

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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by MAIN CROSS-BREAKS	
Base : All respondents	
QH11 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)	566
by MAIN CROSS-BREAKS	
Base : All respondents	
QH12A (QH67A). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to find out more about the programme you are watching? (SINGLE CODE)	572
by MAIN CROSS-BREAKS	
Base : Those with a TV in the household	
QH12B (QH67B). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to do something else? (SINGLE CODE)	576
by MAIN CROSS-BREAKS	
Base : Those with a TV in the household	
QH12C (QH67C). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Use a desktop computer, laptop, tablet computer, without going online? (SINGLE CODE)	580
by MAIN CROSS-BREAKS	
Base : Those with a TV in the household	
QH12D (QH67D). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Listen to the radio? (SINGLE CODE)	584
by MAIN CROSS-BREAKS	
Base : Those with a TV in the household	

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QH12E (QH67E). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Use a mobile phone, without going online? (SINGLE CODE).....	588
by MAIN CROSS-BREAKS	
Base : Those with a TV in the household	
QH12F (QH67F). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Use a landline phone? (SINGLE CODE).....	592
by MAIN CROSS-BREAKS	
Base : Those with a TV in the household	
QH12G (QH67G). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Play games on a games console? (SINGLE CODE)	596
by MAIN CROSS-BREAKS	
Base : Those with a TV in the household	
QH12H (QH67H). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also... Listen to music (on a stereo, an MP3 player, a mobile phone or a computer)? (SINGLE CODE)	600
by MAIN CROSS-BREAKS	
Base : Those with a TV in the household	
QCHECK. Can I just check that you have the following services? (MULTI CODE).....	604
by MAIN CROSS-BREAKS	
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)	608
by MAIN CROSS-BREAKS	
Base : All respondents	
QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)	610
by MAIN CROSS-BREAKS	
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package	
QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)	613
by MAIN CROSS-BREAKS	
Base : All respondents	
QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE).....	617
by MAIN CROSS-BREAKS	
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package	
BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE	623
by MAIN CROSS-BREAKS	
Base : All respondents	
SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES.....	627
by MAIN CROSS-BREAKS	
Base : All respondents	
BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE	629
by MAIN CROSS-BREAKS	
Base : Those using the same supplier for two or more services	
SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES.....	632
by MAIN CROSS-BREAKS	
Base : Those using the same supplier for two or more services	
FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES	634
by MAIN CROSS-BREAKS	
Base : Those with fixed broadband at home	

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FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES	636
by MAIN CROSS-BREAKS	
Base : All respondents	
LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48).....	638
by MAIN CROSS-BREAKS	
Base : Those with a landline phone at home - including those who pay line rental for fixed broadband	
LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48).....	640
by MAIN CROSS-BREAKS	
Base : All respondents	
MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES	642
by MAIN CROSS-BREAKS	
Base : Those who personally use a mobile phone	
MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES	644
by MAIN CROSS-BREAKS	
Base : All respondents	
PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES	646
by MAIN CROSS-BREAKS	
Base : Those with a Pay TV service	
PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES	648
by MAIN CROSS-BREAKS	
Base : All respondents	
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)	650
by MAIN CROSS-BREAKS	
Base : All respondents	
QZ2 (QZ10). SHOWCARD How would you describe your national identity? (SINGLE CODE)	652
by MAIN CROSS-BREAKS	
Base : All respondents	
QZ3 (QZ2). SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)	654
by MAIN CROSS-BREAKS	
Base : All respondents	
QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)	664
by MAIN CROSS-BREAKS	
Base : All respondents	
QZ5 (QZ11). Do you need to wear glasses or contact lenses in order to watch TV, go online or use a phone? (SINGLE CODE)	670
by MAIN CROSS-BREAKS	
Base : All respondents	
QZ6 (QZ12). Do you need to use a hearing aid or other hearing assistance in order to watch TV, go online or use a phone? (SINGLE CODE)	672
by MAIN CROSS-BREAKS	
Base : All respondents	
QZ7 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)	674
by MAIN CROSS-BREAKS	
Base : Those with poor vision, partial sight or blindness	

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QZ8 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)	678
by MAIN CROSS-BREAKS	
Base : Those with poor hearing, partial hearing or deafness	
QZ11. (QZ13). SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE).....	682
by MAIN CROSS-BREAKS	
Base : All respondents	

