ** | 1 | 1 | ** | 19 | 3 | 5 | 16 | 11 | 10 |
| | 2% | 7% | ** | ** | ** | ** | ** | 1% | 2% | ** | 2% | 2% | 1% | 5% | 2% | 3% |
| | | g | | | | | | | | | | | l | | | |
| | | 44% | ** | ** | ** | ** | ** | 3% | 4% | ** | 87% | 13% | 24% | 76% | 53% | 47% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 106

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

QH11B (QR1B). Does your household have Virgin TiVo or V+? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | k | l | m | n | o | ~p | ~q | ~r |
| Unweighted total | 516 | 252 | 264 | 79 | 78 | 175 | 184 | 77 | 53 | 50 | 94 | 118 | 165 | 107 | 125 | 392 | 70 | 18 | 36 |
| Effective Weighted Sample | 416 | 201 | 214 | 63 | 62 | 147 | 149 | 62 | 44 | 39 | 76 | 92 | 135 | 91 | 101 | 341 | 64 | 15 | 34 |
| Total | 414 | 200 | 213 | 62 | 71 | 154 | 127 | 54 | 41 | 38 | 87 | 109 | 132 | 78 | 94 | 361 | 43 | 4 | 6 |
| | | 48% | 52% | ** | ** | 37% | 31% | ** | ** | ** | ** | 26% | 32% | 19% | 23% | 87% | ** | ** | ** |
| Yes | 287 | 140 | 147 | ** | ** | 109 | 86 | ** | ** | ** | ** | 75 | 97 | 54 | 60 | 248 | ** | ** | ** |
| | 69% | 70% | 69% | ** | ** | 71% | 68% | ** | ** | ** | ** | 69% | 74% | 70% | 63% | 69% | ** | ** | ** |
| | | 49% | 51% | ** | ** | 38% | 30% | ** | ** | ** | ** | 26% | 34% | 19% | 21% | 86% | ** | ** | ** |
| No | 119 | 56 | 63 | ** | ** | 44 | 40 | ** | ** | ** | ** | 32 | 32 | 20 | 35 | 106 | ** | ** | ** |
| | 29% | 28% | 30% | ** | ** | 28% | 32% | ** | ** | ** | ** | 30% | 24% | 26% | 37% | 29% | ** | ** | ** |
| | | | | | | | | | | | | | | | l | | | | |
| | | 47% | 53% | ** | ** | 36% | 34% | ** | ** | ** | ** | 27% | 27% | 17% | 29% | 88% | ** | ** | ** |
| Don't know | 7 | 4 | 3 | ** | ** | 1 | 1 | ** | ** | ** | ** | 1 | 3 | 3 | * | 7 | ** | ** | ** |
| | 2% | 2% | 1% | ** | ** | 1% | *% | ** | ** | ** | ** | 1% | 2% | 4% | *% | 2% | ** | ** | ** |
| | | 57% | 43% | ** | ** | 21% | 8% | ** | ** | ** | ** | 18% | 38% | 43% | 2% | 95% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 106

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

QH11B (QR1B). Does your household have Virgin TiVo or V+? (SINGLE CODE)

Base : Those with Virgin Media (Cable TV)

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | m | n | o |
| Unweighted total | 516 | 35 | 47 | 39 | 57 | 60 | 45 | 41 | 30 | 38 | 489 | 27 | 265 | 251 | 297 | 219 |
| Effective Weighted Sample | 416 | 34 | 44 | 37 | 54 | 57 | 42 | 39 | 29 | 36 | 398 | 17 | 222 | 209 | 236 | 180 |
| Total | 414 | 44 | 65 | 33 | 38 | 53 | 40 | 30 | 13 | 43 | 398 | 16 | 253 | 161 | 234 | 180 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 96% | ** | 61% | 39% | 57% | 43% |
| Yes | 287 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 277 | ** | 186 | 101 | 163 | 124 |
| | 69% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 70% | ** | 74% | 63% | 70% | 69% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 96% | ** | 65% | 35% | 57% | 43% |
| No | 119 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 114 | ** | 63 | 57 | 66 | 53 |
| | 29% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 29% | ** | 25% | 35% | 28% | 30% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 96% | ** | 53% | 47% | 55% | 45% |
| Don't know | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** | 4 | 3 | 5 | 2 |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** | 2% | 2% | 2% | 1% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | 54% | 46% | 68% | 32% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 107

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

QH11C (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | ~o | ~p | ~q | ~r |
| Unweighted total | 163 | 96 | 67 | 14 | 23 | 40 | 86 | 18 | 31 | 23 | 24 | 37 | 45 | 35 | 46 | 79 | 20 | 40 | 24 |
| Effective Weighted Sample | 96 | 61 | 35 | 9 | 15 | 27 | 51 | 12 | 19 | 13 | 18 | 22 | 26 | 22 | 28 | 69 | 14 | 23 | 21 |
| Total | 96 | 62 | 34 | 11 | 15 | 34 | 36 | 9 | 17 | 13 | 21 | 23 | 31 | 17 | 25 | 79 | 4 | 10 | 3 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Yes | 47 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 48% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| No | 47 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 48% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 107

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

QH11C (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | n | ~o |
| Unweighted total | 163 | 13 | 11 | 10 | 5 | 5 | 12 | 16 | 3 | 4 | 93 | 70 | 66 | 97 | 118 | 45 |
| Effective Weighted Sample | 96 | 13 | 10 | 9 | 5 | 5 | 11 | 15 | 3 | 4 | 71 | 31 | 43 | 60 | 65 | 31 |
| Total | 96 | 18 | 16 | 8 | 3 | 5 | 11 | 12 | 1 | 5 | 78 | 18 | 53 | 43 | 61 | 35 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 64% | ** |
| Yes | 47 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 29 | ** |
| | 48% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 48% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 63% | ** |
| No | 47 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 30 | ** |
| | 48% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 50% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 65% | ** |
| Don't know | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1 | ** |
| | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 43% | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 108

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

QH11D (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2063 | 1041 | 1022 | 278 | 279 | 599 | 907 | 462 | 268 | 225 | 263 | 399 | 583 | 442 | 636 | 1146 | 209 | 265 | 443 |
| Effective Weighted Sample | 1338 | 670 | 669 | 179 | 176 | 387 | 616 | 323 | 159 | 138 | 171 | 253 | 366 | 290 | 443 | 992 | 141 | 165 | 401 |
| Total | 1254 | 623 | 631 | 172 | 191 | 395 | 495 | 275 | 138 | 127 | 196 | 284 | 342 | 238 | 388 | 1035 | 90 | 66 | 62 |
| | | 50% | 50% | 14% | 15% | 32% | 39% | 22% | 11% | 10% | 16% | 23% | 27% | 19% | 31% | 83% | 7% | 5% | 5% |
| Yes | 312 | 162 | 150 | 27 | 47 | 106 | 131 | 41 | 30 | 40 | 68 | 90 | 88 | 62 | 71 | 273 | 18 | 13 | 8 |
| | 25% | 26% | 24% | 16% | 25% | 27% | 26% | 15% | 22% | 31% | 35% | 32% | 26% | 26% | 18% | 26% | 20% | 19% | 13% |
| | | | | c | c | c | c | | | g | gh | n | n | n | r | | | | |
| | | 52% | 48% | 9% | 15% | 34% | 42% | 13% | 10% | 13% | 22% | 29% | 28% | 20% | 23% | 88% | 6% | 4% | 3% |
| No | 894 | 442 | 453 | 140 | 136 | 275 | 344 | 220 | 102 | 84 | 123 | 185 | 242 | 163 | 303 | 723 | 69 | 52 | 51 |
| | 71% | 71% | 72% | 81% | 71% | 69% | 70% | 80% | 74% | 66% | 63% | 65% | 71% | 69% | 78% | 70% | 76% | 78% | 83% |
| | | | | def | | | | ij | j | | | | | | klm | | | o | o |
| | | 49% | 51% | 16% | 15% | 31% | 38% | 25% | 11% | 9% | 14% | 21% | 27% | 18% | 34% | 81% | 8% | 6% | 6% |
| Don't know | 48 | 19 | 28 | 6 | 8 | 14 | 20 | 14 | 6 | 4 | 4 | 10 | 11 | 13 | 13 | 39 | 4 | 2 | 2 |
| | 4% | 3% | 5% | 3% | 4% | 4% | 4% | 5% | 4% | 3% | 2% | 4% | 3% | 6% | 3% | 4% | 5% | 3% | 4% |
| | | 41% | 59% | 12% | 17% | 30% | 41% | 29% | 13% | 8% | 9% | 21% | 24% | 28% | 28% | 82% | 9% | 4% | 5% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 108

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

QH11D (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2063 | 125 | 115 | 132 | 108 | 130 | 137 | 137 | 136 | 126 | 1451 | 612 | 852 | 1208 | 1304 | 759 |
| Effective Weighted Sample | 1338 | 117 | 107 | 124 | 102 | 120 | 129 | 128 | 129 | 117 | 1100 | 255 | 532 | 850 | 833 | 505 |
| Total | 1254 | 152 | 149 | 114 | 74 | 110 | 125 | 113 | 57 | 142 | 1072 | 182 | 595 | 658 | 776 | 479 |
| | | 12% | 12% | 9% | 6% | 9% | 10% | 9% | 5% | 11% | 86% | 14% | 47% | 53% | 62% | 38% |
| Yes | 312 | 60 | 55 | 32 | 9 | 31 | 26 | 21 | 12 | 29 | 278 | 34 | 161 | 151 | 213 | 99 |
| | 25% | 39% | 37% | 28% | 12% | 28% | 20% | 18% | 20% | 20% | 26% | 19% | 27% | 23% | 27% | 21% |
| | | dfghi | dfghi | d | | d | | | | | k | | | | o | |
| | | 19% | 18% | 10% | 3% | 10% | 8% | 7% | 4% | 9% | 89% | 11% | 52% | 48% | 68% | 32% |
| No | 894 | 83 | 87 | 77 | 64 | 76 | 91 | 89 | 43 | 111 | 754 | 140 | 407 | 486 | 529 | 366 |
| | 71% | 55% | 59% | 68% | 86% | 69% | 73% | 79% | 76% | 78% | 70% | 77% | 68% | 74% | 68% | 76% |
| | | | | a | abcef | a | ab | ab | ab | ab | | j | | l | | n |
| | | 9% | 10% | 9% | 7% | 9% | 10% | 10% | 5% | 12% | 84% | 16% | 46% | 54% | 59% | 41% |
| Don't know | 48 | 9 | 7 | 4 | 1 | 3 | 8 | 3 | 2 | 2 | 40 | 8 | 26 | 22 | 34 | 14 |
| | 4% | 6% | 4% | 4% | 2% | 3% | 7% | 3% | 4% | 1% | 4% | 4% | 4% | 3% | 4% | 3% |
| | | | | | i | | | | | | | | | | | |
| | | 18% | 14% | 9% | 3% | 7% | 17% | 7% | 5% | 4% | 83% | 17% | 55% | 45% | 71% | 29% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 109

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QH11E (QR1E). Does your broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with BT Vision or TalkTalk TV

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | ~o | ~p | ~q | ~r |
| Unweighted total | 180 | 87 | 93 | 22 | 27 | 63 | 68 | 24 | 24 | 25 | 37 | 42 | 61 | 36 | 41 | 90 | 42 | 23 | 25 |
| Effective Weighted Sample | 111 | 55 | 55 | 14 | 15 | 40 | 46 | 17 | 15 | 15 | 22 | 26 | 34 | 24 | 27 | 76 | 27 | 15 | 22 |
| Total | 116 | 57 | 59 | 16 | 19 | 46 | 35 | 15 | 16 | 14 | 26 | 31 | 33 | 22 | 29 | 91 | 15 | 6 | 3 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Yes | 100 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 86% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| No | 14 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 109

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QH11E (QR1E). Does your broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with BT Vision or TalkTalk TV

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | ~m | n | ~o |
| Unweighted total | 180 | 6 | 17 | 13 | 11 | 11 | 7 | 7 | 11 | 7 | 112 | 68 | 103 | 77 | 138 | 42 |
| Effective Weighted Sample | 111 | 6 | 16 | 12 | 11 | 10 | 7 | 7 | 10 | 6 | 83 | 29 | 63 | 55 | 82 | 29 |
| Total | 116 | 9 | 25 | 13 | 8 | 11 | 6 | 5 | 5 | 8 | 92 | 25 | 76 | 40 | 85 | 31 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 79% | ** | 66% | ** | 73% | ** |
| Yes | 100 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 77 | ** | 67 | ** | 76 | ** |
| | 86% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 84% | ** | 87% | ** | 89% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 77% | ** | 67% | ** | 77% | ** |
| No | 14 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12 | ** | 9 | ** | 8 | ** |
| | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13% | ** | 12% | ** | 9% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | ** | 63% | ** | 54% | ** |
| Don't know | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | ** | 1 | ** | 1 | ** |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | 1% | ** | 2% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | 32% | ** | 56% | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 110

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QH11F (QR1F). Do you have a YouView set top box? This is a new product allowing you to watch catch-up TV via services such as BBC iPlayer and ITV Player, view TV 'on demand', and also record, pause and rewind live TV programmes. (SINGLE CODE)

Base : Those with a TV in the household

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3635 | 1761 | 1874 | 509 | 548 | 1136 | 1442 | 686 | 458 | 415 | 568 | 755 | 1077 | 783 | 1014 | 2186 | 481 | 480 | 488 |
| Effective Weighted Sample | 2466 | 1190 | 1276 | 352 | 377 | 790 | 991 | 488 | 286 | 279 | 391 | 508 | 727 | 548 | 721 | 1873 | 333 | 306 | 443 |
| Total | 2458 | 1175 | 1283 | 363 | 427 | 856 | 812 | 425 | 272 | 273 | 457 | 613 | 726 | 455 | 660 | 2056 | 210 | 123 | 68 |
| | | 48% | 52% | 15% | 17% | 35% | 33% | 17% | 11% | 11% | 19% | 25% | 30% | 19% | 27% | 84% | 9% | 5% | 3% |
| Yes | 151 | 80 | 71 | 17 | 36 | 59 | 38 | 18 | 14 | 15 | 41 | 49 | 47 | 24 | 30 | 115 | 22 | 8 | 5 |
| | 6% | 7% | 5% | 5% | 8% | 7% | 5% | 4% | 5% | 6% | 9% | 8% | 6% | 5% | 5% | 6% | 11% | 6% | 8% |
| | | | | | cf | f | | | | | g | n | | | | | o | | |
| | | 53% | 47% | 12% | 24% | 39% | 25% | 12% | 9% | 10% | 27% | 32% | 31% | 16% | 20% | 76% | 15% | 5% | 3% |
| No | 2257 | 1074 | 1183 | 336 | 379 | 778 | 764 | 397 | 253 | 250 | 410 | 552 | 663 | 420 | 619 | 1899 | 185 | 112 | 62 |
| | 92% | 91% | 92% | 93% | 89% | 91% | 94% | 93% | 93% | 92% | 90% | 90% | 91% | 92% | 94% | 92% | 88% | 91% | 90% |
| | | | | | | | de | | | | | | | | k | p | | | |
| | | 48% | 52% | 15% | 17% | 34% | 34% | 18% | 11% | 11% | 18% | 24% | 29% | 19% | 27% | 84% | 8% | 5% | 3% |
| Don't know | 50 | 20 | 29 | 10 | 11 | 19 | 10 | 11 | 5 | 7 | 5 | 13 | 16 | 10 | 11 | 42 | 3 | 3 | 1 |
| | 2% | 2% | 2% | 3% | 3% | 2% | 1% | 3% | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 2% |
| | | 41% | 59% | 20% | 23% | 38% | 19% | 22% | 11% | 15% | 10% | 25% | 33% | 20% | 22% | 84% | 7% | 6% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 110

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

QH11F (QR1F). Do you have a YouView set top box? This is a new product allowing you to watch catch-up TV via services such as BBC iPlayer and ITV Player, view TV 'on demand', and also record, pause and rewind live TV programmes. (SINGLE CODE)

Base : Those with a TV in the household

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | Total | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3635 | 238 | 238 | 237 | 246 | 244 | 248 | 250 | 247 | 238 | 2637 | 998 | 1706 | 1925 | 2323 | 1312 |
| Effective Weighted Sample | 2466 | 224 | 219 | 223 | 232 | 227 | 233 | 233 | 233 | 221 | 2051 | 441 | 1185 | 1379 | 1527 | 939 |
| Total | 2458 | 306 | 332 | 208 | 173 | 217 | 234 | 207 | 105 | 275 | 2120 | 338 | 1382 | 1074 | 1519 | 938 |
| | | 12% | 13% | 8% | 7% | 9% | 10% | 8% | 4% | 11% | 86% | 14% | 56% | 44% | 62% | 38% |
| Yes | 151 | 27 | 21 | 10 | 3 | 7 | 5 | 10 | 19 | 14 | 126 | 25 | 107 | 44 | 79 | 72 |
| | 6% | 9% | 6% | 5% | 2% | 3% | 2% | 5% | 18% | 5% | 6% | 7% | 8% | 4% | 5% | 8% |
| | | def | df | d | | | | | abcdefgi | d | | | m | | | n |
| | | 18% | 14% | 7% | 2% | 5% | 3% | 6% | 13% | 9% | 84% | 16% | 71% | 29% | 52% | 48% |
| No | 2257 | 257 | 309 | 198 | 170 | 201 | 228 | 194 | 84 | 257 | 1950 | 307 | 1245 | 1011 | 1419 | 838 |
| | 92% | 84% | 93% | 95% | 98% | 93% | 97% | 94% | 80% | 93% | 92% | 91% | 90% | 94% | 93% | 89% |
| | | ah | ah | ah | abceghi | ah | abehi | ah | | ah | | | l | | o | |
| | | 11% | 14% | 9% | 8% | 9% | 10% | 9% | 4% | 11% | 86% | 14% | 55% | 45% | 63% | 37% |
| Don't know | 50 | 22 | 1 | - | - | 9 | 1 | 3 | 1 | 4 | 43 | 6 | 30 | 20 | 22 | 28 |
| | 2% | 7% | 0% | 0% | 0% | 4% | 1% | 1% | 1% | 1% | 2% | 2% | 2% | 2% | 1% | 3% |
| | | bcd fghi | | | | bcd f | | | | | | | | | | n |
| | | 44% | 3% | 0% | 0% | 18% | 3% | 6% | 3% | 8% | 87% | 13% | 60% | 40% | 44% | 56% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 111

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QH11G (QR1G). Do you have a Now TV set top box? This is a new product allowing you to watch catch-up TV via services such as BBC iPlayer and Demand 5 and view Sky Sports and Sky Movies TV 'on demand'?. (SINGLE CODE)

Base : Those with a TV in the household

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3635 | 1761 | 1874 | 509 | 548 | 1136 | 1442 | 686 | 458 | 415 | 568 | 755 | 1077 | 783 | 1014 | 2186 | 481 | 480 | 488 |
| Effective Weighted Sample | 2466 | 1190 | 1276 | 352 | 377 | 790 | 991 | 488 | 286 | 279 | 391 | 508 | 727 | 548 | 721 | 1873 | 333 | 306 | 443 |
| Total | 2458 | 1175 | 1283 | 363 | 427 | 856 | 812 | 425 | 272 | 273 | 457 | 613 | 726 | 455 | 660 | 2056 | 210 | 123 | 68 |
| | | 48% | 52% | 15% | 17% | 35% | 33% | 17% | 11% | 11% | 19% | 25% | 30% | 19% | 27% | 84% | 9% | 5% | 3% |
| Yes | 74 | 41 | 34 | 7 | 17 | 36 | 15 | 2 | 4 | 11 | 28 | 27 | 24 | 14 | 9 | 55 | 12 | 5 | 2 |
| | 3% | 3% | 3% | 2% | 4% | 4% | 2% | *% | 1% | 4% | 6% | 4% | 3% | 3% | 1% | 3% | 6% | 4% | 2% |
| | | | | f | f | f | | | | gh | gh | n | n | n | | | or | | |
| | | 55% | 45% | 9% | 22% | 48% | 20% | 2% | 5% | 15% | 38% | 36% | 32% | 19% | 13% | 75% | 16% | 7% | 2% |
| No | 2335 | 1112 | 1223 | 347 | 399 | 804 | 785 | 413 | 263 | 253 | 424 | 573 | 687 | 431 | 640 | 1960 | 195 | 116 | 65 |
| | 95% | 95% | 95% | 96% | 94% | 94% | 97% | 97% | 97% | 93% | 93% | 93% | 95% | 95% | 97% | 95% | 93% | 94% | 95% |
| | | | | de | de | de | | ij | ij | ij | | | | | klm | p | | | |
| | | 48% | 52% | 15% | 17% | 34% | 34% | 18% | 11% | 11% | 18% | 25% | 29% | 18% | 27% | 84% | 8% | 5% | 3% |
| Don't know | 48 | 22 | 26 | 9 | 11 | 16 | 12 | 10 | 5 | 8 | 5 | 13 | 15 | 10 | 10 | 41 | 3 | 3 | 2 |
| | 2% | 2% | 2% | 3% | 3% | 2% | 1% | 2% | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 3% |
| | | 46% | 54% | 19% | 23% | 34% | 25% | 21% | 10% | 17% | 11% | 27% | 32% | 20% | 22% | 84% | 7% | 6% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 111

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QH11G (QR1G). Do you have a Now TV set top box? This is a new product allowing you to watch catch-up TV via services such as BBC iPlayer and Demand 5 and view Sky Sports and Sky Movies TV 'on demand'?. (SINGLE CODE)

Base : Those with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3635 | 238 | 238 | 237 | 246 | 244 | 248 | 250 | 247 | 238 | 2637 | 998 | 1706 | 1925 | 2323 | 1312 |
| Effective Weighted Sample | 2466 | 224 | 219 | 223 | 232 | 227 | 233 | 233 | 233 | 221 | 2051 | 441 | 1185 | 1379 | 1527 | 939 |
| Total | 2458 | 306 | 332 | 208 | 173 | 217 | 234 | 207 | 105 | 275 | 2120 | 338 | 1382 | 1074 | 1519 | 938 |
| | | 12% | 13% | 8% | 7% | 9% | 10% | 8% | 4% | 11% | 86% | 14% | 56% | 44% | 62% | 38% |
| Yes | 74 | 8 | 13 | 4 | * | 5 | 2 | 2 | 11 | 10 | 59 | 15 | 56 | 19 | 40 | 35 |
| | 3% | 3% | 4% | 2% | *% | 2% | 1% | 1% | 11% | 4% | 3% | 4% | 4% | 2% | 3% | 4% |
| | | d | df | | | | | | abcdeghi | d | | | m | | | |
| | | 11% | 18% | 5% | 1% | 6% | 3% | 3% | 15% | 13% | 80% | 20% | 75% | 25% | 53% | 47% |
| No | 2335 | 274 | 317 | 204 | 171 | 208 | 232 | 201 | 92 | 261 | 2018 | 317 | 1297 | 1036 | 1460 | 875 |
| | 95% | 90% | 96% | 98% | 99% | 96% | 99% | 97% | 87% | 95% | 95% | 94% | 94% | 96% | 96% | 93% |
| | | | ah | ah | abehi | ah | abehi | ah | | ah | | | | l | o | |
| | | 12% | 14% | 9% | 7% | 9% | 10% | 9% | 4% | 11% | 86% | 14% | 56% | 44% | 63% | 37% |
| Don't know | 48 | 23 | 1 | 1 | 1 | 5 | - | 3 | 3 | 4 | 43 | 6 | 29 | 20 | 20 | 28 |
| | 2% | 8% | *% | *% | 1% | 2% | -% | 1% | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 3% |
| | | bcdefghi | | | | f | | | f | | | | | | | n |
| | | 48% | 3% | 1% | 2% | 9% | -% | 6% | 5% | 8% | 88% | 12% | 59% | 41% | 42% | 58% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2161 | 1044 | 1117 | 314 | 353 | 761 | 733 | 258 | 247 | 275 | 443 | 526 | 665 | 486 | 480 | 1291 | 317 | 282 | 271 |
| Effective Weighted Sample | 1468 | 711 | 757 | 216 | 246 | 523 | 509 | 193 | 157 | 183 | 302 | 352 | 456 | 348 | 338 | 1100 | 225 | 189 | 247 |
| Total | 1520 | 729 | 791 | 220 | 288 | 583 | 429 | 171 | 161 | 183 | 357 | 438 | 462 | 294 | 323 | 1262 | 141 | 78 | 39 |
| | | 48% | 52% | 14% | 19% | 38% | 28% | 11% | 11% | 12% | 23% | 29% | 30% | 19% | 21% | 83% | 9% | 5% | 3% |
| Every day | 491 | 226 | 264 | 79 | 110 | 199 | 102 | 49 | 52 | 63 | 128 | 143 | 143 | 94 | 111 | 417 | 33 | 30 | 11 |
| | 32% | 31% | 33% | 36% | 38% | 34% | 24% | 29% | 32% | 34% | 36% | 33% | 31% | 32% | 35% | 33% | 23% | 38% | 27% |
| | | 46% | 54% | 16% | 22% | 41% | 21% | 10% | 11% | 13% | 26% | 29% | 29% | 19% | 23% | 85% | 7% | 6% | 2% |
| A few times a week | 417 | 214 | 203 | 51 | 77 | 145 | 144 | 35 | 36 | 55 | 108 | 143 | 130 | 75 | 68 | 335 | 48 | 22 | 11 |
| | 27% | 29% | 26% | 23% | 27% | 25% | 34% | 20% | 22% | 30% | 30% | 33% | 28% | 26% | 21% | 27% | 34% | 29% | 28% |
| | | 51% | 49% | 12% | 18% | 35% | 35% | 8% | 9% | 13% | 26% | 34% | 31% | 18% | 16% | 80% | 12% | 5% | 3% |
| Once a week | 151 | 71 | 79 | 24 | 23 | 62 | 41 | 16 | 13 | 17 | 49 | 34 | 52 | 34 | 31 | 126 | 17 | 4 | 3 |
| | 10% | 10% | 10% | 11% | 8% | 11% | 10% | 9% | 8% | 9% | 14% | 8% | 11% | 11% | 10% | 10% | 12% | 6% | 8% |
| | | 47% | 53% | 16% | 15% | 41% | 27% | 11% | 9% | 11% | 33% | 23% | 34% | 22% | 21% | 84% | 11% | 3% | 2% |
| A few times a month | 90 | 49 | 41 | 8 | 14 | 40 | 27 | 13 | 11 | 9 | 25 | 36 | 21 | 12 | 20 | 73 | 11 | 5 | 2 |
| | 6% | 7% | 5% | 4% | 5% | 7% | 6% | 8% | 7% | 5% | 7% | 8% | 5% | 4% | 6% | 6% | 8% | 6% | 5% |
| | | 55% | 45% | 9% | 16% | 45% | 30% | 15% | 13% | 10% | 27% | 40% | 24% | 13% | 22% | 81% | 12% | 5% | 2% |
| Once a month | 41 | 21 | 21 | 5 | 8 | 18 | 11 | 3 | 8 | 5 | 8 | 14 | 9 | 7 | 11 | 35 | 4 | 2 | 1 |
| | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 2% | 5% | 2% | 2% | 3% | 2% | 2% | 3% | 3% | 3% | 2% | 2% |
| | | 51% | 49% | 11% | 19% | 43% | 27% | 8% | 20% | 11% | 20% | 33% | 22% | 17% | 27% | 84% | 11% | 4% | 2% |
| Less often | 115 | 52 | 63 | 19 | 17 | 44 | 35 | 13 | 15 | 12 | 15 | 33 | 33 | 27 | 20 | 94 | 10 | 6 | 4 |
| | 8% | 7% | 8% | 9% | 6% | 8% | 8% | 8% | 9% | 7% | 4% | 8% | 7% | 9% | 6% | 7% | 7% | 8% | 10% |
| | | 45% | 55% | 17% | 15% | 38% | 30% | 12% | 13% | 11% | 13% | 29% | 29% | 23% | 18% | 82% | 9% | 5% | 3% |
| Never | 144 | 64 | 80 | 21 | 28 | 43 | 52 | 29 | 13 | 16 | 18 | 23 | 51 | 31 | 39 | 122 | 13 | 3 | 6 |
| | 9% | 9% | 10% | 10% | 10% | 7% | 12% | 17% | 8% | 9% | 5% | 5% | 11% | 11% | 12% | 10% | 9% | 4% | 16% |
| | | 44% | 56% | 15% | 20% | 30% | 36% | 20% | 9% | 11% | 12% | 16% | 35% | 22% | 27% | 85% | 9% | 2% | 4% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2161 | 1044 | 1117 | 314 | 353 | 761 | 733 | 258 | 247 | 275 | 443 | 526 | 665 | 486 | 480 | 1291 | 317 | 282 | 271 |
| Effective Weighted Sample | 1468 | 711 | 757 | 216 | 246 | 523 | 509 | 193 | 157 | 183 | 302 | 352 | 456 | 348 | 338 | 1100 | 225 | 189 | 247 |
| Total | 1520 | 729 | 791 | 220 | 288 | 583 | 429 | 171 | 161 | 183 | 357 | 438 | 462 | 294 | 323 | 1262 | 141 | 78 | 39 |
| | | 48% | 52% | 14% | 19% | 38% | 28% | 11% | 11% | 12% | 23% | 29% | 30% | 19% | 21% | 83% | 9% | 5% | 3% |
| Don't know | 72 | 32 | 40 | 12 | 11 | 31 | 17 | 12 | 12 | 7 | 6 | 13 | 23 | 14 | 21 | 60 | 5 | 6 | 1 |
| | 5% | 4% | 5% | 6% | 4% | 5% | 4% | 7% | 7% | 4% | 2% | 3% | 5% | 5% | 7% | 5% | 4% | 7% | 3% |
| | | 45% | 55% | 17% | 15% | 44% | 24% | j | j | | | | | k | | | r | | |
| | | | | | | | | 17% | 16% | 9% | 8% | 18% | 33% | 20% | 30% | 83% | 7% | 8% | 2% |

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

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QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2161 | 141 | 150 | 152 | 135 | 145 | 133 | 146 | 154 | 135 | 1588 | 573 | 1188 | 971 | 1446 | 715 |
| Effective Weighted Sample | 1468 | 134 | 138 | 143 | 128 | 135 | 125 | 136 | 145 | 125 | 1227 | 259 | 824 | 701 | 946 | 523 |
| Total | 1520 | 185 | 223 | 138 | 99 | 130 | 130 | 126 | 68 | 162 | 1318 | 202 | 970 | 549 | 983 | 537 |
| | | 12% | 15% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 64% | 36% | 65% | 35% |
| Every day | 491 | 33 | 74 | 55 | 34 | 33 | 62 | 46 | 17 | 63 | 432 | 58 | 333 | 157 | 318 | 172 |
| | 32% | 18% | 33% | 40% | 34% | 26% | 48% | 37% | 25% | 39% | 33% | 29% | 34% | 29% | 32% | 32% |
| | | | a | ae | a | | abdeh | ah | | ae | | | m | | | |
| | | 7% | 15% | 11% | 7% | 7% | 13% | 9% | 4% | 13% | 88% | 12% | 68% | 32% | 65% | 35% |
| A few times a week | 417 | 46 | 31 | 53 | 29 | 41 | 41 | 31 | 23 | 41 | 346 | 71 | 265 | 152 | 284 | 133 |
| | 27% | 25% | 14% | 38% | 29% | 32% | 31% | 24% | 33% | 26% | 26% | 35% | 27% | 28% | 29% | 25% |
| | | b | | abgi | b | b | b | b | b | b | | j | | | | |
| | | 11% | 7% | 13% | 7% | 10% | 10% | 7% | 5% | 10% | 83% | 17% | 64% | 36% | 68% | 32% |
| Once a week | 151 | 17 | 39 | 7 | 10 | 11 | 8 | 5 | 7 | 21 | 129 | 22 | 101 | 50 | 105 | 46 |
| | 10% | 9% | 18% | 5% | 10% | 8% | 6% | 4% | 11% | 13% | 10% | 11% | 10% | 9% | 11% | 9% |
| | | | cefg | | | | | | g | cg | | | | | | |
| | | 11% | 26% | 5% | 7% | 7% | 5% | 4% | 5% | 14% | 85% | 15% | 67% | 33% | 69% | 31% |
| A few times a month | 90 | 13 | 26 | 5 | 5 | 6 | 3 | 8 | 4 | 3 | 78 | 12 | 57 | 33 | 64 | 26 |
| | 6% | 7% | 12% | 3% | 5% | 5% | 2% | 6% | 6% | 2% | 6% | 6% | 6% | 6% | 6% | 5% |
| | | | cdefi | | | | | | | | | | | | | |
| | | 14% | 29% | 5% | 5% | 7% | 3% | 9% | 5% | 4% | 86% | 14% | 63% | 37% | 71% | 29% |
| Once a month | 41 | 8 | 9 | 6 | 2 | 4 | 2 | 3 | 1 | - | 35 | 6 | 30 | 11 | 25 | 17 |
| | 3% | 4% | 4% | 4% | 2% | 3% | 2% | 2% | 1% | -% | 3% | 3% | 3% | 2% | 3% | 3% |
| | | i | i | i | | | | | | | | | | | | |
| | | 19% | 21% | 14% | 6% | 9% | 6% | 7% | 2% | -% | 85% | 15% | 72% | 26% | 60% | 40% |
| Less often | 115 | 28 | 10 | 3 | 3 | 17 | 6 | 7 | 7 | 14 | 105 | 10 | 62 | 52 | 60 | 55 |
| | 8% | 15% | 5% | 2% | 3% | 13% | 4% | 6% | 10% | 8% | 8% | 5% | 6% | 10% | 6% | 10% |
| | | bcd | | | | bcd | | | cd | c | | | | l | | n |
| | | 24% | 9% | 2% | 3% | 15% | 5% | 6% | 6% | 12% | 92% | 8% | 54% | 46% | 52% | 48% |
| Never | 144 | 21 | 24 | 8 | 9 | 16 | 7 | 12 | 8 | 18 | 129 | 16 | 80 | 64 | 92 | 53 |
| | 9% | 11% | 11% | 6% | 9% | 12% | 6% | 9% | 12% | 11% | 10% | 8% | 8% | 12% | 9% | 10% |
| | | | | | c | | | | c | | | | | l | | |
| | | 14% | 16% | 5% | 6% | 11% | 5% | 8% | 6% | 12% | 89% | 11% | 56% | 44% | 64% | 36% |

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

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QH12 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2161 | 141 | 150 | 152 | 135 | 145 | 133 | 146 | 154 | 135 | 1588 | 573 | 1188 | 971 | 1446 | 715 |
| Effective Weighted Sample | 1468 | 134 | 138 | 143 | 128 | 135 | 125 | 136 | 145 | 125 | 1227 | 259 | 824 | 701 | 946 | 523 |
| Total | 1520 | 185 | 223 | 138 | 99 | 130 | 130 | 126 | 68 | 162 | 1318 | 202 | 970 | 549 | 983 | 537 |
| | | 12% | 15% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 64% | 36% | 65% | 35% |
| Don't know | 72 | 19 | 11 | 2 | 7 | 2 | 2 | 14 | 1 | 2 | 65 | 7 | 42 | 30 | 36 | 35 |
| | 5% | 10% | 5% | 1% | 7% | 1% | 1% | 11% | 1% | 1% | 5% | 3% | 4% | 5% | 4% | 7% |
| | | cefhi | | | cefhi | | | cefhi | | | | | | | | n |
| | | 27% | 16% | 3% | 9% | 3% | 2% | 20% | 1% | 3% | 91% | 9% | 58% | 42% | 51% | 49% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 113

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QH13 (QH42A). SHOWCARD Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) (MULTI CODE)

Base : Those with a TV in the household

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3635 | 1761 | 1874 | 509 | 548 | 1136 | 1442 | 686 | 458 | 415 | 568 | 755 | 1077 | 783 | 1014 | 2186 | 481 | 480 | 488 |
| Effective Weighted Sample | 2466 | 1190 | 1276 | 352 | 377 | 790 | 991 | 488 | 286 | 279 | 391 | 508 | 727 | 548 | 721 | 1873 | 333 | 306 | 443 |
| Total | 2458 | 1175 | 1283 | 363 | 427 | 856 | 812 | 425 | 272 | 273 | 457 | 613 | 726 | 455 | 660 | 2056 | 210 | 123 | 68 |
| | | 48% | 52% | 15% | 17% | 35% | 33% | 17% | 11% | 11% | 19% | 25% | 30% | 19% | 27% | 84% | 9% | 5% | 3% |
| Yes, I watch Tv programmes/ films using the catch-up services (e.g. BBC iPlayer, ITV Player, Demand 5, YouView, Sky on Demand, Virgin on Demand) | 588 | 298 | 290 | 96 | 139 | 241 | 112 | 45 | 46 | 64 | 183 | 186 | 188 | 107 | 106 | 487 | 62 | 27 | 12 |
| | 24% | 25% | 23% | 26% | 33% | 28% | 14% | 11% | 17% | 23% | 40% | 30% | 26% | 24% | 16% | 24% | 29% | 22% | 17% |
| | | 51% | 49% | f | f | f | 19% | 8% | g | g | ghi | mn | n | n | 18% | r | oqr | 5% | 2% |
| Yes, I watch TV programmes/ films using the pay per view services (e.g. on Sky Box Office on Sky on Demand, Virgin Movies on Virgin Media) | 351 | 182 | 169 | 61 | 67 | 156 | 66 | 27 | 36 | 40 | 88 | 103 | 115 | 70 | 64 | 283 | 48 | 13 | 8 |
| | 14% | 15% | 13% | 17% | 16% | 18% | 8% | 6% | 13% | 15% | 19% | 17% | 16% | 15% | 10% | 14% | 23% | 10% | 11% |
| | | 52% | 48% | f | f | f | 19% | 8% | g | g | gh | n | n | n | 18% | 81% | oqr | 4% | 2% |
| Yes, I was TV programmes/ films using a 'standalone' subscription service such as Netflix (e.g. on Virgin TiVo) | 162 | 92 | 70 | 29 | 49 | 65 | 19 | 12 | 17 | 25 | 49 | 53 | 51 | 29 | 29 | 139 | 14 | 7 | 2 |
| | 7% | 8% | 5% | 8% | 12% | 8% | 2% | 3% | 6% | 9% | 11% | 9% | 7% | 6% | 4% | 7% | 7% | 6% | 3% |
| | | b | | f | ef | f | | | g | g | gh | n | n | | | r | r | | |
| | | 57% | 43% | 18% | 30% | 40% | 12% | 8% | 10% | 15% | 30% | 33% | 31% | 18% | 18% | 86% | 9% | 4% | 1% |

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

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QH13 (QH42A). SHOWCARD Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) (MULTI CODE)

Base : Those with a TV in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3635 | 1761 | 1874 | 509 | 548 | 1136 | 1442 | 686 | 458 | 415 | 568 | 755 | 1077 | 783 | 1014 | 2186 | 481 | 480 | 488 |
| Effective Weighted Sample | 2466 | 1190 | 1276 | 352 | 377 | 790 | 991 | 488 | 286 | 279 | 391 | 508 | 727 | 548 | 721 | 1873 | 333 | 306 | 443 |
| Total | 2458 | 1175 | 1283 | 363 | 427 | 856 | 812 | 425 | 272 | 273 | 457 | 613 | 726 | 455 | 660 | 2056 | 210 | 123 | 68 |
| | | 48% | 52% | 15% | 17% | 35% | 33% | 17% | 11% | 11% | 19% | 25% | 30% | 19% | 27% | 84% | 9% | 5% | 3% |
| TOTAL 'YES' | 842 | 423 | 419 | 136 | 184 | 359 | 164 | 68 | 79 | 90 | 240 | 264 | 273 | 151 | 154 | 695 | 95 | 34 | 18 |
| | 34% | 36% | 33% | 37% | 43% | 42% | 20% | 16% | 29% | 33% | 53% | 43% | 38% | 33% | 23% | 34% | 45% | 27% | 27% |
| | | | | f | f | f | | | g | g | ghi | mn | n | n | | qr | oqr | | |
| | | 50% | 50% | 16% | 22% | 43% | 19% | 8% | 9% | 11% | 29% | 31% | 32% | 18% | 18% | 83% | 11% | 4% | 2% |
| No | 1572 | 728 | 845 | 220 | 230 | 486 | 636 | 342 | 191 | 180 | 212 | 340 | 443 | 294 | 492 | 1321 | 115 | 88 | 50 |
| | 64% | 62% | 66% | 61% | 54% | 57% | 78% | 81% | 70% | 66% | 46% | 56% | 61% | 65% | 75% | 64% | 54% | 71% | 73% |
| | | | a | | | | cde | hij | j | j | | | | k | klm | p | | op | op |
| | | 46% | 54% | 14% | 15% | 31% | 40% | 22% | 12% | 11% | 13% | 22% | 28% | 19% | 31% | 84% | 7% | 6% | 3% |
| Don't know | 43 | 24 | 19 | 7 | 13 | 12 | 12 | 15 | 2 | 4 | 5 | 8 | 11 | 10 | 13 | 40 | 1 | 2 | 1 |
| | 2% | 2% | 1% | 2% | 3% | 1% | 1% | 4% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 2% | *% | 1% | 1% |
| | | | | | | | | hj | | | | | | | | p | | | |
| | | 56% | 44% | 17% | 30% | 27% | 27% | 35% | 5% | 8% | 10% | 20% | 25% | 22% | 31% | 92% | 2% | 4% | 1% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QH13 (QH42A). SHOWCARD Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) (MULTI CODE)

Base : Those with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3635 | 238 | 238 | 237 | 246 | 244 | 248 | 250 | 247 | 238 | 2637 | 998 | 1706 | 1925 | 2323 | 1312 |
| Effective Weighted Sample | 2466 | 224 | 219 | 223 | 232 | 227 | 233 | 233 | 233 | 221 | 2051 | 441 | 1185 | 1379 | 1527 | 939 |
| Total | 2458 | 306 | 332 | 208 | 173 | 217 | 234 | 207 | 105 | 275 | 2120 | 338 | 1382 | 1074 | 1519 | 938 |
| | | 12% | 13% | 8% | 7% | 9% | 10% | 8% | 4% | 11% | 86% | 14% | 56% | 44% | 62% | 38% |
| Yes, I watch Tv programmes/ films using the catch-up services (e.g. BBC iPlayer, ITV Player, Demand 5, YouView, Sky on Demand, Virgin on Demand) | 588 | 49 | 88 | 55 | 42 | 48 | 50 | 51 | 34 | 70 | 528 | 60 | 426 | 162 | 370 | 218 |
| | 24% | 16% | 27% | 26% | 24% | 22% | 21% | 25% | 33% | 25% | 25% | 18% | 31% | 15% | 24% | 23% |
| | | | a | a | a | | | a | ade | a | k | | m | | | |
| | | 8% | 15% | 9% | 7% | 8% | 8% | 9% | 6% | 12% | 90% | 10% | 72% | 28% | 63% | 37% |
| Yes, I watch TV programmes/ films using the pay per view services (e.g. on Sky Box Office on Sky on Demand, Virgin Movies on Virgin Media) | 351 | 36 | 57 | 35 | 25 | 27 | 25 | 27 | 16 | 35 | 313 | 38 | 252 | 99 | 210 | 141 |
| | 14% | 12% | 17% | 17% | 15% | 12% | 11% | 13% | 15% | 13% | 15% | 11% | 18% | 9% | 14% | 15% |
| | | | f | | | | | | | | k | | m | | | |
| | | 10% | 16% | 10% | 7% | 8% | 7% | 8% | 5% | 10% | 89% | 11% | 72% | 28% | 60% | 40% |
| Yes, I was TV programmes/ films using a 'standalone' subscription service such as Netflix (e.g. on Virgin TiVo) | 162 | 11 | 18 | 19 | 25 | 11 | 19 | 11 | 10 | 14 | 137 | 25 | 127 | 35 | 91 | 71 |
| | 7% | 4% | 6% | 9% | 15% | 5% | 8% | 5% | 9% | 5% | 6% | 7% | 9% | 3% | 6% | 8% |
| | | | a | a | abefgi | | | | a | | | | m | | | |
| | | 7% | 11% | 12% | 16% | 7% | 11% | 7% | 6% | 9% | 85% | 15% | 79% | 21% | 56% | 44% |

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

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QH13 (QH42A). SHOWCARD Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) (MULTI CODE)

Base : Those with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3635 | 238 | 238 | 237 | 246 | 244 | 248 | 250 | 247 | 238 | 2637 | 998 | 1706 | 1925 | 2323 | 1312 |
| Effective Weighted Sample | 2466 | 224 | 219 | 223 | 232 | 227 | 233 | 233 | 233 | 221 | 2051 | 441 | 1185 | 1379 | 1527 | 939 |
| Total | 2458 | 306 | 332 | 208 | 173 | 217 | 234 | 207 | 105 | 275 | 2120 | 338 | 1382 | 1074 | 1519 | 938 |
| | | 12% | 13% | 8% | 7% | 9% | 10% | 8% | 4% | 11% | 86% | 14% | 56% | 44% | 62% | 38% |
| TOTAL 'YES' | 842 | 81 | 132 | 85 | 63 | 69 | 65 | 68 | 42 | 91 | 744 | 98 | 605 | 237 | 533 | 309 |
| | 34% | 26% | 40% | 41% | 36% | 32% | 28% | 33% | 40% | 33% | 35% | 29% | 44% | 22% | 35% | 33% |
| | | | af | aef | a | | | | af | | k | | m | | | |
| | | 10% | 16% | 10% | 7% | 8% | 8% | 8% | 5% | 11% | 88% | 12% | 72% | 28% | 63% | 37% |
| No | 1572 | 207 | 198 | 119 | 110 | 146 | 165 | 138 | 63 | 175 | 1337 | 235 | 754 | 817 | 966 | 606 |
| | 64% | 68% | 60% | 57% | 63% | 67% | 71% | 67% | 59% | 64% | 63% | 69% | 55% | 76% | 64% | 65% |
| | | c | | | c | bch | c | c | | | j | | l | | | |
| | | 13% | 13% | 8% | 7% | 9% | 11% | 9% | 4% | 11% | 85% | 15% | 48% | 52% | 61% | 39% |
| Don't know | 43 | 17 | 2 | 5 | 1 | 2 | 3 | 1 | * | 9 | 38 | 5 | 23 | 20 | 20 | 23 |
| | 2% | 6% | 1% | 2% | *% | 1% | 1% | *% | *% | 3% | 2% | 1% | 2% | 2% | 1% | 2% |
| | | bdefgh | | | | | | | | dgh | | | | | | n |
| | | 40% | 5% | 11% | 2% | 4% | 8% | 1% | 1% | 20% | 89% | 11% | 53% | 47% | 46% | 54% |

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

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QH14 (QH45). SHOWCARD have you or anyone in your household used any of these devices to connect your TV to the internet in the last 12 months? (MULTI CODE)

Base : Those with a TV in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3635 | 1761 | 1874 | 509 | 548 | 1136 | 1442 | 686 | 458 | 415 | 568 | 755 | 1077 | 783 | 1014 | 2186 | 481 | 480 | 488 |
| Effective Weighted Sample | 2466 | 1190 | 1276 | 352 | 377 | 790 | 991 | 488 | 286 | 279 | 391 | 508 | 727 | 548 | 721 | 1873 | 333 | 306 | 443 |
| Total | 2458 | 1175 | 1283 | 363 | 427 | 856 | 812 | 425 | 272 | 273 | 457 | 613 | 726 | 455 | 660 | 2056 | 210 | 123 | 68 |
| | | 48% | 52% | 15% | 17% | 35% | 33% | 17% | 11% | 11% | 19% | 25% | 30% | 19% | 27% | 84% | 9% | 5% | 3% |
| Games console | 437 | 238 | 198 | 118 | 108 | 176 | 35 | 49 | 53 | 44 | 109 | 114 | 143 | 83 | 97 | 366 | 38 | 21 | 12 |
| | 18% | 20% | 15% | 32% | 25% | 21% | 4% | 12% | 19% | 16% | 24% | 19% | 20% | 18% | 15% | 18% | 18% | 17% | 18% |
| | | b | | def | f | f | | | g | | gi | | n | | | | | | |
| | | 55% | 45% | 27% | 25% | 40% | 8% | 11% | 12% | 10% | 25% | 26% | 33% | 19% | 22% | 84% | 9% | 5% | 3% |
| Set top box (such as Sky+, Virgin TiVo, YouView, Apple TV) | 304 | 159 | 145 | 44 | 69 | 132 | 59 | 24 | 27 | 34 | 95 | 94 | 96 | 54 | 59 | 246 | 44 | 8 | 6 |
| | 12% | 14% | 11% | 12% | 16% | 15% | 7% | 6% | 10% | 12% | 21% | 15% | 13% | 12% | 9% | 12% | 21% | 7% | 8% |
| | | | | f | f | f | | | g | | ghi | n | n | | | qr | oqr | | |
| | | 52% | 48% | 14% | 23% | 44% | 19% | 8% | 9% | 11% | 31% | 31% | 31% | 18% | 19% | 81% | 15% | 3% | 2% |
| Laptop/ desktop PC | 283 | 179 | 104 | 60 | 62 | 125 | 37 | 27 | 28 | 36 | 88 | 85 | 93 | 49 | 56 | 241 | 21 | 12 | 9 |
| | 12% | 15% | 8% | 16% | 15% | 15% | 5% | 6% | 10% | 13% | 19% | 14% | 13% | 11% | 8% | 12% | 10% | 10% | 14% |
| | | b | | f | f | f | | | g | | ghi | n | n | | | | | | |
| | | 63% | 37% | 21% | 22% | 44% | 13% | 10% | 10% | 13% | 31% | 30% | 33% | 17% | 20% | 85% | 7% | 4% | 3% |
| USB device (such as Google Chrome, Roku) | 34 | 16 | 18 | 11 | 5 | 13 | 5 | 2 | 4 | 6 | 4 | 6 | 12 | 10 | 6 | 28 | 3 | 1 | 1 |
| | 1% | 1% | 1% | 3% | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 2% |
| | | | | f | | | | | | g | | | | | | | | | |
| | | 48% | 52% | 32% | 14% | 39% | 15% | 7% | 12% | 17% | 13% | 17% | 36% | 29% | 17% | 83% | 9% | 4% | 4% |
| ANY DEVICES CONNECTING TV TO THE INTERNET | 723 | 391 | 332 | 149 | 163 | 305 | 106 | 82 | 79 | 81 | 194 | 203 | 234 | 133 | 151 | 603 | 73 | 29 | 18 |
| | 29% | 33% | 26% | 41% | 38% | 36% | 13% | 19% | 29% | 30% | 42% | 33% | 32% | 29% | 23% | 29% | 35% | 24% | 27% |
| | | b | | f | f | f | | | g | | ghi | n | n | n | | q | oqr | | |
| | | 54% | 46% | 21% | 23% | 42% | 15% | 11% | 11% | 11% | 27% | 28% | 32% | 18% | 21% | 83% | 10% | 4% | 3% |
| None of these | 1675 | 760 | 914 | 204 | 254 | 524 | 692 | 335 | 189 | 187 | 258 | 397 | 472 | 308 | 494 | 1400 | 136 | 91 | 48 |
| | 68% | 65% | 71% | 56% | 59% | 61% | 85% | 79% | 69% | 68% | 56% | 65% | 65% | 68% | 75% | 68% | 65% | 74% | 71% |
| | | | a | | | | cde | hij | j | j | | | | | klm | | | op | |
| | | 45% | 55% | 12% | 15% | 31% | 41% | 20% | 11% | 11% | 15% | 24% | 28% | 18% | 30% | 84% | 8% | 5% | 3% |

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

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QH14 (QH45). SHOWCARD have you or anyone in your household used any of these devices to connect your TV to the internet in the last 12 months? (MULTI CODE)

Base : Those with a TV in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3635 | 1761 | 1874 | 509 | 548 | 1136 | 1442 | 686 | 458 | 415 | 568 | 755 | 1077 | 783 | 1014 | 2186 | 481 | 480 | 488 |
| Effective Weighted Sample | 2466 | 1190 | 1276 | 352 | 377 | 790 | 991 | 488 | 286 | 279 | 391 | 508 | 727 | 548 | 721 | 1873 | 333 | 306 | 443 |
| Total | 2458 | 1175 | 1283 | 363 | 427 | 856 | 812 | 425 | 272 | 273 | 457 | 613 | 726 | 455 | 660 | 2056 | 210 | 123 | 68 |
| | | 48% | 52% | 15% | 17% | 35% | 33% | 17% | 11% | 11% | 19% | 25% | 30% | 19% | 27% | 84% | 9% | 5% | 3% |
| Don't know | 60 | 23 | 36 | 9 | 10 | 27 | 14 | 8 | 4 | 6 | 5 | 12 | 20 | 14 | 14 | 54 | 1 | 3 | 2 |
| | 2% | 2% | 3% | 3% | 2% | 3% | 2% | 2% | 1% | 2% | 1% | 2% | 3% | 3% | 2% | 3% | 1% | 3% | 2% |
| | | | | | | f | | | | | | | | | | p | | | |
| | | 39% | 61% | 16% | 16% | 45% | 23% | 13% | 6% | 9% | 9% | 21% | 33% | 23% | 23% | 90% | 2% | 5% | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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QH14 (QH45). SHOWCARD have you or anyone in your household used any of these devices to connect your TV to the internet in the last 12 months? (MULTI CODE)

