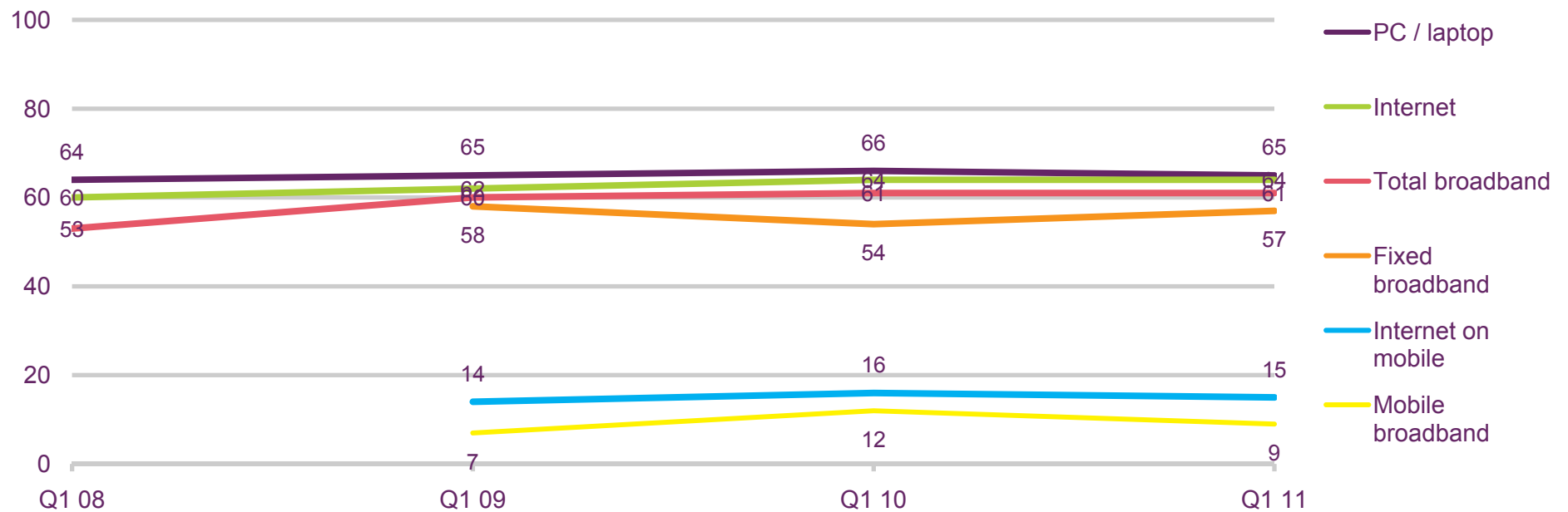


Internet and web-based content

Household PC and internet take-up, Scotland 2008-2011

Proportion of households (%)