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 1

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**NATION
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME					SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
England	1952	951	1001	286	325	668	673	120	129	188	576	535	525	418	470	1952	-	-	-
	84%	84%	83%	85%	83%	84%	83%	81%	85%	83%	88%	86%	84%	82%	82%	100%	-%	-%	-%
		49%	51%	15%	17%	34%	34%	6%	7%	10%	29%	27%	27%	21%	24%	100%	-%	-%	-%
Scotland	203	97	106	25	35	71	72	18	17	22	57	47	57	46	54	-	203	-	-
	9%	9%	9%	8%	9%	9%	9%	12%	11%	10%	9%	8%	9%	9%	9%	-%	100%	-%	-%
		48%	52%	12%	17%	35%	36%	9%	8%	11%	28%	23%	28%	23%	27%	-%	100%	-%	-%
Wales	115	56	59	15	19	38	43	7	4	12	16	26	29	27	32	-	-	115	-
	5%	5%	5%	5%	5%	5%	5%	5%	3%	5%	2%	4%	5%	5%	6%	-%	-%	100%	-%
		49%	51%	13%	17%	33%	37%	6%	4%	10%	14%	22%	25%	24%	28%	-%	-%	100%	-%
Northern Ireland	64	31	33	11	10	23	21	3	1	5	7	14	16	16	19	-	-	-	64
	3%	3%	3%	3%	3%	3%	3%	2%	1%	2%	1%	2%	3%	3%	3%	-%	-%	-%	100%
		48%	52%	17%	16%	35%	32%	4%	2%	8%	11%	22%	24%	24%	30%	-%	-%	-%	100%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**NATION
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
England	1952	1726	226	1140	809	985 967
	84%	85%	74%	84%	83%	84% 83%
		b				
		88%	12%	58%	41%	50% 50%
Scotland	203	170	34	116	88	91 112
	9%	8%	11%	9%	9%	8% 10%
		84%	16%	57%	43%	45% 55%
Wales	115	92	24	64	51	58 57
	5%	5%	8%	5%	5%	5% 5%
			a			
		79%	21%	56%	44%	51% 49%
Northern Ireland	64	41	23	36	29	32 33
	3%	2%	8%	3%	3%	3% 3%
			a			
		64%	36%	56%	44%	49% 51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
North East	102	58	44	16	17	34	35	3	2	10	25	32	24	20	26	102	-	-	-
	4%	5%	4%	5%	4%	4%	4%	2%	2%	5%	4%	5%	4%	4%	4%	5%	-%	-%	-%
		57%	43%	16%	17%	33%	35%	3%	2%	10%	24%	32%	24%	20%	25%	bcd 100%	-%	-%	-%
North West	267	131	136	36	42	83	106	25	6	26	54	81	52	51	83	267	-	-	-
	11%	12%	11%	11%	11%	10%	13%	17%	4%	12%	8%	13%	8%	10%	14%	14%	-%	-%	-%
		49%	51%	14%	16%	31%	40%	bd 9%	b 2%	b 10%	b 20%	b 30%	b 19%	bc 19%	bc 31%	bcd 100%	-%	-%	-%
Yorkshire	198	94	104	36	35	64	63	18	12	18	57	50	50	45	52	198	-	-	-
	8%	8%	9%	11%	9%	8%	8%	12%	8%	8%	9%	8%	8%	9%	9%	10%	-%	-%	-%
		47%	53%	18%	18%	32%	32%	9%	6%	9%	29%	25%	26%	23%	26%	bcd 100%	-%	-%	-%
East Midlands	165	81	84	24	26	55	61	14	13	18	48	36	42	43	44	165	-	-	-
	7%	7%	7%	7%	7%	7%	7%	10%	8%	8%	7%	6%	7%	8%	8%	8%	-%	-%	-%
		49%	51%	14%	16%	33%	37%	9%	8%	11%	29%	22%	25%	26%	27%	bcd 100%	-%	-%	-%
West Midlands	205	94	111	29	33	64	79	8	15	12	15	39	47	47	73	205	-	-	-
	9%	8%	9%	9%	8%	8%	10%	5%	10%	5%	2%	6%	8%	9%	13%	10%	-%	-%	-%
		46%	54%	14%	16%	31%	39%	d 4%	d 7%	d 6%	7%	19%	23%	23%	ab 35%	bcd 100%	-%	-%	-%
East of England	216	99	117	32	37	83	63	14	15	19	79	60	63	52	40	216	-	-	-
	9%	9%	10%	10%	9%	10%	8%	10%	10%	9%	12%	10%	10%	10%	7%	11%	-%	-%	-%
		46%	54%	15%	17%	39%	29%	4%	7%	9%	37%	28%	29%	d 24%	d 18%	bcd 100%	-%	-%	-%
London	288	145	142	48	52	117	70	15	22	34	110	86	90	49	62	288	-	-	-
	12%	13%	12%	14%	13%	15%	9%	10%	14%	15%	17%	14%	14%	10%	11%	15%	-%	-%	-%
		51%	49%	d 17%	d 18%	d 41%	24%	a 5%	c 8%	c 12%	a 38%	c 30%	c 31%	c 17%	bcd 22%	bcd 100%	-%	-%	-%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**REGION
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME					SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER				£10.4K-	£10.4K-	£15.6K-						ENG	SCOT	WALES	
		MALE		16-24	25-34	35-54	55+	£10.4K	£15.59K	£25.99K	£26K+	AB	C1	C2	DE	LAND	LAND		NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
South East	319	155	164	41	59	108	111	12	25	34	131	103	94	65	53	319	-	-	-
	14%	14%	14%	12%	15%	14%	14%	8%	17%	15%	20%	17%	15%	13%	9%	16%	-%	-%	-%
									a	a	a	d	d	d		bcd			
		49%	51%	13%	18%	34%	35%	4%	8%	11%	41%	32%	29%	20%	16%	100%	-%	-%	-%
South West	192	93	99	24	23	60	85	10	19	15	58	47	62	45	38	192	-	-	-
	8%	8%	8%	7%	6%	8%	11%	7%	12%	7%	9%	8%	10%	9%	7%	10%	-%	-%	-%
							bc						d			bcd			
		48%	52%	12%	12%	31%	44%	5%	10%	8%	30%	25%	32%	23%	20%	100%	-%	-%	-%
Wales	115	56	59	15	19	38	43	7	4	12	16	26	29	27	32	-	-	115	-
	5%	5%	5%	5%	5%	5%	5%	5%	3%	5%	2%	4%	5%	5%	6%	-%	-%	100%	-%
		49%	51%	13%	17%	33%	37%	6%	4%	10%	14%	22%	25%	24%	28%	-%	-%	100%	-%
Scotland	203	97	106	25	35	71	72	18	17	22	57	47	57	46	54	-	203	-	-
	9%	9%	9%	8%	9%	9%	9%	12%	11%	10%	9%	8%	9%	9%	9%	-%	100%	-%	-%
		48%	52%	12%	17%	35%	36%	9%	8%	11%	28%	23%	28%	23%	27%	-%	100%	-%	-%
Northern Ireland	64	31	33	11	10	23	21	3	1	5	7	14	16	16	19	-	-	-	64
	3%	3%	3%	3%	3%	3%	3%	2%	1%	2%	1%	2%	3%	3%	3%	-%	-%	-%	100%
		48%	52%	17%	16%	35%	32%	4%	2%	8%	11%	22%	24%	24%	30%	-%	-%	-%	100%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCEM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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REGION by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
North East	102	95	7	66	36	47	55
	4%	5%	2%	5%	4%	4%	5%
		b					
		93%	7%	65%	35%	46%	54%
North West	267	249	18	147	119	137	130
	11%	12%	6%	11%	12%	12%	11%
		b					
		93%	7%	55%	45%	51%	49%
Yorkshire	198	176	22	107	91	112	86
	8%	9%	7%	8%	9%	10%	7%
						b	
		89%	11%	54%	46%	57%	43%
East Midlands	165	138	28	86	79	102	63
	7%	7%	9%	6%	8%	9%	5%
						b	
		83%	17%	52%	48%	62%	38%
West Midlands	205	182	23	100	104	94	111
	9%	9%	7%	7%	11%	8%	9%
					a		
		89%	11%	49%	51%	46%	54%
East of England	216	175	41	141	75	129	86
	9%	9%	13%	10%	8%	11%	7%
			a	b		b	
		81%	19%	65%	35%	60%	40%