Base : Those with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3635 | 238 | 238 | 237 | 246 | 244 | 248 | 250 | 247 | 238 | 2637 | 998 | 1706 | 1925 | 2323 | 1312 |
| Effective Weighted Sample | 2466 | 224 | 219 | 223 | 232 | 227 | 233 | 233 | 233 | 221 | 2051 | 441 | 1185 | 1379 | 1527 | 939 |
| Total | 2458 | 306 | 332 | 208 | 173 | 217 | 234 | 207 | 105 | 275 | 2120 | 338 | 1382 | 1074 | 1519 | 938 |
| | | 12% | 13% | 8% | 7% | 9% | 10% | 8% | 4% | 11% | 86% | 14% | 56% | 44% | 62% | 38% |
| Games console | 437 | 28 | 78 | 57 | 43 | 38 | 34 | 28 | 23 | 38 | 384 | 52 | 315 | 121 | 267 | 170 |
| | 18% | 9% | 23% | 27% | 25% | 17% | 14% | 14% | 22% | 14% | 18% | 15% | 23% | 11% | 18% | 18% |
| | | | afgi | aefgi | afgi | a | | | afgi | | | | m | | | |
| | | 6% | 18% | 13% | 10% | 9% | 8% | 6% | 5% | 9% | 88% | 12% | 72% | 28% | 61% | 39% |
| Set top box (such as Sky+, Virgin TiVo, YouView, Apple TV) | 304 | 31 | 58 | 46 | 20 | 1 | 19 | 17 | 13 | 41 | 267 | 37 | 221 | 82 | 187 | 117 |
| | 12% | 10% | 17% | 22% | 11% | 1% | 8% | 8% | 12% | 15% | 13% | 11% | 16% | 8% | 12% | 12% |
| | | e | aefg | adeefghi | e | | e | e | e | efg | | | m | | | |
| | | 10% | 19% | 15% | 7% | *% | 6% | 6% | 4% | 13% | 88% | 12% | 73% | 27% | 62% | 38% |
| Laptop/ desktop PC | 283 | 36 | 63 | 36 | 28 | 6 | 19 | 10 | 8 | 35 | 246 | 38 | 213 | 70 | 164 | 119 |
| | 12% | 12% | 19% | 17% | 16% | 3% | 8% | 5% | 8% | 13% | 12% | 11% | 15% | 7% | 11% | 13% |
| | | eg | aefgh | efgh | efgh | | e | | e | eg | | | m | | | |
| | | 13% | 22% | 13% | 10% | 2% | 7% | 4% | 3% | 12% | 87% | 13% | 75% | 25% | 58% | 42% |
| USB device (such as Google Chrome, Roku) | 34 | 1 | 9 | 3 | 3 | 4 | 1 | 3 | 1 | 3 | 29 | 4 | 24 | 9 | 26 | 8 |
| | 1% | *% | 3% | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% |
| | | | | | | | | | | | | | m | | | |
| | | 4% | 27% | 8% | 9% | 11% | 3% | 9% | 3% | 8% | 87% | 13% | 72% | 28% | 77% | 23% |
| ANY DEVICES CONNECTING TV TO THE INTERNET | 723 | 75 | 130 | 94 | 57 | 45 | 46 | 45 | 32 | 79 | 634 | 89 | 516 | 207 | 434 | 289 |
| | 29% | 25% | 39% | 45% | 33% | 21% | 20% | 22% | 30% | 29% | 30% | 26% | 37% | 19% | 29% | 31% |
| | | | aefgi | adeefghi | aefg | | | | efg | f | | | m | | | |
| | | 10% | 18% | 13% | 8% | 6% | 6% | 6% | 4% | 11% | 88% | 12% | 71% | 29% | 60% | 40% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 114

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

QH14 (QH45). SHOWCARD have you or anyone in your household used any of these devices to connect your TV to the internet in the last 12 months? (MULTI CODE)

Base : Those with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3635 | 238 | 238 | 237 | 246 | 244 | 248 | 250 | 247 | 238 | 2637 | 998 | 1706 | 1925 | 2323 | 1312 |
| Effective Weighted Sample | 2466 | 224 | 219 | 223 | 232 | 227 | 233 | 233 | 233 | 221 | 2051 | 441 | 1185 | 1379 | 1527 | 939 |
| Total | 2458 | 306 | 332 | 208 | 173 | 217 | 234 | 207 | 105 | 275 | 2120 | 338 | 1382 | 1074 | 1519 | 938 |
| | | 12% | 13% | 8% | 7% | 9% | 10% | 8% | 4% | 11% | 86% | 14% | 56% | 44% | 62% | 38% |
| None of these | 1675 | 212 | 200 | 111 | 113 | 168 | 182 | 155 | 71 | 188 | 1430 | 245 | 837 | 837 | 1058 | 617 |
| | 68% | 69% | 60% | 53% | 65% | 77% | 78% | 75% | 67% | 68% | 67% | 72% | 61% | 78% | 70% | 66% |
| | | bc | | | c | bcdhi | abcdhi | bcd | c | c | | j | | l | o | |
| | | 13% | 12% | 7% | 7% | 10% | 11% | 9% | 4% | 11% | 85% | 15% | 50% | 50% | 63% | 37% |
| Don't know | 60 | 18 | 2 | 3 | 3 | 4 | 5 | 7 | 2 | 8 | 56 | 4 | 29 | 30 | 28 | 32 |
| | 2% | 6% | 1% | 2% | 2% | 2% | 2% | 4% | 2% | 3% | 3% | 1% | 2% | 3% | 2% | 3% |
| | | bcdefh | | | | | | b | | | | | | | | n |
| | | 31% | 4% | 5% | 4% | 7% | 9% | 12% | 4% | 14% | 93% | 7% | 49% | 51% | 47% | 53% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 115

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QH15 (QH62). Are any of your TV sets "Smart TVs"? These are new 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, LoveFilm and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3635 | 1761 | 1874 | 509 | 548 | 1136 | 1442 | 686 | 458 | 415 | 568 | 755 | 1077 | 783 | 1014 | 2186 | 481 | 480 | 488 |
| Effective Weighted Sample | 2466 | 1190 | 1276 | 352 | 377 | 790 | 991 | 488 | 286 | 279 | 391 | 508 | 727 | 548 | 721 | 1873 | 333 | 306 | 443 |
| Total | 2458 | 1175 | 1283 | 363 | 427 | 856 | 812 | 425 | 272 | 273 | 457 | 613 | 726 | 455 | 660 | 2056 | 210 | 123 | 68 |
| | | 48% | 52% | 15% | 17% | 35% | 33% | 17% | 11% | 11% | 19% | 25% | 30% | 19% | 27% | 84% | 9% | 5% | 3% |
| Yes | 288 | 163 | 125 | 48 | 50 | 128 | 61 | 21 | 25 | 20 | 100 | 110 | 89 | 49 | 38 | 256 | 16 | 11 | 4 |
| | 12% | 14% | 10% | 13% | 12% | 15% | 8% | 5% | 9% | 7% | 22% | 18% | 12% | 11% | 6% | 12% | 8% | 9% | 7% |
| | | b | | f | f | f | | | g | | ghi | lmn | n | n | | pr | | | |
| | | 57% | 43% | 17% | 17% | 45% | 21% | 7% | 9% | 7% | 35% | 38% | 31% | 17% | 13% | 89% | 5% | 4% | 2% |
| No | 2119 | 988 | 1131 | 309 | 364 | 714 | 732 | 395 | 243 | 247 | 350 | 492 | 628 | 389 | 607 | 1753 | 191 | 111 | 63 |
| | 86% | 84% | 88% | 85% | 85% | 83% | 90% | 93% | 89% | 90% | 77% | 80% | 86% | 85% | 92% | 85% | 91% | 90% | 92% |
| | | | a | | | | cde | j | j | j | | | k | k | klm | | o | o | o |
| | | 47% | 53% | 15% | 17% | 34% | 35% | 19% | 11% | 12% | 17% | 23% | 30% | 18% | 29% | 83% | 9% | 5% | 3% |
| Don't know | 51 | 24 | 27 | 6 | 13 | 14 | 19 | 9 | 4 | 6 | 7 | 10 | 9 | 17 | 14 | 46 | 3 | 1 | 1 |
| | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 4% | 2% | 2% | 2% | 1% | 1% |
| | | | | | | | | | | | | | | kl | | | | | |
| | | 48% | 52% | 12% | 25% | 26% | 37% | 18% | 9% | 12% | 14% | 20% | 18% | 33% | 28% | 90% | 6% | 2% | 1% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 115

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QH15 (QH62). Are any of your TV sets "Smart TVs"? These are new 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, LoveFilm and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3635 | 238 | 238 | 237 | 246 | 244 | 248 | 250 | 247 | 238 | 2637 | 998 | 1706 | 1925 | 2323 | 1312 |
| Effective Weighted Sample | 2466 | 224 | 219 | 223 | 232 | 227 | 233 | 233 | 233 | 221 | 2051 | 441 | 1185 | 1379 | 1527 | 939 |
| Total | 2458 | 306 | 332 | 208 | 173 | 217 | 234 | 207 | 105 | 275 | 2120 | 338 | 1382 | 1074 | 1519 | 938 |
| | | 12% | 13% | 8% | 7% | 9% | 10% | 8% | 4% | 11% | 86% | 14% | 56% | 44% | 62% | 38% |
| Yes | 288 | 41 | 48 | 36 | 22 | 14 | 22 | 27 | 9 | 36 | 251 | 37 | 205 | 83 | 188 | 100 |
| | 12% | 14% | 15% | 17% | 13% | 7% | 10% | 13% | 8% | 13% | 12% | 11% | 15% | 8% | 12% | 11% |
| | | e | eh | efh | e | | | e | | e | | | m | | | |
| | | 14% | 17% | 12% | 8% | 5% | 8% | 9% | 3% | 13% | 87% | 13% | 71% | 29% | 65% | 35% |
| No | 2119 | 244 | 277 | 169 | 151 | 200 | 212 | 176 | 94 | 231 | 1820 | 299 | 1150 | 967 | 1301 | 818 |
| | 86% | 80% | 84% | 81% | 87% | 92% | 90% | 85% | 90% | 84% | 86% | 88% | 83% | 90% | 86% | 87% |
| | | | | a | abcgi | abci | | | abc | | | | l | | | |
| | | 11% | 13% | 8% | 7% | 9% | 10% | 8% | 4% | 11% | 86% | 14% | 54% | 46% | 61% | 39% |
| Don't know | 51 | 21 | 6 | 4 | 1 | 3 | - | 4 | 2 | 7 | 49 | 2 | 26 | 25 | 31 | 21 |
| | 2% | 7% | 2% | 2% | *% | 1% | -% | 2% | 2% | 3% | 2% | 1% | 2% | 2% | 2% | 2% |
| | | bcdefghi | f | f | | | | f | f | df | k | | | | | |
| | | 40% | 12% | 7% | 1% | 5% | -% | 7% | 3% | 14% | 96% | 4% | 51% | 49% | 60% | 40% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.
Table 116

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QH16 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | j | k | l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 368 | 204 | 164 | 58 | 62 | 146 | 102 | 26 | 31 | 34 | 119 | 126 | 118 | 71 | 52 | 241 | 42 | 51 | 34 |
| Effective Weighted Sample | 253 | 143 | 110 | 42 | 44 | 103 | 69 | 20 | 24 | 21 | 83 | 82 | 85 | 53 | 37 | 209 | 27 | 33 | 31 |
| Total | 288 | 163 | 125 | 48 | 50 | 128 | 61 | 21 | 25 | 20 | 100 | 110 | 89 | 49 | 38 | 256 | 16 | 11 | 4 |
| | | 57% | 43% | ** | ** | 45% | 21% | ** | ** | ** | 35% | 38% | 31% | ** | ** | 89% | ** | ** | ** |
| Watching TV you've previously recorded | 173 | 91 | 82 | ** | ** | 88 | 33 | ** | ** | ** | 63 | 65 | 50 | ** | ** | 153 | ** | ** | ** |
| | 60% | 56% | 65% | ** | ** | 68% | 54% | ** | ** | ** | 63% | 58% | 57% | ** | ** | 60% | ** | ** | ** |
| | | 53% | 47% | ** | ** | 51% | 19% | ** | ** | ** | 37% | 37% | 29% | ** | ** | 88% | ** | ** | ** |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5) | 154 | 84 | 70 | ** | ** | 70 | 29 | ** | ** | ** | 62 | 62 | 43 | ** | ** | 136 | ** | ** | ** |
| | 53% | 51% | 56% | ** | ** | 54% | 48% | ** | ** | ** | 61% | 56% | 49% | ** | ** | 53% | ** | ** | ** |
| | | 54% | 46% | ** | ** | 45% | 19% | ** | ** | ** | 40% | 40% | 28% | ** | ** | 88% | ** | ** | ** |
| Watching short video clips (e.g. on YouTube or Dailymotion) | 85 | 56 | 29 | ** | ** | 41 | 11 | ** | ** | ** | 33 | 29 | 28 | ** | ** | 80 | ** | ** | ** |
| | 30% | 34% | 23% | ** | ** | 32% | 19% | ** | ** | ** | 33% | 26% | 32% | ** | ** | 31% | ** | ** | ** |
| | | 66% | 34% | ** | ** | 48% | 13% | ** | ** | ** | 38% | 34% | 33% | ** | ** | 93% | ** | ** | ** |

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

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QH16 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | j | k | l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 368 | 204 | 164 | 58 | 62 | 146 | 102 | 26 | 31 | 34 | 119 | 126 | 118 | 71 | 52 | 241 | 42 | 51 | 34 |
| Effective Weighted Sample | 253 | 143 | 110 | 42 | 44 | 103 | 69 | 20 | 24 | 21 | 83 | 82 | 85 | 53 | 37 | 209 | 27 | 33 | 31 |
| Total | 288 | 163 | 125 | 48 | 50 | 128 | 61 | 21 | 25 | 20 | 100 | 110 | 89 | 49 | 38 | 256 | 16 | 11 | 4 |
| | | 57% | 43% | ** | ** | 45% | 21% | ** | ** | ** | 35% | 38% | 31% | ** | ** | 89% | ** | ** | ** |
| Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on Vimeo or South Park Studios) | 67 | 42 | 26 | ** | ** | 34 | 11 | ** | ** | ** | 20 | 20 | 23 | ** | ** | 59 | ** | ** | ** |
| | 23% | 26% | 20% | ** | ** | 26% | 19% | ** | ** | ** | 20% | 18% | 26% | ** | ** | 23% | ** | ** | ** |
| | | 62% | 38% | ** | ** | 50% | 17% | ** | ** | ** | 29% | 30% | 34% | ** | ** | 88% | ** | ** | ** |
| Browse the internet - e.g. online shopping, checking emails, social networking sites | 62 | 42 | 20 | ** | ** | 32 | 10 | ** | ** | ** | 20 | 26 | 15 | ** | ** | 54 | ** | ** | ** |
| | 21% | 26% | 16% | ** | ** | 25% | 17% | ** | ** | ** | 20% | 24% | 16% | ** | ** | 21% | ** | ** | ** |
| | | 68% | 32% | ** | ** | 51% | 17% | ** | ** | ** | 32% | 42% | 24% | ** | ** | 87% | ** | ** | ** |

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

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QH16 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-----------|------------------|------------------|----------------|----------------|------------------|------------------|-----------------------|-------------------------|-------------------------|------------------|------------------|------------------|----------------|----------------|------------------|--------------------|----------------|----------------|
| | Total | MALE a | FEMALE b | 16-24 ~c | 25-34 ~d | 35-54 e | 55+ f | UNDER £11.5K ~g | £11.5K- £17.5K ~h | £17.5K- £29.9K ~i | £30K+ j | AB k | C1 l | C2 ~m | DE ~n | ENG LAND o | SCOT LAND ~p | WALES ~q | NI ~r |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | | |
| Unweighted total | 368 | 204 | 164 | 58 | 62 | 146 | 102 | 26 | 31 | 34 | 119 | 126 | 118 | 71 | 52 | 241 | 42 | 51 | 34 |
| Effective Weighted Sample | 253 | 143 | 110 | 42 | 44 | 103 | 69 | 20 | 24 | 21 | 83 | 82 | 85 | 53 | 37 | 209 | 27 | 33 | 31 |
| Total | 288 | 163 57% | 125 43% | 48 ** | 50 ** | 128 45% | 61 21% | 21 ** | 25 ** | 20 ** | 100 35% | 110 38% | 89 31% | 49 ** | 38 ** | 256 89% | 16 ** | 11 ** | 4 ** |
| Watching purchased TV programmes/ films online or downloads, either via pay per view services (e.g. PlayStation Movies, Blinkbox) or via a 'standalone' subscription service (e.g. LoveFilm Instant, Netflix) | 51 18% | 26 16% 51% | 25 20% 49% | ** ** ** | ** ** ** | 24 19% 48% | 6 10% 12% | ** ** ** | ** ** ** | ** ** ** | 18 18% 35% | 16 14% 31% | 15 16% 29% | ** ** ** | ** ** ** | 44 17% 86% | ** ** ** | ** ** ** | ** ** ** |
| Applications that come with the TV that allow you to play games | 26 9% | 14 9% 54% | 12 10% 46% | ** ** ** | ** ** ** | 10 8% 38% | 4 6% 14% | ** ** ** | ** ** ** | ** ** ** | 6 6% 24% | 10 9% 39% | 5 5% 18% | ** ** ** | ** ** ** | 23 9% 87% | ** ** ** | ** ** ** | ** ** ** |
| Making voice calls using the internet | 9 3% | 3 2% 35% | 6 5% 65% | ** ** ** | ** ** ** | 5 4% 53% | 2 3% 20% | ** ** ** | ** ** ** | ** ** ** | 4 4% 48% | 6 5% 64% | 2 3% 27% | ** ** ** | ** ** ** | 8 3% 86% | ** ** ** | ** ** ** | ** ** ** |
| None of these | 46 16% | 31 19% 68% | 15 12% 32% | ** ** ** | ** ** ** | 13 10% 28% | 18 30% 40% | ** ** ** | ** ** ** | ** ** ** | 14 14% 31% | 13 12% 29% | 20 22% 43% | ** ** ** | ** ** ** | 40 15% 86% | ** ** ** | ** ** ** | ** ** ** |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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Base : Those with a 'Smart TV' in the household

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|----|-------------|--------------|-------|----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | j | k | l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 368 | 204 | 164 | 58 | 62 | 146 | 102 | 26 | 31 | 34 | 119 | 126 | 118 | 71 | 52 | 241 | 42 | 51 | 34 |
| Effective Weighted Sample | 253 | 143 | 110 | 42 | 44 | 103 | 69 | 20 | 24 | 21 | 83 | 82 | 85 | 53 | 37 | 209 | 27 | 33 | 31 |
| Total | 288 | 163 | 125 | 48 | 50 | 128 | 61 | 21 | 25 | 20 | 100 | 110 | 89 | 49 | 38 | 256 | 16 | 11 | 4 |
| | | 57% | 43% | ** | ** | 45% | 21% | ** | ** | ** | 35% | 38% | 31% | ** | ** | 89% | ** | ** | ** |
| Don't know | 5 | 1 | 4 | ** | ** | 2 | * | ** | ** | ** | 2 | 3 | 2 | ** | ** | 5 | ** | ** | ** |
| | 2% | 1% | 3% | ** | ** | 2% | *% | ** | ** | ** | 2% | 3% | 2% | ** | ** | 2% | ** | ** | ** |
| | | 20% | 80% | ** | ** | 45% | 2% | ** | ** | ** | 34% | 58% | 36% | ** | ** | 91% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 116

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

QH16 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 368 | 27 | 32 | 38 | 28 | 16 | 22 | 32 | 17 | 29 | 264 | 104 | 223 | 145 | 253 | 115 |
| Effective Weighted Sample | 253 | 26 | 30 | 36 | 27 | 15 | 21 | 30 | 16 | 27 | 212 | 45 | 160 | 106 | 166 | 87 |
| Total | 288 | 41 | 48 | 36 | 22 | 14 | 22 | 27 | 9 | 36 | 251 | 37 | 205 | 83 | 188 | 100 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | 13% | 71% | 29% | 65% | 35% |
| Watching TV you've previously recorded | 173 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 147 | 26 | 123 | 50 | 115 | 58 |
| | 60% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 59% | 70% | 60% | 60% | 61% | 58% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | 15% | 71% | 29% | 66% | 34% |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, ITV Player, 4OD, Demand 5) | 154 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 132 | 22 | 110 | 44 | 100 | 53 |
| | 53% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 53% | 58% | 53% | 53% | 53% | 53% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | 14% | 71% | 29% | 65% | 35% |
| Watching short video clips (e.g. on YouTube or Dailymotion) | 85 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 80 | 5 | 67 | 18 | 52 | 33 |
| | 30% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 32% | 15% | 33% | 22% | 28% | 33% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | k | | | | | |
| | | | | | | | | | | | 94% | 6% | 79% | 21% | 61% | 39% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 116

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QH16 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 368 | 27 | 32 | 38 | 28 | 16 | 22 | 32 | 17 | 29 | 264 | 104 | 223 | 145 | 253 | 115 |
| Effective Weighted Sample | 253 | 26 | 30 | 36 | 27 | 15 | 21 | 30 | 16 | 27 | 212 | 45 | 160 | 106 | 166 | 87 |
| Total | 288 | 41 | 48 | 36 | 22 | 14 | 22 | 27 | 9 | 36 | 251 | 37 | 205 | 83 | 188 | 100 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | 13% | 71% | 29% | 65% | 35% |
| Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on Vimeo or South Park Studios) | 67 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 60 | 7 | 50 | 17 | 35 | 33 |
| | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 24% | 20% | 24% | 21% | 18% | 33% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | 11% | 74% | 26% | 51% | 49% |
| Browse the internet - e.g. online shopping, checking emails, social networking sites | 62 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 53 | 9 | 48 | 14 | 38 | 24 |
| | 21% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21% | 23% | 23% | 17% | 20% | 24% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | 14% | 77% | 23% | 61% | 39% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QH16 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-----------|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|-----------------|------------------|------------------|-------------------|-----------------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 368 | 27 | 32 | 38 | 28 | 16 | 22 | 32 | 17 | 29 | 264 | 104 | 223 | 145 | 253 | 115 |
| Effective Weighted Sample | 253 | 26 | 30 | 36 | 27 | 15 | 21 | 30 | 16 | 27 | 212 | 45 | 160 | 106 | 166 | 87 |
| Total | 288 | 41 | 48 | 36 | 22 | 14 | 22 | 27 | 9 | 36 | 251 | 37 | 205 | 83 | 188 | 100 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | 13% | 71% | 29% | 65% | 35% |
| Watching purchased TV programmes/ films online or downloads, either via pay per view services (e.g. PlayStation Movies, Blinkbox) or via a 'standalone' subscription service (e.g. LoveFilm Instant, Netflix) | 51 18% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 46 18% | 5 13% | 35 17% | 16 20% | 25 13% | 26 26% n 51% |
| Applications that come with the TV that allow you to play games | 26 9% | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | 22 9% 83% | 5 12% 17% | 19 9% 72% | 7 9% 28% | 15 8% 55% | 12 12% 45% |
| Making voice calls using the internet | 9 3% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 4 1% | 5 14% j | 8 4% | 1 1% | 8 4% | 1 1% |
| None of these | 46 16% | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | ** ** ** | 42 17% 92% | 4 10% 8% | 28 14% 61% | 18 22% 39% | 30 16% 64% | 16 16% 36% |

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

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QH16 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last month? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 368 | 27 | 32 | 38 | 28 | 16 | 22 | 32 | 17 | 29 | 264 | 104 | 223 | 145 | 253 | 115 |
| Effective Weighted Sample | 253 | 26 | 30 | 36 | 27 | 15 | 21 | 30 | 16 | 27 | 212 | 45 | 160 | 106 | 166 | 87 |
| Total | 288 | 41 | 48 | 36 | 22 | 14 | 22 | 27 | 9 | 36 | 251 | 37 | 205 | 83 | 188 | 100 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | 13% | 71% | 29% | 65% | 35% |
| Don't know | 5 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 5 | * | 5 | * | 2 | 4 |
| | 2% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2% | 1% | 2% | *% | 1% | 4% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 91% | 9% | 96% | 4% | 33% | 67% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 117

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QH17 (QH46). SHOWCARD Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, 4OD, Demand 5, Sky On Demand) | 1090 | 528 | 562 | 210 | 236 | 437 | 207 | 113 | 103 | 106 | 315 | 357 | 353 | 188 | 191 | 906 | 107 | 50 | 27 |
| | 51% | 51% | 51% | 56% | 55% | 54% | 39% | 38% | 46% | 42% | 68% | 59% | 53% | 50% | 40% | 51% | 56% | 50% | 49% |
| | | | | f | f | f | | | | | ghi | lmn | n | n | | | | | |
| | | 48% | 52% | 19% | 22% | 40% | 19% | 10% | 9% | 10% | 29% | 33% | 32% | 17% | 18% | 83% | 10% | 5% | 2% |
| Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on Vimeo or South Park Studios) | 331 | 193 | 139 | 78 | 90 | 124 | 39 | 27 | 24 | 37 | 90 | 104 | 101 | 60 | 67 | 286 | 22 | 15 | 9 |
| | 16% | 19% | 13% | 21% | 21% | 15% | 7% | 9% | 11% | 15% | 19% | 17% | 15% | 16% | 14% | 16% | 11% | 15% | 16% |
| | | b | | ef | ef | f | | | | g | gh | | | | | p | | | |
| | | 58% | 42% | 24% | 27% | 37% | 12% | 8% | 7% | 11% | 27% | 31% | 30% | 18% | 20% | 86% | 7% | 5% | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Watching TV/ films online via a 'standalone' video subscription service (e.g. Netflix or LoveFilm Instant) | 305 | 163 | 142 | 70 | 105 | 101 | 28 | 35 | 25 | 43 | 83 | 113 | 97 | 40 | 56 | 263 | 20 | 13 | 9 |
| | 14% | 16% | 13% | 19% | 25% | 13% | 5% | 12% | 11% | 17% | 18% | 19% | 14% | 11% | 12% | 15% | 11% | 13% | 16% |
| | | 53% | 47% | ef | ef | f | 9% | 12% | 8% | 14% | 27% | 37% | 32% | 13% | 18% | 86% | 7% | 4% | p |
| | | | | 23% | 34% | 33% | | | | | | | | | | | | | 3% |
| Watching TV programmes/ films you have paid for on online stores to rent or keep permanently (e.g. via iTunes, Google Play, Blinkbox) | 158 | 80 | 78 | 36 | 43 | 68 | 11 | 8 | 12 | 17 | 50 | 60 | 49 | 31 | 19 | 138 | 11 | 5 | 4 |
| | 7% | 8% | 7% | 10% | 10% | 8% | 2% | 3% | 5% | 7% | 11% | 10% | 7% | 8% | 4% | 8% | 6% | 5% | 7% |
| | | 50% | 50% | f | f | f | | | | g | gh | n | n | n | | | | | |
| | | | | 23% | 27% | 43% | 7% | 5% | 8% | 11% | 32% | 38% | 31% | 19% | 12% | 87% | 7% | 3% | 2% |
| None of these | 951 | 450 | 501 | 147 | 164 | 335 | 305 | 171 | 113 | 134 | 137 | 215 | 291 | 175 | 267 | 800 | 78 | 46 | 26 |
| | 45% | 44% | 45% | 40% | 38% | 42% | 58% | 58% | 50% | 54% | 30% | 36% | 43% | 47% | 55% | 45% | 41% | 46% | 47% |
| | | 47% | 53% | 15% | 17% | 35% | 32% | 18% | 12% | 14% | 14% | 23% | 31% | 18% | 28% | 84% | 8% | 5% | 3% |
| Don't know | 17 | 9 | 9 | 3 | 3 | 6 | 5 | 3 | * | 3 | - | 4 | 7 | 5 | 2 | 17 | - | 1 | * |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 0% |
| | | 49% | 51% | 15% | 19% | 36% | 30% | j | | j | | | | | | | | | |
| | | | | 16% | 1% | 18% | | | | | | | | | | | | | |

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

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QH17 (QH46). SHOWCARD Thinking about your personal use of TV programmes and films online and on demand services that you may use on any device (e.g. smartphone, TV set, tablet or laptop) anywhere, which of the following, if any, have you personally ever used? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, 4OD, Demand 5, Sky On Demand) | 1090 | 108 | 177 | 125 | 76 | 65 | 85 | 103 | 45 | 122 | 962 | 128 | 742 | 348 | 696 | 394 |
| | 51% | 37% | 60% | 64% | 51% | 38% | 46% | 57% | 55% | 51% | 52% | 46% | 55% | 44% | 53% | 48% |
| | | 10% | aef | ade fi | ae | 7% | 8% | aef | ae | ae | k | 12% | m | 32% | o | 36% |
| | | | 16% | 12% | 7% | 6% | | 9% | 4% | 11% | 88% | | 68% | | 64% | |
| Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on Vimeo or South Park Studios) | 331 | 49 | 59 | 36 | 31 | 15 | 14 | 24 | 16 | 43 | 288 | 43 | 240 | 91 | 197 | 135 |
| | 16% | 17% | 20% | 19% | 20% | 9% | 7% | 13% | 19% | 18% | 16% | 15% | 18% | 12% | 15% | 16% |
| | | ef | ef | ef | ef | | | | ef | ef | | | m | | | |
| | | 15% | 18% | 11% | 9% | 4% | 4% | 7% | 5% | 13% | 87% | 13% | 73% | 27% | 59% | 41% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

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| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Watching TV/ films online via a 'standalone' video subscription service (e.g. Netflix or LoveFilm Instant) | 305 | 33 | 48 | 27 | 31 | 14 | 29 | 25 | 17 | 37 | 277 | 28 | 222 | 83 | 160 | 145 |
| | 14% | 12% | 16% | 14% | 21% | 8% | 16% | 14% | 21% | 16% | 15% | 10% | 16% | 11% | 12% | 17% |
| | | | e | | ae | | e | | ae | e | k | | m | | | n |
| | | 11% | 16% | 9% | 10% | 4% | 10% | 8% | 6% | 12% | 91% | 9% | 73% | 27% | 52% | 48% |
| Watching TV programmes/ films you have paid for on online stores to rent or keep permanently (e.g. via iTunes, Google Play, Blinkbox) | 158 | 20 | 45 | 12 | 11 | 7 | 10 | 8 | 7 | 18 | 146 | 12 | 118 | 40 | 91 | 67 |
| | 7% | 7% | 15% | 6% | 8% | 4% | 5% | 4% | 9% | 7% | 8% | 4% | 9% | 5% | 7% | 8% |
| | | | acdefgi | | | | | | | | k | | m | | | |
| | | 13% | 28% | 8% | 7% | 4% | 6% | 5% | 4% | 11% | 92% | 8% | 75% | 25% | 58% | 42% |
| None of these | 951 | 148 | 111 | 68 | 70 | 97 | 96 | 68 | 35 | 107 | 805 | 146 | 540 | 410 | 564 | 387 |
| | 45% | 51% | 38% | 35% | 47% | 58% | 51% | 38% | 42% | 45% | 43% | 52% | 40% | 52% | 43% | 47% |
| | | bcg | | | c | bcdghi | bcg | | | c | | j | | l | | |
| | | 16% | 12% | 7% | 7% | 10% | 10% | 7% | 4% | 11% | 85% | 15% | 57% | 43% | 59% | 41% |
| Don't know | 17 | 7 | 3 | - | - | 3 | 2 | 1 | - | 1 | 16 | 1 | 11 | 6 | 10 | 7 |
| | 1% | 3% | 1% | -% | -% | 2% | 1% | 1% | -% | *% | 1% | *% | 1% | 1% | 1% | 1% |
| | | cdh | | | | | | | | | | | | | | |
| | | 42% | 17% | -% | -% | 15% | 10% | 6% | -% | 6% | 93% | 7% | 66% | 34% | 58% | 42% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 118

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QH18 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, 4OD, Demand 5, Sky On Demand) | 750 | 351 | 399 | 154 | 168 | 290 | 138 | 82 | 68 | 79 | 221 | 246 | 238 | 132 | 133 | 619 | 77 | 31 | 22 |
| | 35% | 34% | 36% | 41% | 39% | 36% | 26% | 28% | 30% | 32% | 48% | 41% | 36% | 35% | 28% | 35% | 41% | 31% | 40% |
| | | | | f | f | f | | | | | ghi | n | n | n | | | oq | | q |
| | | 47% | 53% | 20% | 22% | 39% | 18% | 11% | 9% | 11% | 29% | 33% | 32% | 18% | 18% | 83% | 10% | 4% | 3% |
| Watching TV/ films online via a 'standalone' video subscription service (e.g. Netflix or LoveFilm Instant) | 178 | 98 | 80 | 36 | 72 | 55 | 16 | 22 | 17 | 24 | 51 | 67 | 48 | 20 | 42 | 159 | 8 | 6 | 5 |
| | 8% | 10% | 7% | 10% | 17% | 7% | 3% | 8% | 8% | 10% | 11% | 11% | 7% | 5% | 9% | 9% | 4% | 6% | 9% |
| | | | | f | cef | f | | | | | | lm | | | m | p | | | p |
| | | 55% | 45% | 20% | 40% | 31% | 9% | 12% | 10% | 14% | 29% | 38% | 27% | 11% | 24% | 89% | 4% | 3% | 3% |
| Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on Vimeo or South Park Studios) | 159 | 95 | 64 | 39 | 40 | 55 | 25 | 15 | 14 | 17 | 41 | 48 | 44 | 28 | 38 | 142 | 6 | 6 | 5 |
| | 7% | 9% | 6% | 10% | 9% | 7% | 5% | 5% | 6% | 7% | 9% | 8% | 7% | 8% | 8% | 8% | 3% | 6% | 10% |
| | | b | | ef | f | | | | | | g | | | | | p | | | p |
| | | 60% | 40% | 24% | 25% | 35% | 15% | 9% | 9% | 11% | 26% | 30% | 28% | 18% | 24% | 89% | 4% | 4% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QH18 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2976 | 1440 | 1536 | 523 | 538 | 1047 | 868 | 433 | 342 | 378 | 569 | 714 | 952 | 621 | 684 | 1802 | 415 | 369 | 390 |
| Effective Weighted Sample | 2042 | 988 | 1055 | 361 | 370 | 731 | 603 | 314 | 219 | 250 | 395 | 484 | 654 | 435 | 498 | 1555 | 296 | 236 | 355 |
| Total | 2133 | 1029 | 1104 | 373 | 426 | 805 | 528 | 296 | 225 | 250 | 464 | 601 | 670 | 375 | 483 | 1787 | 189 | 101 | 56 |
| | | 48% | 52% | 17% | 20% | 38% | 25% | 14% | 11% | 12% | 22% | 28% | 31% | 18% | 23% | 84% | 9% | 5% | 3% |
| Watching TV programmes/ films you have paid for on online stores to rent or keep permanently (e.g. via iTunes, Google Play, Blinkbox) | 50 | 22 | 28 | 8 | 17 | 20 | 5 | 4 | 3 | 2 | 17 | 20 | 16 | 9 | 5 | 45 | 3 | 1 | 1 |
| | 2% | 2% | 3% | 2% | 4% | 3% | 1% | 1% | 1% | 1% | 4% | 3% | 2% | 2% | 1% | 3% | 2% | 1% | 2% |
| | | 44% | 56% | 17% | 34% | 40% | 9% | 8% | 5% | 4% | 34% | 40% | 33% | 17% | 10% | 89% | 7% | 2% | 2% |
| None of these | 301 | 154 | 148 | 44 | 52 | 139 | 66 | 27 | 31 | 22 | 86 | 94 | 105 | 51 | 52 | 249 | 30 | 17 | 5 |
| | 14% | 15% | 13% | 12% | 12% | 17% | 13% | 9% | 14% | 9% | 19% | 16% | 16% | 13% | 11% | 14% | 16% | 17% | 9% |
| | | 51% | 49% | 15% | 17% | 46% | 22% | 9% | 10% | 7% | 28% | 31% | 35% | 17% | 17% | 83% | 10% | 6% | 2% |
| Don't know | 5 | 1 | 4 | * | 2 | 2 | * | * | - | - | 1 | 3 | 2 | - | - | 3 | 1 | 1 | - |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| | | 15% | 85% | 5% | 40% | 50% | 5% | 10% | 0% | 0% | 21% | 52% | 48% | 0% | 0% | 59% | 20% | 21% | 0% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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QH18 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Watching TV programmes/ films on catch-up services (e.g. BBC iPlayer, 4OD, Demand 5, Sky On Demand) | 750 | 59 | 130 | 86 | 62 | 44 | 61 | 66 | 25 | 86 | 667 | 83 | 519 | 231 | 474 | 276 |
| | 35% | 20% | 44% | 44% | 41% | 26% | 33% | 36% | 31% | 36% | 36% | 30% | 39% | 29% | 36% | 33% |
| | | | aefh | aefh | ae | h | a | ae | a | a | k | | m | | | |
| | | 8% | 17% | 12% | 8% | 6% | 8% | 9% | 3% | 11% | 89% | 11% | 69% | 31% | 63% | 37% |
| Watching TV/ films online via a 'standalone' video subscription service (e.g. Netflix or LoveFilm Instant) | 178 | 22 | 28 | 19 | 22 | 6 | 16 | 11 | 8 | 26 | 163 | 16 | 132 | 46 | 90 | 88 |
| | 8% | 8% | 9% | 10% | 15% | 3% | 9% | 6% | 10% | 11% | 9% | 6% | 10% | 6% | 7% | 11% |
| | | | e | e | aeg | | e | | e | e | k | | m | | | n |
| | | 12% | 16% | 11% | 12% | 3% | 9% | 6% | 4% | 15% | 91% | 9% | 74% | 26% | 51% | 49% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QH18 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Watching other free professional TV programmes/ films or video channels online (e.g. on official YouTube channels such as Channel 4 or Jamie Oliver's Foodtube) or on other sites (e.g. on Vimeo or South Park Studios) | 159 | 24 | 28 | 19 | 20 | 3 | 8 | 12 | 5 | 23 | 141 | 18 | 115 | 44 | 101 | 58 |
| | 7% | 8% | 10% | 10% | 13% | 2% | 4% | 7% | 6% | 10% | 8% | 7% | 9% | 6% | 8% | 7% |
| | | e | e | e | efgh | | | e | e | e | | | m | | | |
| | | 15% | 18% | 12% | 12% | 2% | 5% | 7% | 3% | 14% | 88% | 12% | 72% | 28% | 64% | 36% |
| Watching TV programmes/ films you have paid for on online stores to rent or keep permanently (e.g. via iTunes, Google Play, Blinkbox) | 50 | 8 | 11 | 4 | 6 | 3 | 3 | 2 | 2 | 6 | 49 | 1 | 34 | 17 | 26 | 24 |
| | 2% | 3% | 4% | 2% | 4% | 2% | 1% | 1% | 2% | 2% | 3% | 1% | 2% | 2% | 2% | 3% |
| | | | | | | | | | | | k | | | | | |
| | | 17% | 22% | 7% | 13% | 6% | 5% | 4% | 3% | 11% | 97% | 3% | 67% | 33% | 52% | 48% |
| None of these | 301 | 48 | 36 | 34 | 10 | 22 | 16 | 37 | 17 | 29 | 263 | 38 | 196 | 106 | 197 | 105 |
| | 14% | 17% | 12% | 17% | 7% | 13% | 8% | 21% | 21% | 12% | 14% | 14% | 15% | 13% | 15% | 13% |
| | | df | | df | | d | | bdfi | bdfi | | | | | | | |
| | | 16% | 12% | 11% | 3% | 7% | 5% | 12% | 6% | 10% | 87% | 13% | 65% | 35% | 65% | 35% |

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

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QH18 (QH47). And which, if any, of these have you used in the last week? (MULTI CODE)

Base : Those who use the internet at home or elsewhere

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2976 | 219 | 203 | 218 | 203 | 181 | 190 | 211 | 182 | 195 | 2178 | 798 | 1638 | 1336 | 1902 | 1074 |
| Effective Weighted Sample | 2042 | 207 | 187 | 206 | 192 | 169 | 179 | 197 | 172 | 182 | 1710 | 355 | 1140 | 970 | 1258 | 785 |
| Total | 2133 | 290 | 296 | 196 | 150 | 169 | 186 | 180 | 82 | 239 | 1852 | 281 | 1347 | 784 | 1303 | 830 |
| | | 14% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 63% | 37% | 61% | 39% |
| Don't know | 5 | - | - | - | - | - | 2 | - | * | - | 4 | * | 3 | 2 | 4 | 1 |
| | *% | -% | -% | -% | -% | -% | 1% | -% | 1% | -% | *% | *% | *% | *% | *% | *% |
| | | -% | -% | -% | -% | -% | 50% | -% | 10% | -% | 92% | 8% | 68% | 32% | 85% | 15% |

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

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QH18A (QH64A). Which of these TV channels can you receive on your television - RTÉ1?

Base : All respondents in Northern Ireland with a TV in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|-----|-------------|--------------|-------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | ~k | l | ~m | n | ~o | ~p | ~q | r |
| Unweighted total | 488 | 244 | 244 | 89 | 77 | 157 | 165 | 85 | 69 | 57 | 48 | 94 | 139 | 97 | 158 | - | - | - | 488 |
| Effective Weighted Sample | 443 | 222 | 222 | 82 | 71 | 143 | 150 | 79 | 63 | 52 | 44 | 87 | 127 | 88 | 144 | - | - | - | 443 |
| Total | 68 | 33 | 35 | 13 | 11 | 23 | 20 | 12 | 9 | 8 | 6 | 13 | 19 | 16 | 21 | - | - | - | 68 |
| | | 48% | 52% | ** | ** | 34% | 30% | ** | ** | ** | ** | ** | 28% | ** | 31% | -% | -% | -% | 100% |
| Yes | 47 | 23 | 24 | ** | ** | 18 | 14 | ** | ** | ** | ** | ** | 13 | ** | 13 | - | - | - | 47 |
| | 69% | 70% | 68% | ** | ** | 76% | 67% | ** | ** | ** | ** | ** | 69% | ** | 64% | -% | -% | -% | 69% |
| | | 49% | 51% | ** | ** | 38% | 29% | ** | ** | ** | ** | ** | 28% | ** | 28% | -% | -% | -% | 100% |
| No | 15 | 7 | 9 | ** | ** | 4 | 6 | ** | ** | ** | ** | ** | 4 | ** | 6 | - | - | - | 15 |
| | 23% | 20% | 25% | ** | ** | 18% | 29% | ** | ** | ** | ** | ** | 22% | ** | 29% | -% | -% | -% | 23% |
| | | | | | | e | | | | | | | | | | | | | |
| | | 43% | 57% | ** | ** | 27% | 38% | ** | ** | ** | ** | ** | 27% | ** | 40% | -% | -% | -% | 100% |
| Don't know | 6 | 3 | 2 | ** | ** | 1 | 1 | ** | ** | ** | ** | ** | 2 | ** | 1 | - | - | - | 6 |
| | 8% | 10% | 7% | ** | ** | 6% | 4% | ** | ** | ** | ** | ** | 10% | ** | 7% | -% | -% | -% | 8% |
| | | 58% | 42% | ** | ** | 24% | 14% | ** | ** | ** | ** | ** | 33% | ** | 26% | -% | -% | -% | 100% |

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

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QH18A (QH64A). Which of these TV channels can you receive on your television - RTÉ1?

Base : All respondents in Northern Ireland with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|---------------------|---------------------|--------------------|--------------------|-------------------------|------------------------|---------------------|---------------------|------------|------------|----------|---------|-------------------|----------------------|
| | | LONDON ~a | SOUTH EAST ~b | SOUTH WEST ~c | EAST MIDS ~d | WEST MIDS ~e | EAST OF ENG ~f | YORKS& HUMBER ~g | NORTH EAST ~h | NORTH WEST ~i | URBAN j | RURAL k | YES l | NO m | LOW n | MEDIUM/ HIGH o |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Unweighted total | 488 | - | - | - | - | - | - | - | - | - | 240 | 248 | 248 | 238 | 290 | 198 |
| Effective Weighted Sample | 443 | - | - | - | - | - | - | - | - | - | 233 | 241 | 225 | 216 | 261 | 182 |
| Total | 68 | - | - | - | - | - | - | - | - | - | 43 | 26 | 35 | 33 | 39 | 29 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 62% | 38% | 51% | 48% | 58% | 42% |
| Yes | 47 | - | - | - | - | - | - | - | - | - | 29 | 18 | 25 | 22 | 27 | 20 |
| | 69% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 69% | 70% | 70% | 68% | 69% | 70% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 62% | 38% | 52% | 47% | 58% | 42% |
| No | 15 | - | - | - | - | - | - | - | - | - | 9 | 7 | 7 | 8 | 10 | 6 |
| | 23% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 20% | 27% | 20% | 25% | 25% | 19% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 55% | 45% | 45% | 55% | 64% | 36% |
| Don't know | 6 | - | - | - | - | - | - | - | - | - | 5 | 1 | 4 | 2 | 2 | 3 |
| | 8% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 11% | 4% | 10% | 6% | 6% | 11% |
| | | | | | | | | | | | k | | | | | |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 83% | 17% | 63% | 37% | 44% | 56% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 120

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QH18B (QH64B). Which of these TV channels can you receive on your television - RTÉ2?

Base : All respondents in Northern Ireland with a TV in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|-----|-------------|--------------|-------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | ~k | l | ~m | n | ~o | ~p | ~q | r |
| Unweighted total | 488 | 244 | 244 | 89 | 77 | 157 | 165 | 85 | 69 | 57 | 48 | 94 | 139 | 97 | 158 | - | - | - | 488 |
| Effective Weighted Sample | 443 | 222 | 222 | 82 | 71 | 143 | 150 | 79 | 63 | 52 | 44 | 87 | 127 | 88 | 144 | - | - | - | 443 |
| Total | 68 | 33 | 35 | 13 | 11 | 23 | 20 | 12 | 9 | 8 | 6 | 13 | 19 | 16 | 21 | - | - | - | 68 |
| | | 48% | 52% | ** | ** | 34% | 30% | ** | ** | ** | ** | ** | 28% | ** | 31% | -% | -% | -% | 100% |
| Yes | 46 | 23 | 23 | ** | ** | 18 | 13 | ** | ** | ** | ** | ** | 13 | ** | 13 | - | - | - | 46 |
| | 68% | 69% | 66% | ** | ** | 76% | 66% | ** | ** | ** | ** | ** | 67% | ** | 61% | -% | -% | -% | 68% |
| | | 49% | 51% | ** | ** | 38% | 29% | ** | ** | ** | ** | ** | 28% | ** | 27% | -% | -% | -% | 100% |
| No | 16 | 7 | 9 | ** | ** | 4 | 6 | ** | ** | ** | ** | ** | 4 | ** | 6 | - | - | - | 16 |
| | 23% | 21% | 26% | ** | ** | 19% | 28% | ** | ** | ** | ** | ** | 22% | ** | 30% | -% | -% | -% | 23% |
| | | 43% | 57% | ** | ** | 28% | 36% | ** | ** | ** | ** | ** | 27% | ** | 40% | -% | -% | -% | 100% |
| Don't know | 6 | 3 | 3 | ** | ** | 1 | 1 | ** | ** | ** | ** | ** | 2 | ** | 2 | - | - | - | 6 |
| | 9% | 10% | 8% | ** | ** | 6% | 5% | ** | ** | ** | ** | ** | 11% | ** | 9% | -% | -% | -% | 9% |
| | | 54% | 46% | ** | ** | 21% | 17% | ** | ** | ** | ** | ** | 32% | ** | 31% | -% | -% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 120

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QH18B (QH64B). Which of these TV channels can you receive on your television - RTÉ2?

Base : All respondents in Northern Ireland with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 488 | - | - | - | - | - | - | - | - | - | 240 | 248 | 248 | 238 | 290 | 198 |
| Effective Weighted Sample | 443 | - | - | - | - | - | - | - | - | - | 233 | 241 | 225 | 216 | 261 | 182 |
| Total | 68 | - | - | - | - | - | - | - | - | - | 43 | 26 | 35 | 33 | 39 | 29 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 62% | 38% | 51% | 48% | 58% | 42% |
| Yes | 46 | - | - | - | - | - | - | - | - | - | 28 | 18 | 24 | 22 | 26 | 20 |
| | 68% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 67% | 69% | 69% | 66% | 67% | 69% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 62% | 38% | 52% | 47% | 57% | 43% |
| No | 16 | - | - | - | - | - | - | - | - | - | 9 | 7 | 7 | 9 | 10 | 6 |
| | 23% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 21% | 27% | 21% | 26% | 25% | 20% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 56% | 44% | 46% | 54% | 63% | 37% |
| Don't know | 6 | - | - | - | - | - | - | - | - | - | 5 | 1 | 4 | 3 | 3 | 3 |
| | 9% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 13% | 4% | 11% | 8% | 8% | 11% |
| | | | | | | | | | | | k | | | | | |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 85% | 15% | 59% | 41% | 50% | 50% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 121

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QH18C (QH64C). Which of these TV channels can you receive on your television - TV3?

Base : All respondents in Northern Ireland with a TV in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|-----|-------------|--------------|-------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | ~k | l | ~m | n | ~o | ~p | ~q | r |
| Unweighted total | 488 | 244 | 244 | 89 | 77 | 157 | 165 | 85 | 69 | 57 | 48 | 94 | 139 | 97 | 158 | - | - | - | 488 |
| Effective Weighted Sample | 443 | 222 | 222 | 82 | 71 | 143 | 150 | 79 | 63 | 52 | 44 | 87 | 127 | 88 | 144 | - | - | - | 443 |
| Total | 68 | 33 | 35 | 13 | 11 | 23 | 20 | 12 | 9 | 8 | 6 | 13 | 19 | 16 | 21 | - | - | - | 68 |
| | | 48% | 52% | ** | ** | 34% | 30% | ** | ** | ** | ** | ** | 28% | ** | 31% | -% | -% | -% | 100% |
| Yes | 32 | 17 | 15 | ** | ** | 13 | 9 | ** | ** | ** | ** | ** | 9 | ** | 9 | - | - | - | 32 |
| | 47% | 51% | 43% | ** | ** | 57% | 45% | ** | ** | ** | ** | ** | 45% | ** | 44% | -% | -% | -% | 47% |
| | | | | | | f | | | | | | | | | | | | | |
| | | 52% | 48% | ** | ** | 42% | 29% | ** | ** | ** | ** | ** | 27% | ** | 28% | -% | -% | -% | 100% |
| No | 24 | 11 | 13 | ** | ** | 7 | 8 | ** | ** | ** | ** | ** | 6 | ** | 8 | - | - | - | 24 |
| | 35% | 32% | 38% | ** | ** | 29% | 39% | ** | ** | ** | ** | ** | 33% | ** | 40% | -% | -% | -% | 35% |
| | | 44% | 56% | ** | ** | 29% | 33% | ** | ** | ** | ** | ** | 26% | ** | 35% | -% | -% | -% | 100% |
| Don't know | 12 | 5 | 7 | ** | ** | 3 | 3 | ** | ** | ** | ** | ** | 4 | ** | 3 | - | - | - | 12 |
| | 18% | 17% | 19% | ** | ** | 13% | 15% | ** | ** | ** | ** | ** | 22% | ** | 16% | -% | -% | -% | 18% |
| | | 45% | 55% | ** | ** | 26% | 26% | ** | ** | ** | ** | ** | 35% | ** | 27% | -% | -% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 121

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QH18C (QH64C). Which of these TV channels can you receive on your television - TV3?

Base : All respondents in Northern Ireland with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 488 | - | - | - | - | - | - | - | - | - | 240 | 248 | 248 | 238 | 290 | 198 |
| Effective Weighted Sample | 443 | - | - | - | - | - | - | - | - | - | 233 | 241 | 225 | 216 | 261 | 182 |
| Total | 68 | - | - | - | - | - | - | - | - | - | 43 | 26 | 35 | 33 | 39 | 29 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 62% | 38% | 51% | 48% | 58% | 42% |
| Yes | 32 | - | - | - | - | - | - | - | - | - | 18 | 15 | 16 | 16 | 18 | 14 |
| | 47% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 41% | 57% | 47% | 47% | 47% | 48% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 55% | 45% | 51% | 49% | 57% | 43% |
| No | 24 | - | - | - | - | - | - | - | - | - | 15 | 9 | 11 | 13 | 14 | 10 |
| | 35% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 36% | 33% | 32% | 38% | 36% | 33% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 64% | 36% | 48% | 52% | 60% | 40% |
| Don't know | 12 | - | - | - | - | - | - | - | - | - | 10 | 2 | 7 | 5 | 7 | 5 |
| | 18% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 23% | 10% | 21% | 14% | 17% | 19% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | k 80% | 20% | 60% | 39% | 56% | 44% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 122

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QH18D (QH64D). Which of these TV channels can you receive on your television - TG4?

Base : All respondents in Northern Ireland with a TV in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|-----|-------------|--------------|-------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | ~k | l | ~m | n | ~o | ~p | ~q | r |
| Unweighted total | 488 | 244 | 244 | 89 | 77 | 157 | 165 | 85 | 69 | 57 | 48 | 94 | 139 | 97 | 158 | - | - | - | 488 |
| Effective Weighted Sample | 443 | 222 | 222 | 82 | 71 | 143 | 150 | 79 | 63 | 52 | 44 | 87 | 127 | 88 | 144 | - | - | - | 443 |
| Total | 68 | 33 | 35 | 13 | 11 | 23 | 20 | 12 | 9 | 8 | 6 | 13 | 19 | 16 | 21 | - | - | - | 68 |
| | | 48% | 52% | ** | ** | 34% | 30% | ** | ** | ** | ** | ** | 28% | ** | 31% | -% | -% | -% | 100% |
| Yes | 36 | 19 | 17 | ** | ** | 15 | 10 | ** | ** | ** | ** | ** | 10 | ** | 10 | - | - | - | 36 |
| | 52% | 57% | 49% | ** | ** | 64% | 49% | ** | ** | ** | ** | ** | 51% | ** | 49% | -% | -% | -% | 52% |
| | | | | | | f | | | | | | | | | | | | | |
| | | 52% | 48% | ** | ** | 42% | 28% | ** | ** | ** | ** | ** | 27% | ** | 29% | -% | -% | -% | 100% |
| No | 22 | 9 | 12 | ** | ** | 6 | 8 | ** | ** | ** | ** | ** | 6 | ** | 7 | - | - | - | 22 |
| | 32% | 29% | 34% | ** | ** | 24% | 38% | ** | ** | ** | ** | ** | 29% | ** | 35% | -% | -% | -% | 32% |
| | | | | | | e | | | | | | | | | | | | | |
| | | 44% | 56% | ** | ** | 26% | 35% | ** | ** | ** | ** | ** | 26% | ** | 34% | -% | -% | -% | 100% |
| Don't know | 11 | 5 | 6 | ** | ** | 3 | 3 | ** | ** | ** | ** | ** | 4 | ** | 3 | - | - | - | 11 |
| | 16% | 14% | 17% | ** | ** | 11% | 13% | ** | ** | ** | ** | ** | 20% | ** | 16% | -% | -% | -% | 16% |
| | | 44% | 56% | ** | ** | 24% | 24% | ** | ** | ** | ** | ** | 35% | ** | 30% | -% | -% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 122

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QH18D (QH64D). Which of these TV channels can you receive on your television - TG4?