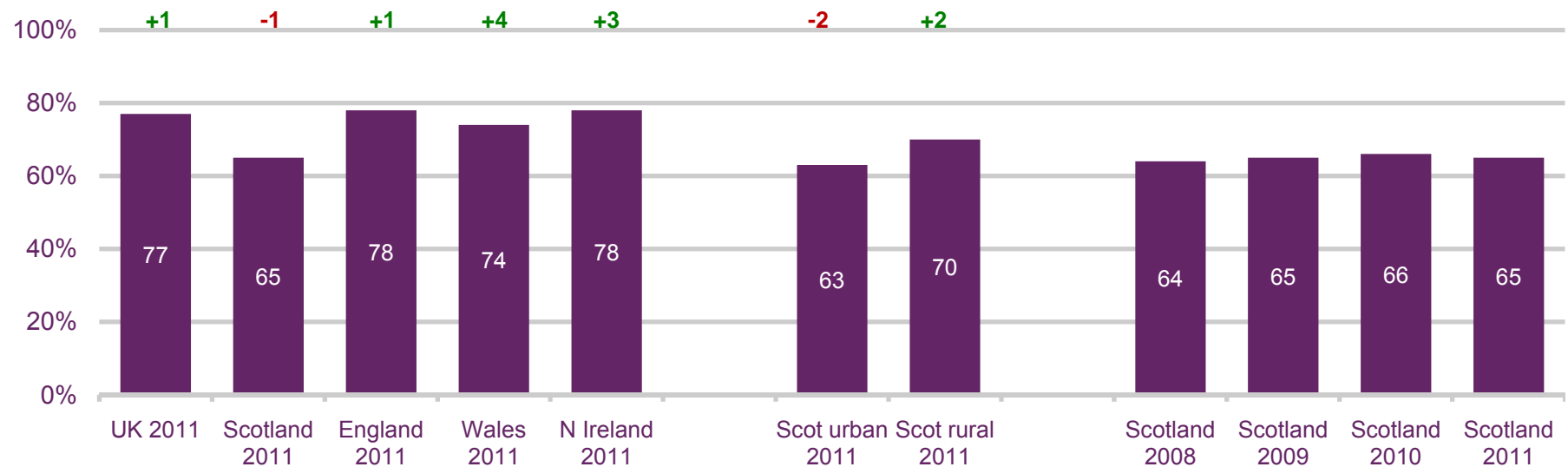
Source: Ofcom technology tracker

Base: All adults aged 16+ (n = 925 Scotland 2008, 1014 Scotland 2009, 1468 Scotland 2010, 487 Scotland 2011)

Residential PC ownership

PC ownership

Figure above bar shows % point change in PC ownership from Q1 2010

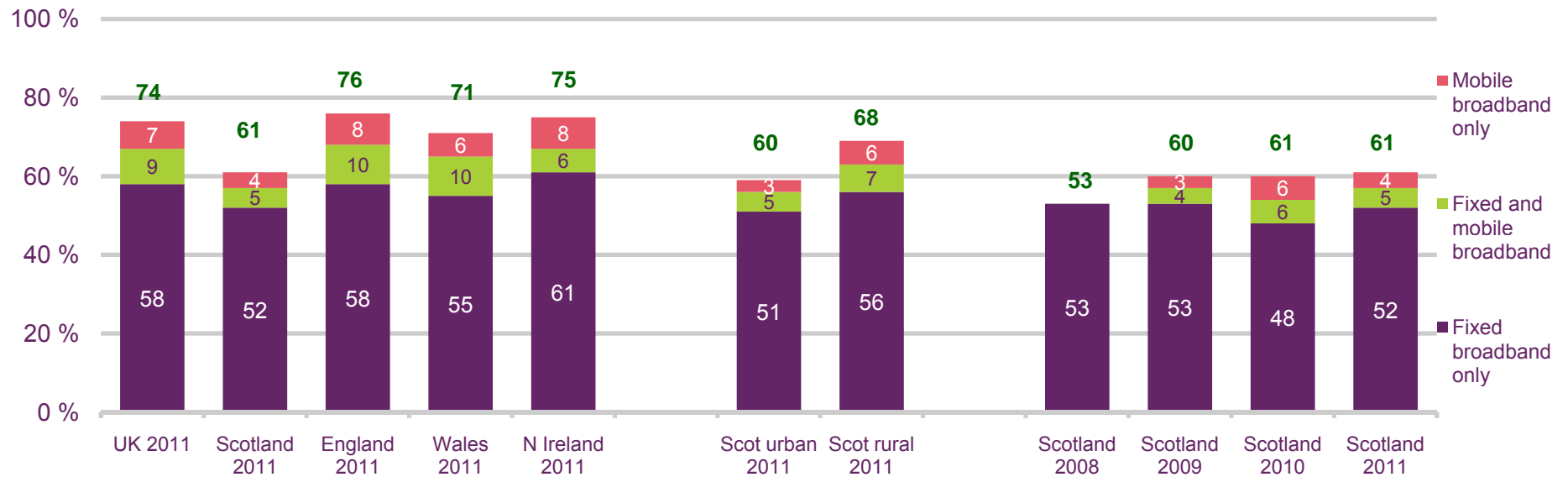


QE1. Does your household have a PC, laptop, netbook or tablet computer?

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n = 3474 UK, 487 Scotland, 1983 England, 493 Wales, 511 Northern Ireland, 239 Scotland urban, 248 Scotland rural, 925 Scotland 2008, 1014 Scotland 2009, 1468 Scotland 2010, 487 Scotland 2011)

Consumer broadband take-up (by connection type)