Columns Tested: a,b - a,b - a,b

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**REGION
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
London	288	288	-	186	102	48	239
	12%	14%	-%	14%	10%	4%	20%
		b		b			a
		100%	-%	65%	35%	17%	83%
South East	319	278	41	200	118	197	122
	14%	14%	13%	15%	12%	17%	10%
		87%	13%	63%	37%	62%	38%
South West	192	146	46	107	86	117	75
	8%	7%	15%	8%	9%	10%	6%
			a			b	
		76%	24%	55%	45%	61%	39%
Wales	115	92	24	64	51	58	57
	5%	5%	8%	5%	5%	5%	5%
			a				
		79%	21%	56%	44%	51%	49%
Scotland	203	170	34	116	88	91	112
	9%	8%	11%	9%	9%	8%	10%
		84%	16%	57%	43%	45%	55%
Northern Ireland	64	41	23	36	29	32	33
	3%	2%	8%	3%	3%	3%	3%
			a				
		64%	36%	56%	44%	49%	51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 3

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

URBANITY
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Urban	2028	992	1037	304	359	681	684	129	135	201	543	519	545	435	523	1726	170	92	41
	87%	87%	86%	90%	92%	85%	85%	87%	89%	89%	83%	84%	87%	86%	91%	88%	84%	79%	64%
				cd	cd				d	d					abc	bcd	d	d	
		49%	51%	15%	18%	34%	34%	6%	7%	10%	27%	26%	27%	21%	26%	85%	8%	5%	2%
Rural	307	144	163	34	31	117	125	19	16	26	113	102	80	71	53	226	34	24	23
	13%	13%	14%	10%	8%	15%	15%	13%	11%	11%	17%	16%	13%	14%	9%	12%	16%	21%	36%
						ab	ab				bc	d	d	d		a	a	abc	
		47%	53%	11%	10%	38%	41%	6%	5%	8%	37%	33%	26%	23%	17%	74%	11%	8%	8%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 3

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URBANITY
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Urban	2028	2028	-	1169	856	888	1140
	87%	100%	-%	86%	88%	76%	98%
		b				a	
		100%	-%	58%	42%	44%	56%
Rural	307	-	307	187	120	278	29
	13%	-%	100%	14%	12%	24%	2%
			a			b	
		-%	100%	61%	39%	91%	9%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 4