Base : All respondents in Northern Ireland with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 488 | - | - | - | - | - | - | - | - | - | 240 | 248 | 248 | 238 | 290 | 198 |
| Effective Weighted Sample | 443 | - | - | - | - | - | - | - | - | - | 233 | 241 | 225 | 216 | 261 | 182 |
| Total | 68 | - | - | - | - | - | - | - | - | - | 43 | 26 | 35 | 33 | 39 | 29 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 62% | 38% | 51% | 48% | 58% | 42% |
| Yes | 36 | - | - | - | - | - | - | - | - | - | 21 | 15 | 19 | 16 | 21 | 15 |
| | 52% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 49% | 58% | 55% | 50% | 52% | 53% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 59% | 41% | 54% | 46% | 57% | 43% |
| No | 22 | - | - | - | - | - | - | - | - | - | 13 | 8 | 9 | 12 | 13 | 8 |
| | 32% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 31% | 33% | 26% | 38% | 34% | 29% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 61% | 39% | 42% | 57% | 62% | 38% |
| Don't know | 11 | - | - | - | - | - | - | - | - | - | 8 | 2 | 7 | 4 | 6 | 5 |
| | 16% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 20% | 9% | 19% | 13% | 14% | 18% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | k 78% | 22% | 60% | 38% | 51% | 49% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 123

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QH19A (QH65A). How frequently, if at all, do you watch each of these channels - RTÉ1? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|-----|-------------|--------------|-------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | ~k | l | ~m | n | ~o | ~p | ~q | r |
| Unweighted total | 488 | 244 | 244 | 89 | 77 | 157 | 165 | 85 | 69 | 57 | 48 | 94 | 139 | 97 | 158 | - | - | - | 488 |
| Effective Weighted Sample | 443 | 222 | 222 | 82 | 71 | 143 | 150 | 79 | 63 | 52 | 44 | 87 | 127 | 88 | 144 | - | - | - | 443 |
| Total | 68 | 33 | 35 | 13 | 11 | 23 | 20 | 12 | 9 | 8 | 6 | 13 | 19 | 16 | 21 | - | - | - | 68 |
| | | 48% | 52% | ** | ** | 34% | 30% | ** | ** | ** | ** | ** | 28% | ** | 31% | -% | -% | -% | 100% |
| Every day | 5 | 3 | 2 | ** | ** | 2 | 2 | ** | ** | ** | ** | ** | 1 | ** | 2 | - | - | - | 5 |
| | 8% | 9% | 6% | ** | ** | 7% | 10% | ** | ** | ** | ** | ** | 5% | ** | 8% | -% | -% | -% | 8% |
| | | 57% | 43% | ** | ** | 32% | 40% | ** | ** | ** | ** | ** | 19% | ** | 31% | -% | -% | -% | 100% |
| At least weekly | 11 | 6 | 5 | ** | ** | 4 | 4 | ** | ** | ** | ** | ** | 3 | ** | 3 | - | - | - | 11 |
| | 16% | 19% | 14% | ** | ** | 19% | 18% | ** | ** | ** | ** | ** | 16% | ** | 16% | -% | -% | -% | 16% |
| | | 55% | 45% | ** | ** | 40% | 34% | ** | ** | ** | ** | ** | 28% | ** | 29% | -% | -% | -% | 100% |
| At least monthly | 8 | 4 | 3 | ** | ** | 3 | 2 | ** | ** | ** | ** | ** | 2 | ** | 2 | - | - | - | 8 |
| | 11% | 13% | 10% | ** | ** | 14% | 10% | ** | ** | ** | ** | ** | 9% | ** | 12% | -% | -% | -% | 11% |
| | | 56% | 44% | ** | ** | 42% | 26% | ** | ** | ** | ** | ** | 22% | ** | 32% | -% | -% | -% | 100% |
| Less often than monthly | 12 | 5 | 7 | ** | ** | 5 | 4 | ** | ** | ** | ** | ** | 3 | ** | 3 | - | - | - | 12 |
| | 17% | 14% | 20% | ** | ** | 22% | 18% | ** | ** | ** | ** | ** | 16% | ** | 12% | -% | -% | -% | 17% |
| | | 39% | 61% | ** | ** | 44% | 31% | ** | ** | ** | ** | ** | 26% | ** | 23% | -% | -% | -% | 100% |
| EVER WATCH | 35 | 18 | 18 | ** | ** | 14 | 11 | ** | ** | ** | ** | ** | 9 | ** | 10 | - | - | - | 35 |
| | 52% | 54% | 49% | ** | ** | 62% | 56% | ** | ** | ** | ** | ** | 46% | ** | 47% | -% | -% | -% | 52% |
| | | 50% | 50% | ** | ** | 41% | 32% | ** | ** | ** | ** | ** | 25% | ** | 28% | -% | -% | -% | 100% |
| Never | 11 | 5 | 6 | ** | ** | 3 | 2 | ** | ** | ** | ** | ** | 4 | ** | 3 | - | - | - | 11 |
| | 16% | 15% | 17% | ** | ** | 15% | 8% | ** | ** | ** | ** | ** | 21% | ** | 16% | -% | -% | -% | 16% |
| | | 45% | 55% | ** | ** | 32% | 15% | ** | ** | ** | ** | ** | 36% | ** | 30% | -% | -% | -% | 100% |
| Don't know | 1 | * | 1 | ** | ** | - | 1 | ** | ** | ** | ** | ** | * | ** | * | - | - | - | 1 |
| | 1% | 1% | 2% | ** | ** | -% | 3% | ** | ** | ** | ** | ** | 2% | ** | 1% | -% | -% | -% | 1% |
| | | | | | | e | | | | | | | | | | | | | |
| | | 23% | 77% | ** | ** | -% | 65% | ** | ** | ** | ** | ** | 35% | ** | 16% | -% | -% | -% | 100% |
| DON'T RECEIVE THIS CHANNEL | 21 | 10 | 11 | ** | ** | 6 | 7 | ** | ** | ** | ** | ** | 6 | ** | 8 | - | - | - | 21 |
| | 31% | 30% | 32% | ** | ** | 24% | 33% | ** | ** | ** | ** | ** | 31% | ** | 36% | -% | -% | -% | 31% |
| | | 47% | 53% | ** | ** | 26% | 32% | ** | ** | ** | ** | ** | 28% | ** | 36% | -% | -% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 123

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

QH19A (QH65A). How frequently, if at all, do you watch each of these channels - RTÉ1? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|---------------------|---------------------|--------------------|--------------------|-------------------------|------------------------|---------------------|---------------------|------------|------------|----------|---------|-------------------|----------------------|
| | | LONDON ~a | SOUTH EAST ~b | SOUTH WEST ~c | EAST MIDS ~d | WEST MIDS ~e | EAST OF ENG ~f | YORKS& HUMBER ~g | NORTH EAST ~h | NORTH WEST ~i | URBAN j | RURAL k | YES l | NO m | LOW n | MEDIUM/ HIGH o |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Unweighted total | 488 | - | - | - | - | - | - | - | - | - | 240 | 248 | 248 | 238 | 290 | 198 |
| Effective Weighted Sample | 443 | - | - | - | - | - | - | - | - | - | 233 | 241 | 225 | 216 | 261 | 182 |
| Total | 68 | - | - | - | - | - | - | - | - | - | 43 | 26 | 35 | 33 | 39 | 29 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 62% | 38% | 51% | 48% | 58% | 42% |
| Every day | 5 | - | - | - | - | - | - | - | - | - | 3 | 2 | 3 | 2 | 2 | 3 |
| | 8% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 6% | 9% | 8% | 7% | 6% | 10% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 54% | 46% | 57% | 43% | 45% | 55% |
| At least weekly | 11 | - | - | - | - | - | - | - | - | - | 5 | 6 | 6 | 5 | 6 | 5 |
| | 16% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 11% | 24% | 16% | 16% | 15% | 18% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 44% | 56% | 50% | 49% | 54% | 46% |
| At least monthly | 8 | - | - | - | - | - | - | - | - | - | 5 | 3 | 3 | 4 | 4 | 4 |
| | 11% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 11% | 11% | 9% | 13% | 9% | 14% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 62% | 38% | 43% | 57% | 48% | 52% |
| Less often than monthly | 12 | - | - | - | - | - | - | - | - | - | 8 | 3 | 6 | 5 | 8 | 4 |
| | 17% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 20% | 12% | 18% | 15% | 19% | 14% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 73% | 27% | 54% | 44% | 65% | 35% |
| EVER WATCH | 35 | - | - | - | - | - | - | - | - | - | 21 | 15 | 18 | 17 | 20 | 16 |
| | 52% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 49% | 57% | 51% | 52% | 50% | 55% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 59% | 41% | 51% | 48% | 55% | 45% |
| Never | 11 | - | - | - | - | - | - | - | - | - | 8 | 3 | 6 | 5 | 7 | 4 |
| | 16% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 18% | 11% | 17% | 15% | 18% | 13% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 73% | 27% | 55% | 45% | 64% | 36% |
| Don't know | 1 | - | - | - | - | - | - | - | - | - | 1 | * | 1 | * | 1 | * |
| | 1% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 2% | 1% | 2% | 1% | 2% | 1% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 72% | 28% | 63% | 37% | 66% | 34% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 123

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

QH19A (QH65A). How frequently, if at all, do you watch each of these channels - RTÉ1? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|----------------------------|-------|-----------------|---------------------|---------------------|--------------------|--------------------|-------------------------|------------------------|---------------------|---------------------|------------|------------|----------|---------|-------------------|----------------------|
| | | LONDON ~a | SOUTH EAST ~b | SOUTH WEST ~c | EAST MIDS ~d | WEST MIDS ~e | EAST OF ENG ~f | YORKS& HUMBER ~g | NORTH EAST ~h | NORTH WEST ~i | URBAN j | RURAL k | YES l | NO m | LOW n | MEDIUM/ HIGH o |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Unweighted total | 488 | - | - | - | - | - | - | - | - | - | 240 | 248 | 248 | 238 | 290 | 198 |
| Effective Weighted Sample | 443 | - | - | - | - | - | - | - | - | - | 233 | 241 | 225 | 216 | 261 | 182 |
| Total | 68 | - | - | - | - | - | - | - | - | - | 43 | 26 | 35 | 33 | 39 | 29 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 62% | 38% | 51% | 48% | 58% | 42% |
| DON'T RECEIVE THIS CHANNEL | 21 | - | - | - | - | - | - | - | - | - | 13 | 8 | 11 | 11 | 12 | 9 |
| | 31% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 31% | 30% | 30% | 32% | 31% | 30% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 63% | 37% | 50% | 50% | 59% | 41% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 124

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

QH19B (QH65B). How frequently, if at all, do you watch each of these channels - RTÉ2? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|-----|-------------|--------------|-------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | ~k | l | ~m | n | ~o | ~p | ~q | r |
| Unweighted total | 488 | 244 | 244 | 89 | 77 | 157 | 165 | 85 | 69 | 57 | 48 | 94 | 139 | 97 | 158 | - | - | - | 488 |
| Effective Weighted Sample | 443 | 222 | 222 | 82 | 71 | 143 | 150 | 79 | 63 | 52 | 44 | 87 | 127 | 88 | 144 | - | - | - | 443 |
| Total | 68 | 33 | 35 | 13 | 11 | 23 | 20 | 12 | 9 | 8 | 6 | 13 | 19 | 16 | 21 | - | - | - | 68 |
| | | 48% | 52% | ** | ** | 34% | 30% | ** | ** | ** | ** | ** | 28% | ** | 31% | -% | -% | -% | 100% |
| Every day | 3 | 2 | 2 | ** | ** | 1 | 2 | ** | ** | ** | ** | ** | * | ** | 1 | - | - | - | 3 |
| | 5% | 6% | 4% | ** | ** | 4% | 8% | ** | ** | ** | ** | ** | 2% | ** | 7% | -% | -% | -% | 5% |
| | | 55% | 45% | ** | ** | 26% | 48% | ** | ** | ** | ** | ** | 12% | ** | 40% | -% | -% | -% | 100% |
| At least weekly | 11 | 6 | 5 | ** | ** | 5 | 3 | ** | ** | ** | ** | ** | 3 | ** | 3 | - | - | - | 11 |
| | 16% | 20% | 13% | ** | ** | 20% | 17% | ** | ** | ** | ** | ** | 17% | ** | 15% | -% | -% | -% | 16% |
| | | 58% | 42% | ** | ** | 41% | 30% | ** | ** | ** | ** | ** | 28% | ** | 28% | -% | -% | -% | 100% |
| At least monthly | 8 | 5 | 3 | ** | ** | 3 | 2 | ** | ** | ** | ** | ** | 2 | ** | 2 | - | - | - | 8 |
| | 12% | 15% | 9% | ** | ** | 15% | 10% | ** | ** | ** | ** | ** | 11% | ** | 10% | -% | -% | -% | 12% |
| | | b | | | | | | | | | | | | | | | | | |
| | | 62% | 38% | ** | ** | 42% | 26% | ** | ** | ** | ** | ** | 26% | ** | 25% | -% | -% | -% | 100% |
| Less often than monthly | 11 | 4 | 7 | ** | ** | 5 | 4 | ** | ** | ** | ** | ** | 3 | ** | 2 | - | - | - | 11 |
| | 15% | 12% | 19% | ** | ** | 21% | 18% | ** | ** | ** | ** | ** | 14% | ** | 12% | -% | -% | -% | 15% |
| | | a | | | | | | | | | | | | | | | | | |
| | | 36% | 64% | ** | ** | 47% | 35% | ** | ** | ** | ** | ** | 25% | ** | 23% | -% | -% | -% | 100% |
| EVER WATCH | 33 | 17 | 16 | ** | ** | 14 | 11 | ** | ** | ** | ** | ** | 8 | ** | 9 | - | - | - | 33 |
| | 49% | 53% | 46% | ** | ** | 60% | 53% | ** | ** | ** | ** | ** | 44% | ** | 43% | -% | -% | -% | 49% |
| | | 52% | 48% | ** | ** | 42% | 32% | ** | ** | ** | ** | ** | 25% | ** | 27% | -% | -% | -% | 100% |
| Never | 12 | 5 | 6 | ** | ** | 4 | 2 | ** | ** | ** | ** | ** | 4 | ** | 3 | - | - | - | 12 |
| | 17% | 16% | 18% | ** | ** | 15% | 11% | ** | ** | ** | ** | ** | 21% | ** | 17% | -% | -% | -% | 17% |
| | | 45% | 55% | ** | ** | 31% | 18% | ** | ** | ** | ** | ** | 34% | ** | 30% | -% | -% | -% | 100% |
| Don't know | 1 | * | 1 | ** | ** | * | 1 | ** | ** | ** | ** | ** | * | ** | * | - | - | - | 1 |
| | 1% | *% | 3% | ** | ** | *% | 2% | ** | ** | ** | ** | ** | 2% | ** | 1% | -% | -% | -% | 1% |
| | | a | | | | | | | | | | | | | | | | | |
| | | 8% | 92% | ** | ** | 12% | 52% | ** | ** | ** | ** | ** | 37% | ** | 17% | -% | -% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 124

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

QH19B (QH65B). How frequently, if at all, do you watch each of these channels - RTÉ2? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|-----|-------------|--------------|-------|------|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | ~k | l | ~m | n | ~o | ~p | ~q | r |
| Unweighted total | 488 | 244 | 244 | 89 | 77 | 157 | 165 | 85 | 69 | 57 | 48 | 94 | 139 | 97 | 158 | - | - | - | 488 |
| Effective Weighted Sample | 443 | 222 | 222 | 82 | 71 | 143 | 150 | 79 | 63 | 52 | 44 | 87 | 127 | 88 | 144 | - | - | - | 443 |
| Total | 68 | 33 | 35 | 13 | 11 | 23 | 20 | 12 | 9 | 8 | 6 | 13 | 19 | 16 | 21 | - | - | - | 68 |
| | | 48% | 52% | ** | ** | 34% | 30% | ** | ** | ** | ** | ** | 28% | ** | 31% | -% | -% | -% | 100% |
| DON'T RECEIVE THIS CHANNEL | 22 | 10 | 12 | ** | ** | 6 | 7 | ** | ** | ** | ** | ** | 6 | ** | 8 | - | - | - | 22 |
| | 32% | 31% | 34% | ** | ** | 24% | 34% | ** | ** | ** | ** | ** | 33% | ** | 39% | -% | -% | -% | 32% |
| | | 46% | 54% | ** | ** | 26% | 31% | ** | ** | ** | ** | ** | 28% | ** | 37% | -% | -% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 124

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

QH19B (QH65B). How frequently, if at all, do you watch each of these channels - RTÉ2? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|--|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | -a | -b | -c | -d | -e | -f | -g | -h | -i | | j | k | l | m | n | o |
| Unweighted total | 488 | - | - | - | - | - | - | - | - | - | | 240 | 248 | 248 | 238 | 290 | 198 |
| Effective Weighted Sample | 443 | - | - | - | - | - | - | - | - | - | | 233 | 241 | 225 | 216 | 261 | 182 |
| Total | 68 | - | - | - | - | - | - | - | - | - | | 43 | 26 | 35 | 33 | 39 | 29 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 62% | 38% | 51% | 48% | 58% | 42% |
| Every day | 3 | - | - | - | - | - | - | - | - | - | | 1 | 2 | 1 | 2 | 2 | 2 |
| | 5% | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 3% | 8% | 4% | 6% | 5% | 6% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 42% | 58% | 42% | 58% | 54% | 46% |
| At least weekly | 11 | - | - | - | - | - | - | - | - | - | | 5 | 6 | 6 | 5 | 6 | 6 |
| | 16% | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 12% | 24% | 17% | 16% | 14% | 20% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 46% | 54% | 54% | 46% | 49% | 51% |
| At least monthly | 8 | - | - | - | - | - | - | - | - | - | | 5 | 3 | 4 | 4 | 4 | 4 |
| | 12% | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 12% | 12% | 11% | 13% | 11% | 13% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 61% | 39% | 48% | 51% | 53% | 47% |
| Less often than monthly | 11 | - | - | - | - | - | - | - | - | - | | 8 | 3 | 6 | 5 | 7 | 4 |
| | 15% | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 18% | 11% | 17% | 14% | 17% | 14% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | k | | | | | |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 73% | 27% | 56% | 43% | 63% | 37% |
| EVER WATCH | 33 | - | - | - | - | - | - | - | - | - | | 19 | 14 | 17 | 16 | 18 | 15 |
| | 49% | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 45% | 55% | 49% | 48% | 47% | 52% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 58% | 42% | 52% | 47% | 55% | 45% |
| Never | 12 | - | - | - | - | - | - | - | - | - | | 8 | 3 | 6 | 5 | 7 | 4 |
| | 17% | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 20% | 12% | 18% | 17% | 19% | 15% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | k | | | | | |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 73% | 27% | 53% | 47% | 63% | 37% |
| Don't know | 1 | - | - | - | - | - | - | - | - | - | | 1 | * | 1 | * | 1 | * |
| | 1% | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 1% | 2% | 2% | 1% | 2% | 1% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 59% | 41% | 61% | 39% | 65% | 35% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 124

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

QH19B (QH65B). How frequently, if at all, do you watch each of these channels - RTÉ2? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|----------------------------|-------|-----------------|---------------------|---------------------|--------------------|--------------------|-------------------------|------------------------|---------------------|---------------------|------------|------------|----------|---------|-------------------|----------------------|
| | | LONDON ~a | SOUTH EAST ~b | SOUTH WEST ~c | EAST MIDS ~d | WEST MIDS ~e | EAST OF ENG ~f | YORKS& HUMBER ~g | NORTH EAST ~h | NORTH WEST ~i | URBAN j | RURAL k | YES l | NO m | LOW n | MEDIUM/ HIGH o |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Unweighted total | 488 | - | - | - | - | - | - | - | - | - | 240 | 248 | 248 | 238 | 290 | 198 |
| Effective Weighted Sample | 443 | - | - | - | - | - | - | - | - | - | 233 | 241 | 225 | 216 | 261 | 182 |
| Total | 68 | - | - | - | - | - | - | - | - | - | 43 | 26 | 35 | 33 | 39 | 29 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 62% | 38% | 51% | 48% | 58% | 42% |
| DON'T RECEIVE THIS CHANNEL | 22 | - | - | - | - | - | - | - | - | - | 14 | 8 | 11 | 11 | 13 | 9 |
| | 32% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 33% | 31% | 31% | 34% | 33% | 31% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 64% | 36% | 50% | 50% | 59% | 41% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 125

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

QH19C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | GENDER | | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|--------|------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|-----|-------------|--------------|-------|------|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | ~k | l | ~m | n | ~o | ~p | ~q | r |
| Unweighted total | 488 | 244 | 244 | 89 | 77 | 157 | 165 | 85 | 69 | 57 | 48 | 94 | 139 | 97 | 158 | - | - | - | 488 |
| Effective Weighted Sample | 443 | 222 | 222 | 82 | 71 | 143 | 150 | 79 | 63 | 52 | 44 | 87 | 127 | 88 | 144 | - | - | - | 443 |
| Total | 68 | 33 | 35 | 13 | 11 | 23 | 20 | 12 | 9 | 8 | 6 | 13 | 19 | 16 | 21 | - | - | - | 68 |
| | | 48% | 52% | ** | ** | 34% | 30% | ** | ** | ** | ** | ** | 28% | ** | 31% | -% | -% | -% | 100% |
| Every day | 2 | 1 | 1 | ** | ** | * | 1 | ** | ** | ** | ** | ** | * | ** | 1 | - | - | - | 2 |
| | 3% | 4% | 2% | ** | ** | 1% | 4% | ** | ** | ** | ** | ** | 3% | ** | 2% | -% | -% | -% | 3% |
| | | 60% | 40% | ** | ** | 17% | 42% | ** | ** | ** | ** | ** | 25% | ** | 26% | -% | -% | -% | 100% |
| At least weekly | 6 | 4 | 2 | ** | ** | 3 | 1 | ** | ** | ** | ** | ** | 2 | ** | 2 | - | - | - | 6 |
| | 9% | 12% | 6% | ** | ** | 13% | 7% | ** | ** | ** | ** | ** | 9% | ** | 10% | -% | -% | -% | 9% |
| | | b | | | | | | | | | | | | | | | | | |
| | | 64% | 36% | ** | ** | 51% | 25% | ** | ** | ** | ** | ** | 29% | ** | 34% | -% | -% | -% | 100% |
| At least monthly | 6 | 3 | 3 | ** | ** | 3 | 1 | ** | ** | ** | ** | ** | 1 | ** | 2 | - | - | - | 6 |
| | 8% | 9% | 8% | ** | ** | 12% | 7% | ** | ** | ** | ** | ** | 6% | ** | 8% | -% | -% | -% | 8% |
| | | 50% | 50% | ** | ** | 47% | 24% | ** | ** | ** | ** | ** | 18% | ** | 30% | -% | -% | -% | 100% |
| Less often than monthly | 7 | 4 | 3 | ** | ** | 3 | 3 | ** | ** | ** | ** | ** | 2 | ** | 1 | - | - | - | 7 |
| | 11% | 11% | 10% | ** | ** | 14% | 13% | ** | ** | ** | ** | ** | 8% | ** | 6% | -% | -% | -% | 11% |
| | | 52% | 48% | ** | ** | 46% | 37% | ** | ** | ** | ** | ** | 22% | ** | 19% | -% | -% | -% | 100% |
| EVER WATCH | 21 | 12 | 9 | ** | ** | 9 | 6 | ** | ** | ** | ** | ** | 5 | ** | 6 | - | - | - | 21 |
| | 31% | 35% | 26% | ** | ** | 40% | 32% | ** | ** | ** | ** | ** | 26% | ** | 27% | -% | -% | -% | 31% |
| | | b | | | | | | | | | | | | | | | | | |
| | | 55% | 45% | ** | ** | 45% | 31% | ** | ** | ** | ** | ** | 23% | ** | 27% | -% | -% | -% | 100% |
| Never | 10 | 5 | 6 | ** | ** | 4 | 2 | ** | ** | ** | ** | ** | 3 | ** | 3 | - | - | - | 10 |
| | 15% | 14% | 16% | ** | ** | 16% | 11% | ** | ** | ** | ** | ** | 17% | ** | 15% | -% | -% | -% | 15% |
| | | 46% | 54% | ** | ** | 36% | 22% | ** | ** | ** | ** | ** | 32% | ** | 31% | -% | -% | -% | 100% |
| Don't know | 1 | 1 | 1 | ** | ** | * | 1 | ** | ** | ** | ** | ** | * | ** | * | - | - | - | 1 |
| | 2% | 2% | 2% | ** | ** | 2% | 2% | ** | ** | ** | ** | ** | 2% | ** | 2% | -% | -% | -% | 2% |
| | | 47% | 53% | ** | ** | 39% | 45% | ** | ** | ** | ** | ** | 36% | ** | 33% | -% | -% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 125

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

QH19C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|-----|-------------|--------------|-------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | ~k | l | ~m | n | ~o | ~p | ~q | r |
| Unweighted total | 488 | 244 | 244 | 89 | 77 | 157 | 165 | 85 | 69 | 57 | 48 | 94 | 139 | 97 | 158 | - | - | - | 488 |
| Effective Weighted Sample | 443 | 222 | 222 | 82 | 71 | 143 | 150 | 79 | 63 | 52 | 44 | 87 | 127 | 88 | 144 | - | - | - | 443 |
| Total | 68 | 33 | 35 | 13 | 11 | 23 | 20 | 12 | 9 | 8 | 6 | 13 | 19 | 16 | 21 | - | - | - | 68 |
| | | 48% | 52% | ** | ** | 34% | 30% | ** | ** | ** | ** | ** | 28% | ** | 31% | -% | -% | -% | 100% |
| DON'T RECEIVE THIS CHANNEL | 36 | 16 | 20 | ** | ** | 10 | 11 | ** | ** | ** | ** | ** | 10 | ** | 12 | - | - | - | 36 |
| | 53% | 49% | 57% | ** | ** | 43% | 55% | ** | ** | ** | ** | ** | 55% | ** | 56% | -% | -% | -% | 53% |
| | | | | | | | e | | | | | | | | | | | | |
| | | 44% | 56% | ** | ** | 28% | 31% | ** | ** | ** | ** | ** | 29% | ** | 32% | -% | -% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 125

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

QH19C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|----------|-----|---------|-----|-------------------|--|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH | |
| Significance Level: 95% | Total | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o | |
| Unweighted total | 488 | - | - | - | - | - | - | - | - | - | 240 | 248 | 248 | 238 | 290 | 198 | |
| Effective Weighted Sample | 443 | - | - | - | - | - | - | - | - | - | 233 | 241 | 225 | 216 | 261 | 182 | |
| Total | 68 | - | - | - | - | - | - | - | - | - | 43 | 26 | 35 | 33 | 39 | 29 | |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 62% | 38% | 51% | 48% | 58% | 42% | |
| Every day | 2 | - | - | - | - | - | - | - | - | - | * | 2 | 1 | 1 | 1 | 1 | |
| | 3% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 1% | 6% | 3% | 3% | 3% | 2% | |
| At least weekly | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 21% | 79% | 55% | 45% | 65% | 35% | |
| | 6 | - | - | - | - | - | - | - | - | - | 3 | 3 | 3 | 3 | 3 | 3 | |
| | 9% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 6% | 13% | 8% | 9% | 7% | 11% | |
| At least monthly | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 46% | 54% | 48% | 52% | 46% | 54% | |
| | 6 | - | - | - | - | - | - | - | - | - | 2 | 4 | 3 | 3 | 2 | 3 | |
| | 8% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 4% | 16% | 8% | 9% | 6% | 12% | |
| Less often than monthly | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 28% | 72% | 46% | 52% | 39% | 61% | |
| | 7 | - | - | - | - | - | - | - | - | - | 5 | 3 | 4 | 4 | 4 | 3 | |
| | 11% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 11% | 10% | 10% | 11% | 11% | 10% | |
| EVER WATCH | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 64% | 36% | 51% | 49% | 59% | 41% | |
| | 21 | - | - | - | - | - | - | - | - | - | 9 | 12 | 10 | 11 | 11 | 10 | |
| | 31% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 22% | 45% | 29% | 32% | 27% | 36% | |
| Never | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 45% | 55% | 49% | 50% | 51% | 49% | |
| | 10 | - | - | - | - | - | - | - | - | - | 8 | 2 | 6 | 5 | 7 | 3 | |
| | 15% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 18% | 10% | 16% | 14% | 18% | 11% | |
| Don't know | | -% | -% | -% | -% | -% | -% | -% | -% | -% | k | | | | o | | |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 76% | 24% | 55% | 45% | 69% | 31% | |
| | 1 | - | - | - | - | - | - | - | - | - | 1 | 1 | 1 | 1 | 1 | * | |
| | 2% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 1% | 2% | 2% | 2% | 2% | 1% | |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 46% | 54% | 55% | 45% | 70% | 30% | |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 125

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

QH19C (QH65C). How frequently, if at all, do you watch each of these channels - TV3? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 488 | - | - | - | - | - | - | - | - | - | 240 | 248 | 248 | 238 | 290 | 198 |
| Effective Weighted Sample | 443 | - | - | - | - | - | - | - | - | - | 233 | 241 | 225 | 216 | 261 | 182 |
| Total | 68 | - | - | - | - | - | - | - | - | - | 43 | 26 | 35 | 33 | 39 | 29 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 62% | 38% | 51% | 48% | 58% | 42% |
| DON'T RECEIVE THIS CHANNEL | 36 | - | - | - | - | - | - | - | - | - | 25 | 11 | 19 | 17 | 21 | 15 |
| | 53% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 59% | 43% | 53% | 53% | 53% | 52% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | k 69% | 31% | 52% | 48% | 58% | 42% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 126

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QH19D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|-----|-------------|--------------|-------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | ~k | l | ~m | n | ~o | ~p | ~q | r |
| Unweighted total | 488 | 244 | 244 | 89 | 77 | 157 | 165 | 85 | 69 | 57 | 48 | 94 | 139 | 97 | 158 | - | - | - | 488 |
| Effective Weighted Sample | 443 | 222 | 222 | 82 | 71 | 143 | 150 | 79 | 63 | 52 | 44 | 87 | 127 | 88 | 144 | - | - | - | 443 |
| Total | 68 | 33 | 35 | 13 | 11 | 23 | 20 | 12 | 9 | 8 | 6 | 13 | 19 | 16 | 21 | - | - | - | 68 |
| | | 48% | 52% | ** | ** | 34% | 30% | ** | ** | ** | ** | ** | 28% | ** | 31% | -% | -% | -% | 100% |
| Every day | 2 | 1 | 1 | ** | ** | * | 1 | ** | ** | ** | ** | ** | * | ** | 1 | - | - | - | 2 |
| | 3% | 4% | 3% | ** | ** | 1% | 5% | ** | ** | ** | ** | ** | 2% | ** | 4% | -% | -% | -% | 3% |
| | | 58% | 42% | ** | ** | 15% | 45% | ** | ** | ** | ** | ** | 18% | ** | 34% | -% | -% | -% | 100% |
| At least weekly | 5 | 3 | 2 | ** | ** | 2 | 1 | ** | ** | ** | ** | ** | 2 | ** | 2 | - | - | - | 5 |
| | 8% | 10% | 5% | ** | ** | 9% | 7% | ** | ** | ** | ** | ** | 9% | ** | 7% | -% | -% | -% | 8% |
| | | 63% | 37% | ** | ** | 43% | 28% | ** | ** | ** | ** | ** | 32% | ** | 29% | -% | -% | -% | 100% |
| At least monthly | 6 | 4 | 2 | ** | ** | 3 | 1 | ** | ** | ** | ** | ** | 1 | ** | 2 | - | - | - | 6 |
| | 8% | 11% | 6% | ** | ** | 13% | 4% | ** | ** | ** | ** | ** | 5% | ** | 9% | -% | -% | -% | 8% |
| | | | | | | f | | | | | | | | | | | | | |
| | | 63% | 37% | ** | ** | 54% | 16% | ** | ** | ** | ** | ** | 15% | ** | 32% | -% | -% | -% | 100% |
| Less often than monthly | 9 | 4 | 5 | ** | ** | 5 | 3 | ** | ** | ** | ** | ** | 3 | ** | 2 | - | - | - | 9 |
| | 14% | 13% | 14% | ** | ** | 20% | 15% | ** | ** | ** | ** | ** | 15% | ** | 9% | -% | -% | -% | 14% |
| | | 47% | 53% | ** | ** | 51% | 32% | ** | ** | ** | ** | ** | 30% | ** | 19% | -% | -% | -% | 100% |
| EVER WATCH | 22 | 12 | 10 | ** | ** | 10 | 6 | ** | ** | ** | ** | ** | 6 | ** | 6 | - | - | - | 22 |
| | 33% | 38% | 28% | ** | ** | 44% | 32% | ** | ** | ** | ** | ** | 30% | ** | 28% | -% | -% | -% | 33% |
| | | b | | | | f | | | | | | | | | | | | | |
| | | 56% | 44% | ** | ** | 46% | 29% | ** | ** | ** | ** | ** | 26% | ** | 26% | -% | -% | -% | 100% |
| Never | 12 | 5 | 7 | ** | ** | 4 | 3 | ** | ** | ** | ** | ** | 4 | ** | 4 | - | - | - | 12 |
| | 17% | 16% | 19% | ** | ** | 18% | 14% | ** | ** | ** | ** | ** | 19% | ** | 19% | -% | -% | -% | 17% |
| | | 45% | 55% | ** | ** | 36% | 24% | ** | ** | ** | ** | ** | 30% | ** | 33% | -% | -% | -% | 100% |
| Don't know | 1 | 1 | 1 | ** | ** | * | 1 | ** | ** | ** | ** | ** | * | ** | * | - | - | - | 1 |
| | 2% | 2% | 2% | ** | ** | 2% | 4% | ** | ** | ** | ** | ** | 2% | ** | 2% | -% | -% | -% | 2% |
| | | 53% | 47% | ** | ** | 30% | 57% | ** | ** | ** | ** | ** | 28% | ** | 25% | -% | -% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 126

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QH19D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|-----|-------------|--------------|-------|------|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | ~k | l | ~m | n | ~o | ~p | ~q | r |
| Unweighted total | 488 | 244 | 244 | 89 | 77 | 157 | 165 | 85 | 69 | 57 | 48 | 94 | 139 | 97 | 158 | - | - | - | 488 |
| Effective Weighted Sample | 443 | 222 | 222 | 82 | 71 | 143 | 150 | 79 | 63 | 52 | 44 | 87 | 127 | 88 | 144 | - | - | - | 443 |
| Total | 68 | 33 | 35 | 13 | 11 | 23 | 20 | 12 | 9 | 8 | 6 | 13 | 19 | 16 | 21 | - | - | - | 68 |
| | | 48% | 52% | ** | ** | 34% | 30% | ** | ** | ** | ** | ** | 28% | ** | 31% | -% | -% | -% | 100% |
| DON'T RECEIVE THIS CHANNEL | 32 | 14 | 18 | ** | ** | 8 | 10 | ** | ** | ** | ** | ** | 9 | ** | 11 | - | - | - | 32 |
| | 48% | 43% | 51% | ** | ** | 36% | 51% | ** | ** | ** | ** | ** | 49% | ** | 51% | -% | -% | -% | 48% |
| | | | | | | | e | | | | | | | | | | | | |
| | | 44% | 56% | ** | ** | 26% | 32% | ** | ** | ** | ** | ** | 29% | ** | 33% | -% | -% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 126

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QH19D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|--|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | | j | k | l | m | n | o |
| Unweighted total | 488 | - | - | - | - | - | - | - | - | - | | 240 | 248 | 248 | 238 | 290 | 198 |
| Effective Weighted Sample | 443 | - | - | - | - | - | - | - | - | - | | 233 | 241 | 225 | 216 | 261 | 182 |
| Total | 68 | - | - | - | - | - | - | - | - | - | | 43 | 26 | 35 | 33 | 39 | 29 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 62% | 38% | 51% | 48% | 58% | 42% |
| Every day | 2 | - | - | - | - | - | - | - | - | - | | 1 | 2 | 1 | 1 | 1 | 1 |
| | 3% | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 2% | 6% | 3% | 4% | 4% | 3% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 33% | 67% | 49% | 51% | 62% | 38% |
| At least weekly | 5 | - | - | - | - | - | - | - | - | - | | 2 | 3 | 3 | 3 | 3 | 3 |
| | 8% | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 5% | 11% | 8% | 8% | 7% | 9% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 44% | 56% | 52% | 48% | 51% | 49% |
| At least monthly | 6 | - | - | - | - | - | - | - | - | - | | 2 | 4 | 4 | 2 | 3 | 3 |
| | 8% | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 4% | 15% | 10% | 7% | 7% | 11% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 31% | 69% | 61% | 39% | 45% | 55% |
| Less often than monthly | 9 | - | - | - | - | - | - | - | - | - | | 6 | 3 | 5 | 4 | 5 | 4 |
| | 14% | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 15% | 12% | 15% | 13% | 13% | 14% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 68% | 32% | 55% | 45% | 57% | 43% |
| EVER WATCH | 22 | - | - | - | - | - | - | - | - | - | | 11 | 11 | 12 | 10 | 12 | 11 |
| | 33% | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 26% | 44% | 35% | 31% | 30% | 37% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 49% | 51% | 55% | 45% | 53% | 47% |
| Never | 12 | - | - | - | - | - | - | - | - | - | | 9 | 3 | 6 | 6 | 8 | 4 |
| | 17% | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 21% | 11% | 18% | 17% | 19% | 15% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 76% | 24% | 53% | 47% | 64% | 36% |
| Don't know | 1 | - | - | - | - | - | - | - | - | - | | 1 | 1 | 1 | 1 | 1 | * |
| | 2% | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 2% | 2% | 2% | 2% | 3% | 1% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | | 59% | 41% | 49% | 51% | 77% | 23% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 126

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QH19D (QH65D). How frequently, if at all, do you watch each of these channels - TG4? (SINGLE CODE)

Base : All respondents in Northern Ireland with a TV in the household

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|----------------------------|-------|-----------------|---------------------|---------------------|--------------------|--------------------|-------------------------|------------------------|---------------------|---------------------|------------|------------|----------|---------|-------------------|----------------------|
| | | LONDON ~a | SOUTH EAST ~b | SOUTH WEST ~c | EAST MIDS ~d | WEST MIDS ~e | EAST OF ENG ~f | YORKS& HUMBER ~g | NORTH EAST ~h | NORTH WEST ~i | URBAN j | RURAL k | YES l | NO m | LOW n | MEDIUM/ HIGH o |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Unweighted total | 488 | - | - | - | - | - | - | - | - | - | 240 | 248 | 248 | 238 | 290 | 198 |
| Effective Weighted Sample | 443 | - | - | - | - | - | - | - | - | - | 233 | 241 | 225 | 216 | 261 | 182 |
| Total | 68 | - | - | - | - | - | - | - | - | - | 43 | 26 | 35 | 33 | 39 | 29 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 62% | 38% | 51% | 48% | 58% | 42% |
| DON'T RECEIVE THIS CHANNEL | 32 | - | - | - | - | - | - | - | - | - | 22 | 11 | 16 | 17 | 19 | 14 |
| | 48% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 51% | 42% | 45% | 50% | 48% | 47% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 67% | 33% | 48% | 51% | 58% | 42% |

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

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QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Landline phone | 2130 | 1012 | 1117 | 280 | 321 | 759 | 769 | 312 | 220 | 239 | 438 | 597 | 647 | 388 | 493 | 1790 | 184 | 98 | 58 |
| | 84% | 83% | 85% | 74% | 72% | 86% | 92% | 69% | 79% | 87% | 93% | 94% | 86% | 84% | 72% | 84% | 83% | 78% | 83% |
| | | | | | | cd | cde | | g | gh | ghi | lmn | n | n | | q | | | |
| | | 48% | 52% | 13% | 15% | 36% | 36% | 15% | 10% | 11% | 21% | 28% | 30% | 18% | 23% | 84% | 9% | 5% | 3% |
| Mobile phone | 2366 | 1137 | 1229 | 380 | 443 | 864 | 679 | 390 | 255 | 266 | 465 | 612 | 721 | 431 | 596 | 1985 | 199 | 116 | 66 |
| | 93% | 93% | 93% | 100% | 99% | 98% | 82% | 86% | 92% | 96% | 99% | 96% | 96% | 93% | 88% | 94% | 90% | 92% | 94% |
| | | | | ef | f | f | | | g | gh | ghi | mn | mn | n | | p | | | p |
| | | 48% | 52% | 16% | 19% | 37% | 29% | 16% | 11% | 11% | 20% | 26% | 30% | 18% | 25% | 84% | 8% | 5% | 3% |
| Fixed broadband internet access | 1850 | 907 | 943 | 296 | 348 | 715 | 491 | 216 | 188 | 219 | 435 | 559 | 592 | 327 | 369 | 1554 | 161 | 86 | 49 |
| | 73% | 75% | 71% | 78% | 78% | 81% | 59% | 48% | 68% | 79% | 93% | 88% | 79% | 70% | 54% | 73% | 73% | 69% | 70% |
| | | | | f | f | f | | | g | gh | ghi | lmn | mn | n | | | | | |
| | | 49% | 51% | 16% | 19% | 39% | 27% | 12% | 10% | 12% | 24% | 30% | 32% | 18% | 20% | 84% | 9% | 5% | 3% |
| Mobile broadband internet access | 207 | 101 | 106 | 33 | 47 | 89 | 37 | 20 | 25 | 21 | 49 | 58 | 69 | 36 | 44 | 181 | 14 | 9 | 3 |
| | 8% | 8% | 8% | 9% | 11% | 10% | 4% | 4% | 9% | 8% | 10% | 9% | 9% | 8% | 7% | 9% | 6% | 7% | 5% |
| | | | | f | f | f | | | g | | g | | | | | r | | | |
| | | 49% | 51% | 16% | 23% | 43% | 18% | 10% | 12% | 10% | 24% | 28% | 33% | 17% | 21% | 88% | 7% | 4% | 2% |
| Narrowband internet access | 11 | 6 | 5 | 3 | - | 4 | 4 | 1 | 1 | 3 | 3 | 4 | 2 | 1 | 4 | 10 | - | * | - |
| | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 0% |
| | | 54% | 46% | 25% | 0% | 35% | 40% | 11% | 9% | 27% | 25% | 36% | 21% | 9% | 34% | 98% | 0% | 2% | 0% |
| TV service with additional channels you pay to receive | 1522 | 721 | 802 | 238 | 286 | 571 | 427 | 196 | 162 | 176 | 325 | 409 | 459 | 298 | 354 | 1252 | 151 | 73 | 46 |
| | 60% | 59% | 61% | 63% | 64% | 65% | 51% | 43% | 58% | 64% | 69% | 64% | 61% | 64% | 52% | 59% | 68% | 58% | 65% |
| | | | | f | f | f | | | g | g | gh | n | n | n | | | oq | | oq |
| | | 47% | 53% | 16% | 19% | 37% | 28% | 13% | 11% | 12% | 21% | 27% | 30% | 20% | 23% | 82% | 10% | 5% | 3% |

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

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QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | | |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| No, none of these | 8 | 7 | 2 | * | 2 | 1 | 5 | 7 | 1 | - | - | - | 1 | 1 | 6 | 4 | 3 | 1 | * |
| | 8 | 7 | 2 | * | 2 | 1 | 5 | 7 | 1 | - | - | - | 1 | 1 | 6 | 4 | 3 | 1 | * |
| | % | 1% | % | % | % | % | 1% | 2% | % | -% | -% | -% | % | % | 1% | % | 1% | 1% | % |
| | | | | | | | | ij | | | | | | | kl | | or | | |
| | | 79% | 21% | 3% | 21% | 12% | 64% | 82% | 8% | -% | -% | -% | 13% | 14% | 72% | 50% | 38% | 11% | 1% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Landline phone | 2130 | 280 | 309 | 198 | 138 | 182 | 204 | 175 | 85 | 218 | 1832 | 297 | 1218 | 911 | 1355 | 775 |
| | 84% | 87% | 89% | 90% | 78% | 83% | 86% | 84% | 80% | 77% | 83% | 87% | 85% | 82% | 87% | 79% |
| | | dhi | dehi | dehi | | | di | i | | | | j | m | | o | |
| | | 13% | 15% | 9% | 7% | 9% | 10% | 8% | 4% | 10% | 86% | 14% | 57% | 43% | 64% | 36% |
| Mobile phone | 2366 | 305 | 325 | 212 | 162 | 199 | 224 | 196 | 95 | 268 | 2051 | 315 | 1417 | 948 | 1441 | 925 |
| | 93% | 95% | 94% | 96% | 92% | 90% | 94% | 94% | 89% | 94% | 93% | 93% | 99% | 85% | 93% | 94% |
| | | h | | deh | | | h | h | | h | | | m | | | |
| | | 13% | 14% | 9% | 7% | 8% | 9% | 8% | 4% | 11% | 87% | 13% | 60% | 40% | 61% | 39% |
| Fixed broadband internet access | 1850 | 266 | 278 | 183 | 125 | 132 | 150 | 156 | 70 | 193 | 1606 | 244 | 1196 | 654 | 1139 | 711 |
| | 73% | 83% | 80% | 83% | 71% | 60% | 63% | 75% | 66% | 68% | 73% | 72% | 84% | 59% | 73% | 72% |
| | | defghi | defhi | defghi | e | | efh | | | | | | m | | | |
| | | 14% | 15% | 10% | 7% | 7% | 8% | 8% | 4% | 10% | 87% | 13% | 65% | 35% | 62% | 38% |
| Mobile broadband internet access | 207 | 14 | 27 | 19 | 15 | 22 | 32 | 15 | 12 | 24 | 169 | 38 | 127 | 79 | 139 | 68 |
| | 8% | 4% | 8% | 9% | 9% | 10% | 13% | 7% | 11% | 8% | 8% | 11% | 9% | 7% | 9% | 7% |
| | | | | | | a | ag | | a | | | j | | | | |
| | | 7% | 13% | 9% | 7% | 11% | 15% | 7% | 6% | 12% | 81% | 19% | 61% | 38% | 67% | 33% |
| Narrowband internet access | 11 | - | 1 | 1 | 1 | 2 | 1 | 1 | - | 4 | 9 | 2 | 6 | 4 | 10 | 1 |
| | *% | -% | *% | *% | 1% | 1% | *% | *% | -% | 2% | *% | 1% | *% | *% | 1% | *% |
| | | | | | | | | | | | | | | | o | |
| | | -% | 12% | 6% | 9% | 15% | 9% | 7% | -% | 41% | 83% | 17% | 58% | 42% | 91% | 9% |
| TV service with additional channels you pay to receive | 1522 | 177 | 215 | 126 | 116 | 131 | 130 | 128 | 72 | 157 | 1325 | 197 | 966 | 556 | 950 | 572 |
| | 60% | 55% | 62% | 57% | 66% | 60% | 55% | 61% | 67% | 55% | 60% | 58% | 68% | 50% | 61% | 58% |
| | | | | | afi | | | | acfi | | | | m | | | |
| | | 12% | 14% | 8% | 8% | 9% | 9% | 8% | 5% | 10% | 87% | 13% | 63% | 37% | 62% | 38% |

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

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QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

| | ENGLAND REGIONS | | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| No, none of these | 8 | 1 | 1 | - | 1 | - | - | - | 1 | - | 7 | 2 | 1 | 8 | 4 | 4 |
| | *% | *% | *% | -% | 1% | -% | -% | -% | 1% | -% | *% | *% | *% | 1% | *% | *% |
| | | 10% | 13% | -% | 16% | -% | -% | -% | 11% | -% | 80% | 20% | 8% | 92% | 53% | 47% |

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

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QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Landline phone | 1797 | 856 | 942 | 124 | 267 | 685 | 721 | 265 | 206 | 208 | 400 | 530 | 536 | 312 | 416 | 1508 | 168 | 78 | 44 |
| | 71% | 70% | 71% | 33% | 60% | 78% | 87% | 58% | 74% | 75% | 85% | 83% | 71% | 67% | 61% | 71% | 76% | 63% | 62% |
| | | | | | c | cd | cde | | g | g | ghi | lmn | n | n | | qr | qr | | |
| | | 48% | 52% | 7% | 15% | 38% | 40% | 15% | 11% | 12% | 22% | 29% | 30% | 17% | 23% | 84% | 9% | 4% | 2% |
| Mobile phone | 2078 | 1005 | 1072 | 300 | 394 | 768 | 616 | 347 | 237 | 240 | 422 | 548 | 620 | 381 | 525 | 1730 | 190 | 98 | 59 |
| | 82% | 83% | 81% | 79% | 88% | 87% | 74% | 77% | 85% | 87% | 90% | 86% | 82% | 82% | 77% | 81% | 86% | 79% | 85% |
| | | | | | cf | cf | | | g | g | g | n | n | n | | | oq | | q |
| | | 48% | 52% | 14% | 19% | 37% | 30% | 17% | 11% | 12% | 20% | 26% | 30% | 18% | 25% | 83% | 9% | 5% | 3% |
| Fixed broadband internet access | 1538 | 753 | 785 | 142 | 293 | 644 | 459 | 176 | 170 | 193 | 395 | 494 | 482 | 255 | 305 | 1286 | 146 | 68 | 38 |
| | 61% | 62% | 59% | 37% | 65% | 73% | 55% | 39% | 61% | 70% | 84% | 78% | 64% | 55% | 45% | 61% | 66% | 55% | 54% |
| | | | | | cf | cdf | c | | g | gh | ghi | lmn | mn | n | | qr | qr | | |
| | | 49% | 51% | 9% | 19% | 42% | 30% | 11% | 11% | 13% | 26% | 32% | 31% | 17% | 20% | 84% | 9% | 4% | 2% |
| Mobile broadband internet access | 151 | 76 | 75 | 18 | 38 | 65 | 30 | 16 | 17 | 16 | 37 | 41 | 55 | 22 | 33 | 133 | 10 | 5 | 2 |
| | 6% | 6% | 6% | 5% | 8% | 7% | 4% | 4% | 6% | 6% | 8% | 6% | 7% | 5% | 5% | 6% | 5% | 4% | 4% |
| | | | | | cf | f | | | | | g | | | | | r | | | |
| | | 50% | 50% | 12% | 25% | 43% | 20% | 11% | 11% | 11% | 25% | 27% | 36% | 14% | 22% | 88% | 7% | 3% | 2% |
| Narrowband internet access | 7 | 3 | 3 | 1 | - | 3 | 3 | 1 | 1 | 2 | 2 | 2 | 2 | - | 3 | 7 | - | * | - |
| | *% | *% | *% | *% | -% | *% | *% | *% | *% | 1% | *% | *% | *% | -% | *% | *% | -% | *% | -% |
| | | 48% | 52% | 16% | -% | 41% | 43% | 16% | 14% | 24% | 26% | 37% | 23% | -% | 40% | 97% | -% | 3% | -% |
| TV service with additional channels you pay to receive | 1171 | 545 | 625 | 98 | 225 | 477 | 370 | 162 | 132 | 147 | 268 | 316 | 359 | 223 | 270 | 944 | 137 | 57 | 33 |
| | 46% | 45% | 47% | 26% | 50% | 54% | 44% | 36% | 47% | 53% | 57% | 50% | 48% | 48% | 40% | 44% | 62% | 45% | 48% |
| | | | | | cf | cf | c | | g | g | gh | n | n | n | | | oqr | | |
| | | 47% | 53% | 8% | 19% | 41% | 32% | 14% | 11% | 13% | 23% | 27% | 31% | 19% | 23% | 81% | 12% | 5% | 3% |

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

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QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| None of these | 184 | 82 | 102 | 67 | 29 | 49 | 39 | 34 | 7 | 14 | 21 | 27 | 60 | 37 | 59 | 156 | 9 | 14 | 5 |
| | 7% | 7% | 8% | 18% | 7% | 6% | 5% | 7% | 2% | 5% | 4% | 4% | 8% | 8% | 9% | 7% | 4% | 11% | 7% |
| | | | def | h | | | | h | | | | | k | k | k | p | | opr | |
| | | 45% | 55% | 36% | 16% | 27% | 21% | 18% | 4% | 8% | 11% | 15% | 33% | 20% | 32% | 85% | 5% | 7% | 2% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 128