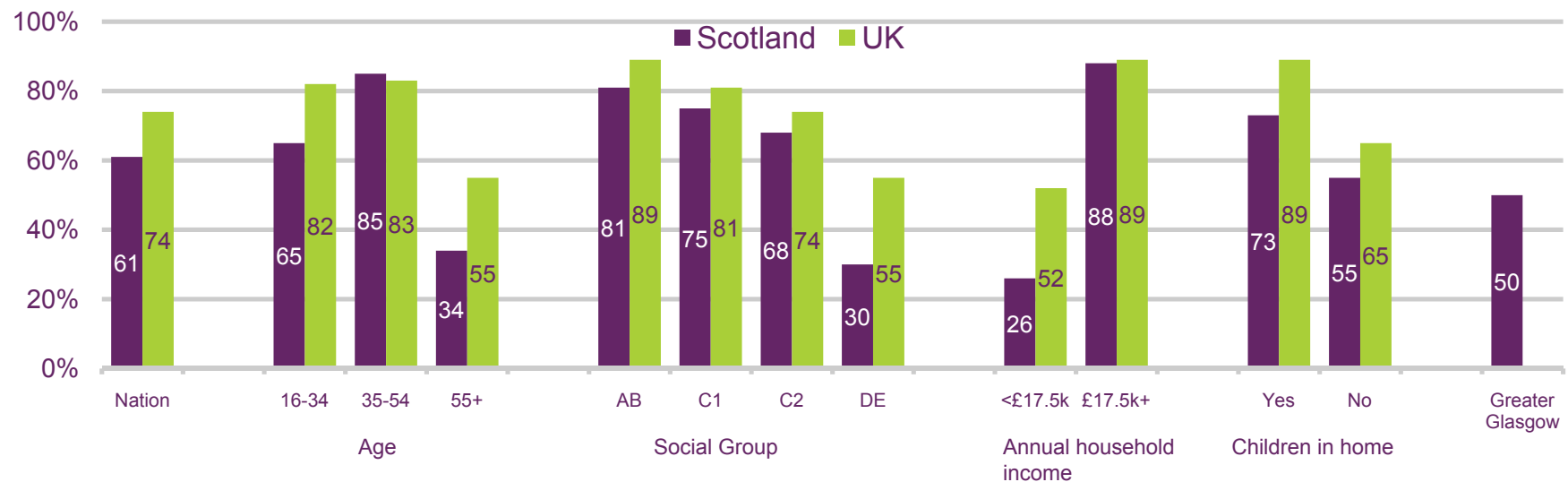
QE9. Which of these methods does your household use to connect to the internet at home? (NB 2008 survey did not cover mobile broadband.

2008 measure shows any broadband)

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n = 3474 UK, 487 Scotland, 1983 England, 493 Wales, 511 Northern Ireland, 239 Scotland urban, 248 Scotland rural, 925 Scotland 2008, 1014 Scotland 2009, 1468 Scotland 2010, 487 Scotland 2011)

Consumer broadband take-up in Scotland compared to UK (by demographic)



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

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n = 487 Scotland, 145 16-34s, 178 35-54s, 164 55+, 109 AB, 141 C1, 95 C2, 142 DE, 127 <£17.5k income, 90 £17.5k+, 159 children in home, 328 no children in home, 120 Greater Glasgow)

Note: "Greater Glasgow" includes Greater Glasgow and Clyde Health Board area + other parts of Lanarkshire.