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

**CABLE AREA
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
TELEWEST	801	403	398	118	131	295	257	47	51	82	229	210	222	171	198	720	34	26	20
	34%	35%	33%	35%	34%	37% d	32%	32%	34%	36%	35%	34%	35%	34%	34%	37% bc	17%	23%	31% bc
		50%	50%	15%	16%	37%	32%	6%	6%	10%	29%	26%	28%	21%	25%	90%	4%	3%	3%
NTL	323	166	158	48	59	110	106	18	22	22	73	80	82	73	88	275	48	-	-
	14%	15%	13%	14%	15%	14%	13%	12%	14%	10%	11%	13%	13%	14%	15%	14% cd	24% acd	-%	-%
		51%	49%	15%	18%	34%	33%	6%	7%	7%	23%	25%	25%	23%	27%	85%	15%	-%	-%
NEITHER	1211	567	644	171	200	394	446	82	79	121	354	331	322	263	290	957	121	89	44
	52%	50%	54%	51%	51%	49%	55% c	56%	52%	54%	54%	53%	52%	52%	50%	49%	59% a	77% abd	69% ab
		47%	53%	14%	17%	33%	37%	7%	7%	10%	29%	27%	27%	22%	24%	79%	10%	7%	4%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 4

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

**CABLE AREA
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
TELEWEST	801	760	41	470	330	341 460
	34%	37%	14%	35%	34%	29% 39%
		b				a
		95%	5%	59%	41%	43% 57%
NTL	323	323	-	188	136	133 191
	14%	16%	-%	14%	14%	11% 16%
		b				a
		100%	-%	58%	42%	41% 59%
NEITHER	1211	945	265	698	510	692 518
	52%	47%	86%	52%	52%	59% 44%
			a			b
		78%	22%	58%	42%	57% 43%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 5

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

**DEPRIVATION LEVEL
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	£10.4K- £15.59K	£15.6K- £25.99K	£26K+		AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Low	1166	563	604	147	142	412	465	54	55	87	360	399	321	255	188	985	91	58	32
	50%	50%	50%	44%	36%	52%	57%	37%	36%	39%	55%	64%	51%	50%	33%	50%	45%	51%	49%
		48%	52%	13%	12%	35%	40%	5%	5%	7%	31%	34%	28%	22%	16%	84%	8%	5%	3%
Medium	1008	491	517	162	213	320	314	72	79	120	253	196	266	221	322	818	104	57	29
	43%	43%	43%	48%	55%	40%	39%	49%	52%	53%	39%	32%	43%	44%	56%	42%	51%	49%	45%
		49%	51%	16%	21%	32%	31%	7%	8%	12%	25%	19%	26%	22%	32%	81%	10%	6%	3%
High	161	81	79	29	34	68	30	21	17	19	43	27	38	30	65	149	8	-	4
	7%	7%	7%	9%	9%	8%	4%	14%	11%	8%	7%	4%	6%	6%	11%	8%	4%	-%	6%
		51%	49%	18%	21%	42%	19%	13%	11%	12%	27%	17%	24%	19%	41%	93%	5%	-%	2%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 5

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**DEPRIVATION LEVEL
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
Low	1166	888	278	689	476	1166 -
	50%	44%	91%	51%	49%	100% -%
			a			b
		76%	24%	59%	41%	100% -%
Medium	1008	979	29	576	430	- 1008
	43%	48%	9%	42%	44%	-% 86%
		b				a
		97%	3%	57%	43%	-% 100%
High	161	161	-	91	70	- 161
	7%	8%	-%	7%	7%	-% 14%
		b				a
		100%	-%	56%	44%	-% 100%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 6

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

**SE. GENDER
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Male	1135	1135	-	197	175	363	400	54	58	112	349	312	288	269	263	951	97	56	31
	49%	100%	-%	58%	45%	46%	49%	37%	38%	49%	53%	50%	46%	53%	46%	49%	48%	49%	48%
		b		bcd						ab	ab			bd					
		100%	-%	17%	15%	32%	35%	5%	5%	10%	31%	28%	25%	24%	23%	84%	9%	5%	3%
Female	1200	-	1200	141	215	435	409	93	93	114	307	309	338	237	313	1001	106	59	33
	51%	-%	100%	42%	55%	54%	51%	63%	62%	51%	47%	50%	54%	47%	54%	51%	52%	51%	52%
			a	a	a	a	a	cd	cd				c		c				
		-%	100%	12%	18%	36%	34%	8%	8%	10%	26%	26%	28%	20%	26%	83%	9%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SE. GENDER
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
Male	1135	992	144	673	461	563 573
	49%	49%	47%	50%	47%	48% 49%
		87%	13%	59%	41%	50% 50%
Female	1200	1037	163	682	515	604 596
	51%	51%	53%	50%	53%	52% 51%
		86%	14%	57%	43%	50% 50%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 7