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

QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Landline phone | 1797 | 230 | 255 | 175 | 119 | 149 | 169 | 153 | 73 | 185 | 1534 | 263 | 1047 | 750 | 1155 | 643 |
| | 71% | 71% | 74% | 80% | 67% | 68% | 71% | 73% | 68% | 65% | 70% | 77% | 73% | 68% | 74% | 65% |
| | | | i | adehfi | | | | | | | | j | m | | o | |
| | | 13% | 14% | 10% | 7% | 8% | 9% | 9% | 4% | 10% | 85% | 15% | 58% | 42% | 64% | 36% |
| Mobile phone | 2078 | 251 | 280 | 188 | 146 | 165 | 192 | 179 | 88 | 241 | 1801 | 277 | 1255 | 822 | 1281 | 796 |
| | 82% | 78% | 81% | 85% | 82% | 75% | 81% | 86% | 83% | 85% | 82% | 81% | 88% | 74% | 83% | 81% |
| | | | ae | | | | | ae | e | e | | | m | | | |
| | | 12% | 13% | 9% | 7% | 8% | 9% | 9% | 4% | 12% | 87% | 13% | 60% | 40% | 62% | 38% |
| Fixed broadband internet access | 1538 | 203 | 232 | 161 | 108 | 106 | 119 | 139 | 56 | 163 | 1326 | 212 | 1020 | 518 | 962 | 576 |
| | 61% | 63% | 67% | 73% | 61% | 48% | 50% | 66% | 52% | 57% | 60% | 62% | 71% | 47% | 62% | 58% |
| | | efh | efhi | adehfi | ef | | | efhi | | | | | m | | | |
| | | 13% | 15% | 10% | 7% | 7% | 8% | 9% | 4% | 11% | 86% | 14% | 66% | 34% | 63% | 37% |
| Mobile broadband internet access | 151 | 6 | 15 | 12 | 13 | 13 | 27 | 13 | 10 | 23 | 120 | 31 | 99 | 51 | 106 | 45 |
| | 6% | 2% | 4% | 5% | 7% | 6% | 11% | 6% | 9% | 8% | 5% | 9% | 7% | 5% | 7% | 5% |
| | | | | | a | a | abce | a | ab | a | | j | m | | o | |
| | | 4% | 10% | 8% | 9% | 9% | 18% | 9% | 7% | 15% | 79% | 21% | 66% | 34% | 70% | 30% |
| Narrowband internet access | 7 | - | - | - | - | 2 | - | 1 | - | 4 | 7 | * | 4 | 2 | 7 | - |
| | *% | -% | -% | -% | -% | 1% | -% | *% | -% | 2% | *% | *% | *% | *% | *% | -% |
| | | | | | | | | | | | | | | | o | |
| | | -% | -% | -% | -% | 23% | -% | 10% | -% | 64% | 97% | 3% | 64% | 36% | 100% | -% |
| TV service with additional channels you pay to receive | 1171 | 124 | 156 | 98 | 92 | 86 | 101 | 108 | 58 | 120 | 1011 | 159 | 757 | 413 | 740 | 430 |
| | 46% | 39% | 45% | 45% | 52% | 39% | 43% | 52% | 54% | 42% | 46% | 47% | 53% | 37% | 48% | 44% |
| | | | | | ae fi | | | ae fi | abce fi | | | | m | | o | |
| | | 11% | 13% | 8% | 8% | 7% | 9% | 9% | 5% | 10% | 86% | 14% | 65% | 35% | 63% | 37% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 128

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

QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| None of these | 184 | 34 | 29 | 9 | 12 | 16 | 12 | 15 | 8 | 21 | 168 | 16 | 82 | 101 | 107 | 77 |
| | 7% | 11% | 8% | 4% | 7% | 7% | 5% | 7% | 8% | 7% | 8% | 5% | 6% | 9% | 7% | 8% |
| | | cf | | | | | | | | | k | | | l | | |
| | | 18% | 16% | 5% | 7% | 9% | 6% | 8% | 4% | 11% | 92% | 8% | 45% | 55% | 58% | 42% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Yes | 1603 | 791 | 813 | 221 | 301 | 615 | 466 | 181 | 166 | 195 | 393 | 495 | 489 | 290 | 328 | 1350 | 141 | 74 | 38 |
| | 63% | 65% | 62% | 58% | 67% | 70% | 56% | 40% | 60% | 70% | 84% | 78% | 65% | 62% | 48% | 64% | 64% | 59% | 54% |
| | | | | cf | cf | cf | | | g | gh | ghi | lmn | n | n | | r | r | | |
| | | 49% | 51% | 14% | 19% | 38% | 29% | 11% | 10% | 12% | 24% | 31% | 30% | 18% | 20% | 84% | 9% | 5% | 2% |
| No | 864 | 397 | 468 | 133 | 133 | 243 | 356 | 262 | 109 | 77 | 71 | 132 | 236 | 160 | 335 | 711 | 78 | 45 | 30 |
| | 34% | 33% | 35% | 35% | 30% | 28% | 43% | 58% | 39% | 28% | 15% | 21% | 31% | 34% | 49% | 34% | 35% | 36% | 43% |
| | | | | e | | | cde | hij | ij | j | | | k | k | klm | | | | op |
| | | 46% | 54% | 15% | 15% | 28% | 41% | 30% | 13% | 9% | 8% | 15% | 27% | 18% | 39% | 82% | 9% | 5% | 3% |
| Don't know | 71 | 30 | 41 | 27 | 12 | 21 | 10 | 11 | 3 | 5 | 6 | 11 | 28 | 16 | 17 | 61 | 2 | 6 | 3 |
| | 3% | 2% | 3% | 7% | 3% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 4% | 3% | 3% | 3% | 1% | 4% | 4% |
| | | | | def | f | | | | | | | | k | | | | p | p | |
| | | 42% | 58% | 38% | 17% | 30% | 14% | 15% | 4% | 7% | 9% | 15% | 39% | 22% | 24% | 85% | 3% | 8% | 4% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Yes | 1603 | 205 | 228 | 153 | 118 | 122 | 152 | 137 | 69 | 167 | 1390 | 213 | 1027 | 575 | 1010 | 593 |
| | 63% | 64% | 66% | 70% | 66% | 56% | 64% | 65% | 65% | 59% | 63% | 63% | 72% | 52% | 65% | 60% |
| | | | e | ei | e | | | e | e | | | | m | | o | |
| | | 13% | 14% | 10% | 7% | 8% | 9% | 9% | 4% | 10% | 87% | 13% | 64% | 36% | 63% | 37% |
| No | 864 | 99 | 103 | 65 | 57 | 93 | 82 | 67 | 36 | 110 | 743 | 122 | 364 | 499 | 495 | 369 |
| | 34% | 31% | 30% | 30% | 32% | 42% | 34% | 32% | 33% | 39% | 34% | 36% | 26% | 45% | 32% | 37% |
| | | | | | abcdgh | | | | | bc | | | l | | n | |
| | | 11% | 12% | 8% | 7% | 11% | 9% | 8% | 4% | 13% | 86% | 14% | 42% | 58% | 57% | 43% |
| Don't know | 71 | 18 | 15 | 1 | 2 | 5 | 5 | 5 | 2 | 7 | 66 | 5 | 35 | 36 | 47 | 25 |
| | 3% | 6% | 4% | 1% | 1% | 2% | 2% | 2% | 2% | 3% | 3% | 2% | 2% | 3% | 3% | 2% |
| | | cdefh | cd | | | | | | | | | | | | | |
| | | 26% | 21% | 2% | 3% | 7% | 7% | 7% | 3% | 10% | 92% | 8% | 49% | 51% | 66% | 34% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|------------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2253 | 1109 | 1144 | 304 | 373 | 804 | 772 | 280 | 262 | 288 | 477 | 576 | 700 | 490 | 484 | 1381 | 325 | 282 | 265 |
| Effective Weighted Sample | 1547 | 768 | 779 | 214 | 259 | 560 | 533 | 203 | 166 | 196 | 336 | 399 | 487 | 345 | 344 | 1185 | 228 | 182 | 240 |
| Total | 1603 | 791 | 813 | 221 | 301 | 615 | 466 | 181 | 166 | 195 | 393 | 495 | 489 | 290 | 328 | 1350 | 141 | 74 | 38 |
| | | 49% | 51% | 14% | 19% | 38% | 29% | 11% | 10% | 12% | 24% | 31% | 30% | 18% | 20% | 84% | 9% | 5% | 2% |
| Landline phone | 1467 | 714 | 753 | 194 | 260 | 563 | 450 | 168 | 148 | 182 | 354 | 462 | 445 | 260 | 298 | 1236 | 132 | 65 | 35 |
| | 91% | 90% | 93% | 88% | 86% | 92% | 96% | 92% | 89% | 94% | 90% | 93% | 91% | 90% | 91% | 92% | 93% | 87% | 92% |
| | | 49% | 51% | 13% | 18% | 38% | 31% | 11% | 10% | 12% | 24% | 32% | 30% | 18% | 20% | 84% | 9% | 4% | 2% |
| One mobile phone | 116 | 64 | 53 | 13 | 26 | 38 | 38 | 20 | 13 | 14 | 22 | 33 | 37 | 23 | 23 | 105 | 7 | 4 | 1 |
| | 7% | 8% | 6% | 6% | 9% | 6% | 8% | 11% | 8% | 7% | 6% | 7% | 8% | 8% | 7% | 8% | 5% | 5% | 2% |
| | | 55% | 45% | 11% | 23% | 33% | 33% | 17% | 12% | 12% | 19% | 28% | 32% | 19% | 20% | 90% | 6% | 3% | 1% |
| More than one mobile phone | 41 | 14 | 26 | 4 | 12 | 15 | 9 | 6 | 7 | 1 | 9 | 14 | 6 | 11 | 10 | 34 | 4 | 3 | 1 |
| | 3% | 2% | 3% | 2% | 4% | 2% | 2% | 3% | 4% | *% | 2% | 3% | 1% | 4% | 3% | 2% | 3% | 3% | 1% |
| | | 35% | 65% | 10% | 30% | 37% | 23% | 14% | 18% | 2% | 23% | 36% | 14% | 27% | 24% | 83% | 10% | 6% | 1% |
| Internet - Fixed Broadband access | 1466 | 727 | 738 | 208 | 277 | 576 | 405 | 152 | 149 | 180 | 379 | 464 | 456 | 263 | 280 | 1229 | 132 | 69 | 35 |
| | 91% | 92% | 91% | 94% | 92% | 94% | 87% | 84% | 90% | 92% | 97% | 94% | 93% | 91% | 86% | 91% | 94% | 92% | 94% |
| | | 50% | 50% | 14% | 19% | 39% | 28% | 10% | 10% | 12% | 26% | 32% | 31% | 18% | 19% | 84% | 9% | 5% | 2% |
| Internet - Mobile Broadband access | 42 | 17 | 25 | 8 | 9 | 17 | 9 | 3 | 6 | 4 | 8 | 11 | 14 | 9 | 9 | 38 | 2 | 2 | * |
| | 3% | 2% | 3% | 3% | 3% | 3% | 2% | 1% | 4% | 2% | 2% | 2% | 3% | 3% | 3% | 3% | 1% | 3% | 1% |
| | | 41% | 59% | 18% | 20% | 40% | 21% | 6% | 14% | 8% | 18% | 26% | 33% | 20% | 21% | 90% | 5% | 4% | 1% |
| Internet - not broadband access | 2 | 2 | - | - | - | - | 2 | - | - | 2 | - | - | - | - | 2 | 2 | - | - | - |
| | *% | *% | -% | -% | -% | -% | *% | -% | -% | 1% | -% | -% | -% | -% | *% | *% | -% | -% | -% |
| | | 100% | -% | -% | -% | -% | 100% | -% | -% | 100% | -% | -% | -% | -% | 100% | 100% | -% | -% | -% |

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

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QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2253 | 1109 | 1144 | 304 | 373 | 804 | 772 | 280 | 262 | 288 | 477 | 576 | 700 | 490 | 484 | 1381 | 325 | 282 | 265 |
| Effective Weighted Sample | 1547 | 768 | 779 | 214 | 259 | 560 | 533 | 203 | 166 | 196 | 336 | 399 | 487 | 345 | 344 | 1185 | 228 | 182 | 240 |
| Total | 1603 | 791 | 813 | 221 | 301 | 615 | 466 | 181 | 166 | 195 | 393 | 495 | 489 | 290 | 328 | 1350 | 141 | 74 | 38 |
| | | 49% | 51% | 14% | 19% | 38% | 29% | 11% | 10% | 12% | 24% | 31% | 30% | 18% | 20% | 84% | 9% | 5% | 2% |
| TV service | 785 | 376 | 409 | 130 | 149 | 311 | 195 | 101 | 81 | 96 | 174 | 197 | 239 | 155 | 193 | 641 | 96 | 32 | 16 |
| | 49% | 48% | 50% | 59% | 49% | 51% | 42% | 56% | 49% | 49% | 44% | 40% | 49% | 53% | 59% | 47% | 68% | 43% | 43% |
| | | | | def | f | f | | j | | | | | k | k | kl | | oqr | | |
| | | 48% | 52% | 17% | 19% | 40% | 25% | 13% | 10% | 12% | 22% | 25% | 30% | 20% | 25% | 82% | 12% | 4% | 2% |
| Don't know | 4 | 4 | 1 | 1 | - | 2 | 2 | 1 | - | * | - | - | 2 | 1 | 2 | 4 | 1 | - | - |
| | *% | *% | *% | *% | -% | *% | *% | 1% | -% | *% | -% | -% | *% | *% | 1% | *% | 1% | -% | -% |
| | | 80% | 20% | 24% | -% | 37% | 40% | 32% | -% | 3% | -% | -% | 45% | 14% | 41% | 83% | 17% | -% | -% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 130

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QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2253 | 154 | 158 | 171 | 162 | 131 | 156 | 161 | 153 | 135 | 1645 | 608 | 1250 | 1002 | 1487 | 766 |
| Effective Weighted Sample | 1547 | 146 | 145 | 161 | 153 | 123 | 147 | 150 | 145 | 125 | 1290 | 277 | 878 | 721 | 978 | 568 |
| Total | 1603 | 205 | 228 | 153 | 118 | 122 | 152 | 137 | 69 | 167 | 1390 | 213 | 1027 | 575 | 1010 | 593 |
| | | 13% | 14% | 10% | 7% | 8% | 9% | 9% | 4% | 10% | 87% | 13% | 64% | 36% | 63% | 37% |
| Landline phone | 1467 | 189 | 211 | 146 | 106 | 110 | 140 | 122 | 61 | 151 | 1263 | 204 | 926 | 540 | 926 | 541 |
| | 91% | 92% | 92% | 95% | 90% | 90% | 92% | 89% | 89% | 91% | 91% | 96% | 90% | 94% | 92% | 91% |
| | | | | h | | | | | | | | j | | l | | |
| | | 13% | 14% | 10% | 7% | 7% | 10% | 8% | 4% | 10% | 86% | 14% | 63% | 37% | 63% | 37% |
| One mobile phone | 116 | 22 | 13 | 9 | 9 | 10 | 5 | 9 | 4 | 25 | 106 | 10 | 76 | 40 | 71 | 46 |
| | 7% | 11% | 6% | 6% | 7% | 8% | 4% | 7% | 6% | 15% | 8% | 5% | 7% | 7% | 7% | 8% |
| | | f | | | | | | | bcd fgh | | | | | | | |
| | | 19% | 11% | 8% | 7% | 8% | 5% | 8% | 3% | 21% | 91% | 9% | 66% | 34% | 61% | 39% |
| More than one mobile phone | 41 | - | 12 | 4 | 1 | 3 | 11 | 2 | * | 1 | 29 | 12 | 27 | 14 | 26 | 14 |
| | 3% | -% | 5% | 2% | 1% | 2% | 7% | 2% | *% | 1% | 2% | 5% | 3% | 2% | 3% | 2% |
| | | | adhi | | | | adghi | | | | | j | | | | |
| | | -% | 29% | 9% | 3% | 6% | 26% | 6% | 1% | 2% | 72% | 28% | 66% | 34% | 65% | 35% |
| Internet - Fixed Broadband access | 1466 | 193 | 211 | 151 | 106 | 108 | 125 | 125 | 63 | 147 | 1272 | 194 | 962 | 503 | 918 | 548 |
| | 91% | 94% | 92% | 98% | 90% | 88% | 82% | 92% | 91% | 88% | 91% | 91% | 94% | 87% | 91% | 92% |
| | | f | f | bdefghi | f | | | f | f | | | | m | | | |
| | | 13% | 14% | 10% | 7% | 7% | 9% | 9% | 4% | 10% | 87% | 13% | 66% | 34% | 63% | 37% |
| Internet - Mobile Broadband access | 42 | 4 | 4 | 1 | 3 | 5 | 13 | 1 | 3 | 4 | 30 | 12 | 27 | 15 | 30 | 12 |
| | 3% | 2% | 2% | 1% | 2% | 4% | 9% | 1% | 4% | 2% | 2% | 6% | 3% | 3% | 3% | 2% |
| | | | | | | | abcdgi | | c | | | j | | | | |
| | | 11% | 8% | 3% | 6% | 12% | 31% | 3% | 7% | 9% | 70% | 30% | 63% | 37% | 72% | 28% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

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QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2253 | 154 | 158 | 171 | 162 | 131 | 156 | 161 | 153 | 135 | 1645 | 608 | 1250 | 1002 | 1487 | 766 |
| Effective Weighted Sample | 1547 | 146 | 145 | 161 | 153 | 123 | 147 | 150 | 145 | 125 | 1290 | 277 | 878 | 721 | 978 | 568 |
| Total | 1603 | 205 | 228 | 153 | 118 | 122 | 152 | 137 | 69 | 167 | 1390 | 213 | 1027 | 575 | 1010 | 593 |
| | | 13% | 14% | 10% | 7% | 8% | 9% | 9% | 4% | 10% | 87% | 13% | 64% | 36% | 63% | 37% |
| Internet - not broadband access | 2 | - | - | - | - | - | - | - | - | 2 | 2 | - | 2 | - | 2 | - |
| | *% | -% | -% | -% | -% | -% | -% | -% | -% | 1% | *% | -% | *% | -% | *% | -% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | 100% | 100% | -% | 100% | -% | 100% | -% |
| TV service | 785 | 58 | 105 | 54 | 70 | 82 | 74 | 64 | 40 | 94 | 722 | 64 | 506 | 279 | 475 | 310 |
| | 49% | 28% | 46% | 35% | 59% | 67% | 49% | 47% | 58% | 56% | 52% | 30% | 49% | 48% | 47% | 52% |
| | | | a | | abcg | abcfg | ac | ac | ac | ac | k | | | | n | |
| | | 7% | 13% | 7% | 9% | 10% | 9% | 8% | 5% | 12% | 92% | 8% | 64% | 35% | 60% | 40% |
| Don't know | 4 | 1 | 1 | - | - | - | - | 2 | - | - | 4 | * | 1 | 3 | 3 | 2 |
| | *% | *% | *% | -% | -% | -% | -% | 1% | -% | -% | *% | *% | *% | 1% | *% | *% |
| | | 20% | 22% | -% | -% | -% | -% | 41% | -% | -% | 97% | 3% | 24% | 76% | 63% | 37% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 131

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2253 | 1109 | 1144 | 304 | 373 | 804 | 772 | 280 | 262 | 288 | 477 | 576 | 700 | 490 | 484 | 1381 | 325 | 282 | 265 |
| Effective Weighted Sample | 1547 | 768 | 779 | 214 | 259 | 560 | 533 | 203 | 166 | 196 | 336 | 399 | 487 | 345 | 344 | 1185 | 228 | 182 | 240 |
| Total | 1603 | 791 | 813 | 221 | 301 | 615 | 466 | 181 | 166 | 195 | 393 | 495 | 489 | 290 | 328 | 1350 | 141 | 74 | 38 |
| | | 49% | 51% | 14% | 19% | 38% | 29% | 11% | 10% | 12% | 24% | 31% | 30% | 18% | 20% | 84% | 9% | 5% | 2% |
| BT | 450 | 235 | 215 | 49 | 71 | 170 | 160 | 32 | 39 | 65 | 127 | 181 | 129 | 73 | 66 | 379 | 27 | 25 | 18 |
| | 28% | 30% | 26% | 22% | 23% | 28% | 34% | 18% | 24% | 33% | 32% | 36% | 26% | 25% | 20% | 28% | 19% | 34% | 49% |
| | | 52% | 48% | 11% | 16% | 38% | cde | 7% | 9% | gh | gh | lmn | n | 29% | 16% | p | p | opq | 4% |
| Sky | 425 | 207 | 218 | 79 | 94 | 163 | 89 | 59 | 50 | 56 | 96 | 105 | 124 | 91 | 105 | 340 | 49 | 26 | 11 |
| | 27% | 26% | 27% | 36% | 31% | 27% | 19% | 32% | 30% | 29% | 24% | 21% | 25% | 31% | 32% | 25% | 35% | 35% | 29% |
| | | 49% | 51% | ef | f | f | 21% | j | 12% | 13% | 23% | 25% | 29% | k | kl | 80% | o | o | 3% |
| Virgin Media (previously NTL/ Telewest) | 409 | 200 | 209 | 59 | 68 | 162 | 120 | 49 | 39 | 38 | 99 | 120 | 130 | 70 | 88 | 354 | 47 | 4 | 3 |
| | 26% | 25% | 26% | 27% | 23% | 26% | 26% | 27% | 23% | 20% | 25% | 24% | 27% | 24% | 27% | 26% | 33% | 6% | 9% |
| | | 49% | 51% | 14% | 17% | 40% | 29% | 12% | 9% | 9% | 24% | 29% | 32% | 17% | 21% | qr | oqr | 1% | 1% |
| Talk Talk/ Carphone Warehouse | 175 | 80 | 95 | 17 | 27 | 70 | 62 | 23 | 24 | 24 | 31 | 46 | 56 | 33 | 41 | 147 | 12 | 12 | 4 |
| | 11% | 10% | 12% | 8% | 9% | 11% | 13% | 13% | 15% | 13% | 8% | 9% | 11% | 11% | 12% | 11% | 8% | 16% | 11% |
| | | 46% | 54% | 10% | 15% | 40% | c | 13% | j | 14% | 18% | 26% | 32% | 19% | 23% | 84% | 7% | op | 2% |
| Orange | 28 | 15 | 13 | 1 | 9 | 12 | 5 | 3 | 4 | 1 | 10 | 10 | 10 | 2 | 6 | 25 | 1 | 1 | * |
| | 2% | 2% | 2% | 1% | 3% | 2% | 1% | 2% | 2% | * | 2% | 2% | 2% | 1% | 2% | 2% | 1% | 2% | 1% |
| | | 54% | 46% | 5% | 32% | 44% | 19% | 12% | 13% | 3% | 34% | 37% | 37% | 6% | 20% | 91% | 4% | 5% | 1% |
| Plusnet | 25 | 8 | 17 | 5 | 7 | 9 | 5 | 2 | 1 | 4 | 6 | 7 | 12 | 4 | 2 | 23 | 2 | * | * |
| | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% |
| | | 33% | 67% | 19% | 26% | 36% | 19% | 9% | 5% | 18% | 25% | 29% | 46% | 17% | 8% | 91% | 8% | 1% | 1% |
| Post Office | 14 | 9 | 5 | 1 | 2 | 4 | 7 | 2 | 1 | 1 | 6 | 4 | 3 | 2 | 4 | 13 | 1 | * | * |
| | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | 66% | 34% | 7% | 15% | 28% | 50% | 13% | 6% | 7% | 39% | 31% | 22% | 17% | 31% | 93% | 5% | 1% | 2% |

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

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| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2253 | 1109 | 1144 | 304 | 373 | 804 | 772 | 280 | 262 | 288 | 477 | 576 | 700 | 490 | 484 | 1381 | 325 | 282 | 265 |
| Effective Weighted Sample | 1547 | 768 | 779 | 214 | 259 | 560 | 533 | 203 | 166 | 196 | 336 | 399 | 487 | 345 | 344 | 1185 | 228 | 182 | 240 |
| Total | 1603 | 791 | 813 | 221 | 301 | 615 | 466 | 181 | 166 | 195 | 393 | 495 | 489 | 290 | 328 | 1350 | 141 | 74 | 38 |
| | | 49% | 51% | 14% | 19% | 38% | 29% | 11% | 10% | 12% | 24% | 31% | 30% | 18% | 20% | 84% | 9% | 5% | 2% |
| AOL | 9 | 3 | 6 | - | 3 | 2 | 5 | 1 | 2 | 2 | 1 | 5 | 2 | 1 | 1 | 9 | * | - | - |
| | 1% | *% | 1% | -% | 1% | *% | 1% | 1% | 1% | 1% | *% | 1% | *% | *% | *% | 1% | *% | -% | -% |
| | | 39% | 61% | -% | 28% | 20% | 52% | 12% | 17% | 17% | 6% | 52% | 21% | 12% | 15% | 98% | 2% | -% | -% |
| Tesco | 9 | 5 | 4 | 1 | 5 | 1 | 1 | * | 3 | - | 1 | 3 | 3 | 2 | 1 | 9 | - | * | - |
| | 1% | 1% | *% | *% | 2% | *% | *% | *% | 2% | -% | *% | 1% | 1% | 1% | *% | 1% | -% | *% | -% |
| | | | | ef | | | | | | | | | | | | | | | |
| | | 57% | 43% | 13% | 57% | 15% | 15% | 1% | 30% | -% | 13% | 30% | 40% | 18% | 12% | 99% | -% | 1% | -% |
| Other | 52 | 25 | 28 | 6 | 16 | 18 | 12 | 8 | 4 | 3 | 14 | 12 | 18 | 12 | 11 | 46 | 2 | 4 | * |
| | 3% | 3% | 3% | 3% | 5% | 3% | 3% | 5% | 2% | 2% | 4% | 2% | 4% | 4% | 3% | 3% | 1% | 6% | *% |
| | | | | f | | | | | | | | | | | | r | | pr | |
| | | 47% | 53% | 12% | 31% | 34% | 23% | 16% | 7% | 6% | 27% | 23% | 35% | 22% | 20% | 88% | 4% | 8% | *% |
| Don't know | 7 | 3 | 4 | 2 | - | 4 | 1 | 2 | - | 1 | 2 | 2 | 1 | - | 3 | 5 | * | 1 | - |
| | *% | *% | 1% | 1% | -% | 1% | *% | 1% | -% | 1% | 1% | *% | *% | -% | 1% | *% | *% | 1% | -% |
| | | 37% | 63% | 37% | -% | 53% | 11% | 30% | -% | 16% | 30% | 34% | 21% | -% | 45% | 82% | 2% | 16% | -% |

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

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| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2253 | 154 | 158 | 171 | 162 | 131 | 156 | 161 | 153 | 135 | 1645 | 608 | 1250 | 1002 | 1487 | 766 |
| Effective Weighted Sample | 1547 | 146 | 145 | 161 | 153 | 123 | 147 | 150 | 145 | 125 | 1290 | 277 | 878 | 721 | 978 | 568 |
| Total | 1603 | 205 | 228 | 153 | 118 | 122 | 152 | 137 | 69 | 167 | 1390 | 213 | 1027 | 575 | 1010 | 593 |
| | | 13% | 14% | 10% | 7% | 8% | 9% | 9% | 4% | 10% | 87% | 13% | 64% | 36% | 63% | 37% |
| BT | 450 | 70 | 71 | 58 | 22 | 20 | 50 | 45 | 15 | 28 | 343 | 107 | 290 | 160 | 326 | 124 |
| | 28% | 34% | 31% | 38% | 19% | 16% | 33% | 33% | 21% | 17% | 25% | 50% | 28% | 28% | 32% | 21% |
| | | dehi | dei | dehi | | | dehi | dehi | | | | j | | | o | |
| | | 16% | 16% | 13% | 5% | 4% | 11% | 10% | 3% | 6% | 76% | 24% | 64% | 36% | 72% | 28% |
| Sky | 425 | 41 | 37 | 24 | 40 | 32 | 37 | 40 | 27 | 62 | 390 | 35 | 281 | 144 | 250 | 175 |
| | 27% | 20% | 16% | 16% | 34% | 26% | 24% | 29% | 39% | 37% | 28% | 16% | 27% | 25% | 25% | 30% |
| | | | | | abc | bc | | bc | abcef | abcf | k | | | | n | |
| | | 10% | 9% | 6% | 9% | 8% | 9% | 9% | 6% | 15% | 92% | 8% | 66% | 34% | 59% | 41% |
| Virgin Media (previously NTL/ Telewest) | 409 | 50 | 67 | 33 | 37 | 50 | 39 | 26 | 12 | 40 | 393 | 16 | 267 | 142 | 231 | 178 |
| | 26% | 25% | 29% | 21% | 31% | 41% | 26% | 19% | 17% | 24% | 28% | 7% | 26% | 25% | 23% | 30% |
| | | | h | | cgh | abcfghi | | k | | | | | | | n | |
| | | 12% | 16% | 8% | 9% | 12% | 10% | 6% | 3% | 10% | 96% | 4% | 65% | 35% | 57% | 43% |
| Talk Talk/ Carphone Warehouse | 175 | 23 | 33 | 20 | 10 | 10 | 15 | 12 | 9 | 17 | 142 | 33 | 99 | 77 | 115 | 60 |
| | 11% | 11% | 14% | 13% | 9% | 8% | 10% | 8% | 13% | 10% | 10% | 16% | 10% | 13% | 11% | 10% |
| | | | | | | | | | | | | j | | l | | |
| | | 13% | 19% | 11% | 6% | 5% | 8% | 7% | 5% | 10% | 81% | 19% | 56% | 44% | 66% | 34% |
| Orange | 28 | 5 | 2 | 4 | 2 | 3 | 4 | 1 | 2 | 3 | 26 | 2 | 20 | 8 | 17 | 11 |
| | 2% | 2% | 1% | 2% | 2% | 2% | 3% | *% | 3% | 2% | 2% | 1% | 2% | 1% | 2% | 2% |
| | | 17% | 7% | 13% | 7% | 10% | 16% | 2% | 7% | 12% | 91% | 9% | 71% | 29% | 62% | 38% |
| Plusnet | 25 | 2 | 1 | 5 | 1 | 2 | 2 | 3 | 1 | 5 | 20 | 5 | 17 | 8 | 15 | 10 |
| | 2% | 1% | *% | 3% | 1% | 2% | 1% | 2% | 2% | 3% | 1% | 2% | 2% | 1% | 1% | 2% |
| | | 9% | 3% | 20% | 4% | 9% | 8% | 13% | 6% | 21% | 81% | 19% | 69% | 31% | 60% | 40% |

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

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|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
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| | | 13% | 14% | 10% | 7% | 8% | 9% | 9% | 4% | 10% | 87% | 13% | 64% | 36% | 63% | 37% |
| Post Office | 14 | 2 | 6 | 2 | - | 1 | - | 1 | - | 1 | 13 | 1 | 7 | 7 | 9 | 5 |
| | 1% | 1% | 3% | 2% | -% | 1% | -% | 1% | -% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | | dfh | | | | | | | | | | | | | |
| | | 11% | 45% | 17% | -% | 5% | -% | 6% | -% | 9% | 91% | 9% | 50% | 50% | 64% | 36% |
| AOL | 9 | 4 | 3 | - | 2 | - | - | 1 | 1 | - | 7 | 2 | 5 | 4 | 5 | 4 |
| | 1% | 2% | 1% | -% | 1% | -% | -% | *% | 1% | -% | 1% | 1% | *% | 1% | *% | 1% |
| | | 39% | 29% | -% | 17% | -% | -% | 7% | 6% | -% | 81% | 19% | 53% | 47% | 55% | 45% |
| Tesco | 9 | - | 2 | 1 | 1 | 3 | 1 | - | - | 1 | 8 | 1 | 8 | 1 | 5 | 4 |
| | 1% | -% | 1% | 1% | 1% | 2% | 1% | -% | -% | 1% | 1% | 1% | 1% | *% | *% | 1% |
| | | -% | 17% | 15% | 13% | 30% | 13% | -% | -% | 12% | 87% | 13% | 87% | 13% | 56% | 44% |
| Other | 52 | 8 | 8 | 5 | 3 | 3 | 4 | 6 | 2 | 7 | 42 | 11 | 32 | 21 | 33 | 20 |
| | 3% | 4% | 3% | 3% | 2% | 2% | 2% | 4% | 3% | 4% | 3% | 5% | 3% | 4% | 3% | 3% |
| | | 16% | 15% | 10% | 5% | 5% | 7% | 12% | 4% | 14% | 80% | 20% | 60% | 40% | 62% | 38% |
| Don't know | 7 | - | - | 1 | 1 | - | - | 2 | * | 1 | 6 | * | 3 | 4 | 4 | 3 |
| | *% | -% | -% | 1% | 1% | -% | -% | 1% | 1% | 1% | *% | *% | *% | 1% | *% | *% |
| | | -% | -% | 18% | 12% | -% | -% | 27% | 5% | 20% | 94% | 6% | 47% | 53% | 63% | 37% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 132

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QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | | |
|---------------------------|-------|--------|------|-----------|-------|-------|-------|------------------|-----------------|-------------------|-------------------|--------------|-----|------|-----|--------|-------------|--------------|-------|-----|
| | | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| | | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | | | |
| Unweighted total | | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| 7 days a week | (7.0) | 1122 | 546 | 576 | 115 | 142 | 427 | 439 | 170 | 101 | 134 | 257 | 324 | 342 | 201 | 253 | 946 | 85 | 57 | 35 |
| | | 44% | 45% | 44% | 30% | 32% | 49% | 53% | 38% | 36% | 48% | 55% | 51% | 46% | 43% | 37% | 45% | 38% | 45% | 49% |
| | | | 49% | 51% | 10% | 13% | 38% | 39% | 15% | 9% | 12% | 23% | 29% | 31% | 18% | 23% | 84% | 8% | 5% | 3% |
| 6 days a week | (6.0) | 62 | 36 | 26 | 8 | 13 | 23 | 18 | 9 | 11 | 4 | 13 | 15 | 20 | 14 | 13 | 51 | 4 | 5 | 2 |
| | | 2% | 3% | 2% | 2% | 3% | 3% | 2% | 2% | 4% | 2% | 3% | 2% | 3% | 3% | 2% | 2% | 2% | 4% | 3% |
| | | | 58% | 42% | 14% | 20% | 37% | 29% | 14% | 17% | 7% | 22% | 24% | 33% | 23% | 20% | 82% | 7% | 8% | 3% |
| 5 days a week | (5.0) | 204 | 106 | 97 | 26 | 52 | 76 | 50 | 23 | 20 | 29 | 62 | 49 | 64 | 52 | 39 | 158 | 25 | 14 | 6 |
| | | 8% | 9% | 7% | 7% | 12% | 9% | 6% | 5% | 7% | 11% | 13% | 8% | 8% | 11% | 6% | 7% | 12% | 11% | 9% |
| | | | 52% | 48% | 13% | 26% | 37% | 25% | 11% | 10% | 14% | 30% | 24% | 31% | 25% | 19% | 77% | 13% | 7% | 3% |
| 3 or 4 days a week | (3.5) | 178 | 79 | 99 | 28 | 38 | 61 | 51 | 29 | 23 | 14 | 37 | 51 | 47 | 30 | 50 | 139 | 23 | 10 | 6 |
| | | 7% | 6% | 7% | 7% | 9% | 7% | 6% | 6% | 8% | 5% | 8% | 8% | 6% | 6% | 7% | 7% | 10% | 8% | 8% |
| | | | 44% | 56% | 15% | 21% | 35% | 29% | 16% | 13% | 8% | 21% | 29% | 27% | 17% | 28% | 78% | 13% | 6% | 3% |
| 1 or 2 days a week | (1.5) | 236 | 114 | 122 | 46 | 45 | 72 | 74 | 50 | 29 | 26 | 38 | 51 | 69 | 40 | 75 | 199 | 24 | 9 | 4 |
| | | 9% | 9% | 9% | 12% | 10% | 8% | 9% | 11% | 11% | 10% | 8% | 8% | 9% | 9% | 11% | 9% | 11% | 7% | 6% |
| | | | 48% | 52% | 20% | 19% | 30% | 31% | 21% | 12% | 11% | 16% | 22% | 29% | 17% | 32% | 84% | 10% | 4% | 2% |
| Less often | (0.5) | 137 | 52 | 85 | 27 | 32 | 36 | 42 | 25 | 16 | 16 | 18 | 39 | 48 | 15 | 35 | 119 | 9 | 6 | 4 |
| | | 5% | 4% | 6% | 7% | 7% | 4% | 5% | 6% | 6% | 6% | 4% | 6% | 6% | 3% | 5% | 6% | 4% | 5% | 5% |
| | | | 38% | 62% | 20% | 23% | 26% | 31% | 18% | 12% | 11% | 13% | 28% | 35% | 11% | 26% | 87% | 6% | 4% | 3% |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | | | |
|---|--|--------|------|-----------|-------|-------|-------|------------------|-----------------|-------------------|-------------------|--------------|------|------|------|--------|-------------|--------------|-------|------|-----|
| | | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI | |
| | | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | |
| Significance Level: 95% | | | | | | | | | | | | | | | | | | | | | |
| Unweighted total | | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 | |
| Effective Weighted Sample | | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 | |
| Total | | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 | |
| | | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% | |
| Never/ do not listen to the radio | | (0.0) | 595 | 280 | 314 | 130 | 125 | 181 | 159 | 145 | 78 | 53 | 43 | 108 | 159 | 113 | 214 | 506 | 51 | 24 | 14 |
| | | | 23% | 23% | 24% | 34% | 28% | 21% | 19% | 32% | 28% | 19% | 9% | 17% | 21% | 24% | 32% | 24% | 23% | 19% | 20% |
| | | | | | | ef | ef | | | ij | ij | j | | | | k | klm | | | | |
| | | | | 47% | 53% | 22% | 21% | 30% | 27% | 24% | 13% | 9% | 7% | 18% | 27% | 19% | 36% | 85% | 9% | 4% | 2% |
| Don't know | | 6 | 4 | 1 | 1 | 1 | 2 | 1 | 2 | - | - | 1 | 1 | 3 | 1 | 1 | 6 | - | - | * | |
| | | *% | *% | *% | *% | *% | *% | *% | *% | -% | -% | *% | *% | *% | *% | *% | *% | -% | -% | *% | |
| | | | 75% | 25% | 22% | 25% | 40% | 13% | 37% | -% | -% | 16% | 16% | 48% | 11% | 25% | 99% | -% | -% | 1% | |
| Mean number of days during an average week | | 4.1 | 4.2 | 4.0 | 3.1 | 3.5 | 4.4 | 4.5 | 3.4 | 3.6 | 4.4 | 5.1 | 4.5 | 4.2 | 4.1 | 3.5 | 4.0 | 3.9 | 4.4 | 4.5 | |
| | | | | | | | cd | cd | | | gh | ghi | lmn | n | n | | | | p | op | |
| Standard deviation | | 3.03 | 3.01 | 3.05 | 3.02 | 2.97 | 2.96 | 2.98 | 3.12 | 3.04 | 2.96 | 2.55 | 2.91 | 3.01 | 3.00 | 3.10 | 3.05 | 2.92 | 2.90 | 2.96 | |
| Standard error | | .05 | .07 | .07 | .13 | .12 | .09 | .08 | .12 | .14 | .14 | .11 | .10 | .09 | .11 | .10 | .06 | .13 | .13 | .13 | |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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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

| | | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|------|-----------------|------------|------------|-----------|-----------|--------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | | EAST | | | | | | | | | | | | | | |
| | | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| 7 days a week | (7.0) | 1122 | 114 | 181 | 120 | 69 | 102 | 103 | 96 | 38 | 122 | 963 | 159 | 656 | 465 | 764 | 358 |
| | | 44% | 35% | 52% | 55% | 39% | 46% | 43% | 46% | 35% | 43% | 44% | 47% | 46% | 42% | 49% | 36% |
| | | | adfhi | adfhi | ah | ah | 9% | 9% | ah | 3% | 11% | 86% | 14% | m | 41% | o | 32% |
| 6 days a week | (6.0) | 62 | 4 | 10 | 1 | 8 | 7 | 5 | 6 | 2 | 8 | 46 | 16 | 36 | 26 | 41 | 21 |
| | | 2% | 1% | 3% | 1% | 5% | 3% | 2% | 3% | 2% | 3% | 2% | 5% | 3% | 2% | 3% | 2% |
| | | | 6% | 17% | 2% | ac | c | 8% | 9% | 4% | 12% | 74% | 26% | 58% | 42% | 65% | 35% |
| 5 days a week | (5.0) | 204 | 19 | 29 | 14 | 12 | 13 | 17 | 18 | 13 | 22 | 168 | 35 | 139 | 64 | 119 | 84 |
| | | 8% | 6% | 8% | 6% | 7% | 6% | 7% | 9% | 12% | 8% | 8% | 10% | 10% | 6% | 8% | 9% |
| | | | 9% | 14% | 7% | 6% | 7% | 8% | 9% | ace | 6% | 11% | 83% | m | 32% | 59% | 41% |
| 3 or 4 days a week | (3.5) | 178 | 28 | 20 | 20 | 12 | 14 | 12 | 14 | 8 | 11 | 154 | 23 | 105 | 73 | 110 | 68 |
| | | 7% | 9% | 6% | 9% | 7% | 6% | 5% | 7% | 7% | 4% | 7% | 7% | 7% | 7% | 7% | 7% |
| | | | i | 11% | i | 7% | 8% | 7% | 8% | 4% | 6% | 87% | 13% | 59% | 41% | 62% | 38% |
| 1 or 2 days a week | (1.5) | 236 | 30 | 27 | 23 | 23 | 10 | 20 | 24 | 7 | 34 | 207 | 30 | 115 | 121 | 140 | 96 |
| | | 9% | 9% | 8% | 10% | 13% | 5% | 8% | 11% | 7% | 12% | 9% | 9% | 8% | 11% | 9% | 10% |
| | | | e | 12% | e | eh | 4% | 9% | e | 3% | 14% | 87% | 13% | 49% | l | 59% | 41% |
| Less often | (0.5) | 137 | 28 | 24 | 14 | 5 | 11 | 10 | 8 | 7 | 12 | 118 | 19 | 75 | 62 | 83 | 53 |
| | | 5% | 9% | 7% | 6% | 3% | 5% | 4% | 4% | 7% | 4% | 5% | 6% | 5% | 6% | 5% | 5% |
| | | | dgi | d | 10% | 3% | 8% | 8% | 6% | d | 5% | 9% | 86% | 14% | 55% | 45% | 61% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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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

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | | |
|---|-----|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|---------|------|-------------------|------|--------------|
| | | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Never/ do not listen to the radio (0.0) | 595 | 98 | 54 | 28 | 46 | 63 | 67 | 43 | 31 | 76 | 538 | 57 | 295 | 299 | 292 | 303 | |
| | 23% | 30% | 16% | 13% | 26% | 29% | 28% | 21% | 30% | 27% | 24% | 17% | 21% | 27% | 19% | 31% | |
| | | bcg | | | bc | bcg | bc | c | bcg | bc | k | | l | | n | | |
| | | | 16% | 9% | 5% | 8% | 11% | 11% | 7% | 5% | 13% | 90% | 10% | 50% | 50% | 49% | 51% |
| Don't know | 6 | 1 | - | - | 1 | - | 3 | - | - | - | 5 | 1 | 5 | 1 | 2 | 4 | |
| | *% | *% | -% | -% | 1% | -% | 1% | -% | -% | -% | *% | *% | *% | *% | *% | *% | |
| | | 24% | -% | -% | 16% | -% | 59% | -% | -% | -% | 87% | 13% | 87% | 13% | 35% | 65% | |
| Mean number of days during an average week | | 4.1 | 3.3 | 4.6 | 4.7 | 3.8 | 4.0 | 3.9 | 4.3 | 3.6 | 3.9 | 4.0 | 4.5 | 4.3 | 3.8 | 4.4 | 3.5 |
| | | | | adefhi | adefhi | | a | a | ah | | | | j | m | | o | |
| Standard deviation | | 3.03 | 3.08 | 2.90 | 2.83 | 3.03 | 3.15 | 3.13 | 2.97 | 3.05 | 3.10 | 3.05 | 2.87 | 2.96 | 3.09 | 2.95 | 3.07 |
| Standard error | | .05 | .19 | .18 | .18 | .19 | .20 | .20 | .19 | .19 | .20 | .06 | .09 | .07 | .07 | .06 | .08 |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | | |

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QP2A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Radio set with AM Stereo - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2885 | 1424 | 1461 | 357 | 406 | 939 | 1183 | 493 | 350 | 347 | 524 | 654 | 894 | 615 | 717 | 1686 | 392 | 403 | 404 |
| Effective Weighted Sample | 1932 | 960 | 974 | 242 | 277 | 643 | 801 | 351 | 215 | 231 | 360 | 436 | 594 | 424 | 509 | 1450 | 273 | 257 | 366 |
| Total | 1939 | 933 | 1006 | 250 | 321 | 695 | 673 | 306 | 200 | 224 | 425 | 528 | 591 | 351 | 464 | 1611 | 170 | 101 | 56 |
| | | 48% | 52% | 13% | 17% | 36% | 35% | 16% | 10% | 12% | 22% | 27% | 30% | 18% | 24% | 83% | 9% | 5% | 3% |
| Every day | 240 | 115 | 124 | 24 | 31 | 67 | 118 | 51 | 23 | 22 | 43 | 54 | 69 | 48 | 69 | 207 | 16 | 10 | 7 |
| | 12% | 12% | 12% | 10% | 10% | 10% | 18% | 17% | 12% | 10% | 10% | 10% | 12% | 14% | 15% | 13% | 9% | 10% | 12% |
| | | 48% | 52% | 10% | 13% | 28% | 49% | 21% | 10% | 9% | 18% | 22% | 29% | 20% | 29% | 86% | 7% | 4% | 3% |
| At least weekly | 122 | 64 | 59 | 12 | 16 | 44 | 49 | 17 | 11 | 9 | 33 | 32 | 33 | 27 | 31 | 102 | 13 | 5 | 2 |
| | 6% | 7% | 6% | 5% | 5% | 6% | 7% | 6% | 6% | 4% | 8% | 6% | 6% | 8% | 7% | 6% | 8% | 5% | 4% |
| | | 52% | 48% | 10% | 13% | 36% | 40% | 14% | 9% | 7% | 27% | 26% | 27% | 22% | 25% | 84% | 11% | 4% | 2% |
| At least monthly | 64 | 33 | 31 | 8 | 10 | 21 | 25 | 12 | 7 | 10 | 11 | 21 | 13 | 9 | 20 | 51 | 10 | 2 | 2 |
| | 3% | 4% | 3% | 3% | 3% | 3% | 4% | 4% | 3% | 5% | 3% | 4% | 2% | 3% | 4% | 3% | 6% | 2% | 3% |
| | | 51% | 49% | 13% | 16% | 33% | 39% | 19% | 10% | 16% | 17% | 33% | 21% | 15% | 31% | 80% | 15% | 2% | 2% |
| Have tried it once | 80 | 37 | 43 | 7 | 18 | 35 | 22 | 7 | 2 | 13 | 24 | 22 | 31 | 13 | 14 | 69 | 5 | 5 | 1 |
| | 4% | 4% | 4% | 3% | 5% | 5% | 3% | 2% | 1% | 6% | 6% | 4% | 5% | 4% | 3% | 4% | 3% | 5% | 3% |
| | | 46% | 54% | 8% | 22% | 43% | 27% | 8% | 3% | 16% | 30% | 27% | 39% | 16% | 18% | 86% | 6% | 6% | 2% |
| Never | 1077 | 516 | 561 | 142 | 171 | 401 | 364 | 166 | 114 | 131 | 227 | 306 | 339 | 195 | 233 | 870 | 102 | 67 | 38 |
| | 56% | 55% | 56% | 57% | 53% | 58% | 54% | 54% | 57% | 59% | 53% | 58% | 57% | 56% | 50% | 54% | 60% | 66% | 67% |
| | | 48% | 52% | 13% | 16% | 37% | 34% | 15% | 11% | 12% | 21% | 28% | 31% | 18% | 22% | 81% | 9% | 6% | 3% |
| Do not have access to device | 356 | 168 | 188 | 56 | 75 | 128 | 96 | 54 | 43 | 39 | 87 | 94 | 105 | 59 | 98 | 312 | 24 | 12 | 7 |
| | 18% | 18% | 19% | 23% | 23% | 18% | 14% | 18% | 22% | 17% | 20% | 18% | 18% | 17% | 21% | 19% | 14% | 12% | 12% |
| | | 47% | 53% | 16% | 21% | 36% | 27% | 15% | 12% | 11% | 24% | 26% | 30% | 16% | 27% | 88% | 7% | 4% | 2% |

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

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QP2A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Radio set with AM Stereo - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2885 | 174 | 211 | 217 | 182 | 176 | 179 | 196 | 176 | 175 | 2043 | 842 | 1420 | 1463 | 1917 | 968 |
| Effective Weighted Sample | 1932 | 164 | 194 | 205 | 172 | 163 | 168 | 183 | 166 | 163 | 1586 | 370 | 973 | 1028 | 1245 | 687 |
| Total | 1939 | 223 | 292 | 192 | 130 | 157 | 168 | 166 | 75 | 209 | 1656 | 283 | 1127 | 811 | 1258 | 681 |
| | | 11% | 15% | 10% | 7% | 8% | 9% | 9% | 4% | 11% | 85% | 15% | 58% | 42% | 65% | 35% |
| Every day | 240 | 46 | 30 | 10 | 12 | 19 | 33 | 25 | 5 | 27 | 211 | 29 | 124 | 116 | 122 | 118 |
| | 12% | 21% | 10% | 5% | 9% | 12% | 20% | 15% | 7% | 13% | 13% | 10% | 11% | 14% | 10% | 17% |
| | | bcdeh | | | c | bcdeh | c | ch | | c | | | | l | | n |
| | | 19% | 13% | 4% | 5% | 8% | 14% | 10% | 2% | 11% | 88% | 12% | 52% | 48% | 51% | 49% |
| At least weekly | 122 | 26 | 19 | 7 | 10 | 7 | 4 | 13 | 6 | 10 | 104 | 18 | 72 | 50 | 70 | 52 |
| | 6% | 12% | 7% | 4% | 8% | 4% | 2% | 8% | 8% | 5% | 6% | 6% | 6% | 6% | 6% | 8% |
| | | cefi | f | | f | | | f | f | | | | | | | |
| | | 21% | 16% | 6% | 8% | 6% | 3% | 11% | 5% | 8% | 85% | 15% | 59% | 41% | 57% | 43% |
| At least monthly | 64 | 11 | 14 | 4 | 1 | 8 | 1 | 5 | 2 | 5 | 50 | 14 | 37 | 27 | 41 | 23 |
| | 3% | 5% | 5% | 2% | 1% | 5% | 1% | 3% | 3% | 2% | 3% | 5% | 3% | 3% | 3% | 3% |
| | | df | df | | | df | | | | | | | | | | |
| | | 17% | 22% | 6% | 1% | 13% | 2% | 8% | 4% | 8% | 78% | 22% | 58% | 42% | 64% | 36% |
| Have tried it once | 80 | 17 | 30 | 2 | 1 | 5 | 4 | 6 | 3 | - | 62 | 18 | 52 | 28 | 61 | 19 |
| | 4% | 8% | 10% | 1% | 1% | 3% | 2% | 4% | 4% | -% | 4% | 6% | 5% | 4% | 5% | 3% |
| | | cdfi | cdefghi | | | i | i | i | i | | | j | | | o | |
| | | 22% | 37% | 3% | 1% | 7% | 5% | 8% | 4% | -% | 77% | 23% | 64% | 36% | 77% | 23% |
| Never | 1077 | 81 | 143 | 115 | 76 | 110 | 112 | 107 | 45 | 82 | 903 | 173 | 633 | 443 | 754 | 323 |
| | 56% | 36% | 49% | 60% | 59% | 70% | 67% | 64% | 59% | 39% | 55% | 61% | 56% | 55% | 60% | 48% |
| | | a | abi | ai | abcdi | abi | abi | abi | abi | | | j | | | o | |
| | | 7% | 13% | 11% | 7% | 10% | 10% | 10% | 4% | 8% | 84% | 16% | 59% | 41% | 70% | 30% |
| Do not have access to device | 356 | 42 | 55 | 54 | 29 | 8 | 15 | 10 | 15 | 85 | 326 | 30 | 209 | 147 | 210 | 145 |
| | 18% | 19% | 19% | 28% | 23% | 5% | 9% | 6% | 19% | 41% | 20% | 11% | 19% | 18% | 17% | 21% |
| | | efg | efg | abefg | efg | | | | efg | abcdefgh | k | | | | | n |
| | | 12% | 16% | 15% | 8% | 2% | 4% | 3% | 4% | 24% | 92% | 8% | 59% | 41% | 59% | 41% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 134

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2885 | 1424 | 1461 | 357 | 406 | 939 | 1183 | 493 | 350 | 347 | 524 | 654 | 894 | 615 | 717 | 1686 | 392 | 403 | 404 |
| Effective Weighted Sample | 1932 | 960 | 974 | 242 | 277 | 643 | 801 | 351 | 215 | 231 | 360 | 436 | 594 | 424 | 509 | 1450 | 273 | 257 | 366 |
| Total | 1939 | 933 | 1006 | 250 | 321 | 695 | 673 | 306 | 200 | 224 | 425 | 528 | 591 | 351 | 464 | 1611 | 170 | 101 | 56 |
| | | 48% | 52% | 13% | 17% | 36% | 35% | 16% | 10% | 12% | 22% | 27% | 30% | 18% | 24% | 83% | 9% | 5% | 3% |
| Every day | 546 | 266 | 281 | 51 | 62 | 175 | 259 | 109 | 51 | 63 | 96 | 132 | 158 | 103 | 152 | 461 | 38 | 32 | 15 |
| | 28% | 28% | 28% | 21% | 19% | 25% | 38% | 36% | 26% | 28% | 23% | 25% | 27% | 29% | 33% | 29% | 23% | 31% | 27% |
| | | 49% | 51% | 9% | 11% | 32% | 47% | 20% | 9% | 12% | 18% | 24% | 29% | 19% | 28% | 84% | 7% | 6% | 3% |
| At least weekly | 282 | 154 | 129 | 36 | 50 | 102 | 95 | 43 | 38 | 27 | 63 | 63 | 83 | 56 | 79 | 223 | 35 | 19 | 6 |
| | 15% | 16% | 13% | 14% | 16% | 15% | 14% | 14% | 19% | 12% | 15% | 12% | 14% | 16% | 17% | 14% | 20% | 19% | 10% |
| | | b | | | | | | | i | | | | | | k | | or | or | |
| | | 54% | 46% | 13% | 18% | 36% | 34% | 15% | 14% | 10% | 22% | 22% | 30% | 20% | 28% | 79% | 12% | 7% | 2% |
| At least monthly | 98 | 43 | 54 | 10 | 17 | 38 | 33 | 14 | 14 | 14 | 16 | 27 | 32 | 16 | 23 | 77 | 12 | 7 | 2 |
| | 5% | 5% | 5% | 4% | 5% | 5% | 5% | 5% | 7% | 6% | 4% | 5% | 5% | 4% | 5% | 5% | 7% | 7% | 3% |
| | | 44% | 56% | 10% | 17% | 39% | 34% | 14% | 14% | 14% | 16% | 28% | 33% | 16% | 24% | 79% | 12% | 7% | 2% |
| Have tried it once | 60 | 28 | 32 | 8 | 15 | 22 | 15 | 3 | 3 | 9 | 20 | 17 | 19 | 12 | 11 | 52 | 2 | 4 | 1 |
| | 3% | 3% | 3% | 3% | 5% | 3% | 2% | 1% | 2% | 4% | 5% | 3% | 3% | 4% | 2% | 3% | 1% | 4% | 2% |
| | | 46% | 54% | 13% | 24% | 37% | 25% | 5% | 5% | 15% | 33% | 28% | 32% | 21% | 19% | 87% | 4% | 7% | 2% |
| Never | 683 | 315 | 368 | 98 | 112 | 253 | 220 | 95 | 66 | 82 | 152 | 212 | 213 | 122 | 135 | 561 | 65 | 29 | 28 |
| | 35% | 34% | 37% | 39% | 35% | 36% | 33% | 31% | 33% | 37% | 36% | 40% | 36% | 35% | 29% | 35% | 38% | 29% | 49% |
| | | 46% | 54% | 14% | 16% | 37% | 32% | 14% | 10% | 12% | 22% | 31% | 31% | 18% | 20% | 82% | 10% | 4% | opq |
| Do not have access to device | 270 | 128 | 142 | 47 | 66 | 106 | 50 | 42 | 28 | 28 | 79 | 78 | 85 | 42 | 64 | 237 | 18 | 10 | 5 |
| | 14% | 14% | 14% | 19% | 21% | 15% | 7% | 14% | 14% | 13% | 19% | 15% | 14% | 12% | 14% | 15% | 11% | 10% | 8% |
| | | 47% | 53% | 17% | 25% | 39% | 19% | 16% | 10% | 10% | 29% | 29% | 31% | 16% | 24% | 88% | 7% | 4% | 2% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 134