Take-up of mobile broadband

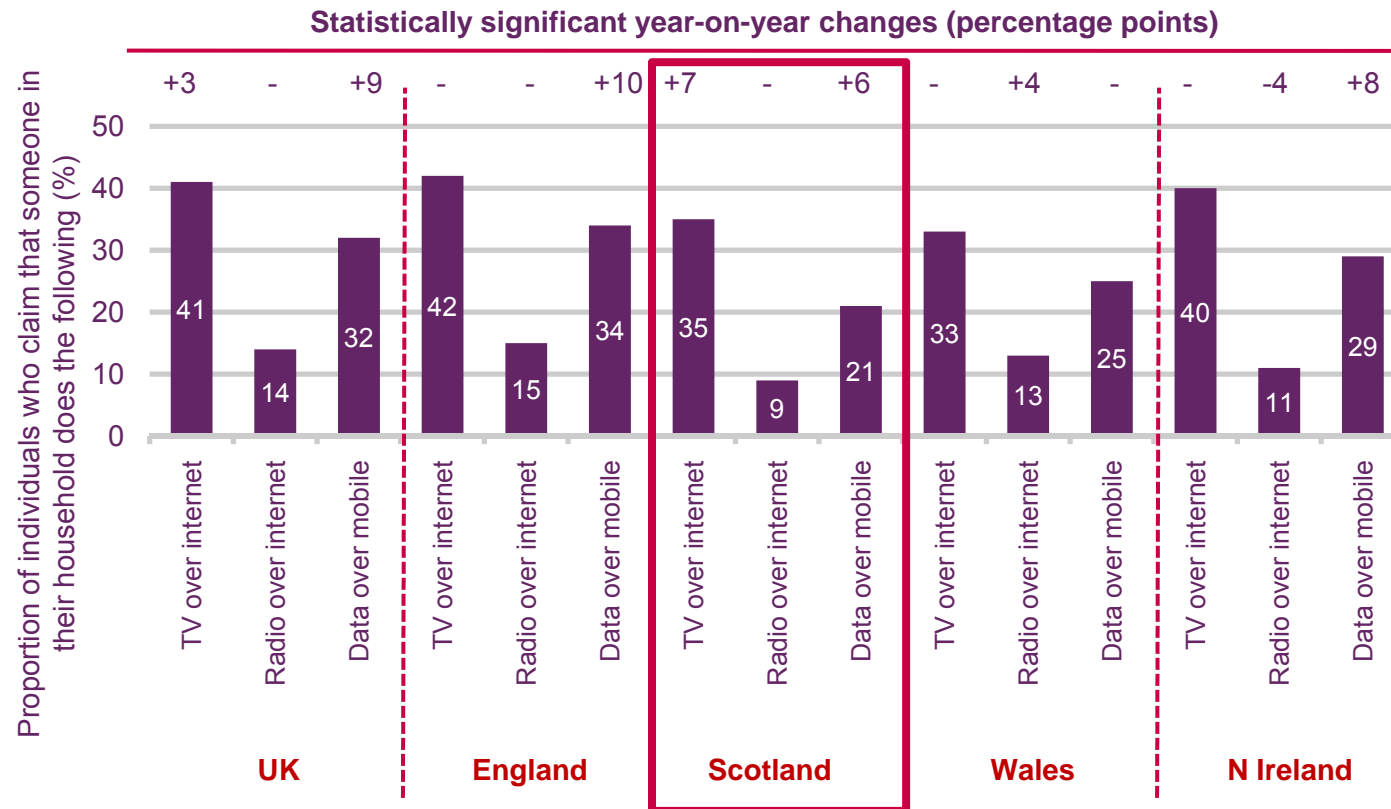


QE9. Which of these methods does your household use to connect to the Internet at home? (NB 2008 survey did not cover mobile broadband)

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n = 3474 UK, 487 Scotland, 1983 England, 493 Wales, 511 Northern