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

**SF. AGE OF RESPONDENT
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER					£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£15.59K	£25.99K	£26K+								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
16 - 17	64	41	22	64	-	-	-	1	-	2	2	20	16	13	14	54	5	3	2
	3%	4%	2%	19%	-%	-%	-%	1%	-%	1%	1%	3%	3%	2%	3%	3%	3%	2%	3%
		b		bcd															
		65%	35%	100%	-%	-%	-%	1%	-%	3%	3%	32%	26%	20%	23%	85%	8%	4%	3%
18 - 24	274	155	119	274	-	-	-	34	7	17	54	44	97	51	82	232	20	13	10
	12%	14%	10%	81%	-%	-%	-%	23%	5%	8%	8%	7%	16%	10%	14%	12%	10%	11%	15%
		b		bcd				bcd					ac		ac				
		57%	43%	100%	-%	-%	-%	12%	3%	6%	20%	16%	36%	19%	30%	85%	7%	5%	3%
25 - 34	390	175	215	-	390	-	-	17	26	44	151	91	110	95	94	325	35	19	10
	17%	15%	18%	-%	100%	-%	-%	12%	17%	19%	23%	15%	18%	19%	16%	17%	17%	17%	16%
				acd						a	a								
		45%	55%	-%	100%	-%	-%	4%	7%	11%	39%	23%	28%	24%	24%	83%	9%	5%	3%
35 - 44	404	185	219	-	-	404	-	16	20	40	162	147	98	79	78	346	32	14	12
	17%	16%	18%	-%	-%	51%	-%	11%	13%	18%	25%	24%	16%	16%	14%	18%	16%	12%	18%
						abd					abc	bcd				c			
		46%	54%	-%	-%	100%	-%	4%	5%	10%	40%	36%	24%	20%	19%	86%	8%	4%	3%
45 - 54	395	179	216	-	-	395	-	19	19	53	139	121	94	81	98	322	39	24	11
	17%	16%	18%	-%	-%	49%	-%	13%	13%	23%	21%	19%	15%	16%	17%	16%	19%	21%	17%
						abd				ab	ab	b							
		45%	55%	-%	-%	100%	-%	5%	5%	13%	35%	31%	24%	21%	25%	81%	10%	6%	3%
55 - 64	337	154	184	-	-	-	337	20	22	27	98	87	88	82	80	279	34	18	7
	14%	14%	15%	-%	-%	-%	42%	14%	14%	12%	15%	14%	14%	16%	14%	14%	17%	15%	11%
							abc												
		46%	54%	-%	-%	-%	100%	6%	6%	8%	29%	26%	26%	24%	24%	83%	10%	5%	2%
65 - 74	259	132	127	-	-	-	259	21	30	31	34	66	71	64	58	217	21	13	7
	11%	12%	11%	-%	-%	-%	32%	14%	20%	14%	5%	11%	11%	13%	10%	11%	11%	12%	11%
							abc	d	d	d									
		51%	49%	-%	-%	-%	100%	8%	12%	12%	13%	25%	27%	25%	22%	84%	8%	5%	3%

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

OFCom TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 7

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

**SF. AGE OF RESPONDENT
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
75+	213	115	98	-	-	-	213	20	27	13	14	46	51	42	72	178	17	12	7
	9%	10%	8%	-%	-%	-%	26%	13%	18%	6%	2%	7%	8%	8%	13%	9%	8%	10%	10%
							abc	cd	cd	d					abc				
		54%	46%	-%	-%	-%	100%	9%	13%	6%	7%	21%	24%	20%	34%	83%	8%	5%	3%
AGE SUMMARY																			
16-24	337	197	141	337	-	-	-	35	7	19	56	64	114	64	96	286	25	15	11
	14%	17%	12%	100%	-%	-%	-%	24%	5%	8%	9%	10%	18%	13%	17%	15%	12%	13%	17%
		b		bcd				bcd					ac		a				
		58%	42%	100%	-%	-%	-%	10%	2%	6%	17%	19%	34%	19%	28%	85%	8%	5%	3%
25-34	390	175	215	-	390	-	-	17	26	44	151	91	110	95	94	325	35	19	10
	17%	15%	18%	-%	100%	-%	-%	12%	17%	19%	23%	15%	18%	19%	16%	17%	17%	17%	16%
					acd					a	a								
		45%	55%	-%	100%	-%	-%	4%	7%	11%	39%	23%	28%	24%	24%	83%	9%	5%	3%
35-54	799	363	435	-	-	799	-	34	39	93	301	268	192	161	176	668	71	38	23
	34%	32%	36%	-%	-%	100%	-%	23%	26%	41%	46%	43%	31%	32%	31%	34%	35%	33%	35%
			a			abd				ab	ab	bcd							
		46%	54%	-%	-%	100%	-%	4%	5%	12%	38%	34%	24%	20%	22%	84%	9%	5%	3%
55-64	337	154	184	-	-	-	337	20	22	27	98	87	88	82	80	279	34	18	7
	14%	14%	15%	-%	-%	-%	42%	14%	14%	12%	15%	14%	14%	16%	14%	14%	17%	15%	11%
							abc												
		46%	54%	-%	-%	-%	100%	6%	6%	8%	29%	26%	26%	24%	24%	83%	10%	5%	2%
65+	472	247	225	-	-	-	472	40	57	44	49	111	122	106	131	395	39	25	13
	20%	22%	19%	-%	-%	-%	58%	27%	38%	19%	7%	18%	19%	21%	23%	20%	19%	22%	21%
							abc	d	acd	d					a				
		52%	48%	-%	-%	-%	100%	9%	12%	9%	10%	24%	26%	22%	28%	84%	8%	5%	3%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 7