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2885 | 174 | 211 | 217 | 182 | 176 | 179 | 196 | 176 | 175 | 2043 | 842 | 1420 | 1463 | 1917 | 968 |
| Effective Weighted Sample | 1932 | 164 | 194 | 205 | 172 | 163 | 168 | 183 | 166 | 163 | 1586 | 370 | 973 | 1028 | 1245 | 687 |
| Total | 1939 | 223 | 292 | 192 | 130 | 157 | 168 | 166 | 75 | 209 | 1656 | 283 | 1127 | 811 | 1258 | 681 |
| | | 11% | 15% | 10% | 7% | 8% | 9% | 9% | 4% | 11% | 85% | 15% | 58% | 42% | 65% | 35% |
| Every day | 546 | 70 | 91 | 58 | 27 | 44 | 38 | 41 | 21 | 71 | 475 | 72 | 277 | 269 | 338 | 208 |
| | 28% | 32% | 31% | 30% | 21% | 28% | 23% | 25% | 28% | 34% | 29% | 25% | 25% | 33% | 27% | 31% |
| | | d | d | d | | | | | | df | | | | l | | |
| | | 13% | 17% | 11% | 5% | 8% | 7% | 7% | 4% | 13% | 87% | 13% | 51% | 49% | 62% | 38% |
| At least weekly | 282 | 49 | 33 | 25 | 13 | 26 | 13 | 27 | 14 | 24 | 244 | 39 | 164 | 119 | 166 | 117 |
| | 15% | 22% | 11% | 13% | 10% | 16% | 8% | 16% | 18% | 12% | 15% | 14% | 15% | 15% | 13% | 17% |
| | | bcdfi | | | | f | | f | df | | | | | | n | |
| | | 17% | 12% | 9% | 4% | 9% | 5% | 9% | 5% | 9% | 86% | 14% | 58% | 42% | 59% | 41% |
| At least monthly | 98 | 20 | 15 | 8 | 2 | 9 | 6 | 6 | 2 | 9 | 80 | 17 | 55 | 43 | 68 | 30 |
| | 5% | 9% | 5% | 4% | 1% | 6% | 4% | 4% | 2% | 4% | 5% | 6% | 5% | 5% | 5% | 4% |
| | | d | d | | | d | | | | | | | | | | |
| | | 21% | 15% | 9% | 2% | 10% | 6% | 6% | 2% | 9% | 82% | 18% | 56% | 44% | 69% | 31% |
| Have tried it once | 60 | 6 | 15 | 9 | 1 | 4 | 2 | 8 | 7 | 1 | 47 | 13 | 41 | 19 | 41 | 18 |
| | 3% | 2% | 5% | 4% | 1% | 3% | 1% | 5% | 9% | 1% | 3% | 5% | 4% | 2% | 3% | 3% |
| | | | d | d | | | | d | ade | | | | | | | |
| | | 9% | 25% | 14% | 2% | 7% | 3% | 13% | 12% | 2% | 78% | 22% | 68% | 32% | 69% | 31% |
| Never | 683 | 41 | 90 | 52 | 65 | 68 | 100 | 74 | 21 | 50 | 564 | 119 | 416 | 267 | 494 | 189 |
| | 35% | 18% | 31% | 27% | 50% | 43% | 60% | 45% | 28% | 24% | 34% | 42% | 37% | 33% | 39% | 28% |
| | | a | a | a | abchi | abchi | abceghi | abchi | a | | | j | | | o | |
| | | 6% | 13% | 8% | 10% | 10% | 15% | 11% | 3% | 7% | 83% | 17% | 61% | 39% | 72% | 28% |
| Do not have access to device | 270 | 37 | 48 | 40 | 22 | 7 | 9 | 11 | 11 | 53 | 247 | 23 | 174 | 96 | 151 | 119 |
| | 14% | 17% | 16% | 21% | 17% | 4% | 5% | 6% | 15% | 25% | 15% | 8% | 15% | 12% | 12% | 17% |
| | | efg | efg | efg | efg | | | | efg | befgh | k | | m | | n | |
| | | 14% | 18% | 15% | 8% | 2% | 3% | 4% | 4% | 20% | 92% | 8% | 64% | 36% | 56% | 44% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 135

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

QP2C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2885 | 1424 | 1461 | 357 | 406 | 939 | 1183 | 493 | 350 | 347 | 524 | 654 | 894 | 615 | 717 | 1686 | 392 | 403 | 404 |
| Effective Weighted Sample | 1932 | 960 | 974 | 242 | 277 | 643 | 801 | 351 | 215 | 231 | 360 | 436 | 594 | 424 | 509 | 1450 | 273 | 257 | 366 |
| Total | 1939 | 933 | 1006 | 250 | 321 | 695 | 673 | 306 | 200 | 224 | 425 | 528 | 591 | 351 | 464 | 1611 | 170 | 101 | 56 |
| | | 48% | 52% | 13% | 17% | 36% | 35% | 16% | 10% | 12% | 22% | 27% | 30% | 18% | 24% | 83% | 9% | 5% | 3% |
| Every day | 68 | 37 | 31 | 18 | 17 | 25 | 8 | 7 | 4 | 10 | 12 | 17 | 20 | 14 | 17 | 60 | 4 | 2 | 2 |
| | 3% | 4% | 3% | 7% | 5% | 4% | 1% | 2% | 2% | 4% | 3% | 3% | 3% | 4% | 4% | 4% | 2% | 2% | 3% |
| | | | | ef | f | f | | | | | | | | | | | | | |
| | | 54% | 46% | 27% | 24% | 37% | 11% | 11% | 6% | 14% | 18% | 25% | 29% | 20% | 25% | 89% | 5% | 3% | 2% |
| At least weekly | 146 | 78 | 68 | 50 | 43 | 42 | 11 | 30 | 14 | 16 | 39 | 40 | 34 | 28 | 43 | 128 | 7 | 8 | 3 |
| | 8% | 8% | 7% | 20% | 14% | 6% | 2% | 10% | 7% | 7% | 9% | 8% | 6% | 8% | 9% | 8% | 4% | 8% | 6% |
| | | | | ef | ef | f | | | | | | | | | l | p | | | |
| | | 53% | 47% | 34% | 30% | 28% | 8% | 20% | 9% | 11% | 26% | 28% | 23% | 19% | 30% | 87% | 5% | 6% | 2% |
| At least monthly | 96 | 56 | 40 | 24 | 27 | 31 | 14 | 12 | 4 | 13 | 30 | 26 | 31 | 22 | 17 | 80 | 11 | 4 | 1 |
| | 5% | 6% | 4% | 10% | 9% | 4% | 2% | 4% | 2% | 6% | 7% | 5% | 5% | 6% | 4% | 5% | 7% | 4% | 2% |
| | | b | | ef | ef | f | | | | h | h | | | | | r | r | | |
| | | 58% | 42% | 25% | 29% | 32% | 14% | 13% | 4% | 13% | 31% | 27% | 32% | 23% | 18% | 83% | 12% | 4% | 1% |
| Have tried it once | 95 | 45 | 50 | 14 | 28 | 47 | 5 | 8 | 7 | 12 | 31 | 37 | 33 | 15 | 10 | 82 | 5 | 6 | 1 |
| | 5% | 5% | 5% | 6% | 9% | 7% | 1% | 3% | 3% | 5% | 7% | 7% | 6% | 4% | 2% | 5% | 3% | 6% | 2% |
| | | | | f | f | f | | | | | gh | n | n | | | r | r | | |
| | | 47% | 53% | 15% | 30% | 50% | 6% | 9% | 7% | 13% | 33% | 39% | 35% | 16% | 10% | 86% | 6% | 7% | 1% |
| Never | 1367 | 629 | 738 | 138 | 195 | 513 | 521 | 201 | 148 | 164 | 303 | 389 | 428 | 236 | 309 | 1122 | 132 | 69 | 44 |
| | 71% | 67% | 73% | 55% | 61% | 74% | 77% | 66% | 74% | 73% | 71% | 74% | 73% | 67% | 67% | 70% | 77% | 68% | 78% |
| | | | a | | | cd | cd | | | | | mn | n | | | | oq | | oq |
| | | 46% | 54% | 10% | 14% | 38% | 38% | 15% | 11% | 12% | 22% | 28% | 31% | 17% | 23% | 82% | 10% | 5% | 3% |
| Do not have access to device | 167 | 89 | 78 | 6 | 10 | 37 | 115 | 48 | 24 | 9 | 11 | 19 | 44 | 36 | 68 | 139 | 11 | 12 | 5 |
| | 9% | 10% | 8% | 2% | 3% | 5% | 17% | 16% | 12% | 4% | 3% | 4% | 7% | 10% | 15% | 9% | 7% | 12% | 9% |
| | | | | | | c | cde | ij | ij | | | | k | k | klm | | | p | |
| | | 53% | 47% | 3% | 6% | 22% | 68% | 29% | 14% | 6% | 6% | 11% | 26% | 22% | 41% | 83% | 7% | 7% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 135

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QP2C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2885 | 174 | 211 | 217 | 182 | 176 | 179 | 196 | 176 | 175 | 2043 | 842 | 1420 | 1463 | 1917 | 968 |
| Effective Weighted Sample | 1932 | 164 | 194 | 205 | 172 | 163 | 168 | 183 | 166 | 163 | 1586 | 370 | 973 | 1028 | 1245 | 687 |
| Total | 1939 | 223 | 292 | 192 | 130 | 157 | 168 | 166 | 75 | 209 | 1656 | 283 | 1127 | 811 | 1258 | 681 |
| | | 11% | 15% | 10% | 7% | 8% | 9% | 9% | 4% | 11% | 85% | 15% | 58% | 42% | 65% | 35% |
| Every day | 68 | 7 | 10 | 7 | 5 | 4 | 9 | 5 | 3 | 9 | 53 | 14 | 52 | 16 | 41 | 27 |
| | 3% | 3% | 3% | 4% | 4% | 3% | 5% | 3% | 5% | 4% | 3% | 5% | 5% | 2% | 3% | 4% |
| | | 11% | 15% | 11% | 8% | 6% | 13% | 7% | 5% | 13% | 79% | 21% | 77% | 23% | 60% | 40% |
| At least weekly | 146 | 31 | 21 | 15 | 11 | 6 | 7 | 15 | 5 | 16 | 134 | 12 | 90 | 56 | 70 | 76 |
| | 8% | 14% | 7% | 8% | 9% | 4% | 4% | 9% | 6% | 8% | 8% | 4% | 8% | 7% | 6% | 11% |
| | | befh | | | | | | e | | | k | | | | | n |
| | | 22% | 14% | 10% | 8% | 4% | 5% | 10% | 3% | 11% | 92% | 8% | 62% | 38% | 48% | 52% |
| At least monthly | 96 | 27 | 12 | 7 | 8 | 6 | 2 | 6 | 1 | 11 | 88 | 8 | 71 | 25 | 48 | 48 |
| | 5% | 12% | 4% | 4% | 6% | 4% | 1% | 4% | 2% | 5% | 5% | 3% | 6% | 3% | 4% | 7% |
| | | bcefg | | | fh | | | f | | | k | | m | | | n |
| | | 28% | 12% | 7% | 8% | 7% | 2% | 6% | 1% | 12% | 91% | 9% | 74% | 26% | 50% | 50% |
| Have tried it once | 95 | 26 | 20 | 12 | 1 | 4 | 5 | 2 | 4 | 7 | 87 | 7 | 73 | 22 | 60 | 35 |
| | 5% | 12% | 7% | 6% | 1% | 3% | 3% | 1% | 6% | 3% | 5% | 3% | 6% | 3% | 5% | 5% |
| | | defgi | dg | dg | | | | | dg | | k | | m | | | |
| | | 27% | 21% | 13% | 1% | 5% | 5% | 2% | 5% | 8% | 92% | 8% | 77% | 23% | 63% | 37% |
| Never | 1367 | 114 | 210 | 133 | 92 | 120 | 140 | 122 | 51 | 141 | 1147 | 220 | 789 | 577 | 936 | 431 |
| | 71% | 51% | 72% | 69% | 71% | 77% | 84% | 74% | 67% | 68% | 69% | 78% | 70% | 71% | 74% | 63% |
| | | a | a | a | a | a | abcdghi | a | a | a | | j | | | o | |
| | | 8% | 15% | 10% | 7% | 9% | 10% | 9% | 4% | 10% | 84% | 16% | 58% | 42% | 68% | 32% |
| Do not have access to device | 167 | 18 | 19 | 18 | 11 | 16 | 5 | 17 | 11 | 24 | 147 | 20 | 52 | 115 | 104 | 64 |
| | 9% | 8% | 6% | 10% | 9% | 10% | 3% | 10% | 14% | 12% | 9% | 7% | 5% | 14% | 8% | 9% |
| | | | | f | f | f | | f | bf | f | | | | l | | |
| | | 11% | 11% | 11% | 7% | 9% | 3% | 10% | 6% | 14% | 88% | 12% | 31% | 69% | 62% | 38% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 136

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

QP2D (QP11D). SHOWCARD How often, if at all, do you access the radio via - Digital radio through TV. (SINGLE CODE)

Base : Those who listen to radio

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2885 | 1424 | 1461 | 357 | 406 | 939 | 1183 | 493 | 350 | 347 | 524 | 654 | 894 | 615 | 717 | 1686 | 392 | 403 | 404 |
| Effective Weighted Sample | 1932 | 960 | 974 | 242 | 277 | 643 | 801 | 351 | 215 | 231 | 360 | 436 | 594 | 424 | 509 | 1450 | 273 | 257 | 366 |
| Total | 1939 | 933 | 1006 | 250 | 321 | 695 | 673 | 306 | 200 | 224 | 425 | 528 | 591 | 351 | 464 | 1611 | 170 | 101 | 56 |
| | | 48% | 52% | 13% | 17% | 36% | 35% | 16% | 10% | 12% | 22% | 27% | 30% | 18% | 24% | 83% | 9% | 5% | 3% |
| Every day | 123 | 48 | 75 | 20 | 20 | 39 | 45 | 18 | 14 | 15 | 23 | 37 | 40 | 14 | 32 | 104 | 9 | 7 | 3 |
| | 6% | 5% | 7% | 8% | 6% | 6% | 7% | 6% | 7% | 6% | 5% | 7% | 7% | 4% | 7% | 6% | 5% | 7% | 6% |
| | | | a | | | | | | | | | m | m | | m | | | | |
| | | 39% | 61% | 16% | 16% | 32% | 37% | 14% | 11% | 12% | 18% | 30% | 33% | 11% | 26% | 84% | 8% | 6% | 3% |
| At least weekly | 194 | 97 | 98 | 35 | 45 | 66 | 48 | 32 | 26 | 20 | 46 | 43 | 52 | 48 | 52 | 157 | 18 | 14 | 5 |
| | 10% | 10% | 10% | 14% | 14% | 10% | 7% | 10% | 13% | 9% | 11% | 8% | 9% | 14% | 11% | 10% | 11% | 14% | 9% |
| | | | f | | ef | | | | | | | | | kl | | | | | |
| | | 50% | 50% | 18% | 23% | 34% | 25% | 16% | 13% | 10% | 24% | 22% | 27% | 25% | 27% | 81% | 9% | 7% | 3% |
| At least monthly | 143 | 73 | 70 | 18 | 23 | 55 | 47 | 22 | 15 | 13 | 48 | 34 | 49 | 24 | 35 | 113 | 19 | 5 | 6 |
| | 7% | 8% | 7% | 7% | 7% | 8% | 7% | 7% | 7% | 6% | 11% | 6% | 8% | 7% | 8% | 7% | 11% | 5% | 11% |
| | | | | | | | | | | | i | | | | | | oq | | oq |
| | | 51% | 49% | 13% | 16% | 38% | 33% | 16% | 10% | 9% | 34% | 24% | 34% | 17% | 25% | 79% | 13% | 4% | 4% |
| Have tried it once | 153 | 75 | 77 | 16 | 28 | 78 | 31 | 11 | 11 | 24 | 49 | 51 | 62 | 22 | 18 | 129 | 12 | 9 | 3 |
| | 8% | 8% | 8% | 6% | 9% | 11% | 5% | 4% | 6% | 11% | 11% | 10% | 11% | 6% | 4% | 8% | 7% | 9% | 6% |
| | | | | | f | cf | | | | g | gh | n | mn | | | | | | |
| | | 49% | 51% | 10% | 18% | 51% | 20% | 7% | 7% | 16% | 32% | 33% | 41% | 15% | 11% | 84% | 8% | 6% | 2% |
| Never | 1212 | 583 | 629 | 149 | 187 | 431 | 444 | 191 | 117 | 147 | 251 | 341 | 360 | 226 | 281 | 1009 | 109 | 59 | 34 |
| | 62% | 62% | 63% | 60% | 58% | 62% | 66% | 62% | 59% | 66% | 59% | 65% | 61% | 64% | 61% | 63% | 64% | 59% | 61% |
| | | 48% | 52% | 12% | 15% | 36% | 37% | 16% | 10% | 12% | 21% | 28% | 30% | 19% | 23% | 83% | 9% | 5% | 3% |
| Do not have access to device | 114 | 57 | 57 | 12 | 18 | 27 | 57 | 33 | 17 | 5 | 8 | 22 | 28 | 18 | 47 | 100 | 3 | 7 | 4 |
| | 6% | 6% | 6% | 5% | 6% | 4% | 9% | 11% | 8% | 2% | 2% | 4% | 5% | 5% | 10% | 6% | 2% | 7% | 7% |
| | | | | | | | e | ij | ij | | | | | | klm | p | | p | p |
| | | 50% | 50% | 10% | 16% | 23% | 50% | 29% | 15% | 5% | 7% | 19% | 24% | 16% | 41% | 88% | 3% | 6% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 136

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

QP2D (QP11D). SHOWCARD How often, if at all, do you access the radio via - Digital radio through TV. (SINGLE CODE)

Base : Those who listen to radio

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2885 | 174 | 211 | 217 | 182 | 176 | 179 | 196 | 176 | 175 | 2043 | 842 | 1420 | 1463 | 1917 | 968 |
| Effective Weighted Sample | 1932 | 164 | 194 | 205 | 172 | 163 | 168 | 183 | 166 | 163 | 1586 | 370 | 973 | 1028 | 1245 | 687 |
| Total | 1939 | 223 | 292 | 192 | 130 | 157 | 168 | 166 | 75 | 209 | 1656 | 283 | 1127 | 811 | 1258 | 681 |
| | | 11% | 15% | 10% | 7% | 8% | 9% | 9% | 4% | 11% | 85% | 15% | 58% | 42% | 65% | 35% |
| Every day | 123 | 11 | 23 | 8 | 4 | 6 | 15 | 11 | 3 | 22 | 102 | 21 | 71 | 52 | 74 | 49 |
| | 6% | 5% | 8% | 4% | 3% | 4% | 9% | 7% | 5% | 11% | 6% | 7% | 6% | 6% | 6% | 7% |
| | | | | | | | cd | | | acdeh | | | | | | |
| | | 9% | 18% | 6% | 3% | 5% | 12% | 9% | 3% | 18% | 83% | 17% | 58% | 42% | 60% | 40% |
| At least weekly | 194 | 29 | 27 | 24 | 16 | 10 | 7 | 15 | 11 | 18 | 179 | 15 | 120 | 74 | 118 | 77 |
| | 10% | 13% | 9% | 12% | 12% | 7% | 4% | 9% | 14% | 8% | 11% | 5% | 11% | 9% | 9% | 11% |
| | | ef | f | f | f | | | f | ef | | k | | | | | |
| | | 15% | 14% | 12% | 8% | 5% | 3% | 8% | 6% | 9% | 92% | 8% | 62% | 38% | 61% | 39% |
| At least monthly | 143 | 21 | 26 | 12 | 7 | 8 | 4 | 13 | 6 | 16 | 123 | 20 | 81 | 62 | 91 | 52 |
| | 7% | 9% | 9% | 6% | 5% | 5% | 2% | 8% | 8% | 8% | 7% | 7% | 7% | 8% | 7% | 8% |
| | | f | f | | | | | f | f | f | | | | | | |
| | | 15% | 18% | 9% | 5% | 5% | 3% | 9% | 4% | 11% | 86% | 14% | 56% | 43% | 64% | 36% |
| Have tried it once | 153 | 22 | 40 | 21 | 7 | 12 | 1 | 5 | 10 | 9 | 130 | 23 | 118 | 35 | 106 | 47 |
| | 8% | 10% | 14% | 11% | 5% | 8% | *% | 3% | 14% | 5% | 8% | 8% | 10% | 4% | 8% | 7% |
| | | fg | dfgi | dfgi | f | f | | f | dfgi | f | | | m | | | |
| | | 15% | 26% | 14% | 5% | 8% | *% | 4% | 7% | 6% | 85% | 15% | 77% | 23% | 70% | 30% |
| Never | 1212 | 125 | 159 | 112 | 92 | 104 | 138 | 116 | 39 | 125 | 1021 | 191 | 695 | 517 | 809 | 403 |
| | 62% | 56% | 54% | 58% | 71% | 66% | 82% | 70% | 52% | 60% | 62% | 67% | 62% | 64% | 64% | 59% |
| | | | | | abchi | bh | abcdeghi | abchi | | | j | | | | o | |
| | | 10% | 13% | 9% | 8% | 9% | 11% | 10% | 3% | 10% | 84% | 16% | 57% | 43% | 67% | 33% |
| Do not have access to device | 114 | 15 | 17 | 15 | 4 | 17 | 3 | 4 | 5 | 19 | 100 | 14 | 43 | 71 | 61 | 53 |
| | 6% | 7% | 6% | 8% | 3% | 11% | 2% | 3% | 7% | 9% | 6% | 5% | 4% | 9% | 5% | 8% |
| | | f | | dfg | | dfg | | | f | dfg | | | l | | | n |
| | | 13% | 15% | 13% | 3% | 15% | 3% | 4% | 5% | 17% | 88% | 12% | 37% | 63% | 53% | 47% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 137

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

QP2E (QP11E). SHOWCARD How often, if at all, do you access the radio via - Digital radio through the internet. (SINGLE CODE)

Base : Those who listen to radio

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2885 | 1424 | 1461 | 357 | 406 | 939 | 1183 | 493 | 350 | 347 | 524 | 654 | 894 | 615 | 717 | 1686 | 392 | 403 | 404 |
| Effective Weighted Sample | 1932 | 960 | 974 | 242 | 277 | 643 | 801 | 351 | 215 | 231 | 360 | 436 | 594 | 424 | 509 | 1450 | 273 | 257 | 366 |
| Total | 1939 | 933 | 1006 | 250 | 321 | 695 | 673 | 306 | 200 | 224 | 425 | 528 | 591 | 351 | 464 | 1611 | 170 | 101 | 56 |
| | | 48% | 52% | 13% | 17% | 36% | 35% | 16% | 10% | 12% | 22% | 27% | 30% | 18% | 24% | 83% | 9% | 5% | 3% |
| Every day | 65 | 37 | 28 | 22 | 9 | 22 | 11 | 9 | 2 | 4 | 20 | 25 | 22 | 9 | 10 | 56 | 5 | 3 | 1 |
| | 3% | 4% | 3% | 9% | 3% | 3% | 2% | 3% | 1% | 2% | 5% | 5% | 4% | 2% | 2% | 4% | 3% | 3% | 1% |
| | | | | def | | | | | | | h | n | | | | r | | | |
| | | 57% | 43% | 35% | 15% | 34% | 17% | 14% | 4% | 7% | 31% | 38% | 34% | 13% | 15% | 87% | 8% | 4% | 1% |
| At least weekly | 131 | 74 | 57 | 24 | 26 | 57 | 24 | 15 | 12 | 11 | 39 | 46 | 43 | 23 | 20 | 114 | 8 | 7 | 2 |
| | 7% | 8% | 6% | 10% | 8% | 8% | 4% | 5% | 6% | 5% | 9% | 9% | 7% | 7% | 4% | 7% | 5% | 7% | 4% |
| | | | | f | f | f | | | | | g | n | n | | | r | | | |
| | | 56% | 44% | 18% | 20% | 43% | 19% | 11% | 9% | 8% | 29% | 35% | 32% | 18% | 15% | 87% | 6% | 5% | 2% |
| At least monthly | 106 | 62 | 44 | 20 | 27 | 40 | 19 | 14 | 6 | 8 | 37 | 44 | 35 | 15 | 13 | 91 | 11 | 2 | 3 |
| | 5% | 7% | 4% | 8% | 8% | 6% | 3% | 4% | 3% | 4% | 9% | 8% | 6% | 4% | 3% | 6% | 6% | 2% | 5% |
| | | b | | f | f | f | | | | | ghi | mn | n | | | q | q | | q |
| | | 58% | 42% | 19% | 26% | 38% | 18% | 13% | 6% | 7% | 34% | 41% | 33% | 14% | 12% | 85% | 10% | 2% | 3% |
| Have tried it once | 90 | 31 | 59 | 12 | 17 | 46 | 14 | 9 | 7 | 12 | 29 | 24 | 42 | 16 | 8 | 77 | 8 | 3 | 1 |
| | 5% | 3% | 6% | 5% | 5% | 7% | 2% | 3% | 4% | 5% | 7% | 4% | 7% | 4% | 2% | 5% | 5% | 3% | 3% |
| | | | a | f | f | f | | | | | g | n | n | n | | | | | |
| | | 35% | 65% | 14% | 19% | 52% | 15% | 10% | 8% | 13% | 32% | 26% | 47% | 18% | 9% | 86% | 9% | 4% | 2% |
| Never | 1326 | 625 | 702 | 150 | 215 | 481 | 481 | 195 | 141 | 172 | 289 | 363 | 401 | 246 | 313 | 1088 | 121 | 75 | 42 |
| | 68% | 67% | 70% | 60% | 67% | 69% | 71% | 64% | 71% | 77% | 68% | 69% | 68% | 70% | 67% | 68% | 71% | 74% | 76% |
| | | | | c | | c | | | | gj | | | | | | | o | o | |
| | | 47% | 53% | 11% | 16% | 36% | 36% | 15% | 11% | 13% | 22% | 27% | 30% | 19% | 24% | 82% | 9% | 6% | 3% |
| Do not have access to device | 220 | 105 | 116 | 21 | 26 | 50 | 124 | 64 | 31 | 17 | 13 | 27 | 49 | 43 | 101 | 185 | 18 | 11 | 6 |
| | 11% | 11% | 12% | 8% | 8% | 7% | 18% | 21% | 16% | 8% | 3% | 5% | 8% | 12% | 22% | 12% | 10% | 11% | 11% |
| | | | | | | cde | | ij | ij | j | | | | kl | klm | | | | |
| | | 47% | 53% | 9% | 12% | 23% | 56% | 29% | 14% | 8% | 6% | 12% | 22% | 20% | 46% | 84% | 8% | 5% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QP2E (QP11E). SHOWCARD How often, if at all, do you access the radio via - Digital radio through the internet. (SINGLE CODE)

Base : Those who listen to radio

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2885 | 174 | 211 | 217 | 182 | 176 | 179 | 196 | 176 | 175 | 2043 | 842 | 1420 | 1463 | 1917 | 968 |
| Effective Weighted Sample | 1932 | 164 | 194 | 205 | 172 | 163 | 168 | 183 | 166 | 163 | 1586 | 370 | 973 | 1028 | 1245 | 687 |
| Total | 1939 | 223 | 292 | 192 | 130 | 157 | 168 | 166 | 75 | 209 | 1656 | 283 | 1127 | 811 | 1258 | 681 |
| | | 11% | 15% | 10% | 7% | 8% | 9% | 9% | 4% | 11% | 85% | 15% | 58% | 42% | 65% | 35% |
| Every day | 65 | 2 | 3 | 10 | 5 | 3 | 10 | 5 | 1 | 16 | 57 | 8 | 45 | 19 | 38 | 27 |
| | 3% | 1% | 1% | 5% | 4% | 2% | 6% | 3% | 2% | 8% | 3% | 3% | 4% | 2% | 3% | 4% |
| | | | | ab | | | abh | | | abeh | | | m | | | |
| | | 3% | 5% | 15% | 8% | 5% | 16% | 8% | 2% | 25% | 88% | 12% | 70% | 30% | 58% | 42% |
| At least weekly | 131 | 22 | 28 | 16 | 7 | 8 | 5 | 12 | 2 | 14 | 121 | 10 | 89 | 42 | 71 | 60 |
| | 7% | 10% | 10% | 8% | 6% | 5% | 3% | 7% | 3% | 7% | 7% | 4% | 8% | 5% | 6% | 9% |
| | | fh | fh | fh | | | | | | | k | | m | | | n |
| | | 16% | 21% | 12% | 5% | 6% | 4% | 9% | 2% | 11% | 92% | 8% | 68% | 32% | 54% | 46% |
| At least monthly | 106 | 20 | 22 | 18 | 4 | 3 | 3 | 7 | 2 | 12 | 91 | 15 | 71 | 35 | 60 | 47 |
| | 5% | 9% | 8% | 9% | 3% | 2% | 2% | 4% | 2% | 6% | 6% | 5% | 6% | 4% | 5% | 7% |
| | | defh | defh | defh | | | | | | | | | | | | |
| | | 19% | 21% | 17% | 3% | 3% | 3% | 7% | 2% | 11% | 86% | 14% | 67% | 33% | 56% | 44% |
| Have tried it once | 90 | 17 | 14 | 8 | 3 | 8 | 1 | 6 | 10 | 9 | 81 | 9 | 73 | 17 | 59 | 31 |
| | 5% | 8% | 5% | 4% | 3% | 5% | 1% | 4% | 14% | 4% | 5% | 3% | 6% | 2% | 5% | 4% |
| | | df | f | f | | f | | | bcdefgi | f | | | m | | | |
| | | 19% | 16% | 9% | 4% | 9% | 1% | 6% | 12% | 10% | 90% | 10% | 81% | 19% | 66% | 34% |
| Never | 1326 | 140 | 200 | 112 | 98 | 115 | 142 | 122 | 44 | 116 | 1115 | 212 | 779 | 547 | 905 | 422 |
| | 68% | 63% | 68% | 58% | 75% | 73% | 85% | 74% | 58% | 56% | 67% | 75% | 69% | 67% | 72% | 62% |
| | | | chi | | achi | achi | abcdeghi | achi | | | | j | | | o | |
| | | 11% | 15% | 8% | 7% | 9% | 11% | 9% | 3% | 9% | 84% | 16% | 59% | 41% | 68% | 32% |
| Do not have access to device | 220 | 23 | 25 | 29 | 13 | 20 | 6 | 14 | 16 | 41 | 191 | 29 | 69 | 151 | 125 | 95 |
| | 11% | 10% | 8% | 15% | 10% | 13% | 3% | 8% | 21% | 20% | 12% | 10% | 6% | 19% | 10% | 14% |
| | | f | | bfg | f | f | | | abdfg | abdfg | | | l | | | n |
| | | 10% | 11% | 13% | 6% | 9% | 3% | 6% | 7% | 19% | 87% | 13% | 31% | 69% | 57% | 43% |

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

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QP2F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2885 | 1424 | 1461 | 357 | 406 | 939 | 1183 | 493 | 350 | 347 | 524 | 654 | 894 | 615 | 717 | 1686 | 392 | 403 | 404 |
| Effective Weighted Sample | 1932 | 960 | 974 | 242 | 277 | 643 | 801 | 351 | 215 | 231 | 360 | 436 | 594 | 424 | 509 | 1450 | 273 | 257 | 366 |
| Total | 1939 | 933 | 1006 | 250 | 321 | 695 | 673 | 306 | 200 | 224 | 425 | 528 | 591 | 351 | 464 | 1611 | 170 | 101 | 56 |
| | | 48% | 52% | 13% | 17% | 36% | 35% | 16% | 10% | 12% | 22% | 27% | 30% | 18% | 24% | 83% | 9% | 5% | 3% |
| Every day | 421 | 194 | 227 | 33 | 46 | 168 | 174 | 36 | 34 | 46 | 143 | 186 | 112 | 60 | 61 | 363 | 29 | 23 | 5 |
| | 22% | 21% | 23% | 13% | 14% | 24% | 26% | 12% | 17% | 21% | 34% | 35% | 19% | 17% | 13% | 23% | 17% | 23% | 9% |
| | | 46% | 54% | 8% | 11% | cd | cd | 9% | 8% | 11% | ghi | lmn | n | 14% | 14% | r | r | r | |
| At least weekly | 158 | 87 | 72 | 22 | 30 | 57 | 51 | 12 | 10 | 18 | 61 | 54 | 53 | 27 | 25 | 137 | 12 | 8 | 2 |
| | 8% | 9% | 7% | 9% | 9% | 8% | 8% | 4% | 5% | 8% | 14% | 10% | 9% | 8% | 5% | 8% | 7% | 7% | 4% |
| | | 55% | 45% | 14% | 19% | 36% | 32% | 8% | 6% | 11% | 39% | 34% | 34% | 17% | 16% | 86% | 8% | 5% | 1% |
| At least monthly | 35 | 21 | 13 | 6 | 3 | 18 | 7 | 2 | 4 | 4 | 7 | 13 | 8 | 10 | 4 | 29 | 2 | 1 | 2 |
| | 2% | 2% | 1% | 2% | 1% | 3% | 1% | 1% | 2% | 2% | 2% | 2% | 1% | 3% | 1% | 2% | 1% | 1% | 4% |
| | | 62% | 38% | 17% | 10% | 53% | 20% | 5% | 12% | 11% | 21% | 37% | 24% | 29% | 10% | 84% | 6% | 3% | opq |
| Have tried it once | 17 | 4 | 13 | 1 | 6 | 7 | 3 | * | 2 | 2 | 4 | 5 | 8 | 2 | 1 | 14 | 1 | 2 | * |
| | 1% | % | 1% | 1% | 2% | 1% | % | % | 1% | 1% | 1% | 1% | 1% | 1% | % | 1% | 1% | 2% | 1% |
| | | 25% | 75% | 7% | 32% | 43% | 17% | 1% | 10% | 14% | 24% | 32% | 45% | 15% | 9% | 80% | 7% | 11% | 2% |
| Never | 753 | 367 | 387 | 98 | 128 | 274 | 254 | 136 | 75 | 95 | 115 | 176 | 245 | 141 | 190 | 605 | 81 | 37 | 31 |
| | 39% | 39% | 38% | 39% | 40% | 39% | 38% | 44% | 38% | 42% | 27% | 33% | 41% | 40% | 41% | 38% | 47% | 37% | 55% |
| | | 49% | 51% | 13% | 17% | 36% | 34% | 18% | 10% | 13% | 15% | 23% | 33% | 19% | 25% | 80% | 11% | 5% | opq |
| Do not have access to device | 554 | 260 | 294 | 89 | 109 | 170 | 185 | 120 | 75 | 58 | 95 | 94 | 164 | 111 | 184 | 464 | 45 | 30 | 15 |
| | 29% | 28% | 29% | 36% | 34% | 25% | 27% | 39% | 38% | 26% | 22% | 18% | 28% | 32% | 40% | 29% | 26% | 30% | 27% |
| | | 47% | 53% | ef | ef | 31% | 33% | ij | ij | 11% | 17% | 17% | k | k | klm | 84% | 8% | 5% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 138

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

QP2F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2885 | 174 | 211 | 217 | 182 | 176 | 179 | 196 | 176 | 175 | 2043 | 842 | 1420 | 1463 | 1917 | 968 |
| Effective Weighted Sample | 1932 | 164 | 194 | 205 | 172 | 163 | 168 | 183 | 166 | 163 | 1586 | 370 | 973 | 1028 | 1245 | 687 |
| Total | 1939 | 223 | 292 | 192 | 130 | 157 | 168 | 166 | 75 | 209 | 1656 | 283 | 1127 | 811 | 1258 | 681 |
| | | 11% | 15% | 10% | 7% | 8% | 9% | 9% | 4% | 11% | 85% | 15% | 58% | 42% | 65% | 35% |
| Every day | 421 | 40 | 98 | 58 | 19 | 33 | 31 | 29 | 9 | 45 | 354 | 67 | 253 | 168 | 315 | 106 |
| | 22% | 18% | 34% | 30% | 15% | 21% | 19% | 17% | 12% | 22% | 21% | 24% | 22% | 21% | 25% | 16% |
| | | | adefghi | adefgh | | h | | | h | | | | | | o | |
| | | 10% | 23% | 14% | 5% | 8% | 7% | 7% | 2% | 11% | 84% | 16% | 60% | 40% | 75% | 25% |
| At least weekly | 158 | 21 | 24 | 13 | 12 | 16 | 10 | 20 | 7 | 14 | 130 | 28 | 103 | 55 | 108 | 50 |
| | 8% | 9% | 8% | 7% | 9% | 10% | 6% | 12% | 9% | 6% | 8% | 10% | 9% | 7% | 9% | 7% |
| | | | | | | | | f | | | | | | | | |
| | | 13% | 15% | 8% | 7% | 10% | 6% | 13% | 4% | 9% | 82% | 18% | 65% | 35% | 68% | 32% |
| At least monthly | 35 | 7 | 6 | 1 | 2 | 1 | 1 | 4 | 4 | 4 | 30 | 5 | 24 | 10 | 23 | 12 |
| | 2% | 3% | 2% | *% | 1% | 1% | *% | 2% | 6% | 2% | 2% | 2% | 2% | 1% | 2% | 2% |
| | | c | | | | | | | cdef | | | | | | | |
| | | 21% | 19% | 2% | 5% | 3% | 2% | 10% | 12% | 11% | 86% | 14% | 70% | 30% | 65% | 35% |
| Have tried it once | 17 | 2 | 5 | - | - | 1 | 1 | 2 | 2 | 2 | 12 | 5 | 14 | 3 | 13 | 4 |
| | 1% | 1% | 2% | -% | -% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | *% | 1% | 1% |
| | | | | | | | | | cd | | | | m | | | |
| | | 11% | 27% | -% | -% | 6% | 6% | 10% | 10% | 11% | 71% | 29% | 81% | 19% | 79% | 21% |
| Never | 753 | 87 | 70 | 59 | 68 | 86 | 107 | 68 | 17 | 42 | 638 | 115 | 436 | 318 | 490 | 264 |
| | 39% | 39% | 24% | 31% | 52% | 55% | 64% | 41% | 23% | 20% | 39% | 41% | 39% | 39% | 39% | 39% |
| | | bhi | | i | abcghi | abcghi | abcdghi | bchi | | | | | | | | |
| | | 12% | 9% | 8% | 9% | 11% | 14% | 9% | 2% | 6% | 85% | 15% | 58% | 42% | 65% | 35% |
| Do not have access to device | 554 | 65 | 89 | 61 | 29 | 20 | 18 | 43 | 36 | 102 | 491 | 63 | 297 | 257 | 309 | 245 |
| | 29% | 29% | 30% | 32% | 22% | 13% | 11% | 26% | 48% | 49% | 30% | 22% | 26% | 32% | 25% | 36% |
| | | ef | ef | def | ef | | | ef | abcdefg | abcdefg | k | | l | | n | |
| | | 12% | 16% | 11% | 5% | 4% | 3% | 8% | 6% | 18% | 89% | 11% | 54% | 46% | 56% | 44% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 139

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

QP2G (QP11G) SHOWCARD How often, if at all, do you access the radio via - A car radio (FM). (SINGLE CODE)

Base : Those who listen to radio

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2885 | 1424 | 1461 | 357 | 406 | 939 | 1183 | 493 | 350 | 347 | 524 | 654 | 894 | 615 | 717 | 1686 | 392 | 403 | 404 |
| Effective Weighted Sample | 1932 | 960 | 974 | 242 | 277 | 643 | 801 | 351 | 215 | 231 | 360 | 436 | 594 | 424 | 509 | 1450 | 273 | 257 | 366 |
| Total | 1939 | 933 | 1006 | 250 | 321 | 695 | 673 | 306 | 200 | 224 | 425 | 528 | 591 | 351 | 464 | 1611 | 170 | 101 | 56 |
| | | 48% | 52% | 13% | 17% | 36% | 35% | 16% | 10% | 12% | 22% | 27% | 30% | 18% | 24% | 83% | 9% | 5% | 3% |
| Every day | 664 | 343 | 321 | 71 | 109 | 294 | 190 | 58 | 55 | 89 | 203 | 209 | 218 | 132 | 105 | 557 | 45 | 35 | 27 |
| | 34% | 37% | 32% | 28% | 34% | 42% | 28% | 19% | 28% | 40% | 48% | 39% | 37% | 38% | 23% | 35% | 27% | 35% | 47% |
| | | b | | | | cdf | | | | gh | gh | n | n | n | | p | | p | opq |
| | | 52% | 48% | 11% | 16% | 44% | 29% | 9% | 8% | 13% | 31% | 31% | 33% | 20% | 16% | 84% | 7% | 5% | 4% |
| At least weekly | 459 | 219 | 240 | 69 | 98 | 153 | 140 | 39 | 47 | 58 | 118 | 134 | 147 | 92 | 86 | 361 | 57 | 30 | 11 |
| | 24% | 23% | 24% | 27% | 30% | 22% | 21% | 13% | 24% | 26% | 28% | 25% | 25% | 26% | 18% | 22% | 34% | 30% | 19% |
| | | | | f | ef | | | | g | g | g | n | n | n | | | or | or | |
| | | 48% | 52% | 15% | 21% | 33% | 31% | 9% | 10% | 13% | 26% | 29% | 32% | 20% | 19% | 79% | 12% | 7% | 2% |
| At least monthly | 87 | 40 | 47 | 13 | 14 | 29 | 31 | 10 | 5 | 11 | 21 | 28 | 23 | 12 | 24 | 77 | 4 | 5 | 2 |
| | 5% | 4% | 5% | 5% | 4% | 4% | 5% | 3% | 3% | 5% | 5% | 5% | 4% | 3% | 5% | 5% | 2% | 5% | 3% |
| | | | | | | | | | | | | | | | | p | | | |
| | | 46% | 54% | 15% | 16% | 33% | 36% | 11% | 6% | 12% | 24% | 32% | 27% | 13% | 28% | 89% | 4% | 5% | 2% |
| Have tried it once | 23 | 8 | 16 | 3 | 4 | 8 | 8 | 9 | 1 | 1 | 2 | 5 | 8 | 3 | 7 | 20 | 1 | 1 | 1 |
| | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 3% | *% | *% | 1% | 1% | 1% | 1% | 2% | 1% | *% | 1% | 1% |
| | | | | | | | | hij | | | | | | | | | | | |
| | | 33% | 67% | 13% | 17% | 34% | 36% | 40% | 3% | 4% | 9% | 23% | 36% | 11% | 30% | 87% | 3% | 6% | 3% |
| Never | 439 | 196 | 243 | 54 | 51 | 147 | 188 | 101 | 55 | 48 | 58 | 106 | 130 | 71 | 129 | 371 | 37 | 18 | 13 |
| | 23% | 21% | 24% | 22% | 16% | 21% | 28% | 33% | 28% | 21% | 14% | 20% | 22% | 20% | 28% | 23% | 22% | 18% | 23% |
| | | | | | | cde | | ij | j | j | | | | | klm | | | | |
| | | 45% | 55% | 12% | 12% | 33% | 43% | 23% | 13% | 11% | 13% | 24% | 30% | 16% | 29% | 84% | 8% | 4% | 3% |
| Do not have access to device | 266 | 128 | 138 | 40 | 46 | 65 | 115 | 89 | 36 | 17 | 23 | 46 | 64 | 42 | 113 | 224 | 26 | 11 | 4 |
| | 14% | 14% | 14% | 16% | 14% | 9% | 17% | 29% | 18% | 8% | 5% | 9% | 11% | 12% | 24% | 14% | 15% | 11% | 6% |
| | | | | e | e | | e | hij | ij | | | | | | klm | r | r | r | |
| | | 48% | 52% | 15% | 17% | 25% | 43% | 33% | 14% | 6% | 9% | 17% | 24% | 16% | 43% | 84% | 10% | 4% | 1% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 139

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

QP2G (QP11G) SHOWCARD How often, if at all, do you access the radio via - A car radio (FM). (SINGLE CODE)

Base : Those who listen to radio

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2885 | 174 | 211 | 217 | 182 | 176 | 179 | 196 | 176 | 175 | 2043 | 842 | 1420 | 1463 | 1917 | 968 |
| Effective Weighted Sample | 1932 | 164 | 194 | 205 | 172 | 163 | 168 | 183 | 166 | 163 | 1586 | 370 | 973 | 1028 | 1245 | 687 |
| Total | 1939 | 223 | 292 | 192 | 130 | 157 | 168 | 166 | 75 | 209 | 1656 | 283 | 1127 | 811 | 1258 | 681 |
| | | 11% | 15% | 10% | 7% | 8% | 9% | 9% | 4% | 11% | 85% | 15% | 58% | 42% | 65% | 35% |
| Every day | 664 | 47 | 95 | 75 | 37 | 60 | 61 | 64 | 20 | 98 | 559 | 105 | 482 | 182 | 467 | 197 |
| | 34% | 21% | 32% | 39% | 29% | 38% | 36% | 39% | 26% | 47% | 34% | 37% | 43% | 22% | 37% | 29% |
| | | a | a | adh | ah | ah | ah | adh | | abdh | | | m | | o | |
| | | 7% | 14% | 11% | 6% | 9% | 9% | 10% | 3% | 15% | 84% | 16% | 73% | 27% | 70% | 30% |
| At least weekly | 459 | 62 | 60 | 55 | 14 | 41 | 26 | 42 | 26 | 34 | 388 | 71 | 275 | 184 | 290 | 169 |
| | 24% | 28% | 21% | 28% | 11% | 26% | 15% | 26% | 35% | 16% | 23% | 25% | 24% | 23% | 23% | 25% |
| | | dfl | d | dfl | | dfl | | dfl | bdfi | | | | | | | |
| | | 14% | 13% | 12% | 3% | 9% | 6% | 9% | 6% | 7% | 85% | 15% | 60% | 40% | 63% | 37% |
| At least monthly | 87 | 12 | 24 | 8 | 4 | 9 | 7 | 7 | 1 | 5 | 70 | 18 | 49 | 39 | 61 | 26 |
| | 5% | 5% | 8% | 4% | 3% | 6% | 4% | 5% | 2% | 2% | 4% | 6% | 4% | 5% | 5% | 4% |
| | | | dhi | | | | | | | | | | | | | |
| | | | 13% | 28% | 9% | 4% | 11% | 8% | 2% | 6% | 80% | 20% | 56% | 44% | 70% | 30% |
| Have tried it once | 23 | 7 | 2 | 1 | 1 | 1 | 2 | 1 | 5 | - | 19 | 5 | 13 | 10 | 11 | 12 |
| | 1% | 3% | 1% | *% | 1% | 1% | 1% | 1% | 7% | -% | 1% | 2% | 1% | 1% | 1% | 2% |
| | | ci | | | | | | | bcdelfgi | | | | | | | |
| | | 32% | 10% | 3% | 3% | 5% | 7% | 6% | 21% | -% | 80% | 20% | 55% | 45% | 48% | 52% |
| Never | 439 | 55 | 66 | 29 | 57 | 36 | 71 | 32 | 9 | 16 | 371 | 68 | 211 | 228 | 301 | 138 |
| | 23% | 25% | 23% | 15% | 44% | 23% | 42% | 19% | 11% | 8% | 22% | 24% | 19% | 28% | 24% | 20% |
| | | chi | chi | i | abceghi | hi | abceghi | hi | | | | | | | | |
| | | 13% | 15% | 7% | 13% | 8% | 16% | 7% | 2% | 4% | 84% | 16% | 48% | 52% | 69% | 31% |
| Do not have access to device | 266 | 39 | 44 | 25 | 17 | 10 | 1 | 18 | 14 | 56 | 250 | 16 | 97 | 168 | 128 | 138 |
| | 14% | 18% | 15% | 13% | 13% | 6% | 1% | 11% | 19% | 27% | 15% | 6% | 9% | 21% | 10% | 20% |
| | | ef | ef | ef | ef | f | | f | efg | bcdelfg | k | | | | | n |
| | | 15% | 17% | 9% | 6% | 4% | *% | 7% | 5% | 21% | 94% | 6% | 36% | 63% | 48% | 52% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 140

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

QP2H (QP11H) SHOWCARD How often, if at all, do you access the radio via - A car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2885 | 1424 | 1461 | 357 | 406 | 939 | 1183 | 493 | 350 | 347 | 524 | 654 | 894 | 615 | 717 | 1686 | 392 | 403 | 404 |
| Effective Weighted Sample | 1932 | 960 | 974 | 242 | 277 | 643 | 801 | 351 | 215 | 231 | 360 | 436 | 594 | 424 | 509 | 1450 | 273 | 257 | 366 |
| Total | 1939 | 933 | 1006 | 250 | 321 | 695 | 673 | 306 | 200 | 224 | 425 | 528 | 591 | 351 | 464 | 1611 | 170 | 101 | 56 |
| | | 48% | 52% | 13% | 17% | 36% | 35% | 16% | 10% | 12% | 22% | 27% | 30% | 18% | 24% | 83% | 9% | 5% | 3% |
| Every day | 179 | 105 | 74 | 22 | 31 | 64 | 62 | 12 | 14 | 28 | 56 | 69 | 54 | 28 | 29 | 148 | 16 | 9 | 6 |
| | 9% | 11% | 7% | 9% | 10% | 9% | 9% | 4% | 7% | 12% | 13% | 13% | 9% | 8% | 6% | 9% | 9% | 9% | 11% |
| | | b | | | | | | | | g | gh | lmn | | | | | | | |
| | | 59% | 41% | 12% | 17% | 36% | 35% | 7% | 8% | 15% | 31% | 39% | 30% | 15% | 16% | 83% | 9% | 5% | 3% |
| At least weekly | 159 | 81 | 78 | 22 | 31 | 52 | 53 | 10 | 16 | 15 | 50 | 51 | 46 | 35 | 27 | 127 | 23 | 6 | 2 |
| | 8% | 9% | 8% | 9% | 10% | 8% | 8% | 3% | 8% | 7% | 12% | 10% | 8% | 10% | 6% | 8% | 14% | 6% | 4% |
| | | | | | | | | | g | | gi | n | | n | | r | oqr | | |
| | | 51% | 49% | 14% | 20% | 33% | 33% | 6% | 10% | 9% | 31% | 32% | 29% | 22% | 17% | 80% | 15% | 4% | 2% |
| At least monthly | 52 | 28 | 24 | 5 | 8 | 22 | 16 | 4 | 6 | 9 | 13 | 15 | 14 | 11 | 11 | 43 | 5 | 3 | 1 |
| | 3% | 3% | 2% | 2% | 3% | 3% | 2% | 1% | 3% | 4% | 3% | 3% | 2% | 3% | 2% | 3% | 3% | 3% | 2% |
| | | | | | | | | | | g | | | | | | | | | |
| Have tried it once | 68 | 28 | 40 | 10 | 14 | 27 | 16 | 13 | * | 12 | 14 | 20 | 23 | 14 | 11 | 60 | 3 | 4 | 1 |
| | 3% | 3% | 4% | 4% | 4% | 4% | 2% | 4% | *% | 5% | 3% | 4% | 4% | 4% | 2% | 4% | 2% | 4% | 2% |
| | | | | | | | | h | | h | h | | | | | | | | |
| | | 41% | 59% | 15% | 21% | 40% | 24% | 19% | 1% | 18% | 20% | 29% | 34% | 21% | 16% | 88% | 4% | 6% | 2% |
| Never | 1070 | 493 | 577 | 130 | 153 | 415 | 372 | 160 | 115 | 120 | 237 | 294 | 334 | 196 | 242 | 880 | 89 | 64 | 37 |
| | 55% | 53% | 57% | 52% | 48% | 60% | 55% | 52% | 57% | 53% | 56% | 56% | 57% | 56% | 52% | 55% | 52% | 63% | 66% |
| | | | a | | | cd | d | | | | | | | | | | | op | op |
| | | 46% | 54% | 12% | 14% | 39% | 35% | 15% | 11% | 11% | 22% | 28% | 31% | 18% | 23% | 82% | 8% | 6% | 3% |
| Do not have access to device | 411 | 198 | 213 | 60 | 83 | 114 | 154 | 108 | 49 | 41 | 56 | 79 | 119 | 67 | 145 | 354 | 34 | 15 | 8 |
| | 21% | 21% | 21% | 24% | 26% | 16% | 23% | 35% | 25% | 18% | 13% | 15% | 20% | 19% | 31% | 22% | 20% | 15% | 15% |
| | | | | e | e | | e | hij | j | | | | k | | klm | qr | | | |
| | | 48% | 52% | 15% | 20% | 28% | 37% | 26% | 12% | 10% | 14% | 19% | 29% | 16% | 35% | 86% | 8% | 4% | 2% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 140