Ireland, 239 Scotland urban, 248 Scotland rural, 1014 Scotland 2009, 1468 Scotland 2010, 487 Scotland 2011)

Consumers' use of converging platforms, 2011



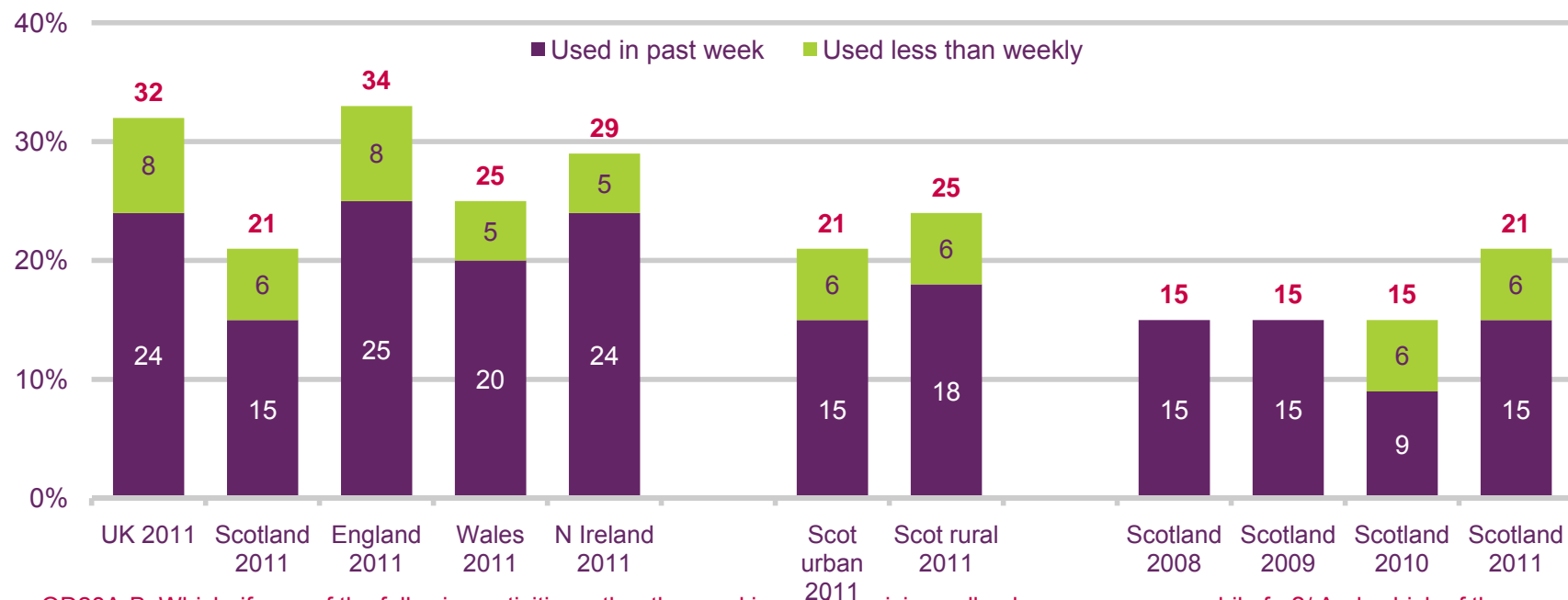
Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n = 3474 UK, 1983 England, 487 Scotland, 493 Wales, 511 Northern Ireland)