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

**SF. AGE OF RESPONDENT
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
16 - 17	64	56	8	15	49	40 24
	3%	3%	2%	1%	5%	3% 2%
		88%	12%	23%	a 77%	b 62% 38%
18 - 24	274	248	26	142	132	108 166
	12%	12%	9%	10%	14%	9% 14%
		b 90%	10%	a 52%	a 48%	a 39% 61%
25 - 34	390	359	31	309	81	142 247
	17%	18%	10%	23%	8%	12% 21%
		b 92%	8%	b 79%	21%	a 36% 64%
35 - 44	404	351	53	332	69	199 205
	17%	17%	17%	24%	7%	17% 18%
		87%	13%	b 82%	17%	49% 51%
45 - 54	395	331	64	310	85	213 182
	17%	16%	21%	23%	9%	18% 16%
		a 84%	16%	b 79%	21%	54% 46%
55 - 64	337	282	56	197	141	191 146
	14%	14%	18%	15%	14%	16% 12%
		a 83%	17%	a 58%	b 42%	b 57% 43%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SF. AGE OF RESPONDENT
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
65 - 74	259	220	38	48	210	149	110
	11%	11%	12%	4%	22%	13%	9%
					a	b	
		85%	15%	19%	81%	58%	42%
75+	213	182	31	3	210	125	88
	9%	9%	10%	*%	22%	11%	8%
					a	b	
		86%	14%	1%	99%	59%	41%
AGE SUMMARY							
16-24	337	304	34	157	181	147	190
	14%	15%	11%	12%	19%	13%	16%
		b			a		a
		90%	10%	46%	54%	44%	56%
25-34	390	359	31	309	81	142	247
	17%	18%	10%	23%	8%	12%	21%
		b		b			a
		92%	8%	79%	21%	36%	64%
35-54	799	681	117	642	153	412	387
	34%	34%	38%	47%	16%	35%	33%
				b			
		85%	15%	80%	19%	52%	48%
55-64	337	282	56	197	141	191	146
	14%	14%	18%	15%	14%	16%	12%
			a			b	
		83%	17%	58%	42%	57%	43%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 7