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QP2H (QP11H) SHOWCARD How often, if at all, do you access the radio via - A car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|----------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS & HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2885 | 174 | 211 | 217 | 182 | 176 | 179 | 196 | 176 | 175 | 2043 | 842 | 1420 | 1463 | 1917 | 968 |
| Effective Weighted Sample | 1932 | 164 | 194 | 205 | 172 | 163 | 168 | 183 | 166 | 163 | 1586 | 370 | 973 | 1028 | 1245 | 687 |
| Total | 1939 | 223 | 292 | 192 | 130 | 157 | 168 | 166 | 75 | 209 | 1656 | 283 | 1127 | 811 | 1258 | 681 |
| | | 11% | 15% | 10% | 7% | 8% | 9% | 9% | 4% | 11% | 85% | 15% | 58% | 42% | 65% | 35% |
| Every day | 179 | 16 | 15 | 12 | 8 | 21 | 27 | 24 | 3 | 21 | 145 | 35 | 131 | 48 | 107 | 73 |
| | 9% | 7% | 5% | 6% | 6% | 13% | 16% | 15% | 4% | 10% | 9% | 12% | 12% | 6% | 8% | 11% |
| | | | | | | bcdh | abcdh | abcdh | | h | | j | m | | | |
| | | 9% | 8% | 7% | 5% | 12% | 15% | 14% | 2% | 12% | 81% | 19% | 73% | 27% | 60% | 40% |
| At least weekly | 159 | 34 | 25 | 11 | 7 | 12 | 14 | 6 | 8 | 10 | 135 | 24 | 97 | 62 | 94 | 65 |
| | 8% | 15% | 9% | 6% | 5% | 8% | 9% | 4% | 11% | 5% | 8% | 8% | 9% | 8% | 7% | 10% |
| | | cdegi | g | | | | g | | gi | | | | | | | |
| | | 21% | 16% | 7% | 4% | 8% | 9% | 4% | 5% | 6% | 85% | 15% | 61% | 39% | 59% | 41% |
| At least monthly | 52 | 10 | 17 | 1 | 1 | 5 | - | 6 | 1 | 3 | 38 | 13 | 32 | 20 | 36 | 16 |
| | 3% | 4% | 6% | *% | 1% | 3% | -% | 4% | 2% | 2% | 2% | 5% | 3% | 2% | 3% | 2% |
| | | cf | cd fhi | | | cf | | cf | | | | j | | | | |
| | | 18% | 32% | 1% | 2% | 9% | -% | 11% | 2% | 6% | 74% | 26% | 62% | 38% | 69% | 31% |
| Have tried it once | 68 | 21 | 17 | 2 | 1 | 4 | 1 | 9 | 3 | 3 | 59 | 9 | 50 | 17 | 48 | 20 |
| | 3% | 9% | 6% | 1% | 1% | 2% | *% | 6% | 4% | 1% | 4% | 3% | 4% | 2% | 4% | 3% |
| | | cdefhi | cd fi | | | | | cd fi | cd f | | | | m | | | |
| | | 31% | 24% | 2% | 1% | 6% | 1% | 14% | 4% | 5% | 87% | 13% | 74% | 26% | 71% | 29% |
| Never | 1070 | 95 | 157 | 113 | 86 | 98 | 109 | 100 | 43 | 78 | 901 | 169 | 628 | 441 | 754 | 316 |
| | 55% | 43% | 54% | 59% | 66% | 63% | 65% | 61% | 57% | 37% | 54% | 60% | 56% | 54% | 60% | 46% |
| | | | ai | ai | abi | ai | abi | ai | ai | | | | | | o | |
| | | 9% | 15% | 11% | 8% | 9% | 10% | 9% | 4% | 7% | 84% | 16% | 59% | 41% | 70% | 30% |
| Do not have access to device | 411 | 48 | 61 | 55 | 27 | 17 | 16 | 20 | 17 | 93 | 378 | 33 | 188 | 222 | 220 | 191 |
| | 21% | 21% | 21% | 28% | 21% | 11% | 10% | 12% | 23% | 45% | 23% | 12% | 17% | 27% | 17% | 28% |
| | | efg | efg | efg | efg | | | | efg | abcde fgh | k | | l | | n | |
| | | 12% | 15% | 13% | 7% | 4% | 4% | 5% | 4% | 23% | 92% | 8% | 46% | 54% | 54% | 46% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 141

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

QP21 (QP11I) SHOWCARD How often, if at all, do you access the radio via - A car radio (DAB). (SINGLE CODE)

Base : Those who listen to radio

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2885 | 1424 | 1461 | 357 | 406 | 939 | 1183 | 493 | 350 | 347 | 524 | 654 | 894 | 615 | 717 | 1686 | 392 | 403 | 404 |
| Effective Weighted Sample | 1932 | 960 | 974 | 242 | 277 | 643 | 801 | 351 | 215 | 231 | 360 | 436 | 594 | 424 | 509 | 1450 | 273 | 257 | 366 |
| Total | 1939 | 933 | 1006 | 250 | 321 | 695 | 673 | 306 | 200 | 224 | 425 | 528 | 591 | 351 | 464 | 1611 | 170 | 101 | 56 |
| | | 48% | 52% | 13% | 17% | 36% | 35% | 16% | 10% | 12% | 22% | 27% | 30% | 18% | 24% | 83% | 9% | 5% | 3% |
| Every day | 109 | 64 | 44 | 12 | 13 | 55 | 28 | 6 | 4 | 12 | 49 | 57 | 24 | 18 | 10 | 95 | 6 | 6 | 1 |
| | 6% | 7% | 4% | 5% | 4% | 8% | 4% | 2% | 2% | 5% | 11% | 11% | 4% | 5% | 2% | 6% | 4% | 6% | 2% |
| | | b | | | | df | | | | g | ghi | lmn | | n | | r | | r | |
| | | 59% | 41% | 11% | 12% | 51% | 25% | 5% | 3% | 11% | 45% | 53% | 22% | 16% | 9% | 88% | 6% | 5% | 1% |
| At least weekly | 82 | 43 | 39 | 10 | 12 | 32 | 28 | 6 | 6 | 4 | 27 | 36 | 21 | 13 | 13 | 64 | 14 | 4 | 1 |
| | 4% | 5% | 4% | 4% | 4% | 5% | 4% | 2% | 3% | 2% | 6% | 7% | 4% | 4% | 3% | 4% | 8% | 3% | 1% |
| | | | | | | | | | | | gi | lmn | | | | r | oqr | | |
| | | 52% | 48% | 12% | 15% | 39% | 34% | 8% | 7% | 5% | 33% | 44% | 25% | 15% | 15% | 78% | 17% | 4% | 1% |
| At least monthly | 10 | 6 | 4 | 4 | 3 | 1 | 2 | - | 1 | - | 2 | 4 | 1 | 4 | 1 | 8 | 1 | 2 | * |
| | 1% | 1% | *% | 2% | 1% | *% | *% | -% | 1% | -% | *% | 1% | *% | 1% | *% | *% | 1% | 2% | *% |
| | | | | ef | | | | | | | | | | | | | | o | |
| | | 56% | 44% | 39% | 27% | 10% | 23% | -% | 14% | -% | 17% | 40% | 9% | 36% | 14% | 75% | 9% | 16% | 1% |
| Have tried it once | 3 | 2 | 1 | 1 | - | 1 | 1 | - | * | - | * | 1 | - | 2 | - | 2 | - | * | * |
| | *% | *% | *% | *% | -% | *% | *% | -% | *% | -% | *% | *% | -% | 1% | -% | *% | -% | *% | *% |
| | | | | | | | | | | | | | | l | | | | | |
| | | 57% | 43% | 33% | -% | 48% | 18% | -% | 6% | -% | 10% | 17% | -% | 83% | -% | 84% | -% | 10% | 6% |
| Never | 954 | 443 | 511 | 117 | 156 | 345 | 336 | 155 | 98 | 120 | 172 | 252 | 307 | 175 | 217 | 780 | 88 | 50 | 36 |
| | 49% | 48% | 51% | 47% | 49% | 50% | 50% | 51% | 49% | 54% | 40% | 48% | 52% | 50% | 47% | 48% | 51% | 49% | 64% |
| | | | | | | | | j | j | j | | | | | | | | opq | |
| | | 46% | 54% | 12% | 16% | 36% | 35% | 16% | 10% | 13% | 18% | 26% | 32% | 18% | 23% | 82% | 9% | 5% | 4% |
| Do not have access to device | 781 | 375 | 406 | 105 | 136 | 260 | 279 | 140 | 90 | 88 | 176 | 178 | 238 | 140 | 224 | 661 | 61 | 40 | 18 |
| | 40% | 40% | 40% | 42% | 43% | 37% | 41% | 46% | 45% | 39% | 41% | 34% | 40% | 40% | 48% | 41% | 36% | 40% | 32% |
| | | | | | | | | | | | | | k | | klm | r | | r | |
| | | 48% | 52% | 14% | 17% | 33% | 36% | 18% | 12% | 11% | 22% | 23% | 30% | 18% | 29% | 85% | 8% | 5% | 2% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 141

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

QP2I (QP11I) SHOWCARD How often, if at all, do you access the radio via - A car radio (DAB). (SINGLE CODE)

Base : Those who listen to radio

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2885 | 174 | 211 | 217 | 182 | 176 | 179 | 196 | 176 | 175 | 2043 | 842 | 1420 | 1463 | 1917 | 968 |
| Effective Weighted Sample | 1932 | 164 | 194 | 205 | 172 | 163 | 168 | 183 | 166 | 163 | 1586 | 370 | 973 | 1028 | 1245 | 687 |
| Total | 1939 | 223 | 292 | 192 | 130 | 157 | 168 | 166 | 75 | 209 | 1656 | 283 | 1127 | 811 | 1258 | 681 |
| | | 11% | 15% | 10% | 7% | 8% | 9% | 9% | 4% | 11% | 85% | 15% | 58% | 42% | 65% | 35% |
| Every day | 109 | 21 | 18 | 13 | 9 | 8 | 3 | 9 | 3 | 11 | 98 | 11 | 86 | 22 | 79 | 30 |
| | 6% | 9% | 6% | 7% | 7% | 5% | 2% | 5% | 3% | 5% | 6% | 4% | 8% | 3% | 6% | 4% |
| | | fh | | f | f | | | | | | | | m | | | |
| | | 19% | 17% | 12% | 8% | 8% | 3% | 8% | 2% | 10% | 90% | 10% | 80% | 20% | 73% | 27% |
| At least weekly | 82 | 18 | 17 | 7 | 3 | 3 | 2 | 6 | 2 | 6 | 60 | 23 | 52 | 30 | 58 | 24 |
| | 4% | 8% | 6% | 4% | 3% | 2% | 1% | 3% | 3% | 3% | 4% | 8% | 5% | 4% | 5% | 4% |
| | | defhi | f | | | | | | | | | j | | | | |
| | | 22% | 20% | 9% | 4% | 3% | 2% | 7% | 2% | 7% | 73% | 27% | 63% | 37% | 70% | 30% |
| At least monthly | 10 | - | 4 | - | 1 | - | - | - | 1 | 2 | 10 | * | 6 | 4 | 9 | 1 |
| | 1% | -% | 1% | -% | 1% | -% | -% | -% | 1% | 1% | 1% | -% | 1% | 1% | 1% | -% |
| | | -% | 40% | -% | 9% | -% | -% | -% | 9% | 16% | 96% | 4% | 58% | 42% | 86% | 14% |
| Have tried it once | 3 | 1 | - | 1 | - | - | - | - | * | - | 3 | * | 2 | 1 | 1 | 2 |
| | -% | 1% | -% | 1% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% | -% |
| | | 39% | -% | 33% | -% | -% | -% | -% | 12% | -% | 90% | 10% | 82% | 18% | 28% | 72% |
| Never | 954 | 108 | 106 | 76 | 80 | 117 | 140 | 79 | 18 | 56 | 802 | 152 | 549 | 405 | 644 | 309 |
| | 49% | 48% | 36% | 40% | 62% | 75% | 83% | 47% | 24% | 27% | 48% | 54% | 49% | 50% | 51% | 45% |
| | | bhi | h | hi | abcghi | abcdghi | abcdeghi | bhi | | | | | | | o | |
| | | 11% | 11% | 8% | 8% | 12% | 15% | 8% | 2% | 6% | 84% | 16% | 58% | 42% | 68% | 32% |
| Do not have access to device | 781 | 75 | 147 | 94 | 36 | 29 | 22 | 72 | 51 | 135 | 684 | 97 | 432 | 349 | 467 | 314 |
| | 40% | 33% | 50% | 49% | 28% | 18% | 13% | 44% | 68% | 65% | 41% | 34% | 38% | 43% | 37% | 46% |
| | | ef | adef | adef | ef | | | def | abcdefg | abcdefg | k | | | l | | n |
| | | 10% | 19% | 12% | 5% | 4% | 3% | 9% | 7% | 17% | 88% | 12% | 55% | 45% | 60% | 40% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 142

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

QP3 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)

Base : Those who listen to radio via a mobile phone

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|------|-----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | ~f | ~g | ~h | ~i | j | k | l | m | n | o | ~p | ~q | ~r |
| Unweighted total | 494 | 270 | 224 | 131 | 134 | 171 | 58 | 68 | 43 | 65 | 125 | 124 | 150 | 108 | 112 | 325 | 61 | 57 | 51 |
| Effective Weighted Sample | 356 | 197 | 160 | 95 | 95 | 126 | 41 | 54 | 27 | 48 | 90 | 93 | 103 | 80 | 84 | 284 | 43 | 41 | 47 |
| Total | 404 | 215 | 189 | 106 | 116 | 145 | 38 | 58 | 28 | 50 | 112 | 120 | 118 | 79 | 87 | 350 | 27 | 20 | 7 |
| | | 53% | 47% | 26% | 29% | 36% | ** | ** | ** | ** | 28% | 30% | 29% | 20% | 21% | 87% | ** | ** | ** |
| Live via a built in FM radio app | 222 | 124 | 98 | 63 | 64 | 75 | ** | ** | ** | ** | 68 | 70 | 61 | 43 | 49 | 201 | ** | ** | ** |
| | 55% | 58% | 52% | 60% | 55% | 52% | ** | ** | ** | ** | 61% | 58% | 51% | 54% | 57% | 57% | ** | ** | ** |
| | | 56% | 44% | 28% | 29% | 34% | ** | ** | ** | ** | 30% | 31% | 27% | 19% | 22% | 90% | ** | ** | ** |
| Live via a station website | 122 | 67 | 55 | 37 | 29 | 40 | ** | ** | ** | ** | 30 | 32 | 43 | 22 | 25 | 96 | ** | ** | ** |
| | 30% | 31% | 29% | 35% | 25% | 28% | ** | ** | ** | ** | 27% | 27% | 36% | 28% | 29% | 27% | ** | ** | ** |
| | | 55% | 45% | 30% | 24% | 33% | ** | ** | ** | ** | 25% | 26% | 35% | 18% | 20% | 78% | ** | ** | ** |
| Via a downloaded app such as RadioPlayer, BBC Radio iPlayer, Tunein or apps downloaded for specific radio stations | 94 | 54 | 40 | 29 | 27 | 33 | ** | ** | ** | ** | 25 | 32 | 28 | 19 | 15 | 81 | ** | ** | ** |
| | 23% | 25% | 21% | 28% | 23% | 23% | ** | ** | ** | ** | 22% | 26% | 24% | 25% | 18% | 23% | ** | ** | ** |
| | | 57% | 43% | 31% | 29% | 35% | ** | ** | ** | ** | 26% | 34% | 30% | 21% | 16% | 86% | ** | ** | ** |
| Via podcasts | 18 | 13 | 5 | 9 | 3 | 6 | ** | ** | ** | ** | 4 | 6 | 7 | 2 | 3 | 16 | ** | ** | ** |
| | 4% | 6% | 2% | 8% | 3% | 4% | ** | ** | ** | ** | 3% | 5% | 6% | 3% | 4% | 5% | ** | ** | ** |
| | | 73% | 27% | 50% | 17% | 33% | ** | ** | ** | ** | 22% | 31% | 39% | 12% | 18% | 89% | ** | ** | ** |
| Other ways | * | * | - | - | - | * | ** | ** | ** | ** | - | - | - | * | - | - | ** | ** | ** |
| | *% | *% | -% | -% | -% | *% | ** | ** | ** | ** | -% | -% | -% | *% | -% | -% | ** | ** | ** |
| | | 100% | -% | -% | -% | 61% | ** | ** | ** | ** | -% | -% | -% | 100% | -% | -% | ** | ** | ** |
| Don't know | 38 | 12 | 25 | 5 | 12 | 16 | ** | ** | ** | ** | 8 | 9 | 14 | 5 | 9 | 35 | ** | ** | ** |
| | 9% | 6% | 13% | 5% | 10% | 11% | ** | ** | ** | ** | 7% | 8% | 12% | 6% | 11% | 10% | ** | ** | ** |
| | | a | | | | | | | | | | | | | | | | | |
| | | 33% | 67% | 13% | 32% | 42% | ** | ** | ** | ** | 21% | 25% | 37% | 14% | 25% | 92% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 142

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

QP3 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)

Base : Those who listen to radio via a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 494 | 65 | 41 | 42 | 34 | 20 | 23 | 33 | 31 | 36 | 380 | 114 | 316 | 178 | 286 | 208 |
| Effective Weighted Sample | 356 | 62 | 39 | 40 | 32 | 19 | 22 | 31 | 29 | 34 | 310 | 50 | 232 | 131 | 194 | 162 |
| Total | 404 | 91 | 63 | 41 | 26 | 21 | 22 | 27 | 14 | 44 | 362 | 42 | 285 | 119 | 218 | 186 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 90% | 10% | 71% | 29% | 54% | 46% |
| Live via a built in FM radio app | 222 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 207 | 15 | 158 | 65 | 108 | 114 |
| | 55% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 57% | 36% | 55% | 55% | 50% | 61% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | k | n | | | | |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 93% | 7% | 71% | 29% | 49% | 51% |
| Live via a station website | 122 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 108 | 14 | 84 | 39 | 77 | 45 |
| | 30% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 30% | 33% | 29% | 32% | 35% | 24% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | | | | | o | |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | 11% | 69% | 31% | 63% | 37% |
| Via a downloaded app such as RadioPlayer, BBC Radio iPlayer, Tunein or apps downloaded for specific radio stations | 94 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 79 | 15 | 75 | 19 | 58 | 36 |
| | 23% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 22% | 35% | 26% | 16% | 27% | 19% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | j | m | | | | |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 84% | 16% | 80% | 20% | 62% | 38% |
| Via podcasts | 18 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 15 | 3 | 15 | 2 | 10 | 8 |
| | 4% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 4% | 7% | 5% | 2% | 5% | 4% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 84% | 16% | 86% | 14% | 57% | 43% |
| Other ways | * | ** | ** | ** | ** | ** | ** | ** | ** | ** | - | * | * | - | * | - |
| | *% | ** | ** | ** | ** | ** | ** | ** | ** | ** | -% | 1% | *% | -% | *% | -% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | -% | 100% | 100% | -% | 100% | -% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 142

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QP3 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)

Base : Those who listen to radio via a mobile phone

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 494 | 65 | 41 | 42 | 34 | 20 | 23 | 33 | 31 | 36 | 380 | 114 | 316 | 178 | 286 | 208 |
| Effective Weighted Sample | 356 | 62 | 39 | 40 | 32 | 19 | 22 | 31 | 29 | 34 | 310 | 50 | 232 | 131 | 194 | 162 |
| Total | 404 | 91 | 63 | 41 | 26 | 21 | 22 | 27 | 14 | 44 | 362 | 42 | 285 | 119 | 218 | 186 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 90% | 10% | 71% | 29% | 54% | 46% |
| Don't know | 38 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 35 | 3 | 23 | 14 | 17 | 21 |
| | 9% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10% | 6% | 8% | 12% | 8% | 11% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 93% | 7% | 62% | 38% | 44% | 56% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 143

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

QP4 (QP2). Before today, had you heard of digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Yes | 2154 | 1076 | 1078 | 326 | 378 | 775 | 676 | 322 | 228 | 250 | 445 | 590 | 671 | 377 | 511 | 1801 | 192 | 107 | 53 |
| | 85% | 88% | 82% | 85% | 85% | 88% | 81% | 71% | 82% | 90% | 95% | 93% | 89% | 81% | 75% | 85% | 87% | 86% | 76% |
| | | b | | | | f | | | g | gh | ghi | lmn | mn | n | | r | r | r | |
| | | 50% | 50% | 15% | 18% | 36% | 31% | 15% | 11% | 12% | 21% | 27% | 31% | 18% | 24% | 84% | 9% | 5% | 2% |
| No | 346 | 122 | 224 | 49 | 60 | 94 | 143 | 128 | 44 | 23 | 23 | 44 | 70 | 73 | 160 | 290 | 26 | 15 | 14 |
| | 14% | 10% | 17% | 13% | 13% | 11% | 17% | 28% | 16% | 8% | 5% | 7% | 9% | 16% | 24% | 14% | 12% | 12% | 20% |
| | | | a | | | e | | hij | ij | | | | | kl | klm | | | | opq |
| | | 35% | 65% | 14% | 17% | 27% | 41% | 37% | 13% | 7% | 7% | 13% | 20% | 21% | 46% | 84% | 8% | 4% | 4% |
| Unsure | 39 | 19 | 20 | 6 | 9 | 10 | 13 | 4 | 6 | 4 | 1 | 4 | 12 | 15 | 9 | 31 | 3 | 3 | 2 |
| | 2% | 2% | 1% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | *% | 1% | 2% | 3% | 1% | 1% | 1% | 2% | 3% |
| | | | | | | | | | j | | | | | kln | | | | | o |
| | | 49% | 51% | 16% | 23% | 26% | 35% | 11% | 16% | 11% | 3% | 9% | 30% | 38% | 22% | 80% | 7% | 7% | 6% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 143

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QP4 (QP2). Before today, had you heard of digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Yes | 2154 | 261 | 314 | 198 | 142 | 193 | 194 | 179 | 88 | 232 | 1868 | 287 | 1274 | 879 | 1350 | 804 |
| | 85% | 81% | 91% | 90% | 80% | 88% | 81% | 86% | 83% | 82% | 85% | 84% | 89% | 79% | 87% | 82% |
| | | | adfhi | adfhi | d | d | | | | | | | m | | o | |
| | | 12% | 15% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 59% | 41% | 63% | 37% |
| No | 346 | 53 | 31 | 22 | 33 | 26 | 44 | 27 | 18 | 38 | 297 | 49 | 132 | 214 | 180 | 166 |
| | 14% | 16% | 9% | 10% | 19% | 12% | 18% | 13% | 17% | 13% | 14% | 14% | 9% | 19% | 12% | 17% |
| | | bc | | | bce | | bce | | bc | | | | | l | | n |
| | | 15% | 9% | 6% | 10% | 7% | 13% | 8% | 5% | 11% | 86% | 14% | 38% | 62% | 52% | 48% |
| Unsure | 39 | 8 | 1 | - | 3 | 1 | 1 | 2 | 1 | 14 | 34 | 5 | 20 | 18 | 23 | 16 |
| | 2% | 3% | *% | -% | 2% | 1% | *% | 1% | 1% | 5% | 2% | 1% | 1% | 2% | 1% | 2% |
| | | bcf | | | | | | | | bcdefgh | | | | | | |
| | | 21% | 2% | -% | 7% | 4% | 2% | 5% | 2% | 37% | 87% | 13% | 53% | 47% | 58% | 42% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 144

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QP5 (QB1). Do you, or does anyone in your household, have digital radio channels in your home at the moment - whether through a specialist DAB radio receiver, through a digital television or over the internet? (SINGLE CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Yes | 1690 | 820 | 870 | 260 | 282 | 608 | 541 | 223 | 176 | 179 | 411 | 494 | 514 | 296 | 383 | 1426 | 146 | 77 | 41 |
| | 67% | 67% | 66% | 68% | 63% | 69% | 65% | 49% | 63% | 65% | 88% | 77% | 68% | 64% | 56% | 67% | 66% | 62% | 59% |
| | | | | | | d | | | | | ghi | lmn | n | n | | r | r | | |
| | | 49% | 51% | 15% | 17% | 36% | 32% | 13% | 10% | 11% | 24% | 29% | 30% | 18% | 23% | 84% | 9% | 5% | 2% |
| No | 803 | 379 | 425 | 112 | 154 | 256 | 282 | 222 | 96 | 90 | 57 | 136 | 224 | 163 | 280 | 658 | 73 | 46 | 26 |
| | 32% | 31% | 32% | 29% | 34% | 29% | 34% | 49% | 35% | 33% | 12% | 21% | 30% | 35% | 41% | 31% | 33% | 37% | 38% |
| | | | | | | e | | hij | j | j | | | k | kl | klm | | | o | o |
| | | 47% | 53% | 14% | 19% | 32% | 35% | 28% | 12% | 11% | 7% | 17% | 28% | 20% | 35% | 82% | 9% | 6% | 3% |
| Don't know | 45 | 18 | 27 | 9 | 11 | 15 | 10 | 9 | 6 | 7 | 2 | 8 | 15 | 5 | 18 | 38 | 3 | 2 | 2 |
| | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 3% | 1% | 1% | 2% | 1% | 3% | 2% | 1% | 2% | 3% |
| | | | | | | | | j | j | j | | | | | | | | o | o |
| | | 40% | 60% | 20% | 25% | 34% | 22% | 20% | 13% | 16% | 4% | 17% | 33% | 11% | 39% | 84% | 6% | 5% | 5% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 144

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QP5 (QB1). Do you, or does anyone in your household, have digital radio channels in your home at the moment - whether through a specialist DAB radio receiver, through a digital television or over the internet? (SINGLE CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Yes | 1690 | 202 | 271 | 164 | 113 | 117 | 127 | 148 | 84 | 200 | 1464 | 226 | 1009 | 681 | 1085 | 606 |
| | 67% | 63% | 78% | 75% | 64% | 53% | 53% | 71% | 79% | 70% | 67% | 67% | 71% | 61% | 70% | 61% |
| | | ef | ade fi | ade f | ef | | | ef | ade fgi | ef | | | m | | o | |
| | | 12% | 16% | 10% | 7% | 7% | 8% | 9% | 5% | 12% | 87% | 13% | 60% | 40% | 64% | 36% |
| No | 803 | 110 | 73 | 52 | 60 | 103 | 108 | 56 | 20 | 75 | 695 | 108 | 391 | 412 | 442 | 362 |
| | 32% | 34% | 21% | 24% | 34% | 47% | 45% | 27% | 19% | 26% | 32% | 32% | 27% | 37% | 28% | 37% |
| | | bch | | | bch | abcdghi | abcdghi | h | | h | | | l | | | n |
| | | 14% | 9% | 7% | 7% | 13% | 13% | 7% | 2% | 9% | 87% | 13% | 49% | 51% | 55% | 45% |
| Don't know | 45 | 10 | 1 | 4 | 4 | - | 3 | 5 | 3 | 9 | 39 | 6 | 27 | 18 | 26 | 19 |
| | 2% | 3% | *% | 2% | 2% | -% | 1% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% |
| | | be | | | e | | | e | e | be | | | | | | |
| | | 21% | 3% | 8% | 8% | -% | 7% | 10% | 6% | 21% | 87% | 13% | 60% | 40% | 57% | 43% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 145

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QP6 (QP9). How many DAB sets do you have in your household?

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | | |
|---|-------|--------|------|-----------|-------|-------|-------|------------------|-----------------|-------------------|-------------------|--------------|-----|------|-----|--------|-------------|--------------|-------|-----|
| | | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| 1 | (1.0) | 682 | 333 | 349 | 97 | 102 | 251 | 233 | 79 | 67 | 73 | 176 | 237 | 208 | 113 | 123 | 574 | 62 | 30 | 16 |
| | | 27% | 27% | 26% | 25% | 23% | 29% | 28% | 18% | 24% | 26% | 38% | 37% | 28% | 24% | 18% | 27% | 28% | 24% | 22% |
| | | | | | | | d | d | | g | g | ghi | lmn | n | n | | r | | | |
| | | | 49% | 51% | 14% | 15% | 37% | 34% | 12% | 10% | 11% | 26% | 35% | 30% | 17% | 18% | 84% | 9% | 4% | 2% |
| 2 | (2.0) | 168 | 86 | 82 | 18 | 17 | 64 | 69 | 16 | 15 | 18 | 61 | 65 | 52 | 22 | 29 | 144 | 13 | 11 | 1 |
| | | 7% | 7% | 6% | 5% | 4% | 7% | 8% | 3% | 5% | 7% | 13% | 10% | 7% | 5% | 4% | 7% | 6% | 8% | 2% |
| | | | | | | | d | cd | | | g | ghi | lmn | n | | | r | r | r | |
| | | | 51% | 49% | 11% | 10% | 38% | 41% | 9% | 9% | 11% | 37% | 39% | 31% | 13% | 17% | 85% | 8% | 6% | 1% |
| 3 or more | (3.0) | 87 | 53 | 34 | 6 | 9 | 36 | 36 | 7 | 5 | 13 | 35 | 37 | 23 | 12 | 15 | 76 | 6 | 4 | 1 |
| | | 3% | 4% | 3% | 2% | 2% | 4% | 4% | 2% | 2% | 5% | 7% | 6% | 3% | 3% | 2% | 4% | 3% | 4% | 1% |
| | | | b | | | | | c | cd | | | g | gh | lmn | | | r | r | r | |
| | | | 61% | 39% | 7% | 11% | 41% | 42% | 8% | 6% | 14% | 40% | 43% | 27% | 14% | 17% | 87% | 7% | 5% | 1% |
| ANY DAB SETS | | 938 | 472 | 465 | 120 | 128 | 351 | 338 | 102 | 87 | 103 | 273 | 339 | 283 | 147 | 167 | 793 | 81 | 45 | 18 |
| | | 37% | 39% | 35% | 32% | 29% | 40% | 41% | 23% | 31% | 37% | 58% | 53% | 38% | 32% | 25% | 37% | 37% | 36% | 25% |
| | | | | | | | cd | cd | | g | g | ghi | lmn | mn | n | | r | r | r | |
| | | | 50% | 50% | 13% | 14% | 37% | 36% | 11% | 9% | 11% | 29% | 36% | 30% | 16% | 18% | 85% | 9% | 5% | 2% |
| None | (0.0) | 1565 | 732 | 833 | 250 | 314 | 516 | 485 | 344 | 190 | 169 | 193 | 294 | 455 | 312 | 502 | 1301 | 134 | 79 | 51 |
| | | 62% | 60% | 63% | 66% | 70% | 59% | 58% | 76% | 68% | 61% | 41% | 46% | 60% | 67% | 74% | 61% | 61% | 63% | 73% |
| | | | | | ef | ef | | | hij | j | j | | | k | kl | klm | | | opq | |
| | | | 47% | 53% | 16% | 20% | 33% | 31% | 22% | 12% | 11% | 12% | 19% | 29% | 20% | 32% | 83% | 9% | 5% | 3% |
| Don't know | | 36 | 14 | 23 | 11 | 5 | 12 | 10 | 7 | 1 | 4 | 4 | 5 | 14 | 6 | 12 | 28 | 6 | 1 | 1 |
| | | 1% | 1% | 2% | 3% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 3% | 1% | 2% |
| | | | | | f | | | | | | | | | | | | o | | | |
| | | | 37% | 63% | 29% | 13% | 32% | 26% | 20% | 2% | 12% | 11% | 13% | 39% | 16% | 32% | 76% | 17% | 4% | 4% |
| Mean score | | .5 | .6 | .5 | .4 | .4 | .6 | .6 | .3 | .4 | .5 | .9 | .8 | .5 | .4 | .3 | .5 | .5 | .5 | .3 |
| | | | b | | | | cd | cd | | g | gh | ghi | lmn | mn | n | | r | r | r | |
| Standard deviation | | .77 | .81 | .73 | .66 | .66 | .80 | .82 | .61 | .68 | .81 | .91 | .86 | .76 | .71 | .66 | .78 | .73 | .80 | .57 |
| Standard error | | .01 | .02 | .02 | .03 | .03 | .02 | .02 | .02 | .03 | .04 | .04 | .03 | .02 | .03 | .02 | .02 | .03 | .04 | .03 |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 145

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QP6 (QP9). How many DAB sets do you have in your household?

Base : All respondents

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | | |
|---------------------------|-------|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|---------|------|-------------------|------|--------------|
| | | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| 1 | (1.0) | 682 | 68 | 109 | 66 | 39 | 62 | 48 | 54 | 41 | 86 | 578 | 104 | 415 | 267 | 437 | 246 |
| | | 27% | 21% | 32% | 30% | 22% | 28% | 20% | 26% | 39% | 30% | 26% | 31% | 29% | 24% | 28% | 25% |
| | | | | adf | adf | | f | | | acdefgi | af | | | m | | | |
| | | | 10% | 16% | 10% | 6% | 9% | 7% | 8% | 6% | 13% | 85% | 15% | 61% | 39% | 64% | 36% |
| 2 | (2.0) | 168 | 20 | 33 | 23 | 18 | 8 | 4 | 16 | 6 | 14 | 140 | 28 | 108 | 59 | 125 | 43 |
| | | 7% | 6% | 10% | 11% | 10% | 4% | 2% | 8% | 6% | 5% | 6% | 8% | 8% | 5% | 8% | 4% |
| | | | f | efi | efi | efi | | | f | f | | | | m | | o | |
| | | | 12% | 20% | 14% | 11% | 5% | 2% | 9% | 4% | 8% | 83% | 17% | 64% | 35% | 74% | 26% |
| 3 or more | (3.0) | 87 | 4 | 15 | 7 | 6 | 2 | 3 | 15 | 2 | 24 | 79 | 8 | 54 | 33 | 69 | 18 |
| | | 3% | 1% | 4% | 3% | 3% | 1% | 1% | 7% | 1% | 8% | 4% | 2% | 4% | 3% | 4% | 2% |
| | | | | e | | | | | acefh | | acdefh | | | | | o | |
| | | | 5% | 17% | 7% | 7% | 2% | 3% | 17% | 2% | 27% | 91% | 9% | 62% | 38% | 79% | 21% |
| ANY DAB SETS | | 938 | 93 | 157 | 96 | 63 | 72 | 55 | 85 | 49 | 123 | 797 | 140 | 577 | 360 | 630 | 307 |
| | | 37% | 29% | 45% | 44% | 35% | 33% | 23% | 41% | 46% | 43% | 36% | 41% | 40% | 32% | 41% | 31% |
| | | | | adef | aef | f | f | | af | adef | aef | | j | m | | o | |
| | | | 10% | 17% | 10% | 7% | 8% | 6% | 9% | 5% | 13% | 85% | 15% | 62% | 38% | 67% | 33% |
| None | (0.0) | 1565 | 226 | 185 | 124 | 112 | 146 | 182 | 121 | 54 | 152 | 1371 | 194 | 831 | 733 | 898 | 667 |
| | | 62% | 70% | 53% | 56% | 63% | 67% | 76% | 58% | 50% | 54% | 62% | 57% | 58% | 66% | 58% | 68% |
| | | | bcghi | | | bhi | bchi | bcdeghi | | | | k | | l | | n | |
| | | | 14% | 12% | 8% | 7% | 9% | 12% | 8% | 3% | 10% | 88% | 12% | 53% | 47% | 57% | 43% |
| Don't know | | 36 | 3 | 4 | - | 2 | 1 | 1 | 3 | 4 | 9 | 30 | 6 | 18 | 18 | 24 | 13 |
| | | 1% | 1% | 1% | -% | 1% | 1% | 1% | 1% | 3% | 3% | 1% | 2% | 1% | 2% | 2% | 1% |
| | | | | | | | | | | cef | cef | | | | | | |
| | | | 9% | 11% | -% | 6% | 3% | 4% | 7% | 10% | 25% | 82% | 18% | 49% | 51% | 66% | 34% |
| Mean score | | .5 | .4 | .6 | .6 | .5 | .4 | .3 | .6 | .6 | .7 | .5 | .6 | .6 | .4 | .6 | .4 |
| | | | | aef | aef | aef | f | | aef | aef | aef | | | m | | o | |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QP6 (QP9). How many DAB sets do you have in your household?

Base : All respondents

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | Total | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Standard deviation | .77 | .67 | .83 | .80 | .81 | .61 | .56 | .91 | .68 | .92 | .77 | .75 | .79 | .73 | .82 | .66 |
| Standard error | .01 | .04 | .05 | .05 | .05 | .04 | .04 | .06 | .04 | .06 | .01 | .02 | .02 | .02 | .02 | .02 |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 146

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those do not have any DAB sets at home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 2379 | 1128 | 1251 | 355 | 405 | 699 | 920 | 561 | 317 | 252 | 258 | 370 | 690 | 533 | 782 | 1391 | 296 | 324 | 368 |
| Effective Weighted Sample | 1595 | 744 | 851 | 249 | 279 | 483 | 618 | 395 | 194 | 166 | 171 | 237 | 456 | 375 | 552 | 1200 | 208 | 203 | 334 |
| Total | 1565 | 732 | 833 | 250 | 314 | 516 | 485 | 344 | 190 | 169 | 193 | 294 | 455 | 312 | 502 | 1301 | 134 | 79 | 51 |
| | | 47% | 53% | 16% | 20% | 33% | 31% | 22% | 12% | 11% | 12% | 19% | 29% | 20% | 32% | 83% | 9% | 5% | 3% |
| Certain to | 28 | 10 | 18 | 4 | 8 | 11 | 5 | 5 | 3 | 5 | 6 | 7 | 7 | 7 | 7 | 26 | * | 1 | 1 |
| | 2% | 1% | 2% | 2% | 3% | 2% | 1% | 2% | 1% | 3% | 3% | 2% | 1% | 2% | 1% | 2% | % | 1% | 1% |
| | | 34% | 66% | 15% | 30% | 37% | 18% | 19% | 9% | 19% | 20% | 24% | 24% | 26% | 26% | 94% | % | 3% | 2% |
| Very likely | 51 | 25 | 26 | 8 | 8 | 18 | 17 | 4 | 10 | 8 | 7 | 8 | 16 | 12 | 15 | 44 | 3 | 3 | 1 |
| | 3% | 3% | 3% | 3% | 3% | 4% | 3% | 1% | 5% | 5% | 4% | 3% | 4% | 4% | 3% | 3% | 2% | 4% | 1% |
| | | 48% | 52% | 15% | 16% | 36% | 33% | 8% | g | g | g | 15% | 32% | 23% | 30% | 86% | 6% | 7% | 1% |
| Likely | 127 | 60 | 67 | 18 | 27 | 50 | 33 | 20 | 16 | 9 | 28 | 35 | 29 | 29 | 34 | 107 | 10 | 7 | 2 |
| | 8% | 8% | 8% | 7% | 9% | 10% | 7% | 6% | 8% | 5% | 15% | 12% | 6% | 9% | 7% | 8% | 8% | 9% | 4% |
| | | 47% | 53% | 14% | 21% | 39% | 26% | 16% | 12% | 7% | ghi | 12% | 23% | 23% | 27% | 84% | 8% | 6% | 2% |
| Unlikely | 275 | 137 | 138 | 44 | 54 | 98 | 79 | 50 | 31 | 42 | 47 | 67 | 82 | 49 | 76 | 221 | 35 | 9 | 10 |
| | 18% | 19% | 17% | 18% | 17% | 19% | 16% | 15% | 16% | 25% | 24% | 23% | 18% | 16% | 15% | 17% | 26% | 12% | 20% |
| | | 50% | 50% | 16% | 20% | 36% | 29% | 18% | 11% | gh | g | 24% | 30% | 18% | 28% | 80% | 13% | 3% | 4% |
| Very unlikely | 338 | 165 | 173 | 57 | 64 | 109 | 107 | 69 | 50 | 30 | 40 | 44 | 106 | 74 | 113 | 278 | 28 | 23 | 9 |
| | 22% | 23% | 21% | 23% | 20% | 21% | 22% | 20% | 26% | 18% | 21% | 15% | 23% | 24% | 22% | 21% | 21% | 29% | 18% |
| | | 49% | 51% | 17% | 19% | 32% | 32% | 20% | 15% | 9% | 12% | 13% | 31% | 22% | 33% | 82% | 8% | 7% | 3% |
| Certain not to | 472 | 210 | 263 | 62 | 87 | 152 | 172 | 135 | 49 | 44 | 46 | 91 | 120 | 84 | 177 | 400 | 29 | 25 | 18 |
| | 30% | 29% | 32% | 25% | 28% | 29% | 35% | 39% | 26% | 26% | 24% | 31% | 26% | 27% | 35% | 31% | 22% | 32% | 35% |
| | | 44% | 56% | 13% | 18% | 32% | 36% | cde | hij | | | 19% | 25% | 18% | 37% | lm | p | p | p |
| Don't know | 273 | 125 | 148 | 57 | 66 | 79 | 72 | 61 | 32 | 31 | 18 | 42 | 94 | 57 | 79 | 225 | 29 | 9 | 11 |
| | 17% | 17% | 18% | 23% | 21% | 15% | 15% | 18% | 17% | 18% | 10% | 14% | 21% | 18% | 16% | 17% | 21% | 12% | 21% |
| | | 46% | 54% | 21% | 24% | 29% | 26% | j | j | j | | kn | | | | q | q | q | q |
| | | | | | | | | 22% | 12% | 11% | 7% | 15% | 34% | 21% | 29% | 82% | 10% | 3% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 146

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those do not have any DAB sets at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2379 | 180 | 131 | 141 | 159 | 169 | 193 | 153 | 130 | 135 | 1732 | 647 | 1051 | 1325 | 1457 | 922 |
| Effective Weighted Sample | 1595 | 169 | 121 | 133 | 150 | 158 | 182 | 144 | 123 | 124 | 1347 | 269 | 714 | 947 | 936 | 660 |
| Total | 1565 | 226 | 185 | 124 | 112 | 146 | 182 | 121 | 54 | 152 | 1371 | 194 | 831 | 733 | 898 | 667 |
| | | 14% | 12% | 8% | 7% | 9% | 12% | 8% | 3% | 10% | 88% | 12% | 53% | 47% | 57% | 43% |
| Certain to | 28 | 5 | 3 | 5 | 2 | 6 | 2 | 1 | 1 | 1 | 24 | 4 | 20 | 8 | 14 | 14 |
| | 2% | 2% | 2% | 4% | 2% | 4% | 1% | 1% | 1% | * | 2% | 2% | 2% | 1% | 2% | 2% |
| | | | | i | | | | | | | | | m | | | |
| | | 19% | 12% | 19% | 6% | 21% | 8% | 4% | 2% | 2% | 87% | 13% | 72% | 28% | 49% | 51% |
| Very likely | 51 | 7 | 10 | 4 | 5 | 11 | 1 | 2 | 1 | 3 | 44 | 7 | 35 | 16 | 33 | 18 |
| | 3% | 3% | 5% | 4% | 4% | 8% | * | 1% | 1% | 2% | 3% | 4% | 4% | 2% | 4% | 3% |
| | | f | f | f | f | fghi | | | | | | | m | | | |
| | | 15% | 20% | 9% | 9% | 22% | 1% | 3% | 1% | 7% | 86% | 14% | 69% | 31% | 64% | 36% |
| Likely | 127 | 33 | 26 | 5 | 4 | 16 | 3 | 6 | 3 | 12 | 122 | 5 | 74 | 53 | 64 | 63 |
| | 8% | 14% | 14% | 4% | 4% | 11% | 2% | 5% | 5% | 8% | 9% | 3% | 9% | 7% | 7% | 9% |
| | | cdfgh | cdfgh | | | cdf | | | | f | k | | | | | |
| | | 26% | 20% | 4% | 3% | 12% | 2% | 5% | 2% | 10% | 96% | 4% | 58% | 42% | 51% | 49% |
| Unlikely | 275 | 22 | 21 | 23 | 23 | 21 | 34 | 33 | 8 | 36 | 233 | 42 | 154 | 121 | 164 | 111 |
| | 18% | 10% | 11% | 19% | 21% | 14% | 19% | 27% | 14% | 24% | 17% | 22% | 18% | 17% | 18% | 17% |
| | | | | a | ab | | a | abeh | | abe | | | | | | |
| | | 8% | 8% | 8% | 8% | 8% | 12% | 12% | 3% | 13% | 85% | 15% | 56% | 44% | 60% | 40% |
| Very unlikely | 338 | 48 | 42 | 35 | 22 | 25 | 24 | 32 | 14 | 36 | 302 | 36 | 181 | 157 | 185 | 153 |
| | 22% | 21% | 23% | 29% | 20% | 17% | 13% | 26% | 26% | 23% | 22% | 19% | 22% | 21% | 21% | 23% |
| | | f | f | ef | | | | f | f | f | | | | | | |
| | | 14% | 12% | 10% | 7% | 7% | 7% | 9% | 4% | 11% | 89% | 11% | 53% | 46% | 55% | 45% |
| Certain not to | 472 | 52 | 62 | 41 | 40 | 40 | 85 | 23 | 24 | 34 | 407 | 65 | 223 | 249 | 290 | 182 |
| | 30% | 23% | 33% | 33% | 36% | 27% | 47% | 19% | 44% | 22% | 30% | 34% | 27% | 34% | 32% | 27% |
| | | | agi | agi | agi | | abcdegi | | aegi | | | | | l | o | |
| | | 11% | 13% | 9% | 9% | 9% | 18% | 5% | 5% | 7% | 86% | 14% | 47% | 53% | 61% | 39% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 146

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)

Base : Those do not have any DAB sets at home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 2379 | 180 | 131 | 141 | 159 | 169 | 193 | 153 | 130 | 135 | 1732 | 647 | 1051 | 1325 | 1457 | 922 |
| Effective Weighted Sample | 1595 | 169 | 121 | 133 | 150 | 158 | 182 | 144 | 123 | 124 | 1347 | 269 | 714 | 947 | 936 | 660 |
| Total | 1565 | 226 | 185 | 124 | 112 | 146 | 182 | 121 | 54 | 152 | 1371 | 194 | 831 | 733 | 898 | 667 |
| | | 14% | 12% | 8% | 7% | 9% | 12% | 8% | 3% | 10% | 88% | 12% | 53% | 47% | 57% | 43% |
| Don't know | 273 | 59 | 20 | 10 | 16 | 27 | 33 | 25 | 5 | 30 | 239 | 34 | 144 | 129 | 149 | 124 |
| | 17% | 26% | 11% | 8% | 14% | 19% | 18% | 21% | 9% | 20% | 17% | 18% | 17% | 18% | 17% | 19% |
| | | bcdh | | | | ch | ch | bch | | ch | | | | | | |
| | | 21% | 7% | 4% | 6% | 10% | 12% | 9% | 2% | 11% | 87% | 13% | 53% | 47% | 54% | 46% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 147

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|----------|--------|------------|-------|-------|-----|------------------|-------------------|-------------------|----------|--------------|-----|-----|-----|-------------|--------------|-----------|-----------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1716 | 811 | 905 | 232 | 280 | 500 | 704 | 433 | 236 | 173 | 183 | 259 | 500 | 364 | 590 | 992 | 206 | 247 | 271 |
| Effective Weighted Sample | 1141 | 534 | 607 | 165 | 190 | 341 | 472 | 304 | 147 | 115 | 118 | 166 | 326 | 252 | 416 | 854 | 143 | 152 | 246 |
| Total | 1085 | 512 | 574 | 163 | 205 | 359 | 358 | 254 | 130 | 116 | 133 | 202 | 309 | 206 | 365 | 899 | 92 | 57 | 37 |
| | | 47% | 53% | 15% | 19% | 33% | 33% | 23% | 12% | 11% | 12% | 19% | 28% | 19% | 34% | 83% | 8% | 5% | 3% |
| No need | 701 | 332 | 369 | 123 | 133 | 217 | 228 | 160 | 89 | 75 | 87 | 136 | 199 | 131 | 234 | 600 | 47 | 30 | 24 |
| | 65% | 65% | 64% | 76% def | 65% | 61% | 64% | 63% | 69% | 65% | 65% | 67% | 64% | 64% | 64% | 67% pq | 51% | 53% | 66% pq |
| | | 47% | 53% | 18% | 19% | 31% | 32% | 23% | 13% | 11% | 12% | 19% | 28% | 19% | 33% | 86% | 7% | 4% | 3% |
| Happy to use existing service | 255 | 117 | 139 | 27 | 44 | 86 | 98 | 65 | 35 | 30 | 29 | 46 | 79 | 52 | 77 | 211 | 21 | 14 | 9 |
| | 24% | 23% | 24% | 17% | 22% | 24% | 27% | 25% | 27% | 26% | 22% | 23% | 26% | 25% | 21% | 23% | 23% | 25% | 25% |
| | | 46% | 54% | 11% | 17% | 34% | 38% | 25% | 14% | 12% | 11% | 18% | 31% | 20% | 30% | 83% | 8% | 6% | 4% |
| Would never listen | 184 | 86 | 98 | 25 | 41 | 62 | 56 | 39 | 24 | 21 | 20 | 28 | 52 | 39 | 65 | 151 | 18 | 10 | 6 |
| | 17% | 17% | 17% | 15% | 20% | 17% | 16% | 15% | 18% | 18% | 15% | 14% | 17% | 19% | 18% | 17% | 19% | 17% | 15% |
| | | 47% | 53% | 14% | 22% | 34% | 30% | 21% | 13% | 11% | 11% | 15% | 28% | 21% | 35% | 82% | 10% | 5% | 3% |
| Can receive through digital TV service | 51 | 30 | 21 | 7 | 10 | 21 | 13 | 8 | 10 | 5 | 10 | 9 | 15 | 9 | 18 | 29 | 12 | 8 | 1 |
| | 5% | 6% | 4% | 4% | 5% | 6% | 4% | 3% | 7% | 4% | 7% | 4% | 5% | 4% | 5% | 3% | 13% | 14% | 4% |
| | | 59% | 41% | 13% | 20% | 41% | 25% | 15% | g 19% | 9% | g 20% | 18% | 29% | 18% | 35% | 57% | or 24% | or 16% | 3% |
| Happy to use analogue radio service | 29 | 10 | 19 | 2 | 3 | 7 | 17 | 7 | 5 | 4 | 3 | 7 | 8 | 5 | 8 | 22 | 5 | 1 | 1 |
| | 3% | 2% | 3% | 1% | 1% | 2% | 5% | 3% | 4% | 4% | 2% | 3% | 3% | 3% | 2% | 2% | 5% | 2% | 4% |
| | | 34% | 66% | 6% | 9% | 26% | 60% | 24% | 16% | 15% | 9% | 23% | 28% | 18% | 26% | 76% | 15% | 4% | 5% |
| Poor reception in our area | 29 | 20 | 9 | 1 | 4 | 13 | 10 | 2 | 4 | 4 | 3 | 10 | 9 | 4 | 6 | 25 | * | 3 | * |
| | 3% | 4% | 2% | 1% | 2% | 4% | 3% | 1% | 3% | 4% | 3% | 5% | 3% | 2% | 2% | 3% | 1% | 5% | 1% |
| | | b 69% | | | | | | | | g 15% | | n 35% | | | | | | pr 9% | |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 147

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QP8 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|----------|------------|------------|------------|------------|------------|------------|------------------|-------------------|-------------------|------------|--------------|------------|------------|-----------------|-------------|---------------|----------|----------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1716 | 811 | 905 | 232 | 280 | 500 | 704 | 433 | 236 | 173 | 183 | 259 | 500 | 364 | 590 | 992 | 206 | 247 | 271 |
| Effective Weighted Sample | 1141 | 534 | 607 | 165 | 190 | 341 | 472 | 304 | 147 | 115 | 118 | 166 | 326 | 252 | 416 | 854 | 143 | 152 | 246 |
| Total | 1085 | 512 47% | 574 53% | 163 15% | 205 19% | 359 33% | 358 33% | 254 23% | 130 12% | 116 11% | 133 12% | 202 19% | 309 28% | 206 19% | 365 34% | 899 83% | 92 8% | 57 5% | 37 3% |
| Can't afford it | 25 2% | 9 2% | 16 3% | 6 4% | 5 2% | 9 2% | 6 2% | 12 5% | 5 4% | 2 2% | - -% | 1 *% | 2 1% | - -% | 23 6% klm | 18 2% | 6 6% or | 1 2% | 1 2% |
| | | 37% | 63% | 23% | 18% | 34% | 25% | 46% | 22% | 8% | -% | 4% | 8% | -% | 89% | 70% | 22% | 5% | 3% |
| Don't know why I should | 24 2% | 16 3% | 8 1% | 2 1% | 9 4% | 7 2% | 7 2% | 7 3% | 5 4% | 2 2% | 6 5% | 5 3% | 6 2% | 5 3% | 8 2% | 23 3% | 1 1% | * *% | 1 2% |
| | | 65% | 35% | 8% | 35% | 29% | 28% | 28% | 19% | 10% | 25% | 21% | 25% | 21% | 32% | 94% | 3% | *% | 2% |
| Too expensive generally | 24 2% | 13 2% | 11 2% | 3 2% | 2 1% | 12 3% | 6 2% | 13 5% | 1 1% | 2 2% | 3 2% | 2 1% | 3 1% | 5 3% | 13 4% | 19 2% | 1 1% | 3 4% | 1 3% |
| | | 53% | 47% | 14% | 10% | 52% | 24% | 54% | 3% | 7% | 12% | 8% | 12% | 23% | 56% | 81% | 3% | 11% | 5% |
| Listen in the car/ on phone/ online/elsewhere | 7 1% | 4 1% | 3 1% | 1 1% | 1 *% | 5 1% | - -% | 2 1% | - -% | - -% | 2 2% | 1 *% | 4 1% | 1 *% | 2 *% | 6 1% | - -% | 1 1% | * 1% |
| | | 58% | 42% | 18% | 10% | 72% | -% | 22% | -% | -% | 32% | 12% | 58% | 9% | 22% | 86% | -% | 11% | 3% |
| Other | 14 1% | 9 2% | 6 1% | * *% | 3 2% | 6 2% | 5 1% | 7 3% | 1 1% | - -% | 3 2% | 6 3% | 2 1% | 1 *% | 6 2% | 10 1% | 2 2% | 2 3% | * 1% |
| | | 61% | 39% | *% | 24% | 41% | 35% | 48% | 6% | -% | 20% | 43% | 14% | 4% | 39% | 73% | 14% | 11% | 2% |
| Don't know | 16 1% | 8 2% | 8 1% | 6 4% | 3 2% | 4 1% | 3 1% | 6 2% | 1 *% | 1 1% | 2 1% | 4 2% | 4 1% | 3 1% | 5 1% | 12 1% | 1 1% | 1 3% | 1 3% |
| | | 51% | 49% | 37% | 21% | 25% | 17% | 41% | 4% | 6% | 11% | 24% | 24% | 20% | 32% | 78% | 5% | 9% | 7% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 147