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

QD28A-B. Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ Includes download free applications, download paid for applications, send/ receive emails, accessing the internet, connecting to the internet using Wi-Fi, using VoIP service, download a new video clip, video streaming, TV streaming, accessing/ receiving, sports/ team news/ scores, accessing/ receiving news, use IM/ Instant messaging

Proportion of adults who have used a mobile phone to access the internet

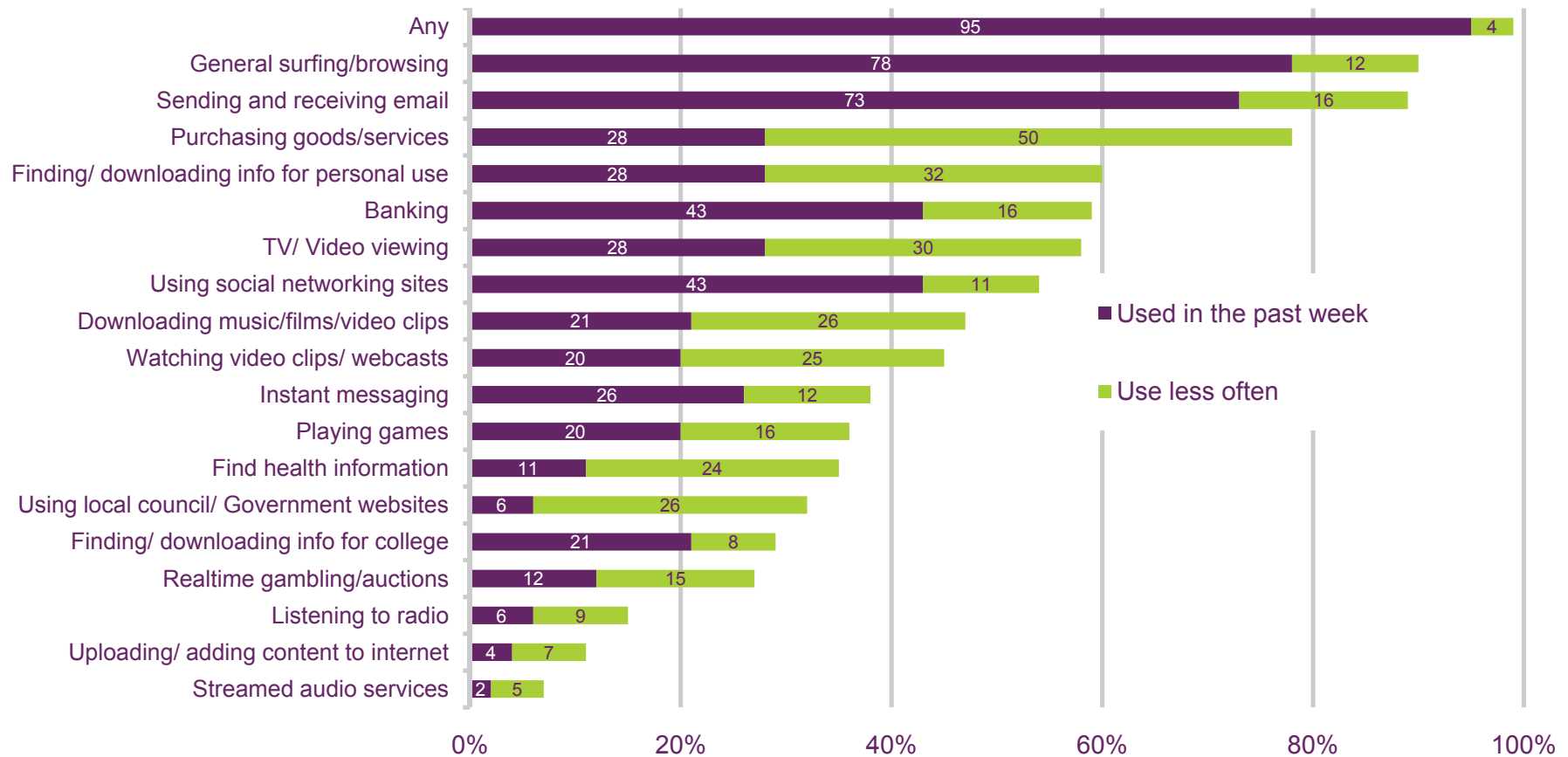


QD28A-B. Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ And, which of these activities have you used your mobile for in the last week? (NB 2008 and 2009 surveys did not cover use in past week – 2008 and 2009 measures show any use)

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n = 3474 UK, 487 Scotland, 1983 England, 493 Wales, 511 Northern Ireland, 239 Scotland urban, 248 Scotland rural, 925 Scotland 2008, 1014 Scotland 2009, 1468 Scotland 2010, 487 Scotland 2011)

Use of online applications among broadband users



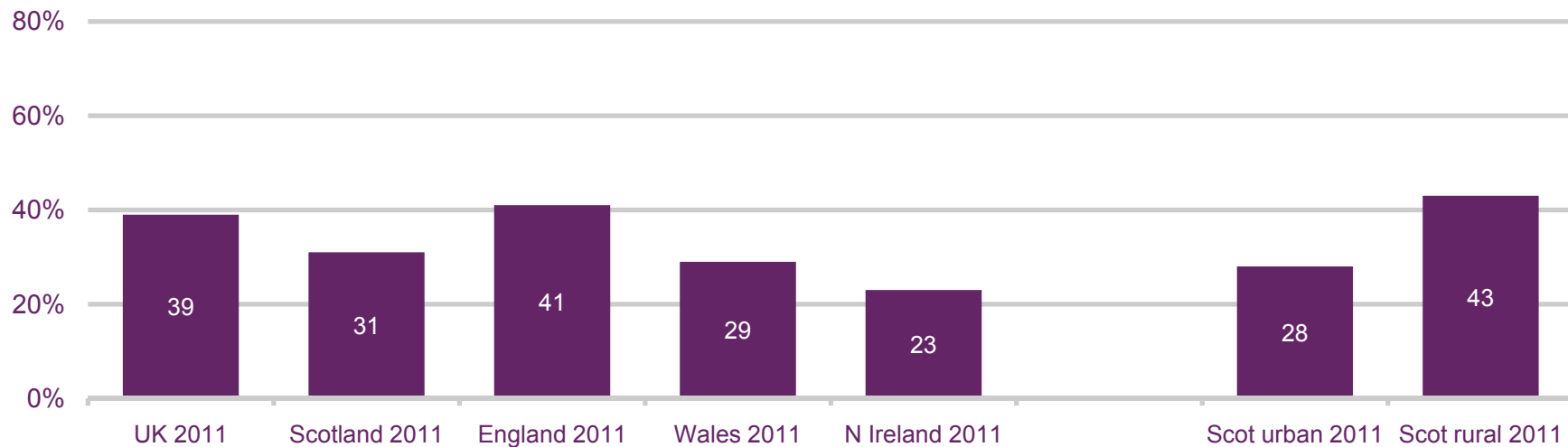
QE5. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Quarter 1 2011

Base: Adults aged 16+ with a broadband connection at home (n= 317 Scotland 2011)

Use of the internet to access local council/government websites

Use of internet for local council/government websites (%)