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

**SF. AGE OF RESPONDENT
by MAIN CROSS-BREAKS**

Base : All respondents

Significance Level: 95%

Effective Weighted Sample

65+

URBANITY			WORKING		DEPRIVATION LEVEL	
Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
	a	b	a	b	a	b
2350	1976	395	1234	1153	1143	1209
472	403	69	52	420	274	198
20%	20%	23%	4%	43%	23%	17%
	85%	15%	11%	a 89%	b 58%	42%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER					£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+												
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
A	63	31	32	3	4	19	37	-	1	2	27	63	-	-	-	58	1	1	3
	3%	3%	3%	1%	1%	2%	5%	-%	1%	1%	4%	10%	-%	-%	-%	3%	1%	1%	4%
							abc				abc	bcd				bc			bc
		49%	51%	4%	6%	31%	59%	-%	2%	3%	43%	100%	-%	-%	-%	92%	2%	1%	4%
B	558	282	277	61	87	249	161	7	8	21	258	558	-	-	-	477	45	25	11
	24%	25%	23%	18%	22%	31%	20%	5%	5%	9%	39%	90%	-%	-%	-%	24%	22%	22%	17%
						abd					abc	bcd				d			
		50%	50%	11%	16%	45%	29%	1%	1%	4%	46%	100%	-%	-%	-%	85%	8%	5%	2%
C1	626	288	338	114	110	192	210	14	36	75	189	-	626	-	-	525	57	29	16
	27%	25%	28%	34%	28%	24%	26%	10%	24%	33%	29%	-%	100%	-%	-%	27%	28%	25%	24%
				cd					a	ab	a		acd						
		46%	54%	18%	18%	31%	34%	2%	6%	12%	30%	-%	100%	-%	-%	84%	9%	5%	3%
C2	507	269	237	64	95	161	188	22	29	58	144	-	-	507	-	418	46	27	16
	22%	24%	20%	19%	24%	20%	23%	15%	19%	26%	22%	-%	-%	100%	-%	21%	23%	24%	24%
		b							a					abd					
		53%	47%	13%	19%	32%	37%	4%	6%	11%	28%	-%	-%	100%	-%	82%	9%	5%	3%
D	329	148	181	51	70	109	99	32	46	58	32	-	-	-	329	272	33	15	9
	14%	13%	15%	15%	18%	14%	12%	22%	31%	26%	5%	-%	-%	-%	57%	14%	16%	13%	14%
				d				d	d	d					abc				
		45%	55%	16%	21%	33%	30%	10%	14%	18%	10%	-%	-%	-%	100%	83%	10%	5%	3%
E	247	115	132	45	24	67	111	72	31	12	5	-	-	-	247	198	22	17	10
	11%	10%	11%	13%	6%	8%	14%	49%	21%	5%	1%	-%	-%	-%	43%	10%	11%	15%	15%
				bc			bc	bcd	cd	d					abc			a	a
		46%	54%	18%	10%	27%	45%	29%	13%	5%	2%	-%	-%	-%	100%	80%	9%	7%	4%
Refused	5	3	3	-	-	2	4	-	-	-	-	-	-	-	-	4	-	1	*
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	1%	*%
		51%	49%	-%	-%	34%	66%	-%	-%	-%	-%	-%	-%	-%	-%	79%	-%	18%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
SOCIAL GROUP																			
AB	621	312	309	64	91	268	198	7	9	23	285	621	-	-	-	535	47	26	14
	27%	28%	26%	19%	23%	34%	24%	5%	6%	10%	43%	100%	-%	-%	-%	27%	23%	22%	22%
		50%	50%	10%	15%	abd	a			a	abc	bcd							
						43%	32%	1%	1%	4%	46%	100%	-%	-%	-%	86%	8%	4%	2%
C1C2	1132	558	575	178	205	353	397	36	65	133	333	-	626	507	-	942	103	56	31
	48%	49%	48%	53%	53%	44%	49%	25%	43%	59%	51%	-%	100%	100%	-%	48%	50%	49%	49%
				c	c		c		a	abd	a		ad	ad					
		49%	51%	16%	18%	31%	35%	3%	6%	12%	29%	-%	55%	45%	-%	83%	9%	5%	3%
DE	576	263	313	96	94	176	210	104	78	70	38	-	-	-	576	470	54	32	19
	25%	23%	26%	28%	24%	22%	26%	71%	51%	31%	6%	-%	-%	-%	100%	24%	27%	28%	30%
				c			bcd		cd	d					abc				
		46%	54%	17%	16%	31%	37%	18%	13%	12%	7%	-%	-%	-%	100%	82%	9%	6%	3%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
A	63	49	14	38	24	50	13
	3%	2%	5%	3%	2%	4%	1%
			a			b	
		78%	22%	61%	38%	79%	21%
B	558	470	88	389	169	349	210
	24%	23%	29%	29%	17%	30%	18%
			a	b		b	
		84%	16%	70%	30%	62%	38%
C1	626	545	80	391	233	321	304
	27%	27%	26%	29%	24%	28%	26%
			b				
		87%	13%	63%	37%	51%	49%
C2	507	435	71	318	189	255	251
	22%	21%	23%	23%	19%	22%	22%
			b				
		86%	14%	63%	37%	50%	50%
D	329	301	29	212	117	105	224
	14%	15%	9%	16%	12%	9%	19%
		b		b			a
		91%	9%	65%	35%	32%	68%
E	247	222	24	6	241	83	164
	11%	11%	8%	*%	25%	7%	14%
				a			a
		90%	10%	2%	98%	34%	66%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Refused	5	5	-	2	2	3	3
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	32%	44%	52%	48%
SOCIAL GROUP							
AB	621	519	102	427	193	399	223
	27%	26%	33%	32%	20%	34%	19%
			a	b		b	
		84%	16%	69%	31%	64%	36%
C1C2	1132	981	152	709	423	576	556
	48%	48%	49%	52%	43%	49%	48%
			b	b			
		87%	13%	63%	37%	51%	49%
DE	576	523	53	218	358	188	388
	25%	26%	17%	16%	37%	16%	33%
		b	a	a	b	a	a
		91%	9%	38%	62%	33%	67%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 9

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

**QZ9 (SG). WORKING STATUS
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Working full time (30hrs/wk+)	965	570	396	82	244	495	145	7	25	97	448	333	285	230	117	805	89	46	26
	41%	50%	33%	24%	63%	62%	18%	5%	17%	43%	68%	54%	46%	45%	20%	41%	44%	40%	40%
		b		d	ad	ad		a	ab	abc	bcd	d	d	d					
		59%	41%	8%	25%	51%	15%	1%	3%	10%	46%	34%	30%	24%	12%	83%	9%	5%	3%
Working part time (8-29 hrs/wk)	390	103	287	75	65	148	103	32	33	41	90	94	106	88	101	335	27	19	10
	17%	9%	24%	22%	17%	18%	13%	22%	22%	18%	14%	15%	17%	17%	17%	17%	13%	16%	15%
			a	d	d	d		d	d										
			27%	73%	19%	17%	38%	8%	8%	10%	23%	24%	27%	23%	26%	86%	7%	5%	3%
Not working (i.e. under 8hrs/wk) - retired	504	259	244	1	-	6	497	38	59	51	61	126	124	120	130	416	49	25	13
	22%	23%	20%	*%	-%	1%	61%	26%	39%	22%	9%	20%	20%	24%	23%	21%	24%	22%	21%
							abc	d	acd	d									
		52%	48%	*%	-%	1%	99%	7%	12%	10%	12%	25%	25%	24%	26%	83%	10%	5%	3%
Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work)	121	71	50	41	19	50	11	30	7	7	8	5	14	10	92	98	11	7	6
	5%	6%	4%	12%	5%	6%	1%	20%	4%	3%	1%	1%	2%	2%	16%	5%	5%	6%	9%
		b		bcd	d	d		bcd	d	d			a		abc				a
		59%	41%	34%	16%	41%	9%	24%	6%	6%	7%	4%	11%	8%	77%	81%	9%	5%	5%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 9