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QP8 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | c | d | ~e | f | g | h | ~i | j | k | l | m | n | o |
| Unweighted total | 1716 | 98 | 91 | 114 | 123 | 98 | 152 | 113 | 108 | 95 | 1220 | 496 | 735 | 978 | 1076 | 640 |
| Effective Weighted Sample | 1141 | 92 | 84 | 108 | 116 | 92 | 143 | 106 | 102 | 87 | 950 | 210 | 490 | 697 | 680 | 461 |
| Total | 1085 | 122 | 125 | 99 | 86 | 86 | 144 | 87 | 45 | 105 | 942 | 143 | 557 | 527 | 638 | 447 |
| | | ** | ** | 9% | 8% | ** | 13% | 8% | 4% | ** | 87% | 13% | 51% | 49% | 59% | 41% |
| No need | 701 | ** | ** | 60 | 59 | ** | 99 | 48 | 23 | ** | 610 | 91 | 357 | 344 | 413 | 289 |
| | 65% | ** | ** | 60% | 69% | ** | 69% | 56% | 52% | ** | 65% | 64% | 64% | 65% | 65% | 65% |
| | | ** | ** | 8% | gh | ** | gh | 7% | 3% | ** | 87% | 13% | 51% | 49% | 59% | 41% |
| Happy to use existing service | 255 | ** | ** | 29 | 16 | ** | 18 | 26 | 12 | ** | 221 | 34 | 129 | 126 | 138 | 117 |
| | 24% | ** | ** | 30% | 19% | ** | 12% | 30% | 27% | ** | 24% | 24% | 23% | 24% | 22% | 26% |
| | | ** | ** | f | 6% | ** | 7% | f | f | ** | 87% | 13% | 51% | 49% | 54% | 46% |
| Would never listen | 184 | ** | ** | 12 | 9 | ** | 22 | 15 | 8 | ** | 163 | 21 | 102 | 81 | 102 | 82 |
| | 17% | ** | ** | 12% | 10% | ** | 15% | 17% | 17% | ** | 17% | 15% | 18% | 15% | 16% | 18% |
| | | ** | ** | 6% | 5% | ** | 12% | 8% | 4% | ** | 88% | 12% | 55% | 44% | 55% | 45% |
| Can receive through digital TV service | 51 | ** | ** | 2 | 1 | ** | 6 | 3 | 7 | ** | 42 | 9 | 26 | 25 | 26 | 25 |
| | 5% | ** | ** | 2% | 1% | ** | 4% | 3% | 15% | ** | 4% | 6% | 5% | 5% | 4% | 6% |
| | | ** | ** | 5% | 1% | ** | 11% | 5% | cdg | ** | 83% | 17% | 51% | 49% | 51% | 49% |
| Happy to use analogue radio service | 29 | ** | ** | 4 | 1 | ** | 3 | 4 | 1 | ** | 25 | 4 | 12 | 17 | 16 | 13 |
| | 3% | ** | ** | 4% | 1% | ** | 2% | 4% | 2% | ** | 3% | 3% | 2% | 3% | 3% | 3% |
| | | ** | ** | 13% | 2% | ** | 11% | 13% | 3% | ** | 86% | 14% | 41% | 59% | 56% | 44% |
| Poor reception in our area | 29 | ** | ** | 6 | 5 | ** | 3 | 3 | * | ** | 21 | 7 | 19 | 9 | 22 | 7 |
| | 3% | ** | ** | 6% | 5% | ** | 2% | 4% | 1% | ** | 2% | 5% | 3% | 2% | 3% | 2% |
| | | ** | ** | h | h | ** | 9% | 12% | 1% | ** | 74% | j | 67% | 33% | 76% | 24% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 147

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QP8 (QJ14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED

Base : Those unlikely to get DAB radio in the next 12 months

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | c | d | ~e | f | g | h | ~i | j | k | l | m | n | o |
| Unweighted total | 1716 | 98 | 91 | 114 | 123 | 98 | 152 | 113 | 108 | 95 | 1220 | 496 | 735 | 978 | 1076 | 640 |
| Effective Weighted Sample | 1141 | 92 | 84 | 108 | 116 | 92 | 143 | 106 | 102 | 87 | 950 | 210 | 490 | 697 | 680 | 461 |
| Total | 1085 | 122 | 125 | 99 | 86 | 86 | 144 | 87 | 45 | 105 | 942 | 143 | 557 | 527 | 638 | 447 |
| | | ** | ** | 9% | 8% | ** | 13% | 8% | 4% | ** | 87% | 13% | 51% | 49% | 59% | 41% |
| Can't afford it | 25 | ** | ** | 3 | 3 | ** | 2 | 1 | 1 | ** | 25 | 1 | 4 | 21 | 13 | 12 |
| | 2% | ** | ** | 3% | 4% | ** | 1% | 1% | 2% | ** | 3% | 1% | 1% | 4% | 2% | 3% |
| | | ** | ** | 11% | 13% | ** | 6% | 2% | 3% | ** | k | l | 16% | 84% | 51% | 49% |
| Don't know why I should | 24 | ** | ** | 2 | 5 | ** | 6 | 2 | 1 | ** | 22 | 2 | 16 | 9 | 9 | 16 |
| | 2% | ** | ** | 2% | 5% | ** | 4% | 2% | 2% | ** | 2% | 2% | 3% | 2% | 1% | 4% |
| | | ** | ** | 7% | 19% | ** | 23% | 6% | 3% | ** | 91% | 9% | 65% | 35% | 36% | 64% |
| Too expensive generally | 24 | ** | ** | 2 | 3 | ** | 2 | 2 | 1 | ** | 20 | 3 | 11 | 13 | 13 | 11 |
| | 2% | ** | ** | 2% | 4% | ** | 1% | 2% | 2% | ** | 2% | 2% | 2% | 3% | 2% | 2% |
| | | ** | ** | 7% | 13% | ** | 9% | 8% | 3% | ** | 86% | 14% | 44% | 56% | 54% | 46% |
| Listen in the car/ on phone/ online/elsewhere | 7 | ** | ** | 1 | - | ** | 1 | 1 | 1 | ** | 7 | 1 | 5 | 2 | 4 | 3 |
| | 1% | ** | ** | 1% | -% | ** | 1% | 1% | 2% | ** | 1% | 1% | 1% | 1% | 1% | 1% |
| | | ** | ** | 16% | -% | ** | 18% | 13% | 14% | ** | 89% | 11% | 73% | 27% | 55% | 45% |
| Other | 14 | ** | ** | 2 | 3 | ** | 1 | - | - | ** | 11 | 3 | 7 | 7 | 10 | 4 |
| | 1% | ** | ** | 2% | 3% | ** | 1% | -% | -% | ** | 1% | 2% | 1% | 1% | 2% | 1% |
| | | ** | ** | 15% | 18% | ** | 5% | -% | -% | ** | 79% | 21% | 48% | 52% | 69% | 31% |
| Don't know | 16 | ** | ** | 1 | 2 | ** | 4 | 1 | 1 | ** | 14 | 2 | 7 | 9 | 11 | 5 |
| | 1% | ** | ** | 1% | 2% | ** | 3% | 1% | 2% | ** | 1% | 1% | 1% | 2% | 2% | 1% |
| | | ** | ** | 5% | 10% | ** | 25% | 8% | 6% | ** | 90% | 10% | 44% | 56% | 68% | 32% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 148

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QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|------|------|-------------|--------------|-------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Married/ civil partnership | 1237 | 612 | 626 | 38 | 185 | 556 | 458 | 105 | 121 | 150 | 340 | 406 | 358 | 235 | 237 | 1053 | 89 | 60 | 35 |
| | 49% | 50% | 47% | 10% | 41% | 63% | 55% | 23% | 44% | 54% | 73% | 64% | 48% | 51% | 35% | 50% | 40% | 48% | 50% |
| | | | | | c | cdf | cd | | g | gh | ghi | lmn | n | n | | p | | p | p |
| | | 49% | 51% | 3% | 15% | 45% | 37% | 8% | 10% | 12% | 28% | 33% | 29% | 19% | 19% | 85% | 7% | 5% | 3% |
| Co-habiting | 222 | 114 | 108 | 40 | 74 | 85 | 23 | 27 | 23 | 36 | 60 | 50 | 59 | 52 | 61 | 175 | 26 | 15 | 7 |
| | 9% | 9% | 8% | 11% | 17% | 10% | 3% | 6% | 8% | 13% | 13% | 8% | 8% | 11% | 9% | 8% | 12% | 12% | 9% |
| | | | | f | cef | f | | | | g | g | | | l | | | o | o | |
| | | 51% | 49% | 18% | 33% | 38% | 10% | 12% | 10% | 16% | 27% | 23% | 26% | 24% | 28% | 79% | 12% | 7% | 3% |
| Single | 680 | 348 | 332 | 297 | 173 | 149 | 62 | 178 | 75 | 49 | 57 | 124 | 226 | 116 | 213 | 570 | 62 | 28 | 19 |
| | 27% | 29% | 25% | 78% | 39% | 17% | 7% | 39% | 27% | 18% | 12% | 19% | 30% | 25% | 31% | 27% | 28% | 22% | 28% |
| | | b | def | ef | f | | | hij | ij | j | | | km | k | km | | | | |
| | | 51% | 49% | 44% | 25% | 22% | 9% | 26% | 11% | 7% | 8% | 18% | 33% | 17% | 31% | 84% | 9% | 4% | 3% |
| Widowed, divorced or separated | 394 | 140 | 253 | 6 | 15 | 87 | 286 | 143 | 59 | 41 | 12 | 56 | 108 | 60 | 166 | 319 | 43 | 22 | 9 |
| | 15% | 12% | 19% | 2% | 3% | 10% | 34% | 32% | 21% | 15% | 2% | 9% | 14% | 13% | 24% | 15% | 20% | 18% | 13% |
| | | | a | | | cd | cde | hij | ij | j | | | k | k | klm | | or | | |
| | | 36% | 64% | 1% | 4% | 22% | 73% | 36% | 15% | 10% | 3% | 14% | 28% | 15% | 42% | 81% | 11% | 6% | 2% |
| Refused | 6 | 3 | 3 | - | - | 2 | 4 | 2 | * | - | - | 1 | 1 | 1 | 3 | 5 | 1 | * | * |
| | 0.2% | 0.2% | 0.2% | 0% | 0% | 0.3% | 0.3% | 0.3% | 0.4% | 0% | 0% | 0.3% | 0.3% | 0.3% | 0.4% | 0.5% | 0.3% | 0.2% | 0.2% |
| | | 48% | 52% | 0% | 0% | 30% | 70% | 28% | 7% | 0% | 0% | 13% | 18% | 13% | 45% | 80% | 13% | 4% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Married/ civil partnership | 1237 | 163 | 182 | 106 | 76 | 98 | 135 | 120 | 52 | 121 | 1050 | 187 | 744 | 492 | 803 | 434 |
| | 49% | 51% | 53% | 48% | 43% | 44% | 57% | 57% | 49% | 43% | 48% | 55% | 52% | 44% | 52% | 44% |
| | | | di | | | | dei | cdei | | | | j | m | | o | |
| | | 13% | 15% | 9% | 6% | 8% | 11% | 10% | 4% | 10% | 85% | 15% | 60% | 40% | 65% | 35% |
| Co-habiting | 222 | 18 | 24 | 23 | 22 | 21 | 25 | 9 | 7 | 26 | 201 | 22 | 170 | 53 | 137 | 85 |
| | 9% | 6% | 7% | 10% | 13% | 10% | 10% | 5% | 6% | 9% | 9% | 6% | 12% | 5% | 9% | 9% |
| | | | | g | abgh | g | g | | | g | | | m | | | |
| | | 8% | 11% | 10% | 10% | 9% | 11% | 4% | 3% | 12% | 90% | 10% | 76% | 24% | 62% | 38% |
| Single | 680 | 111 | 86 | 55 | 50 | 59 | 53 | 50 | 26 | 80 | 608 | 72 | 383 | 297 | 351 | 329 |
| | 27% | 35% | 25% | 25% | 28% | 27% | 22% | 24% | 24% | 28% | 28% | 21% | 27% | 27% | 23% | 33% |
| | | bcfgh | | | | | | | | | k | | | | n | |
| | | 16% | 13% | 8% | 7% | 9% | 8% | 7% | 4% | 12% | 89% | 11% | 56% | 44% | 52% | 48% |
| Widowed, divorced or separated | 394 | 28 | 54 | 35 | 29 | 42 | 25 | 29 | 22 | 56 | 335 | 59 | 127 | 266 | 258 | 136 |
| | 15% | 9% | 16% | 16% | 16% | 19% | 11% | 14% | 21% | 20% | 15% | 17% | 9% | 24% | 17% | 14% |
| | | | a | a | a | af | | | af | af | | | l | | | |
| | | 7% | 14% | 9% | 7% | 11% | 6% | 7% | 6% | 14% | 85% | 15% | 32% | 68% | 65% | 35% |
| Refused | 6 | 2 | - | 1 | - | - | 1 | 1 | - | 1 | 5 | 1 | 2 | 3 | 3 | 3 |
| | *% | *% | -% | *% | -% | -% | *% | *% | -% | *% | *% | *% | *% | *% | *% | *% |
| | | 27% | -% | 13% | -% | -% | 12% | 13% | -% | 16% | 86% | 14% | 43% | 47% | 47% | 53% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| WHITE | | | | | | | | | | | | | | | | | | | |
| British | 1692 | 785 | 907 | 245 | 270 | 581 | 597 | 292 | 193 | 178 | 326 | 445 | 501 | 314 | 428 | 1544 | 58 | 52 | 39 |
| | 67% | 64% | 69% | 64% | 60% | 66% | 72% | 64% | 69% | 64% | 69% | 70% | 67% | 68% | 63% | 73% | 26% | 42% | 55% |
| | | | a | | | | cde | | | | | n | | | | pqr | p | p | pq |
| | | 46% | 54% | 14% | 16% | 34% | 35% | 17% | 11% | 11% | 19% | 26% | 30% | 19% | 25% | 91% | 3% | 3% | 2% |
| English | 224 | 124 | 100 | 29 | 28 | 68 | 99 | 40 | 23 | 29 | 51 | 62 | 57 | 36 | 70 | 216 | 5 | 3 | * |
| | 9% | 10% | 8% | 8% | 6% | 8% | 12% | 9% | 8% | 10% | 11% | 10% | 8% | 8% | 10% | 10% | 2% | 3% | 3% |
| | | b | | | | | cde | | | | | | | | | pqr | r | r | 3% |
| | | 55% | 45% | 13% | 12% | 30% | 44% | 18% | 10% | 13% | 23% | 27% | 25% | 16% | 31% | 96% | 2% | 1% | 1% |
| Scottish | 158 | 77 | 81 | 22 | 24 | 56 | 56 | 40 | 15 | 15 | 26 | 28 | 41 | 36 | 53 | 11 | 147 | * | - |
| | 6% | 6% | 6% | 6% | 5% | 6% | 7% | 9% | 5% | 5% | 6% | 4% | 5% | 8% | 8% | 1% | 66% | 3% | 3% |
| | | 49% | 51% | 14% | 15% | 35% | 36% | 25% | 10% | 9% | 16% | 18% | 26% | 23% | 33% | 7% | 93% | 3% | 3% |
| Welsh | 66 | 32 | 34 | 7 | 11 | 26 | 21 | 10 | 9 | 8 | 13 | 11 | 21 | 14 | 20 | 8 | * | 58 | - |
| | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% | 46% | 3% |
| | | 48% | 52% | 10% | 17% | 40% | 33% | 16% | 14% | 12% | 20% | 17% | 32% | 21% | 30% | 12% | 3% | 88% | 3% |
| Irish | 43 | 23 | 20 | 9 | 7 | 14 | 13 | 9 | 5 | 7 | 5 | 10 | 15 | 8 | 11 | 16 | * | * | 27 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 3% | 3% | 38% |
| | | 54% | 46% | 21% | 16% | 33% | 30% | 20% | 13% | 16% | 12% | 22% | 34% | 19% | 24% | 37% | 3% | 1% | 62% |
| Any other white background | 94 | 42 | 52 | 14 | 36 | 33 | 10 | 17 | 11 | 17 | 11 | 16 | 26 | 22 | 30 | 84 | 5 | 3 | 2 |
| | 4% | 3% | 4% | 4% | 8% | 4% | 1% | 4% | 4% | 6% | 2% | 3% | 3% | 5% | 4% | 4% | 2% | 2% | 3% |
| | | 45% | 55% | 15% | 39% | 35% | 11% | 18% | 12% | 19% | 12% | 18% | 27% | 24% | 32% | 89% | 6% | 3% | 2% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--------------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| MIXED | | | | | | | | | | | | | | | | | | | |
| White and Black Caribbean | 17 | 7 | 10 | 8 | 7 | 2 | 1 | 2 | - | 3 | 2 | 6 | 5 | 2 | 4 | 16 | 1 | - | - |
| | 1% | 1% | 1% | 2% | 2% | *% | *% | *% | -% | 1% | 1% | 1% | 1% | *% | 1% | 1% | *% | -% | -% |
| | | 39% | 61% | ef | ef | 10% | 5% | 11% | -% | 20% | 14% | 32% | 29% | 12% | 26% | 95% | 5% | -% | -% |
| White and Black African | 2 | - | 2 | - | - | 2 | - | 2 | - | - | - | - | - | - | 2 | 2 | - | - | - |
| | *% | -% | *% | -% | -% | *% | -% | *% | -% | -% | -% | -% | -% | -% | *% | *% | -% | -% | -% |
| | | -% | 100% | -% | -% | 100% | -% | 100% | -% | -% | -% | -% | -% | -% | 100% | 100% | -% | -% | -% |
| White and Asian | 3 | 1 | 1 | - | 1 | 1 | 1 | 1 | - | 1 | - | 1 | 1 | - | 1 | 3 | - | - | - |
| | *% | *% | *% | -% | *% | *% | *% | *% | -% | *% | -% | *% | *% | -% | *% | *% | -% | -% | -% |
| | | 50% | 50% | -% | 24% | 25% | 50% | 50% | -% | 24% | -% | 30% | 45% | -% | 25% | 100% | -% | -% | -% |
| Any other mixed background | 7 | 4 | 3 | 4 | - | 2 | 1 | 3 | - | - | 2 | 5 | 1 | * | 1 | 7 | - | - | * |
| | *% | *% | *% | 1% | -% | *% | *% | 1% | -% | -% | *% | 1% | *% | *% | *% | *% | -% | -% | *% |
| | | 52% | 48% | def | 58% | -% | 26% | 16% | 45% | -% | -% | 23% | 66% | 15% | 3% | 16% | 97% | -% | 3% |
| ASIAN AND BRITISH ASIAN | | | | | | | | | | | | | | | | | | | |
| Indian | 73 | 36 | 37 | 10 | 31 | 22 | 9 | 8 | 5 | 2 | 8 | 20 | 29 | 10 | 15 | 67 | 3 | 2 | - |
| | 3% | 3% | 3% | 3% | 7% | 3% | 1% | 2% | 2% | 1% | 2% | 3% | 4% | 2% | 2% | 3% | 2% | 2% | -% |
| | | 49% | 51% | f | cef | f | 13% | 10% | 7% | 2% | 11% | 27% | 39% | 13% | 20% | 92% | 5% | 3% | -% |
| Pakistani | 44 | 20 | 24 | 12 | 8 | 21 | 2 | 4 | 6 | 3 | 4 | 7 | 18 | 6 | 13 | 41 | 1 | 2 | - |
| | 2% | 2% | 2% | 3% | 2% | 2% | *% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 2% | 2% | *% | 1% | -% |
| | | 45% | 55% | f | f | f | 5% | 9% | 13% | 8% | 10% | 15% | 41% | 14% | 30% | pr | 94% | 2% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 149

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

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Bangladeshi | 19 | 11 | 8 | 5 | 4 | 8 | 3 | 2 | 3 | 5 | 1 | 4 | 5 | 6 | 4 | 19 | - | 1 | - |
| | 1% | 1% | 1% | 1% | 1% | 1% | *% | *% | 1% | 2% | *% | 1% | 1% | 1% | 1% | 1% | -% | *% | -% |
| | | 59% | 41% | 25% | 20% | 39% | 16% | 11% | 14% | 25% | 6% | 19% | 27% | 32% | 22% | 97% | -% | 3% | -% |
| Any other Asian background | 16 | 11 | 5 | 1 | 7 | 5 | 3 | 3 | - | 2 | 2 | 5 | 5 | 2 | 3 | 15 | - | 1 | - |
| | 1% | 1% | *% | *% | 2% | 1% | *% | 1% | -% | 1% | 1% | 1% | 1% | 1% | *% | 1% | -% | *% | -% |
| | | 68% | 32% | 5% | 47% | 32% | 16% | 21% | -% | 11% | 15% | 32% | 32% | 15% | 21% | 97% | -% | 3% | -% |
| BLACK AND BLACK BRITISH | | | | | | | | | | | | | | | | | | | |
| Caribbean | 16 | 7 | 10 | 2 | 3 | 4 | 7 | 7 | 1 | 4 | 3 | 3 | 1 | 2 | 9 | 16 | - | - | - |
| | 1% | 1% | 1% | 1% | 1% | *% | 1% | 2% | *% | 1% | 1% | *% | *% | *% | 1% | 1% | -% | -% | -% |
| | | 40% | 60% | 14% | 22% | 25% | 40% | 42% | 6% | 25% | 17% | 19% | 9% | 14% | 58% | 100% | -% | -% | -% |
| African | 32 | 18 | 14 | 6 | 7 | 13 | 5 | 8 | 3 | 2 | 8 | 6 | 15 | 5 | 5 | 31 | - | * | - |
| | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | -% | *% | -% |
| | | 57% | 43% | 20% | 23% | 41% | 16% | 26% | 8% | 5% | 25% | 20% | 47% | 17% | 17% | 98% | -% | 2% | -% |
| Any other black background | 2 | 1 | 1 | 1 | 1 | 1 | - | 1 | 1 | - | - | - | 1 | - | 1 | 2 | - | - | - |
| | *% | *% | *% | *% | *% | *% | -% | *% | *% | -% | -% | -% | *% | -% | *% | *% | -% | -% | -% |
| | | 60% | 40% | 30% | 40% | 30% | -% | 60% | 40% | -% | -% | -% | 30% | -% | 70% | 100% | -% | -% | -% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

Table 149

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|--------|-------------|-------------|------------|------------|--------------|------------|------------------|-----------------|-------------------|-------------------|--------------|---------------|------------|------------|-------------|-------------|----------------|----------------|
| | | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 48% | 1322 52% | 381 15% | 447 18% | 879 35% | 832 33% | 454 18% | 278 11% | 276 11% | 470 18% | 637 25% | 752 30% | 465 18% | 680 27% | 2122 84% | 221 9% | 125 5% | 70 3% |
| MIDDLE EAST AND ARABIC ORIGIN | | | | | | | | | | | | | | | | | | | |
| Middle Eastern, including Arabic origin | 7 % | 4 % | 4 % | - % | - % | 7 1% f | * % | * % | 2 1% | 1 % | 2 % | 4 1% | 1 % | - % | 3 % | 4 % | - % | 3 2% opr | * % |
| | | 51% | 49% | - % | - % | 96% | 4% | 6% | 27% | 10% | 28% | 50% | 7% | - % | 43% | 62% | - % | 37% | 2% |
| Iranian | 1 % | 1 % | - % | - % | 1 % | - % | - % | 1 % | - % | - % | - % | - % | - % | - % | 1 % | 1 % | - % | - % | - % |
| | | 100% | - % | - % | 100% | - % | - % | 100% | - % | - % | - % | - % | - % | - % | 100% | 100% | - % | - % | - % |
| CHINESE OR OTHER ETHNIC GROUP | | | | | | | | | | | | | | | | | | | |
| Chinese | 9 % | 4 % | 5 % | 2 1% | * % | 6 1% f | 1 % | 1 % | - % | 1 % | 3 1% | 3 % | 6 1% mn | - % | 1 % | 9 % | - % | - % | * % |
| | | 45% | 55% | 24% | 4% | 65% | 7% | 16% | - % | 10% | 29% | 29% | 65% | - % | 7% | 99% | - % | - % | 1% |
| Any other background | 7 % | 5 % | 2 % | 1 % | - % | 6 1% f | - % | 1 % | 1 % | - % | 1 % | - % | 3 % | 1 % | 4 1% | 7 % | - % | - % | - % |
| | | 72% | 28% | 16% | - % | 84% | - % | 16% | 11% | - % | 13% | - % | 36% | 11% | 53% | 100% | - % | - % | - % |
| Refused | 8 % | 6 % | 2 % | 3 1% | * % | 1 % | 3 % | * % | * % | - % | 1 % | 3 % | 2 % | 1 % | 1 % | 4 % | 1 1% | - % | 2 3% opq |
| | | 79% | 21% | 43% | 2% | 17% | 37% | 4% | 4% | - % | 12% | 39% | 24% | 13% | 16% | 58% | 16% | - % | 26% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 149

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Q22. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| WHITE | | | | | | | | | | | | | | | | |
| British | 1692 | 127 | 268 | 176 | 143 | 172 | 191 | 170 | 95 | 202 | 1440 | 252 | 932 | 760 | 1132 | 560 |
| | 67% | 40% | 77% | 80% | 81% | 78% | 80% | 82% | 89% | 71% | 65% | 74% | 65% | 68% | 73% | 57% |
| | | a | a | ai | ai | a | ai | ai | abcdefgi | a | j | j | o | o | o | o |
| | | 8% | 16% | 10% | 8% | 10% | 11% | 10% | 6% | 12% | 85% | 15% | 55% | 45% | 67% | 33% |
| English | 224 | 13 | 48 | 22 | 17 | 19 | 21 | 27 | 8 | 41 | 206 | 19 | 111 | 114 | 169 | 56 |
| | 9% | 4% | 14% | 10% | 10% | 8% | 9% | 13% | 8% | 14% | 9% | 5% | 8% | 10% | 11% | 6% |
| | | ah | ah | a | a | a | a | a | ah | ah | k | l | l | l | o | o |
| | | 6% | 21% | 10% | 8% | 8% | 9% | 12% | 4% | 18% | 92% | 8% | 49% | 51% | 75% | 25% |
| Scottish | 158 | 3 | 1 | 2 | - | - | 2 | 1 | - | 2 | 131 | 27 | 78 | 80 | 81 | 77 |
| | 6% | 1% | *% | 1% | -% | -% | 1% | *% | -% | 1% | 6% | 8% | 5% | 7% | 5% | 8% |
| | | 2% | 1% | 1% | -% | -% | 1% | *% | -% | 2% | 83% | 17% | 49% | 51% | 51% | 49% |
| Welsh | 66 | 2 | 2 | 1 | 1 | 1 | - | - | * | 1 | 50 | 16 | 37 | 29 | 44 | 22 |
| | 3% | *% | *% | 1% | 1% | *% | -% | -% | *% | *% | 2% | 5% | 3% | 3% | 3% | 2% |
| | | 2% | 2% | 2% | 2% | 1% | -% | -% | *% | 1% | 75% | 25% | 57% | 43% | 67% | 33% |
| Irish | 43 | 5 | 3 | 1 | 1 | 1 | 1 | - | * | 4 | 30 | 14 | 22 | 21 | 19 | 24 |
| | 2% | 2% | 1% | *% | *% | *% | *% | -% | *% | 1% | 1% | 4% | 2% | 2% | 1% | 2% |
| | | 11% | 8% | 2% | 1% | 2% | 2% | -% | 1% | 10% | 69% | 31% | 52% | 48% | 44% | 56% |
| Any other white background | 94 | 41 | 5 | 11 | 7 | 3 | 8 | 2 | - | 6 | 89 | 5 | 79 | 15 | 36 | 58 |
| | 4% | 13% | 1% | 5% | 4% | 1% | 4% | 1% | -% | 2% | 4% | 1% | 6% | 1% | 2% | 6% |
| | | bcdefghi | 5% | begh | gh | h | h | h | h | h | k | m | m | m | n | n |
| | | 44% | 5% | 12% | 7% | 3% | 9% | 2% | -% | 7% | 95% | 5% | 84% | 16% | 38% | 62% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 149

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| MIXED | | | | | | | | | | | | | | | | |
| White and Black Caribbean | 17 | 2 | 3 | 2 | 3 | 3 | - | 2 | - | 2 | 13 | 5 | 13 | 4 | 8 | 9 |
| | 1% | 1% | 1% | 1% | 2% | 1% | -% | 1% | -% | 1% | 1% | 1% | 1% | *% | 1% | 1% |
| | | 12% | 16% | 10% | 18% | 15% | -% | 9% | -% | 14% | 74% | 26% | 75% | 25% | 48% | 52% |
| White and Black African | 2 | 2 | - | - | - | - | - | - | - | - | 2 | - | 2 | - | - | 2 |
| | *% | 1% | -% | -% | -% | -% | -% | -% | -% | -% | *% | -% | *% | -% | -% | *% |
| | | 100% | -% | -% | -% | -% | -% | -% | -% | -% | 100% | -% | 100% | -% | -% | 100% |
| White and Asian | 3 | - | - | 1 | - | 1 | - | 1 | - | - | 3 | - | - | 3 | 1 | 2 |
| | *% | -% | -% | 1% | -% | *% | -% | *% | -% | -% | *% | -% | -% | *% | *% | *% |
| | | -% | -% | 45% | -% | 25% | -% | 30% | -% | -% | 100% | -% | -% | 100% | 45% | 55% |
| Any other mixed background | 7 | 3 | 4 | - | - | - | - | - | - | - | 6 | 1 | 4 | 3 | 3 | 4 |
| | *% | 1% | 1% | -% | -% | -% | -% | -% | -% | -% | *% | *% | *% | *% | *% | *% |
| | | 37% | 59% | -% | -% | -% | -% | -% | -% | -% | 86% | 14% | 55% | 45% | 40% | 60% |
| ASIAN AND BRITISH ASIAN | | | | | | | | | | | | | | | | |
| Indian | 73 | 46 | 3 | - | 1 | 8 | 5 | - | - | 4 | 71 | 2 | 57 | 15 | 21 | 52 |
| | 3% | 14% | 1% | -% | *% | 4% | 2% | -% | -% | 2% | 3% | *% | 4% | 1% | 1% | 5% |
| | | bcdefghi | | | | bcdgh | cgh | | | | k | | m | | | n |
| | | 63% | 5% | -% | 1% | 11% | 7% | -% | -% | 6% | 98% | 2% | 79% | 20% | 29% | 71% |
| Pakistani | 44 | 11 | - | 1 | 2 | 6 | 2 | 5 | 2 | 13 | 44 | - | 23 | 21 | 10 | 33 |
| | 2% | 3% | -% | *% | 1% | 3% | 1% | 2% | 2% | 5% | 2% | -% | 2% | 2% | 1% | 3% |
| | | bc | | | | bc | | b | | bcd | k | | | | | n |
| | | 26% | -% | 2% | 4% | 13% | 6% | 10% | 4% | 30% | 100% | -% | 53% | 47% | 24% | 76% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 149

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--------------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Bangladeshi | 19 | 14 | - | - | - | 2 | 3 | - | - | - | 19 | * | 7 | 13 | 7 | 12 |
| | 1% | 4% | -% | -% | -% | 1% | 1% | -% | -% | -% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | bcdefghi | | | | | | | | | k | | | | | n |
| | | 71% | -% | -% | -% | 10% | 16% | -% | -% | -% | 99% | 1% | 34% | 66% | 36% | 64% |
| Any other Asian background | 16 | 10 | 3 | - | - | - | 1 | - | * | - | 16 | - | 11 | 4 | 6 | 10 |
| | 1% | 3% | 1% | -% | -% | -% | 1% | -% | 1% | -% | 1% | -% | 1% | 1% | 1% | 1% |
| | | cdefghi | | | | | | | | | | | | | | n |
| | | 65% | 21% | -% | -% | -% | 8% | -% | 2% | -% | 100% | -% | 71% | 29% | 35% | 65% |
| BLACK AND BLACK BRITISH | | | | | | | | | | | | | | | | |
| Caribbean | 16 | 16 | - | - | - | 1 | - | - | - | - | 16 | - | 8 | 8 | - | 16 |
| | 1% | 5% | -% | -% | -% | 1% | -% | -% | -% | -% | 1% | -% | 1% | 1% | -% | 2% |
| | | bcdefghi | | | | | | | | | | | | | | n |
| | | 96% | -% | -% | -% | 4% | -% | -% | -% | -% | 100% | -% | 52% | 48% | -% | 100% |
| African | 32 | 22 | 3 | 2 | 1 | - | 2 | 1 | - | 1 | 32 | - | 22 | 10 | 5 | 27 |
| | 1% | 7% | 1% | 1% | 1% | -% | 1% | 1% | -% | 1% | 1% | -% | 2% | 1% | 1% | 3% |
| | | bcdefghi | | | | | | | | | k | | | | | n |
| | | 70% | 10% | 5% | 3% | -% | 5% | 2% | -% | 3% | 100% | -% | 68% | 32% | 16% | 84% |
| Any other black background | 2 | - | - | - | 2 | - | - | - | - | - | 2 | - | - | 2 | - | 2 |
| | 1% | -% | -% | -% | 1% | -% | -% | -% | -% | -% | 1% | -% | -% | 1% | -% | 1% |
| | | -% | -% | -% | 100% | -% | -% | -% | -% | -% | 100% | -% | -% | 100% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| MIDDLE EAST AND ARABIC ORIGIN | | | | | | | | | | | | | | | | |
| Middle Eastern, including Arabic origin | 7 | 2 | - | - | - | - | - | - | - | 3 | 7 | * | 5 | 2 | 2 | 5 |
| | *% | *% | -% | -% | -% | -% | -% | -% | -% | 1% | *% | *% | *% | *% | *% | 1% |
| | | 22% | -% | -% | -% | -% | -% | -% | -% | 39% | 98% | 2% | 76% | 24% | 28% | 72% |
| Iranian | 1 | - | - | - | - | 1 | - | - | - | - | 1 | - | - | 1 | - | 1 |
| | *% | -% | -% | -% | -% | *% | -% | -% | -% | -% | *% | -% | -% | *% | -% | *% |
| | | -% | -% | -% | -% | 100% | -% | -% | -% | -% | 100% | -% | -% | 100% | -% | 100% |
| CHINESE OR OTHER ETHNIC GROUP | | | | | | | | | | | | | | | | |
| Chinese | 9 | 2 | - | 1 | - | 1 | 1 | 1 | 1 | 1 | 9 | * | 6 | 3 | 1 | 8 |
| | *% | 1% | -% | *% | -% | 1% | *% | 1% | 1% | *% | *% | *% | *% | *% | *% | 1% |
| | | 26% | -% | 10% | -% | 13% | 13% | 12% | 10% | 15% | 99% | 1% | 69% | 31% | 14% | 86% |
| Any other background | 7 | 1 | 3 | - | - | 3 | - | - | - | - | 7 | - | 6 | 1 | 5 | 3 |
| | *% | *% | 1% | -% | -% | 1% | -% | -% | -% | -% | *% | -% | *% | *% | *% | *% |
| | | 21% | 39% | -% | -% | 40% | -% | -% | -% | -% | 100% | -% | 84% | 16% | 64% | 36% |
| Refused | 8 | 1 | - | 1 | - | - | - | - | - | 3 | 7 | * | 3 | 4 | 3 | 5 |
| | *% | *% | -% | *% | -% | -% | -% | -% | -% | 1% | *% | *% | *% | *% | *% | *% |
| | | 10% | -% | 10% | -% | -% | -% | -% | -% | 38% | 94% | 6% | 44% | 48% | 39% | 61% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 150

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QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-----------|----------|----------|-----------|---------|----------|------------|------------------|-------------------|-------------------|---------|--------------|----------|----------|-----------|-------------|--------------|---------|---------|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Cannot walk far or manage stairs or can only do so with difficulty | 133 5% | 68 6% | 65 5% | 1 *% | 5 1% | 26 3% | 101 12% | 42 9% | 21 7% | 13 5% | 6 1% | 15 2% | 28 4% | 21 5% | 69 10% | 110 5% | 10 5% | 9 7% | 3 5% |
| | | 51% | 49% | 1% | 4% | 20% | 76% | 32% | 16% | 10% | 5% | 11% | 21% | 16% | 52% | 83% | 8% | 7% | 2% |
| Breathlessness or chest pains | 98 4% | 52 4% | 45 3% | 3 1% | 5 1% | 28 3% | 62 7% | 32 7% | 16 6% | 8 3% | 5 1% | 16 2% | 17 2% | 13 3% | 51 8% | 76 4% | 11 5% | 9 7% | 2 3% |
| | | 53% | 47% | 3% | 5% | 28% | 64% | 33% | 16% | 9% | 5% | 16% | 18% | 13% | 53% | 78% | 11% | 9% | 2% |
| Poor hearing, partial hearing or deafness | 64 3% | 38 3% | 26 2% | 2 *% | 1 *% | 7 1% | 55 7% | 17 4% | 14 5% | 4 1% | 4 1% | 10 2% | 17 2% | 11 2% | 26 4% | 51 2% | 9 4% | 2 1% | 2 2% |
| | | 59% | 41% | 3% | 1% | 10% | 86% | 26% | 22% | 6% | 6% | 16% | 26% | 17% | 40% | 80% | 15% | 2% | 3% |
| Poor vision, partial sight or blindness | 44 2% | 22 2% | 22 2% | 1 *% | 1 *% | 12 1% | 30 4% | 13 3% | 7 3% | 2 1% | 4 1% | 11 2% | 9 1% | 6 1% | 18 3% | 37 2% | 3 2% | 2 2% | 1 1% |
| | | 49% | 51% | 2% | 2% | 27% | 69% | 30% | 17% | 5% | 10% | 25% | 20% | 13% | 42% | 85% | 8% | 5% | 2% |
| Mental health problems or difficulties | 43 2% | 20 2% | 22 2% | 5 1% | 4 1% | 20 2% | 13 2% | 19 4% | 4 2% | 2 1% | * *% | 1 *% | 9 1% | 4 1% | 28 4% | 34 2% | 4 2% | 3 2% | 1 2% |
| | | 48% | 52% | 12% | 10% | 48% | 30% | 45% | 10% | 6% | 1% | 3% | 20% | 10% | 67% | 80% | 10% | 6% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 150

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QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

| | | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-----------|----------|------------|------------------|-------------------|-------------------|------------|--------------|----------|----------|------------|-------------|--------------|-------|-----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Limited ability to reach | 36 | 12 | 24 | - | 2 | 7 | 28 | 13 | 6 | 3 | * | 2 | 6 | 6 | 23 | 33 | 2 | 1 | * |
| | 1% | 1% | 2% | -% | *% | 1% | 3% | 3% | 2% | 1% | *% | *% | 1% | 1% | 3% | 2% | 1% | 1% | 1% |
| | | 33% | 67% | -% | 5% | 20% | cde 76% | j 36% | j 16% | j 8% | *% | 5% | 17% | 15% | klm 63% | 90% | 6% | 3% | 1% |
| Dyslexia | 21 | 10 | 11 | 5 | 5 | 8 | 4 | 2 | 3 | 4 | 2 | 2 | 6 | 4 | 9 | 19 | 1 | 1 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | *% | *% | 1% | 1% | 1% | 1% | *% | 1% | 1% |
| | | 47% | 53% | 24% | 21% | 37% | 18% | 11% | 16% | 19% | 11% | 10% | 30% | 17% | 43% | 89% | 3% | 5% | 3% |
| Other illnesses or health problems which limit your daily activities or the work that you can do | 126 | 70 | 56 | 11 | 12 | 33 | 70 | 42 | 21 | 8 | 10 | 23 | 22 | 24 | 58 | 105 | 12 | 7 | 3 |
| | 5% | 6% | 4% | 3% | 3% | 4% | 8% | 9% | 7% | 3% | 2% | 4% | 3% | 5% | 9% | 5% | 5% | 6% | 4% |
| | | 56% | 44% | 9% | 10% | 26% | cde 55% | ij 34% | ij 16% | 6% | 8% | 18% | 17% | 19% | l 46% | 83% | 9% | 6% | 2% |
| None | 2160 | 1024 | 1136 | 361 | 420 | 783 | 596 | 333 | 220 | 248 | 443 | 578 | 674 | 400 | 503 | 1810 | 187 | 102 | 61 |
| | 85% | 84% | 86% | 95% | 94% | 89% | 72% | 73% | 79% | 90% | 94% | 91% | 90% | 86% | 74% | 85% | 84% | 82% | 87% |
| | | 47% | 53% | ef 17% | ef 19% | f 36% | 28% | 15% | 10% | gh 11% | ghi 21% | mn 27% | n 31% | n 19% | 23% | 84% | 9% | 5% | 3% |
| Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r | | | | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 150

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QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Cannot walk far or manage stairs or can only do so with difficulty | 133 | 6 | 22 | 13 | 9 | 15 | 3 | 16 | 7 | 20 | 116 | 17 | 13 | 120 | 88 | 45 |
| | 5% | 2% | 6% | 6% | 5% | 7% | 1% | 8% | 6% | 7% | 5% | 5% | 1% | 11% | 6% | 5% |
| | | | af | af | af | af | | af | af | af | | | | l | | |
| | | 5% | 16% | 9% | 7% | 11% | 2% | 12% | 5% | 15% | 87% | 13% | 10% | 90% | 66% | 34% |
| Breathlessness or chest pains | 98 | 4 | 15 | 7 | 5 | 8 | 5 | 14 | 4 | 14 | 83 | 14 | 18 | 80 | 56 | 42 |
| | 4% | 1% | 4% | 3% | 3% | 4% | 2% | 7% | 3% | 5% | 4% | 4% | 1% | 7% | 4% | 4% |
| | | | a | | | | | af | | a | | | | l | | |
| | | 4% | 16% | 8% | 5% | 8% | 5% | 14% | 4% | 14% | 86% | 14% | 18% | 82% | 57% | 43% |
| Poor hearing, partial hearing or deafness | 64 | - | 8 | 8 | 9 | 7 | 1 | 8 | 3 | 7 | 51 | 13 | 13 | 51 | 44 | 20 |
| | 3% | -% | 2% | 4% | 5% | 3% | *% | 4% | 3% | 3% | 2% | 4% | 1% | 5% | 3% | 2% |
| | | | a | af | af | af | | af | af | af | | | | l | | |
| | | -% | 13% | 12% | 14% | 11% | 1% | 12% | 5% | 11% | 80% | 20% | 20% | 80% | 68% | 32% |
| Poor vision, partial sight or blindness | 44 | 1 | 3 | 5 | 9 | 4 | 2 | 7 | 3 | 4 | 36 | 8 | 8 | 35 | 27 | 17 |
| | 2% | *% | 1% | 2% | 5% | 2% | 1% | 3% | 2% | 1% | 2% | 2% | 1% | 3% | 2% | 2% |
| | | | | | abfi | | | a | | | | | | l | | |
| | | 3% | 7% | 11% | 20% | 9% | 6% | 16% | 6% | 9% | 82% | 18% | 19% | 81% | 62% | 38% |
| Mental health problems or difficulties | 43 | - | 8 | 1 | 4 | 4 | 1 | 8 | 3 | 4 | 38 | 5 | 4 | 38 | 21 | 21 |
| | 2% | -% | 2% | 1% | 2% | 2% | *% | 4% | 3% | 1% | 2% | 1% | *% | 3% | 1% | 2% |
| | | | a | | a | a | | acf | af | | | | | l | | |
| | | -% | 19% | 4% | 10% | 10% | 2% | 18% | 8% | 9% | 88% | 12% | 10% | 90% | 50% | 50% |

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

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Table 150

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QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Limited ability to reach | 36 | 4 | 8 | 3 | 2 | 2 | 2 | 4 | 2 | 5 | 31 | 5 | - | 36 | 22 | 14 |
| | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 2% | 2% | 1% | 1% | -% | 3% | 1% | 1% |
| | | | | | | | | | | | | | | | | |
| | | 10% | 22% | 7% | 5% | 6% | 7% | 12% | 7% | 15% | 86% | 14% | -% | 100% | 61% | 39% |
| Dyslexia | 21 | 1 | 2 | 4 | 4 | 1 | 1 | 2 | * | 4 | 16 | 5 | 11 | 11 | 13 | 9 |
| | 1% | *% | 1% | 2% | 2% | *% | *% | 1% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | | 6% | 11% | 17% | 17% | 3% | 4% | 11% | 1% | 18% | 77% | 23% | 51% | 49% | 59% | 41% |
| Other illnesses or health problems which limit your daily activities or the work that you can do | 126 | 12 | 19 | 24 | 5 | 10 | 3 | 10 | 7 | 15 | 104 | 23 | 30 | 96 | 76 | 50 |
| | 5% | 4% | 6% | 11% | 3% | 4% | 1% | 5% | 6% | 5% | 5% | 7% | 2% | 9% | 5% | 5% |
| | | | f | abdefgi | | f | | f | f | f | | | | l | | |
| | | 9% | 15% | 19% | 4% | 8% | 2% | 8% | 5% | 12% | 82% | 18% | 24% | 76% | 60% | 40% |
| None | 2160 | 297 | 287 | 174 | 148 | 186 | 226 | 169 | 89 | 233 | 1873 | 286 | 1348 | 810 | 1319 | 841 |
| | 85% | 92% | 83% | 79% | 84% | 84% | 95% | 81% | 84% | 82% | 85% | 84% | 95% | 73% | 85% | 85% |
| | | bcdeghi | | | | | bcdeghi | | | | | | m | | | |
| | | 14% | 13% | 8% | 7% | 9% | 10% | 8% | 4% | 11% | 87% | 13% | 62% | 38% | 61% | 39% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 151

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QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

| | GENDER | | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|--------|------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | ~o | ~p | ~q | ~r |
| Unweighted total | 73 | 36 | 37 | 2 | 1 | 17 | 53 | 21 | 14 | 4 | 5 | 16 | 15 | 11 | 31 | 51 | 5 | 10 | 7 |
| Effective Weighted Sample | 57 | 29 | 29 | 2 | 1 | 15 | 41 | 18 | 11 | 2 | 5 | 12 | 13 | 9 | 25 | 46 | 5 | 7 | 6 |
| Total | 44 | 22 | 22 | 1 | 1 | 12 | 30 | 13 | 7 | 2 | 4 | 11 | 9 | 6 | 18 | 37 | 3 | 2 | 1 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot tell by the light where the windows are | | | | | | | | | | | | | | | | | | | |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot see the shapes of furniture in the room | | | | | | | | | | | | | | | | | | | |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot see well enough to recognise a friend if close to his or her face | | | | | | | | | | | | | | | | | | | |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot see well enough to recognise a friend if he or she is at arm's length | | | | | | | | | | | | | | | | | | | |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot see well enough to read a newspaper headline | | | | | | | | | | | | | | | | | | | |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

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QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|--|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | ~o | ~p | ~q | ~r |
| Unweighted total | 73 | 36 | 37 | 2 | 1 | 17 | 53 | 21 | 14 | 4 | 5 | 16 | 15 | 11 | 31 | 51 | 5 | 10 | 7 |
| Effective Weighted Sample | 57 | 29 | 29 | 2 | 1 | 15 | 41 | 18 | 11 | 2 | 5 | 12 | 13 | 9 | 25 | 46 | 5 | 7 | 6 |
| Total | 44 | 22 | 22 | 1 | 1 | 12 | 30 | 13 | 7 | 2 | 4 | 11 | 9 | 6 | 18 | 37 | 3 | 2 | 1 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot see well enough to read a large print book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot see well enough to recognise a friend across a room | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot see well enough to recognise a friend across a road | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Have difficulty seeing ordinary newspaper print | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Other | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 151

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|---------------------|---------------------|--------------------|--------------------|-------------------------|------------------------|---------------------|---------------------|-------------|-------------|-----------|----------|-------------------|-----------------------|
| | | LONDON ~a | SOUTH EAST ~b | SOUTH WEST ~c | EAST MIDS ~d | WEST MIDS ~e | EAST OF ENG ~f | YORKS& HUMBER ~g | NORTH EAST ~h | NORTH WEST ~i | URBAN ~j | RURAL ~k | YES ~l | NO ~m | LOW ~n | MEDIUM/ HIGH ~o |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Unweighted total | 73 | 1 | 3 | 6 | 13 | 5 | 3 | 9 | 7 | 4 | 57 | 16 | 10 | 63 | 41 | 32 |
| Effective Weighted Sample | 57 | 1 | 3 | 6 | 12 | 5 | 3 | 9 | 7 | 4 | 48 | 9 | 9 | 49 | 33 | 25 |
| Total | 44 | 1 | 3 | 5 | 9 | 4 | 2 | 7 | 3 | 4 | 36 | 8 | 8 | 35 | 27 | 17 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot tell by the light where the windows are | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot see the shapes of furniture in the room | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot see well enough to recognise a friend if close to his or her face | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot see well enough to recognise a friend if he or she is at arm's length | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot see well enough to read a newspaper headline | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 151

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|---------------------|---------------------|--------------------|--------------------|-------------------------|------------------------|---------------------|---------------------|-------------|-------------|-----------|----------|-------------------|-----------------------|
| | | LONDON ~a | SOUTH EAST ~b | SOUTH WEST ~c | EAST MIDS ~d | WEST MIDS ~e | EAST OF ENG ~f | YORKS& HUMBER ~g | NORTH EAST ~h | NORTH WEST ~i | URBAN ~j | RURAL ~k | YES ~l | NO ~m | LOW ~n | MEDIUM/ HIGH ~o |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Unweighted total | 73 | 1 | 3 | 6 | 13 | 5 | 3 | 9 | 7 | 4 | 57 | 16 | 10 | 63 | 41 | 32 |
| Effective Weighted Sample | 57 | 1 | 3 | 6 | 12 | 5 | 3 | 9 | 7 | 4 | 48 | 9 | 9 | 49 | 33 | 25 |
| Total | 44 | 1 | 3 | 5 | 9 | 4 | 2 | 7 | 3 | 4 | 36 | 8 | 8 | 35 | 27 | 17 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot see well enough to read a large print book | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot see well enough to recognise a friend across a room | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot see well enough to recognise a friend across a road | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Have difficulty seeing ordinary newspaper print | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Other | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 152

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | ~o | ~p | ~q | ~r |
| Unweighted total | 115 | 74 | 41 | 2 | 1 | 9 | 103 | 32 | 27 | 5 | 7 | 18 | 29 | 21 | 46 | 70 | 21 | 11 | 13 |
| Effective Weighted Sample | 84 | 52 | 32 | 2 | 1 | 7 | 74 | 24 | 19 | 3 | 5 | 15 | 20 | 16 | 33 | 62 | 15 | 8 | 12 |
| Total | 64 | 38 | 26 | 2 | 1 | 7 | 55 | 17 | 14 | 4 | 4 | 10 | 17 | 11 | 26 | 51 | 9 | 2 | 2 |
| | | ** | ** | ** | ** | ** | 86% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot hear sounds at all | 2 | ** | ** | ** | ** | ** | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 3% | ** | ** | ** | ** | ** | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | 100% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot follow a TV programme with the volume turned up | 10 | ** | ** | ** | ** | ** | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 15% | ** | ** | ** | ** | ** | 13% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | 72% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Have difficulty hearing someone talking in a loud voice in a quiet room | 8 | ** | ** | ** | ** | ** | 8 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 12% | ** | ** | ** | ** | ** | 14% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | 100% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot hear a doorbell, alarm clock or telephone bell | 3 | ** | ** | ** | ** | ** | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 5% | ** | ** | ** | ** | ** | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | 100% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Cannot follow a TV programme at a volume others find acceptable | 12 | ** | ** | ** | ** | ** | 9 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 19% | ** | ** | ** | ** | ** | 16% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | 74% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 152

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | f | ~g | ~h | ~i | ~j | ~k | ~l | ~m | ~n | ~o | ~p | ~q | ~r |
| Unweighted total | 115 | 74 | 41 | 2 | 1 | 9 | 103 | 32 | 27 | 5 | 7 | 18 | 29 | 21 | 46 | 70 | 21 | 11 | 13 |
| Effective Weighted Sample | 84 | 52 | 32 | 2 | 1 | 7 | 74 | 24 | 19 | 3 | 5 | 15 | 20 | 16 | 33 | 62 | 15 | 8 | 12 |
| Total | 64 | 38 | 26 | 2 | 1 | 7 | 55 | 17 | 14 | 4 | 4 | 10 | 17 | 11 | 26 | 51 | 9 | 2 | 2 |
| | | ** | ** | ** | ** | ** | 86% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Difficulty hearing someone talking in a normal voice in a quiet room | 7 | ** | ** | ** | ** | ** | 7 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 10% | ** | ** | ** | ** | ** | 12% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | 100% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Difficulty following a conversation against background noise | 16 | ** | ** | ** | ** | ** | 13 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 25% | ** | ** | ** | ** | ** | 24% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | 84% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Other | 4 | ** | ** | ** | ** | ** | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 6% | ** | ** | ** | ** | ** | 6% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | 81% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know | 3 | ** | ** | ** | ** | ** | 3 | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 5% | ** | ** | ** | ** | ** | 5% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | | ** | ** | ** | ** | ** | 100% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 152