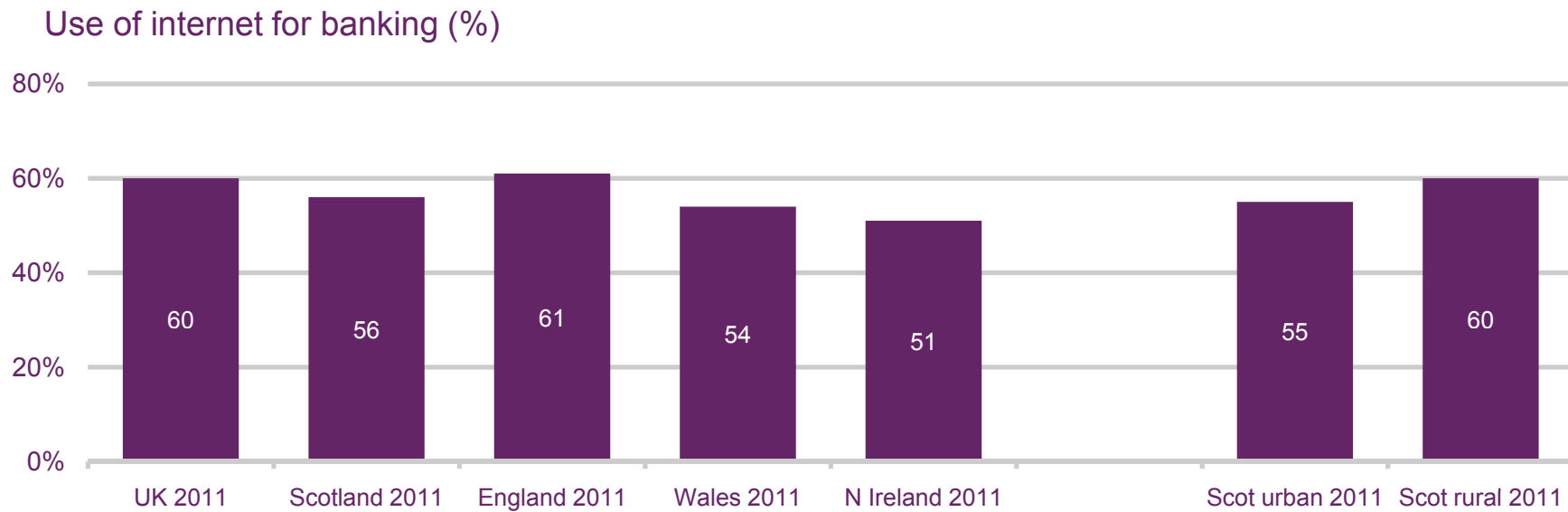


QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Quarter 1 2011

Base: Adults aged 16+ with access to the internet at home (n = 2534 UK, 329 Scotland, 1493 England, 334 Wales, 378 Northern Ireland, 154 Scotland urban, 175 Scotland rural)

Use of the internet to access banking websites



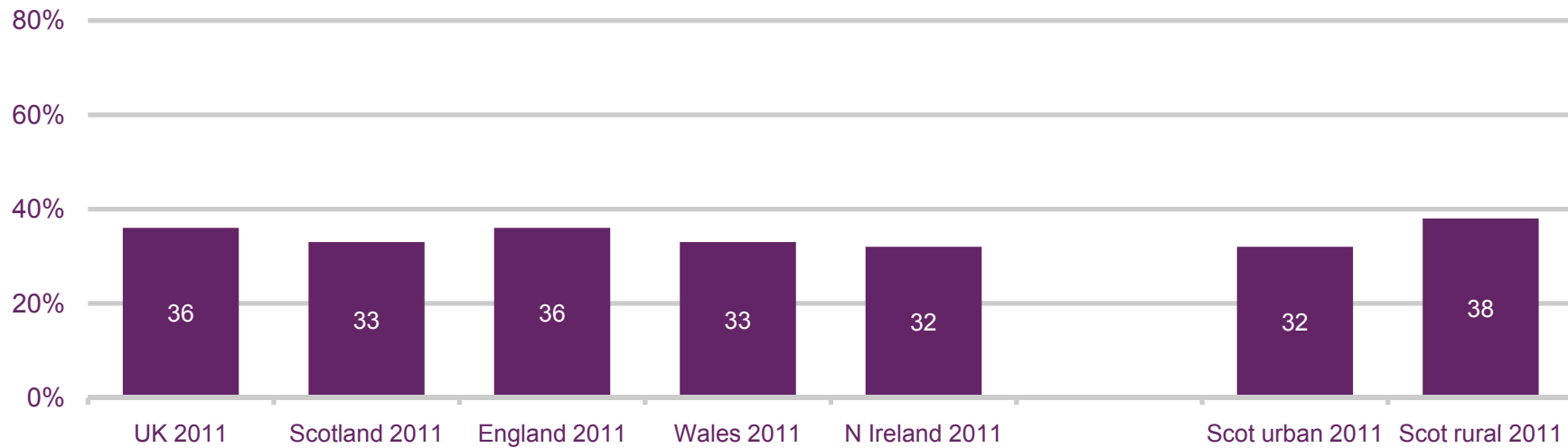
QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Quarter 1 2011