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | | |
|---|-----|-----------------|--------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|-------|---------|------|-------------------|-----|--------------|
| | | Total | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| | | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | m | ~n | ~o |
| Significance Level: 95% | | | | | | | | | | | | | | | | | |
| Unweighted total | 115 | - | 8 | 11 | 13 | 10 | 1 | 11 | 9 | 7 | 81 | 34 | 13 | 102 | 77 | 38 | |
| Effective Weighted Sample | 84 | - | 8 | 11 | 12 | 10 | 1 | 10 | 9 | 6 | 67 | 17 | 12 | 75 | 56 | 28 | |
| Total | 64 | - | 8 | 8 | 9 | 7 | 1 | 8 | 3 | 7 | 51 | 13 | 13 | 51 | 44 | 20 | |
| | | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 80% | ** | ** | |
| Cannot hear sounds at all | 2 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | ** | ** | |
| | 3% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3% | ** | ** | |
| | | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | ** | |
| Cannot follow a TV programme with the volume turned up | 10 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6 | ** | ** | |
| | 15% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11% | ** | ** | |
| | | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 58% | ** | ** | |
| Have difficulty hearing someone talking in a loud voice in a quiet room | 8 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6 | ** | ** | |
| | 12% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 12% | ** | ** | |
| | | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 79% | ** | ** | |
| Cannot hear a doorbell, alarm clock or telephone bell | 3 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | ** | ** | |
| | 5% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | ** | |
| | | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | ** | |
| Cannot follow a TV programme at a volume others find acceptable | 12 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10 | ** | ** | |
| | 19% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 20% | ** | ** | |
| | | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 84% | ** | ** | |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 152

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

| | | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|--|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | Total | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l | m | ~n | ~o |
| Unweighted total | 115 | - | 8 | 11 | 13 | 10 | 1 | 11 | 9 | 7 | 81 | 34 | 13 | 102 | 77 | 38 |
| Effective Weighted Sample | 84 | - | 8 | 11 | 12 | 10 | 1 | 10 | 9 | 6 | 67 | 17 | 12 | 75 | 56 | 28 |
| Total | 64 | - | 8 | 8 | 9 | 7 | 1 | 8 | 3 | 7 | 51 | 13 | 13 | 51 | 44 | 20 |
| | | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 80% | ** | ** |
| Difficulty hearing someone talking in a normal voice in a quiet room | 7 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 7 | ** | ** |
| | 10% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 13% | ** | ** |
| | | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | ** |
| Difficulty following a conversation against background noise | 16 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 11 | ** | ** |
| | 25% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23% | ** | ** |
| | | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 72% | ** | ** |
| Other | 4 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | ** | ** |
| | 6% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | ** |
| | | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 81% | ** | ** |
| Don't know | 3 | - | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 3 | ** | ** |
| | 5% | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 6% | ** | ** |
| | | -% | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 153

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (SGC). Are you self-employed? (SINGLE CODE)

Base : Those working full or part time

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1752 | 910 | 842 | 235 | 380 | 840 | 297 | 113 | 204 | 269 | 460 | 431 | 618 | 447 | 256 | 1055 | 248 | 197 | 252 |
| Effective Weighted Sample | 1219 | 630 | 589 | 166 | 265 | 586 | 205 | 91 | 130 | 179 | 319 | 299 | 437 | 320 | 185 | 939 | 177 | 137 | 229 |
| Total | 1427 | 726 | 700 | 199 | 333 | 680 | 216 | 113 | 150 | 190 | 386 | 409 | 496 | 299 | 222 | 1210 | 112 | 69 | 36 |
| | | 51% | 49% | 14% | 23% | 48% | 15% | 8% | 11% | 13% | 27% | 29% | 35% | 21% | 16% | 85% | 8% | 5% | 2% |
| Base for % | 1377 | 701 | 676 | 193 | 329 | 650 | 205 | 110 | 142 | 186 | 376 | 396 | 474 | 293 | 215 | 1164 | 110 | 68 | 35 |
| | | 51% | 49% | 14% | 24% | 47% | 15% | 8% | 10% | 13% | 27% | 29% | 34% | 21% | 16% | 85% | 8% | 5% | 3% |
| Yes | 254 | 170 | 84 | 24 | 47 | 128 | 54 | 10 | 23 | 28 | 77 | 95 | 84 | 56 | 18 | 224 | 14 | 10 | 5 |
| | 18% | 24% | 12% | 13% | 14% | 20% | 26% | 9% | 16% | 15% | 20% | 24% | 18% | 19% | 9% | 19% | 13% | 15% | 15% |
| | | b | | | | c | cde | | | | g | ln | n | n | | p | | | |
| | | 67% | 33% | 10% | 19% | 50% | 21% | 4% | 9% | 11% | 30% | 38% | 33% | 22% | 7% | 88% | 6% | 4% | 2% |
| No | 1123 | 532 | 592 | 168 | 282 | 522 | 150 | 100 | 119 | 157 | 299 | 300 | 390 | 236 | 196 | 940 | 95 | 58 | 30 |
| | 82% | 76% | 88% | 87% | 86% | 80% | 74% | 91% | 84% | 85% | 80% | 76% | 82% | 81% | 91% | 81% | 87% | 85% | 85% |
| | | | a | ef | f | f | | j | | | | | k | | klm | | o | | |
| | | 47% | 53% | 15% | 25% | 47% | 13% | 9% | 11% | 14% | 27% | 27% | 35% | 21% | 17% | 84% | 8% | 5% | 3% |
| Refused | 49 | 25 | 24 | 6 | 3 | 29 | 11 | 3 | 8 | 5 | 10 | 14 | 22 | 6 | 8 | 45 | 3 | 1 | * |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 153

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (SGC). Are you self-employed? (SINGLE CODE)

Base : Those working full or part time

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1752 | 145 | 116 | 127 | 107 | 114 | 127 | 103 | 114 | 102 | 1261 | 491 | 1752 | - | 1105 | 647 |
| Effective Weighted Sample | 1219 | 141 | 110 | 124 | 104 | 110 | 124 | 100 | 110 | 98 | 1020 | 212 | 1219 | - | 732 | 487 |
| Total | 1427 | 216 | 195 | 133 | 91 | 123 | 143 | 105 | 58 | 146 | 1237 | 189 | 1427 | - | 851 | 576 |
| | | 15% | 14% | 9% | 6% | 9% | 10% | 7% | 4% | 10% | 87% | 13% | 100% | -% | 60% | 40% |
| Base for % | 1377 | 211 | 186 | 132 | 85 | 120 | 138 | 101 | 57 | 134 | 1198 | 180 | 1377 | - | 818 | 559 |
| | | 15% | 14% | 10% | ** | 9% | 10% | ** | 4% | ** | 87% | 13% | 100% | -% | 59% | 41% |
| Yes | 254 | 42 | 42 | 27 | ** | 23 | 18 | ** | 7 | ** | 218 | 36 | 254 | - | 170 | 84 |
| | 18% | 20% | 23% | 21% | ** | 19% | 13% | ** | 13% | ** | 18% | 20% | 18% | -% | 21% | 15% |
| | | | fh | | | | | | | | | | | | o | |
| | | 16% | 17% | 11% | ** | 9% | 7% | ** | 3% | ** | 86% | 14% | 100% | -% | 67% | 33% |
| No | 1123 | 170 | 144 | 104 | ** | 98 | 121 | ** | 50 | ** | 980 | 144 | 1123 | - | 648 | 475 |
| | 82% | 80% | 77% | 79% | ** | 81% | 87% | ** | 87% | ** | 82% | 80% | 82% | -% | 79% | 85% |
| | | | | | | b | | | b | | | | | | n | |
| | | 15% | 13% | 9% | ** | 9% | 11% | ** | 4% | ** | 87% | 13% | 100% | -% | 58% | 42% |
| Refused | 49 | 4 | 9 | 1 | ** | 2 | 5 | ** | 1 | ** | 40 | 10 | 49 | - | 33 | 17 |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 154

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (SGD). Is your business VAT registered? (SINGLE CODE)

Base : Those who are self-employed

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|------------|------------|----------|-----------|----------|------------|----------|------------------|-------------------|-------------------|----------|--------------|-----------|----------|----------|-------------|--------------|----------|----------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | ~b | ~c | ~d | e | ~f | ~g | ~h | ~i | ~j | ~k | l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 305 | 210 | 95 | 23 | 52 | 161 | 69 | 11 | 27 | 39 | 87 | 96 | 104 | 86 | 19 | 191 | 33 | 40 | 41 |
| Effective Weighted Sample | 210 | 144 | 66 | 18 | 37 | 110 | 46 | 7 | 19 | 25 | 63 | 68 | 75 | 55 | 15 | 171 | 23 | 27 | 38 |
| Total | 254 | 170 67% | 84 ** | 24 ** | 47 ** | 128 50% | 54 ** | 10 ** | 23 ** | 28 ** | 77 ** | 95 ** | 84 33% | 56 ** | 18 ** | 224 88% | 14 ** | 10 ** | 5 ** |
| Base for % | 227 | 153 68% | 73 ** | 20 ** | 42 ** | 114 50% | 51 ** | 9 ** | 19 ** | 25 ** | 70 ** | 88 ** | 75 ** | 48 ** | 16 ** | 201 89% | 13 ** | 7 ** | 5 ** |
| Yes | 84 37% | 59 39% | ** ** | ** ** | ** ** | 47 41% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 75 37% | ** ** | ** ** | ** ** |
| | | 71% | ** | ** | ** | 56% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |
| No | 143 63% | 94 61% | ** ** | ** ** | ** ** | 67 59% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** | 127 63% | ** ** | ** ** | ** ** |
| | | 66% | ** | ** | ** | 47% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 89% | ** | ** | ** |
| Refused | 27 | 16 | ** | ** | ** | 14 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 23 | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 154

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (SGD). Is your business VAT registered? (SINGLE CODE)

Base : Those who are self-employed

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | ~m | n | ~o |
| Unweighted total | 305 | 29 | 26 | 26 | 13 | 21 | 15 | 28 | 16 | 17 | 207 | 98 | 305 | - | 212 | 93 |
| Effective Weighted Sample | 210 | 28 | 25 | 25 | 12 | 20 | 15 | 27 | 15 | 16 | 172 | 41 | 210 | - | 140 | 70 |
| Total | 254 | 42 | 42 | 27 | 10 | 23 | 18 | 30 | 7 | 25 | 218 | 36 | 254 | - | 170 | 84 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | ** | 100% | -% | 67% | ** |
| Base for % | 227 | 38 | 40 | 24 | 7 | 21 | 16 | 28 | 6 | 21 | 197 | 29 | 227 | - | 153 | 74 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | ** | 100% | -% | 68% | ** |
| Yes | 84 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 69 | ** | 84 | - | 52 | ** |
| | 37% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 35% | ** | 37% | -% | 34% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 82% | ** | 100% | -% | 62% | ** |
| No | 143 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 128 | ** | 143 | - | 101 | ** |
| | 63% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 65% | ** | 63% | -% | 66% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 90% | ** | 100% | -% | 71% | ** |
| Refused | 27 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 21 | ** | 27 | - | 17 | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 155

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (SGE). Is your business based at your home or at a separate office? (SINGLE CODE)

Base : Those who are self-employed

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|----------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | ~b | ~c | ~d | e | ~f | ~g | ~h | ~i | ~j | ~k | l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 305 | 210 | 95 | 23 | 52 | 161 | 69 | 11 | 27 | 39 | 87 | 96 | 104 | 86 | 19 | 191 | 33 | 40 | 41 |
| Effective Weighted Sample | 210 | 144 | 66 | 18 | 37 | 110 | 46 | 7 | 19 | 25 | 63 | 68 | 75 | 55 | 15 | 171 | 23 | 27 | 38 |
| Total | 254 | 170 | 84 | 24 | 47 | 128 | 54 | 10 | 23 | 28 | 77 | 95 | 84 | 56 | 18 | 224 | 14 | 10 | 5 |
| | | 67% | ** | ** | ** | 50% | ** | ** | ** | ** | ** | ** | 33% | ** | ** | 88% | ** | ** | ** |
| Base for % | 242 | 165 | 78 | 23 | 45 | 121 | 53 | 9 | 21 | 28 | 75 | 91 | 81 | 52 | 18 | 213 | 13 | 10 | 5 |
| | | 68% | ** | ** | ** | 50% | ** | ** | ** | ** | ** | ** | 33% | ** | ** | 88% | ** | ** | ** |
| Home | 147 | 95 | ** | ** | ** | 73 | ** | ** | ** | ** | ** | ** | 50 | ** | ** | 130 | ** | ** | ** |
| | 61% | 58% | ** | ** | ** | 60% | ** | ** | ** | ** | ** | ** | 61% | ** | ** | 61% | ** | ** | ** |
| | | 64% | ** | ** | ** | 49% | ** | ** | ** | ** | ** | ** | 34% | ** | ** | 88% | ** | ** | ** |
| Separate office/ elsewhere | 95 | 70 | ** | ** | ** | 49 | ** | ** | ** | ** | ** | ** | 31 | ** | ** | 84 | ** | ** | ** |
| | 39% | 42% | ** | ** | ** | 40% | ** | ** | ** | ** | ** | ** | 39% | ** | ** | 39% | ** | ** | ** |
| | | 73% | ** | ** | ** | 51% | ** | ** | ** | ** | ** | ** | 33% | ** | ** | 88% | ** | ** | ** |
| Refused | 12 | 5 | ** | ** | ** | 7 | ** | ** | ** | ** | ** | ** | 3 | ** | ** | 11 | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 155

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (SGE). Is your business based at your home or at a separate office? (SINGLE CODE)

Base : Those who are self-employed

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|----------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | ~k | l | ~m | n | ~o |
| Unweighted total | 305 | 29 | 26 | 26 | 13 | 21 | 15 | 28 | 16 | 17 | 207 | 98 | 305 | - | 212 | 93 |
| Effective Weighted Sample | 210 | 28 | 25 | 25 | 12 | 20 | 15 | 27 | 15 | 16 | 172 | 41 | 210 | - | 140 | 70 |
| Total | 254 | 42 | 42 | 27 | 10 | 23 | 18 | 30 | 7 | 25 | 218 | 36 | 254 | - | 170 | 84 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | ** | 100% | -% | 67% | ** |
| Base for % | 242 | 39 | 42 | 26 | 9 | 20 | 16 | 28 | 7 | 25 | 208 | 34 | 242 | - | 164 | 78 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 86% | ** | 100% | -% | 68% | ** |
| Home | 147 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 128 | ** | 147 | - | 106 | ** |
| | 61% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 62% | ** | 61% | -% | 65% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | ** | 100% | -% | 72% | ** |
| Separate office/ elsewhere | 95 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 80 | ** | 95 | - | 58 | ** |
| | 39% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 38% | ** | 39% | -% | 35% | ** |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 84% | ** | 100% | -% | 61% | ** |
| Refused | 12 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 10 | ** | 12 | - | 6 | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 156

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

QZ10 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|-----|-----|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 1752 | 910 | 842 | 235 | 380 | 840 | 297 | 113 | 204 | 269 | 460 | 431 | 618 | 447 | 256 | 1055 | 248 | 197 | 252 |
| Effective Weighted Sample | 1219 | 630 | 589 | 166 | 265 | 586 | 205 | 91 | 130 | 179 | 319 | 299 | 437 | 320 | 185 | 939 | 177 | 137 | 229 |
| Total | 1427 | 726 | 700 | 199 | 333 | 680 | 216 | 113 | 150 | 190 | 386 | 409 | 496 | 299 | 222 | 1210 | 112 | 69 | 36 |
| | | 51% | 49% | 14% | 23% | 48% | 15% | 8% | 11% | 13% | 27% | 29% | 35% | 21% | 16% | 85% | 8% | 5% | 2% |
| Yes | 322 | 199 | 123 | 22 | 58 | 179 | 64 | 13 | 21 | 33 | 128 | 170 | 101 | 31 | 20 | 280 | 20 | 15 | 7 |
| | 23% | 27% | 18% | 11% | 17% | 26% | 29% | 12% | 14% | 17% | 33% | 41% | 20% | 11% | 9% | 23% | 18% | 22% | 19% |
| | | b | | | | cd | cd | | | | ghi | lmn | mn | | | | | | |
| | | 62% | 38% | 7% | 18% | 56% | 20% | 4% | 7% | 10% | 40% | 53% | 31% | 10% | 6% | 87% | 6% | 5% | 2% |
| No | 1105 | 528 | 577 | 177 | 275 | 501 | 152 | 100 | 129 | 158 | 258 | 240 | 395 | 267 | 202 | 930 | 92 | 54 | 29 |
| | 77% | 73% | 82% | 89% | 83% | 74% | 71% | 88% | 86% | 83% | 67% | 59% | 80% | 89% | 91% | 77% | 82% | 78% | 81% |
| | | | a | ef | ef | | | j | j | j | | | k | kl | kl | | | | |
| | | 48% | 52% | 16% | 25% | 45% | 14% | 9% | 12% | 14% | 23% | 22% | 36% | 24% | 18% | 84% | 8% | 5% | 3% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 156

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

QZ10 (SGA). Do you ever work from home? (SINGLE CODE)

Base : Those working full or part time

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 1752 | 145 | 116 | 127 | 107 | 114 | 127 | 103 | 114 | 102 | 1261 | 491 | 1752 | - | 1105 | 647 |
| Effective Weighted Sample | 1219 | 141 | 110 | 124 | 104 | 110 | 124 | 100 | 110 | 98 | 1020 | 212 | 1219 | - | 732 | 487 |
| Total | 1427 | 216 | 195 | 133 | 91 | 123 | 143 | 105 | 58 | 146 | 1237 | 189 | 1427 | - | 851 | 576 |
| | | 15% | 14% | 9% | 6% | 9% | 10% | 7% | 4% | 10% | 87% | 13% | 100% | -% | 60% | 40% |
| Yes | 322 | 41 | 55 | 44 | 15 | 27 | 25 | 27 | 9 | 37 | 274 | 48 | 322 | - | 225 | 97 |
| | 23% | 19% | 28% | 33% | 16% | 22% | 17% | 26% | 16% | 25% | 22% | 26% | 23% | -% | 26% | 17% |
| | | | dfh | adfh | | | | | | | | | | | o | |
| | | 13% | 17% | 14% | 5% | 8% | 8% | 8% | 3% | 11% | 85% | 15% | 100% | -% | 70% | 30% |
| No | 1105 | 175 | 140 | 89 | 77 | 95 | 118 | 79 | 48 | 110 | 964 | 141 | 1105 | - | 626 | 479 |
| | 77% | 81% | 72% | 67% | 84% | 78% | 83% | 74% | 84% | 75% | 78% | 74% | 77% | -% | 74% | 83% |
| | | c | | | bc | | bc | | bc | | | | | | n | |
| | | 16% | 13% | 8% | 7% | 9% | 11% | 7% | 4% | 10% | 87% | 13% | 100% | -% | 57% | 43% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 157

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QZ11 (SGB). Would you say that you work from home most of the time or just occasionally? (SINGLE CODE)

Base : Those who ever work from home

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|------|----|----|-------------|--------------|-------|----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | ~f | ~g | ~h | ~i | j | k | l | ~m | ~n | o | ~p | ~q | ~r |
| Unweighted total | 372 | 229 | 143 | 20 | 64 | 211 | 77 | 14 | 24 | 42 | 140 | 172 | 117 | 61 | 22 | 231 | 42 | 50 | 49 |
| Effective Weighted Sample | 260 | 159 | 101 | 16 | 46 | 145 | 54 | 9 | 16 | 27 | 102 | 124 | 88 | 37 | 17 | 208 | 31 | 34 | 45 |
| Total | 322 | 199 | 123 | 22 | 58 | 179 | 64 | 13 | 21 | 33 | 128 | 170 | 101 | 31 | 20 | 280 | 20 | 15 | 7 |
| | | 62% | 38% | ** | ** | 56% | ** | ** | ** | ** | 40% | 53% | 31% | ** | ** | 87% | ** | ** | ** |
| Most of the time | 146 | 87 | 59 | ** | ** | 77 | ** | ** | ** | ** | 49 | 64 | 48 | ** | ** | 129 | ** | ** | ** |
| | 45% | 44% | 48% | ** | ** | 43% | ** | ** | ** | ** | 38% | 38% | 47% | ** | ** | 46% | ** | ** | ** |
| | | 59% | 41% | ** | ** | 53% | ** | ** | ** | ** | 34% | 44% | 33% | ** | ** | 89% | ** | ** | ** |
| Just occasionally | 174 | 111 | 63 | ** | ** | 101 | ** | ** | ** | ** | 79 | 105 | 51 | ** | ** | 149 | ** | ** | ** |
| | 54% | 56% | 51% | ** | ** | 56% | ** | ** | ** | ** | 62% | 62% | 50% | ** | ** | 53% | ** | ** | ** |
| | | 64% | 36% | ** | ** | 58% | ** | ** | ** | ** | 45% | 61% | 29% | ** | ** | 86% | ** | ** | ** |
| Don't know | 2 | 1 | 1 | ** | ** | 1 | ** | ** | ** | ** | - | - | 2 | ** | ** | 2 | ** | ** | ** |
| | 1% | *% | 1% | ** | ** | 1% | ** | ** | ** | ** | -% | -% | 2% | ** | ** | 1% | ** | ** | ** |
| | | 42% | 58% | ** | ** | 42% | ** | ** | ** | ** | -% | -% | 100% | ** | ** | 100% | ** | ** | ** |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 157

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

QZ11 (SGB). Would you say that you work from home most of the time or just occasionally? (SINGLE CODE)

Base : Those who ever work from home

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|----|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | ~m | n | o |
| Unweighted total | 372 | 27 | 32 | 41 | 17 | 25 | 21 | 25 | 19 | 24 | 261 | 111 | 372 | - | 263 | 109 |
| Effective Weighted Sample | 260 | 26 | 31 | 40 | 17 | 24 | 21 | 24 | 18 | 23 | 213 | 51 | 260 | - | 180 | 80 |
| Total | 322 | 41 | 55 | 44 | 15 | 27 | 25 | 27 | 9 | 37 | 274 | 48 | 322 | - | 225 | 97 |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 85% | 15% | 100% | -% | 70% | 30% |
| Most of the time | 146 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 127 | 19 | 146 | - | 106 | 40 |
| | 45% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 46% | 38% | 45% | -% | 47% | 41% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 87% | 13% | 100% | -% | 73% | 27% |
| Just occasionally | 174 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 144 | 30 | 174 | - | 116 | 58 |
| | 54% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 53% | 62% | 54% | -% | 52% | 59% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 83% | 17% | 100% | -% | 67% | 33% |
| Don't know | 2 | ** | ** | ** | ** | ** | ** | ** | ** | ** | 2 | - | 2 | - | 2 | - |
| | 1% | ** | ** | ** | ** | ** | ** | ** | ** | ** | 1% | -% | 1% | -% | 1% | -% |
| | | ** | ** | ** | ** | ** | ** | ** | ** | ** | 100% | -% | 100% | -% | 100% | -% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 158

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

QZ13 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Under £11,500 | 454 | 197 | 257 | 70 | 82 | 117 | 185 | 454 | - | - | - | 33 | 84 | 63 | 273 | 366 | 52 | 22 | 13 |
| | 18% | 16% | 19% | 18% | 18% | 13% | 22% | 100% | -% | -% | -% | 5% | 11% | 14% | 40% | 17% | 24% | 18% | 18% |
| | | | a | e | e | e | e | hij | | | | k | k | k | klm | o | | | |
| | | 43% | 57% | 15% | 18% | 26% | 41% | 100% | -% | -% | -% | 7% | 18% | 14% | 60% | 81% | 12% | 5% | 3% |
| Above £11,500 | 1401 | 701 | 700 | 162 | 284 | 553 | 402 | - | 272 | 271 | 458 | 444 | 456 | 260 | 240 | 1167 | 128 | 74 | 33 |
| | 55% | 58% | 53% | 42% | 64% | 63% | 48% | -% | 98% | 98% | 98% | 70% | 61% | 56% | 35% | 55% | 58% | 59% | 47% |
| | | b | | | cf | cf | | | g | g | g | lmn | n | n | | r | r | r | |
| | | 50% | 50% | 12% | 20% | 40% | 29% | -% | 19% | 19% | 33% | 32% | 33% | 19% | 17% | 83% | 9% | 5% | 2% |
| Don't know | 203 | 90 | 113 | 97 | 36 | 33 | 36 | - | 1 | 5 | 4 | 36 | 66 | 49 | 53 | 164 | 13 | 13 | 13 |
| | 8% | 7% | 9% | 26% | 8% | 4% | 4% | -% | *% | 2% | 1% | 6% | 9% | 10% | 8% | 8% | 6% | 11% | 19% |
| | | | def | ef | | | | | g | | g | | k | k | | | p | opq | |
| | | 44% | 56% | 48% | 18% | 16% | 18% | -% | *% | 2% | 2% | 18% | 32% | 24% | 26% | 81% | 6% | 7% | 6% |
| Refused | 481 | 229 | 252 | 52 | 44 | 175 | 210 | - | 5 | 1 | 7 | 124 | 147 | 93 | 115 | 425 | 28 | 16 | 11 |
| | 19% | 19% | 19% | 14% | 10% | 20% | 25% | -% | 2% | *% | 1% | 19% | 20% | 20% | 17% | 20% | 13% | 13% | 16% |
| | | | | | cd | cde | | | g | | g | | | | | pq | | | |
| | | 48% | 52% | 11% | 9% | 36% | 44% | -% | 1% | *% | 1% | 26% | 31% | 19% | 24% | 88% | 6% | 3% | 2% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 158

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

QZ13 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Under £11,500 | 454 | 55 | 47 | 26 | 41 | 34 | 64 | 29 | 16 | 53 | 396 | 58 | 113 | 340 | 217 | 237 |
| | 18% | 17% | 14% | 12% | 23% | 15% | 27% | 14% | 15% | 19% | 18% | 17% | 8% | 31% | 14% | 24% |
| | | | | | bcegh | | abceghi | | | c | | | | l | | n |
| | | 12% | 10% | 6% | 9% | 7% | 14% | 6% | 3% | 12% | 87% | 13% | 25% | 75% | 48% | 52% |
| Above £11,500 | 1401 | 205 | 212 | 149 | 122 | 77 | 112 | 87 | 55 | 148 | 1182 | 219 | 974 | 427 | 913 | 487 |
| | 55% | 64% | 61% | 68% | 69% | 35% | 47% | 42% | 51% | 52% | 54% | 64% | 68% | 38% | 59% | 49% |
| | | efghi | efghi | efghi | efghi | | e | | eg | eg | | j | m | | o | |
| | | 15% | 15% | 11% | 9% | 5% | 8% | 6% | 4% | 11% | 84% | 16% | 70% | 30% | 65% | 35% |
| Don't know | 203 | 27 | 29 | 17 | 6 | 21 | 21 | 12 | 12 | 20 | 182 | 21 | 82 | 121 | 125 | 78 |
| | 8% | 8% | 8% | 8% | 3% | 10% | 9% | 6% | 11% | 7% | 8% | 6% | 6% | 11% | 8% | 8% |
| | | d | d | d | | d | d | | dg | | | | | l | | |
| | | 13% | 14% | 8% | 3% | 10% | 10% | 6% | 6% | 10% | 90% | 10% | 40% | 60% | 61% | 39% |
| Refused | 481 | 35 | 57 | 28 | 8 | 88 | 42 | 80 | 24 | 63 | 439 | 42 | 258 | 223 | 297 | 184 |
| | 19% | 11% | 17% | 13% | 5% | 40% | 18% | 39% | 23% | 22% | 20% | 12% | 18% | 20% | 19% | 19% |
| | | d | d | d | | abcdfhi | ad | abcdfhi | acd | acd | k | | | | | |
| | | 7% | 12% | 6% | 2% | 18% | 9% | 17% | 5% | 13% | 91% | 9% | 54% | 46% | 62% | 38% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 159

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QZ9 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|-------|--------|--------|-----------|-------|-------|------|------------------|-------------------|-------------------|-------|--------------|------|-----|------|-------------|--------------|-------|-----|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Unweighted total | 3740 | 1816 | 1924 | 536 | 567 | 1165 | 1472 | 727 | 464 | 420 | 582 | 777 | 1115 | 800 | 1042 | 2249 | 501 | 491 | 499 |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| Total | 2539 | 1217 | 1322 | 381 | 447 | 879 | 832 | 454 | 278 | 276 | 470 | 637 | 752 | 465 | 680 | 2122 | 221 | 125 | 70 |
| | | 48% | 52% | 15% | 18% | 35% | 33% | 18% | 11% | 11% | 18% | 25% | 30% | 18% | 27% | 84% | 9% | 5% | 3% |
| Under £11,500 | 454 | 197 | 257 | 70 | 82 | 117 | 185 | 454 | - | - | - | 33 | 84 | 63 | 273 | 366 | 52 | 22 | 13 |
| | 18% | 16% | 19% | 18% | 18% | 13% | 22% | 100% | -% | -% | -% | 5% | 11% | 14% | 40% | 17% | 24% | 18% | 18% |
| | | | a | e | e | | e | hij | | | | | k | k | klm | | o | | |
| | | 43% | 57% | 15% | 18% | 26% | 41% | 100% | -% | -% | -% | 7% | 18% | 14% | 60% | 81% | 12% | 5% | 3% |
| £11,500 - £17,499 | 278 | 130 | 148 | 27 | 51 | 85 | 115 | - | 278 | - | - | 35 | 73 | 71 | 97 | 230 | 19 | 19 | 10 |
| | 11% | 11% | 11% | 7% | 11% | 10% | 14% | -% | 100% | -% | -% | 6% | 10% | 15% | 14% | 11% | 9% | 16% | 14% |
| | | | | | c | | ce | | gij | | | | k | kl | kl | | | op | p |
| | | 47% | 53% | 10% | 18% | 31% | 41% | -% | 100% | -% | -% | 13% | 26% | 26% | 35% | 83% | 7% | 7% | 3% |
| £17,500 - £29,999 | 276 | 139 | 137 | 31 | 59 | 93 | 93 | - | - | 276 | - | 55 | 100 | 61 | 61 | 229 | 22 | 17 | 9 |
| | 11% | 11% | 10% | 8% | 13% | 11% | 11% | -% | -% | 100% | -% | 9% | 13% | 13% | 9% | 11% | 10% | 13% | 12% |
| | | | | | c | | | | ghj | | | | kn | kn | | | | | |
| | | 50% | 50% | 11% | 22% | 34% | 34% | -% | -% | 100% | -% | 20% | 36% | 22% | 22% | 83% | 8% | 6% | 3% |
| £30,000 - £49,999 | 310 | 164 | 147 | 22 | 75 | 140 | 73 | - | - | - | 310 | 128 | 116 | 52 | 14 | 270 | 21 | 15 | 4 |
| | 12% | 13% | 11% | 6% | 17% | 16% | 9% | -% | -% | -% | 66% | 20% | 15% | 11% | 2% | 13% | 10% | 12% | 5% |
| | | | | | cf | cf | | | | | ghi | lmn | mn | n | | r | r | r | |
| | | 53% | 47% | 7% | 24% | 45% | 24% | -% | -% | -% | 100% | 41% | 37% | 17% | 5% | 87% | 7% | 5% | 1% |
| £50,000+ | 159 | 82 | 78 | 11 | 27 | 98 | 23 | - | - | - | 159 | 114 | 33 | 10 | 2 | 135 | 15 | 6 | 3 |
| | 6% | 7% | 6% | 3% | 6% | 11% | 3% | -% | -% | -% | 34% | 18% | 4% | 2% | *% | 6% | 7% | 5% | 4% |
| | | | | | cf | cdf | | | | | ghi | lmn | mn | n | | r | | | |
| | | 51% | 49% | 7% | 17% | 62% | 14% | -% | -% | -% | 100% | 72% | 21% | 6% | 1% | 85% | 9% | 4% | 2% |
| REFUSED BUT ABOVE £11.5K | 400 | 196 | 205 | 76 | 74 | 146 | 104 | - | - | - | - | 117 | 143 | 71 | 69 | 320 | 54 | 18 | 9 |
| | 16% | 16% | 15% | 20% | 17% | 17% | 12% | -% | -% | -% | -% | 18% | 19% | 15% | 10% | 15% | 25% | 14% | 12% |
| | | | | f | f | f | | | | | | n | n | n | | | oqr | | |
| | | 49% | 51% | 19% | 19% | 36% | 26% | -% | -% | -% | -% | 29% | 36% | 18% | 17% | 80% | 14% | 4% | 2% |
| DK/ Refused | 661 | 310 | 351 | 145 | 77 | 200 | 240 | - | - | - | - | 155 | 203 | 137 | 164 | 573 | 37 | 27 | 24 |
| | 26% | 25% | 27% | 38% | 17% | 23% | 29% | -% | -% | -% | -% | 24% | 27% | 29% | 24% | 27% | 17% | 22% | 34% |
| | | | | def | d | de | | | | | | | n | | | p | | opq | |
| | | 47% | 53% | 22% | 12% | 30% | 36% | -% | -% | -% | -% | 23% | 31% | 21% | 25% | 87% | 6% | 4% | 4% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 159

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QZ9 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|------------|------------|------------|-----------|------------|------------|------------|------------------|-------------------|-------------------|-------------|--------------|------------|-----------|------------|-------------|--------------|-----------|-----------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r |
| Effective Weighted Sample | 2539 | 1227 | 1312 | 370 | 391 | 812 | 1010 | 516 | 290 | 282 | 401 | 524 | 753 | 561 | 741 | 1926 | 350 | 313 | 454 |
| HOUSEHOLD INCOME | | | | | | | | | | | | | | | | | | | |
| UNDER £11.5K | 454 18% | 197 16% | 257 19% | 70 18% | 82 18% | 117 13% | 185 22% | 454 100% | - -% | - -% | - -% | 33 5% | 84 11% | 63 14% | 273 40% | 366 17% | 52 24% | 22 18% | 13 18% |
| | | 43% | 57% | 15% | 18% | 26% | 41% | 100% | - | - | - | 7% | 18% | 14% | 60% | 81% | 12% | 5% | 3% |
| £11.5K- £17.5K | 278 11% | 130 11% | 148 11% | 27 7% | 51 11% | 85 10% | 115 14% | - -% | 278 100% | - -% | - -% | 35 6% | 73 10% | 71 15% | 97 14% | 230 11% | 19 9% | 19 16% | 10 14% |
| | | 47% | 53% | 10% | 18% | 31% | 41% | - | 100% | - | - | 13% | 26% | 26% | 35% | 83% | 7% | 7% | 3% |
| £17.5K- £29.9K | 276 11% | 139 11% | 137 10% | 31 8% | 59 13% | 93 11% | 93 11% | - -% | - -% | 276 100% | - -% | 55 9% | 100 13% | 61 13% | 61 9% | 229 11% | 22 10% | 17 13% | 9 12% |
| | | 50% | 50% | 11% | 22% | 34% | 34% | - | - | 100% | - | 20% | 36% | 22% | 22% | 83% | 8% | 6% | 3% |
| £30K+ | 470 18% | 245 20% | 224 17% | 32 8% | 102 23% | 239 27% | 96 12% | - -% | - -% | - -% | 470 100% | 243 38% | 149 20% | 62 13% | 16 2% | 405 19% | 36 16% | 22 17% | 6 9% |
| | | 52% | 48% | 7% | 22% | 51% | 21% | - | - | - | 100% | 52% | 32% | 13% | 3% | 86% | 8% | 5% | 1% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 159

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QZ9 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| Under £11,500 | 454 | 55 | 47 | 26 | 41 | 34 | 64 | 29 | 16 | 53 | 396 | 58 | 113 | 340 | 217 | 237 |
| | 18% | 17% | 14% | 12% | 23% | 15% | 27% | 14% | 15% | 19% | 18% | 17% | 8% | 31% | 14% | 24% |
| | | | | | bcegh | | abceghi | | | c | | | | l | | n |
| | | 12% | 10% | 6% | 9% | 7% | 14% | 6% | 3% | 12% | 87% | 13% | 25% | 75% | 48% | 52% |
| £11,500 - £17,499 | 278 | 26 | 46 | 24 | 35 | 19 | 20 | 12 | 12 | 37 | 238 | 40 | 150 | 128 | 157 | 120 |
| | 11% | 8% | 13% | 11% | 20% | 9% | 8% | 6% | 11% | 13% | 11% | 12% | 11% | 12% | 10% | 12% |
| | | | g | g | acefgh | | | | g | g | | | | | | |
| | | 9% | 16% | 9% | 13% | 7% | 7% | 4% | 4% | 13% | 86% | 14% | 54% | 46% | 57% | 43% |
| £17,500 - £29,999 | 276 | 37 | 37 | 23 | 38 | 15 | 19 | 21 | 12 | 27 | 233 | 43 | 190 | 86 | 180 | 96 |
| | 11% | 12% | 11% | 11% | 21% | 7% | 8% | 10% | 11% | 10% | 11% | 13% | 13% | 8% | 12% | 10% |
| | | | | | abcefg | | | | | | | | m | | | |
| | | 13% | 14% | 8% | 14% | 5% | 7% | 8% | 4% | 10% | 84% | 16% | 69% | 31% | 65% | 35% |
| £30,000 - £49,999 | 310 | 32 | 51 | 30 | 36 | 12 | 29 | 16 | 14 | 51 | 258 | 53 | 249 | 61 | 224 | 86 |
| | 12% | 10% | 15% | 14% | 20% | 5% | 12% | 8% | 13% | 18% | 12% | 15% | 17% | 6% | 14% | 9% |
| | | | eg | eg | aefgh | | e | | e | aeg | | j | m | | o | |
| | | 10% | 17% | 10% | 11% | 4% | 9% | 5% | 5% | 16% | 83% | 17% | 80% | 20% | 72% | 28% |
| £50,000+ | 159 | 10 | 45 | 21 | 7 | 1 | 7 | 15 | 7 | 21 | 133 | 26 | 137 | 22 | 130 | 29 |
| | 6% | 3% | 13% | 10% | 4% | 1% | 3% | 7% | 6% | 7% | 6% | 8% | 10% | 2% | 8% | 3% |
| | | e | adeefghi | ade | e | | e | aef | e | aef | | | m | | o | |
| | | 6% | 29% | 13% | 5% | 1% | 5% | 10% | 4% | 13% | 84% | 16% | 86% | 14% | 82% | 18% |
| REFUSED BUT ABOVE £11.5K | 400 | 102 | 34 | 52 | 9 | 33 | 36 | 24 | 15 | 15 | 340 | 60 | 265 | 135 | 236 | 164 |
| | 16% | 32% | 10% | 23% | 5% | 15% | 15% | 11% | 14% | 5% | 15% | 18% | 19% | 12% | 15% | 17% |
| | | bcdefghi | | bdefghi | | di | di | di | di | | | | m | | | |
| | | 25% | 8% | 13% | 2% | 8% | 9% | 6% | 4% | 4% | 85% | 15% | 66% | 34% | 59% | 41% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 159

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QZ9 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---------------------------|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|------|-------------------|-------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/HIGH |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | n | o |
| Unweighted total | 3740 | 251 | 248 | 251 | 252 | 248 | 252 | 252 | 251 | 244 | 2725 | 1015 | 1752 | 1984 | 2374 | 1366 |
| Effective Weighted Sample | 2539 | 236 | 228 | 236 | 237 | 231 | 237 | 235 | 237 | 226 | 2120 | 447 | 1219 | 1421 | 1561 | 978 |
| Total | 2539 | 322 | 346 | 220 | 177 | 220 | 238 | 209 | 107 | 284 | 2199 | 340 | 1427 | 1111 | 1552 | 987 |
| | | 13% | 14% | 9% | 7% | 9% | 9% | 8% | 4% | 11% | 87% | 13% | 56% | 44% | 61% | 39% |
| DK/ Refused | 661 | 60 | 85 | 43 | 12 | 107 | 63 | 91 | 32 | 80 | 600 | 61 | 322 | 339 | 407 | 254 |
| | 26% | 19% | 25% | 20% | 7% | 48% | 26% | 44% | 30% | 28% | 27% | 18% | 23% | 30% | 26% | 26% |
| | | d | d | d | | abcdfhi | ad | abcdfhi | acd | acd | k | | | l | | |
| | | 9% | 13% | 7% | 2% | 16% | 9% | 14% | 5% | 12% | 91% | 9% | 49% | 51% | 62% | 38% |
| HOUSEHOLD INCOME | | | | | | | | | | | | | | | | |
| UNDER £11.5K | 454 | 55 | 47 | 26 | 41 | 34 | 64 | 29 | 16 | 53 | 396 | 58 | 113 | 340 | 217 | 237 |
| | 18% | 17% | 14% | 12% | 23% | 15% | 27% | 14% | 15% | 19% | 18% | 17% | 8% | 31% | 14% | 24% |
| | | | | | bcegh | | abceghi | | | c | | | | l | | n |
| | | | 12% | 10% | 6% | 9% | 7% | 6% | 3% | 12% | 87% | 13% | 25% | 75% | 48% | 52% |
| £11.5K-£17.5K | 278 | 26 | 46 | 24 | 35 | 19 | 20 | 12 | 12 | 37 | 238 | 40 | 150 | 128 | 157 | 120 |
| | 11% | 8% | 13% | 11% | 20% | 9% | 8% | 6% | 11% | 13% | 11% | 12% | 11% | 12% | 10% | 12% |
| | | | g | g | acefgh | | | | g | g | | | | | | |
| | | 9% | 16% | 9% | 13% | 7% | 7% | 4% | 4% | 13% | 86% | 14% | 54% | 46% | 57% | 43% |
| £17.5K-£29.9K | 276 | 37 | 37 | 23 | 38 | 15 | 19 | 21 | 12 | 27 | 233 | 43 | 190 | 86 | 180 | 96 |
| | 11% | 12% | 11% | 11% | 21% | 7% | 8% | 10% | 11% | 10% | 11% | 13% | 13% | 8% | 12% | 10% |
| | | | | | abcefg | | | | | | | | m | | | |
| | | 13% | 14% | 8% | 14% | 5% | 7% | 8% | 4% | 10% | 84% | 16% | 69% | 31% | 65% | 35% |
| £30K+ | 470 | 42 | 97 | 51 | 43 | 13 | 36 | 32 | 21 | 71 | 391 | 79 | 386 | 83 | 354 | 115 |
| | 18% | 13% | 28% | 23% | 24% | 6% | 15% | 15% | 19% | 25% | 18% | 23% | 27% | 8% | 23% | 12% |
| | | e | aefgh | aefg | aefg | | e | e | e | aefg | | j | m | | o | |
| | | 9% | 21% | 11% | 9% | 3% | 8% | 7% | 4% | 15% | 83% | 17% | 82% | 18% | 75% | 25% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 160

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

QZ15 (QZN11). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?

Base : All respondents in Northern Ireland

| | Total | GENDER | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---|-------|--------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|-----|-------------|--------------|-------|------|
| | | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | ~k | l | ~m | n | ~o | ~p | ~q | r |
| Unweighted total | 499 | 250 | 249 | 95 | 79 | 160 | 165 | 90 | 70 | 58 | 49 | 94 | 147 | 99 | 159 | - | - | - | 499 |
| Effective Weighted Sample | 454 | 227 | 227 | 88 | 73 | 146 | 150 | 83 | 64 | 52 | 45 | 87 | 134 | 90 | 145 | - | - | - | 454 |
| Total | 70 | 34 | 36 | 14 | 11 | 24 | 20 | 13 | 10 | 9 | 6 | 13 | 20 | 16 | 21 | - | - | - | 70 |
| | | 48% | 52% | ** | ** | 34% | 29% | ** | ** | ** | ** | ** | 29% | ** | 30% | -% | -% | -% | 100% |
| Roman Catholic | 22 | 10 | 12 | ** | ** | 7 | 5 | ** | ** | ** | ** | ** | 7 | ** | 7 | - | - | - | 22 |
| | 31% | 29% | 33% | ** | ** | 30% | 23% | ** | ** | ** | ** | ** | 34% | ** | 35% | -% | -% | -% | 31% |
| | | 45% | 55% | ** | ** | 33% | 22% | ** | ** | ** | ** | ** | 32% | ** | 34% | -% | -% | -% | 100% |
| Presbyterian Church of Ireland | 17 | 8 | 9 | ** | ** | 5 | 6 | ** | ** | ** | ** | ** | 4 | ** | 6 | - | - | - | 17 |
| | 24% | 23% | 26% | ** | ** | 22% | 31% | ** | ** | ** | ** | ** | 18% | ** | 26% | -% | -% | -% | 24% |
| | | 45% | 55% | ** | ** | 31% | 37% | ** | ** | ** | ** | ** | 22% | ** | 32% | -% | -% | -% | 100% |
| Church of Ireland | 8 | 4 | 4 | ** | ** | 3 | 3 | ** | ** | ** | ** | ** | 2 | ** | 2 | - | - | - | 8 |
| | 11% | 11% | 11% | ** | ** | 11% | 15% | ** | ** | ** | ** | ** | 12% | ** | 11% | -% | -% | -% | 11% |
| | | 49% | 51% | ** | ** | 35% | 40% | ** | ** | ** | ** | ** | 31% | ** | 30% | -% | -% | -% | 100% |
| Methodist Church of Ireland | 2 | 1 | 1 | ** | ** | 1 | 1 | ** | ** | ** | ** | ** | 1 | ** | * | - | - | - | 2 |
| | 3% | 4% | 2% | ** | ** | 3% | 5% | ** | ** | ** | ** | ** | 4% | ** | 2% | -% | -% | -% | 3% |
| | | 69% | 31% | ** | ** | 31% | 53% | ** | ** | ** | ** | ** | 37% | ** | 22% | -% | -% | -% | 100% |
| Other Christian (including Christian related) | 4 | 1 | 3 | ** | ** | 2 | 1 | ** | ** | ** | ** | ** | 1 | ** | 1 | - | - | - | 4 |
| | 5% | 3% | 7% | ** | ** | 9% | 3% | ** | ** | ** | ** | ** | 4% | ** | 6% | -% | -% | -% | 5% |
| | | 31% | 69% | ** | ** | 56% | 17% | ** | ** | ** | ** | ** | 23% | ** | 32% | -% | -% | -% | 100% |
| Other religions/ philosophies | 1 | 1 | 1 | ** | ** | 1 | * | ** | ** | ** | ** | ** | * | ** | * | - | - | - | 1 |
| | 2% | 2% | 3% | ** | ** | 4% | 1% | ** | ** | ** | ** | ** | 2% | ** | 1% | -% | -% | -% | 2% |
| | | 36% | 64% | ** | ** | 62% | 16% | ** | ** | ** | ** | ** | 32% | ** | 11% | -% | -% | -% | 100% |
| No religion | 9 | 5 | 4 | ** | ** | 3 | 1 | ** | ** | ** | ** | ** | 3 | ** | 2 | - | - | - | 9 |
| | 13% | 16% | 10% | ** | ** | 12% | 4% | ** | ** | ** | ** | ** | 15% | ** | 10% | -% | -% | -% | 13% |
| | | 58% | 42% | ** | ** | 31% | 8% | ** | ** | ** | ** | ** | 34% | ** | 22% | -% | -% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 160

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QZ15 (QZN11). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?

Base : All respondents in Northern Ireland

| | GENDER | | | AGE GROUP | | | | HOUSEHOLD INCOME | | | | SOCIAL GROUP | | | | NATION | | | |
|---------------------------|--------|------|--------|-----------|-------|-------|-----|------------------|-------------------|-------------------|-------|--------------|-----|----|-----|-------------|--------------|-------|------|
| | Total | MALE | FEMALE | 16-24 | 25-34 | 35-54 | 55+ | UNDER £11.5K | £11.5K- £17.5K | £17.5K- £29.9K | £30K+ | AB | C1 | C2 | DE | ENG LAND | SCOT LAND | WALES | NI |
| Significance Level: 95% | | a | b | ~c | ~d | e | f | ~g | ~h | ~i | ~j | ~k | l | ~m | n | ~o | ~p | ~q | r |
| Unweighted total | 499 | 250 | 249 | 95 | 79 | 160 | 165 | 90 | 70 | 58 | 49 | 94 | 147 | 99 | 159 | - | - | - | 499 |
| Effective Weighted Sample | 454 | 227 | 227 | 88 | 73 | 146 | 150 | 83 | 64 | 52 | 45 | 87 | 134 | 90 | 145 | - | - | - | 454 |
| Total | 70 | 34 | 36 | 14 | 11 | 24 | 20 | 13 | 10 | 9 | 6 | 13 | 20 | 16 | 21 | - | - | - | 70 |
| | | 48% | 52% | ** | ** | 34% | 29% | ** | ** | ** | ** | ** | 29% | ** | 30% | -% | -% | -% | 100% |
| Refused | 7 | 4 | 3 | ** | ** | 2 | 3 | ** | ** | ** | ** | ** | 2 | ** | 2 | - | - | - | 7 |
| | 10% | 12% | 8% | ** | ** | 9% | 16% | ** | ** | ** | ** | ** | 10% | ** | 10% | -% | -% | -% | 10% |
| | | 56% | 44% | ** | ** | 31% | 47% | ** | ** | ** | ** | ** | 30% | ** | 29% | -% | -% | -% | 100% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 160

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QZ15 (QZN1). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?

Base : All respondents in Northern Ireland

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|------------|------------|-----------|-----------|-------------|---------------|------------|------------|----------|-------|---------|-----|-------------------|--------------|
| | | LONDON | SOUTH EAST | SOUTH WEST | EAST MIDS | WEST MIDS | EAST OF ENG | YORKS& HUMBER | NORTH EAST | NORTH WEST | URBAN | RURAL | YES | NO | LOW | MEDIUM/ HIGH |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | ~g | ~h | ~i | j | k | l | m | n | o |
| Unweighted total | 499 | - | - | - | - | - | - | - | - | - | 247 | 252 | 252 | 245 | 295 | 204 |
| Effective Weighted Sample | 454 | - | - | - | - | - | - | - | - | - | 240 | 245 | 229 | 222 | 266 | 188 |
| Total | 70 | - | - | - | - | - | - | - | - | - | 44 | 26 | 36 | 34 | 40 | 30 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 63% | 37% | 51% | 49% | 57% | 43% |
| Roman Catholic | 22 | - | - | - | - | - | - | - | - | - | 12 | 10 | 10 | 11 | 7 | 15 |
| | 31% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 28% | 37% | 29% | 33% | 18% | 49% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 56% | 44% | 47% | 52% | 33% | 67% |
| Presbyterian Church of Ireland | 17 | - | - | - | - | - | - | - | - | - | 12 | 6 | 8 | 9 | 11 | 6 |
| | 24% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 26% | 21% | 23% | 26% | 29% | 19% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 68% | 32% | 48% | 52% | 67% | 33% |
| Church of Ireland | 8 | - | - | - | - | - | - | - | - | - | 4 | 4 | 5 | 3 | 5 | 3 |
| | 11% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 10% | 13% | 13% | 9% | 13% | 9% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 54% | 46% | 60% | 40% | 66% | 34% |
| Methodist Church of Ireland | 2 | - | - | - | - | - | - | - | - | - | 2 | * | 1 | 1 | 2 | * |
| | 3% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 4% | 1% | 3% | 3% | 4% | 1% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | k | 10% | 47% | 53% | 80% | 20% |
| Other Christian (including Christian related) | 4 | - | - | - | - | - | - | - | - | - | 2 | 2 | 2 | 1 | 3 | 1 |
| | 5% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 3% | 8% | 7% | 4% | 7% | 4% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 41% | 59% | 66% | 34% | 71% | 29% |
| Other religions/ philosophies | 1 | - | - | - | - | - | - | - | - | - | 1 | 1 | 1 | 1 | 1 | 1 |
| | 2% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 2% | 3% | 2% | 2% | 1% | 3% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 53% | 47% | 56% | 44% | 40% | 60% |

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

OFCOM NATIONS & REGIONS TRACKER - MAIN SET - QUARTER 1 2014. 4th January to 28th February 2014.

Table 160

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QZ15 (QZN11). Do you regard yourself as belonging to any particular religion? IF YES: Which religion, religious denomination or body do you belong?

Base : All respondents in Northern Ireland

| | Total | ENGLAND REGIONS | | | | | | | | | URBANITY | | WORKING | | DEPRIVATION LEVEL | |
|---|-------|-----------------|---------------------|---------------------|--------------------|--------------------|-------------------------|------------------------|---------------------|---------------------|------------|------------|----------|---------|-------------------|----------------------|
| | | LONDON ~a | SOUTH EAST ~b | SOUTH WEST ~c | EAST MIDS ~d | WEST MIDS ~e | EAST OF ENG ~f | YORKS& HUMBER ~g | NORTH EAST ~h | NORTH WEST ~i | URBAN j | RURAL k | YES l | NO m | LOW n | MEDIUM/ HIGH o |
| Significance Level: 95% | | | | | | | | | | | | | | | | |
| Unweighted total | 499 | - | - | - | - | - | - | - | - | - | 247 | 252 | 252 | 245 | 295 | 204 |
| Effective Weighted Sample | 454 | - | - | - | - | - | - | - | - | - | 240 | 245 | 229 | 222 | 266 | 188 |
| Total | 70 | - | - | - | - | - | - | - | - | - | 44 | 26 | 36 | 34 | 40 | 30 |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 63% | 37% | 51% | 49% | 57% | 43% |
| No religion | 9 | - | - | - | - | - | - | - | - | - | 7 | 2 | 5 | 4 | 6 | 3 |
| | 13% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 16% | 7% | 15% | 11% | 15% | 10% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 79% | 21% | 58% | 42% | 67% | 33% |
| Refused | 7 | - | - | - | - | - | - | - | - | - | 5 | 2 | 3 | 4 | 6 | 2 |
| | 10% | -% | -% | -% | -% | -% | -% | -% | -% | -% | 11% | 10% | 9% | 12% | 14% | 5% |
| | | -% | -% | -% | -% | -% | -% | -% | -% | -% | 65% | 35% | 43% | 57% | 78% | 22% |
| Columns Tested: a,b,c,d,e,f,g,h,i - j,k - l,m - n,o | | | | | | | | | | | | | | | | |