Base: Adults aged 16+ with access to the internet at home (n = 2534 UK, 329 Scotland, 1493 England, 334 Wales, 378 Northern Ireland, 154 Scotland urban, 175 Scotland rural)

Use of the internet to access information on health-related issues

Use of internet for finding information on health-related issues (%)



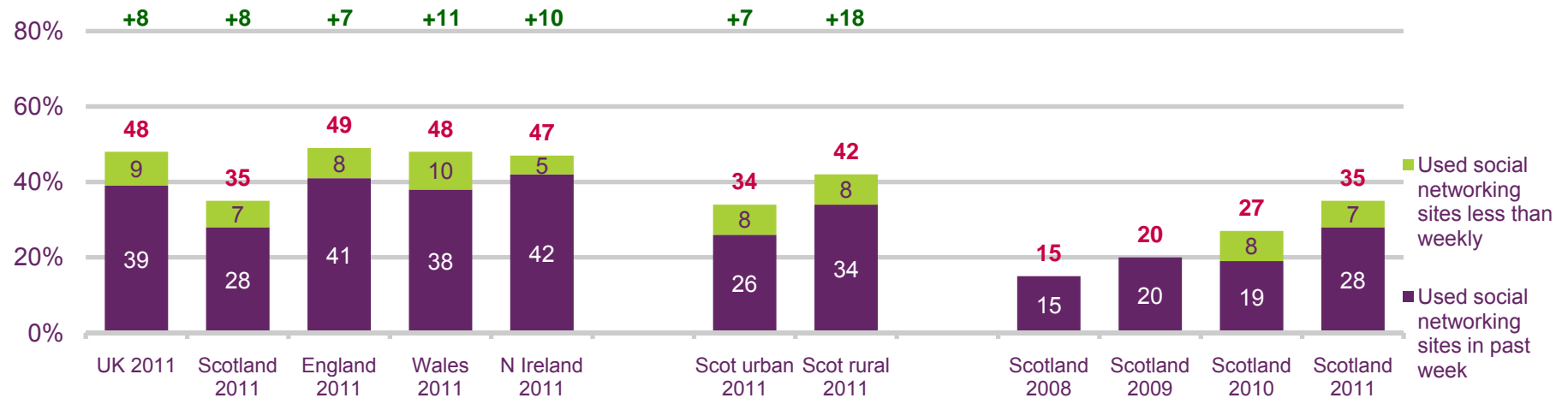
QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?

Source: Ofcom research, Quarter 1 2011

Base: Adults aged 16+ with access to the internet at home (n = 2534 UK, 329 Scotland, 1493 England, 334 Wales, 378 Northern Ireland, 154 Scotland urban, 175 Scotland rural)

Use of social networking sites

Use of social networking sites (%)



QE5A-B. Which, if any, of these do you or members of your household use the internet for whilst at home?/ And, which, if any, of these activities have you or members of your household used the internet for in the last week?/ QD28A-B. Which, if any, of the following activities, other than making and receiving calls, do you use your mobile for?/ And, which of these activities have you used your mobile for in the last week? (NB 2008 and 2009 surveys did not cover use in past week – 2008 and 2009 measures show any use. 2008, 2009 and 2010 surveys did not ask about using mobile to visit social networking sites)

Source: Ofcom research, Quarter 1 2011

Base: All adults aged 16+ (n = 3474 UK, 487 Scotland, 1983 England, 493 Wales, 511 Northern Ireland, 239 Scotland urban, 248 Scotland rural, 925 Scotland 2008, 1014 Scotland 2009, 1468 Scotland 2010, 487 Scotland 2011)