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

**QZ9 (SG). WORKING STATUS
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER				£10.4K- £15.59K	£15.6K- £25.99K	£26K+		AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+												
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Not working (i.e. under 8hrs/wk) - student	131	82	49	117	13	1	1	6	7	7	13	27	64	21	19	117	8	4	3
	6%	7%	4%	35%	3%	1%	1%	4%	5%	3%	2%	4%	10%	4%	3%	6%	4%	3%	5%
		b		bcd	cd								acd						
		63%	37%	89%	10%	1%	1%	5%	5%	5%	10%	21%	49%	16%	15%	89%	6%	3%	3%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	220	48	172	23	49	96	52	35	20	23	36	35	31	38	116	178	20	16	6
	9%	4%	14%	7%	13%	12%	6%	24%	13%	10%	5%	6%	5%	8%	20%	9%	10%	14%	9%
			a		ad	ad		bcd	d	d					abc			a	
		22%	78%	10%	22%	44%	23%	16%	9%	10%	16%	16%	14%	17%	53%	81%	9%	7%	3%
Don't know	3	1	2	-	-	3	-	-	-	-	-	1	1	-	-	3	-	-	-
	1%	1%	2%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%
		39%	61%	0%	0%	100%	0%	0%	0%	0%	0%	28%	34%	0%	0%	100%	0%	0%	0%
WORKING STATUS SUMMARY																			
WORKING	1356	673	682	157	309	642	248	39	59	138	538	427	391	318	218	1140	116	64	36
	58%	59%	57%	46%	79%	80%	31%	26%	39%	61%	82%	69%	63%	63%	38%	58%	57%	56%	56%
				d	ad	ad			a	ab	abc	bcd	d	d					
		50%	50%	12%	23%	47%	18%	3%	4%	10%	40%	32%	29%	23%	16%	84%	9%	5%	3%
NOT WORKING	976	461	515	181	81	153	561	109	93	88	118	193	233	189	358	809	88	51	29
	42%	41%	43%	54%	21%	19%	69%	74%	61%	39%	18%	31%	37%	37%	62%	41%	43%	44%	44%
				bc			abc	bcd	cd	d			a	a	abc				
		47%	53%	19%	8%	16%	57%	11%	10%	9%	12%	20%	24%	19%	37%	83%	9%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 9

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**QZ9 (SG). WORKING STATUS
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Working full time (30hrs/wk+)	965	832	133	965	-	492	473
	41%	41%	43%	71%	-%	42%	40%
				b			
		86%	14%	100%	-%	51%	49%
Working part time (8-29 hrs/wk)	390	337	54	390	-	197	193
	17%	17%	17%	29%	-%	17%	17%
				b			
		86%	14%	100%	-%	50%	50%
Not working (i.e. under 8hrs/wk) - retired	504	425	78	-	504	300	204
	22%	21%	26%	-%	52%	26%	17%
			a		a	b	
		84%	16%	-%	100%	60%	40%
Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work)	121	110	11	-	121	37	84
	5%	5%	3%	-%	12%	3%	7%
				a			a
		91%	9%	-%	100%	31%	69%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QZ9 (SG). WORKING STATUS
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Not working (i.e. under 8hrs/wk) - student	131	119	13	-	131	57	75
	6%	6%	4%	-%	13%	5%	6%
		90%	10%	-%	a 100%	43%	57%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	220	202	19	-	220	82	139
	9%	10%	6%	-%	23%	7%	12%
		b 92%		a -%	a 100%		a 63%
Don't know	3	3	-	-	-	1	2
	*%	*%	-%	-%	-%	*%	*%
		100%	-%	-%	-%	39%	61%
WORKING STATUS SUMMARY							
WORKING	1356	1169	187	1356	-	689	666
	58%	58%	61%	100%	-%	59%	57%
		86%	14%	b 100%	-%	51%	49%
NOT WORKING	976	856	120	-	976	476	500
	42%	42%	39%	-%	100%	41%	43%
		88%	12%	a -%	a 100%	49%	51%
Columns Tested:	a,b - a,b - a,b						

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 10

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**QZ12 (SH). HOUSEHOLD STATUS (SINGLE CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Being bought on mortgage	720	357	363	88	131	371	130	5	11	42	332	303	214	158	44	605	64	28	24
	31%	31%	30%	26%	34%	46%	16%	3%	7%	19%	51%	49%	34%	31%	8%	31%	31%	24%	37%
				d	ad	abd				ab	abc	bcd	d	d		c		c	c
		50%	50%	12%	18%	51%	18%	1%	1%	6%	46%	42%	30%	22%	6%	84%	9%	4%	3%
Owned outright by household	620	325	294	30	23	89	478	20	48	59	149	191	173	137	117	506	56	39	20
	27%	29%	25%	9%	6%	11%	59%	14%	31%	26%	23%	31%	28%	27%	20%	26%	27%	33%	30%
		b				b	abc		ad	a	a	d	d	d				a	
		52%	48%	5%	4%	14%	77%	3%	8%	10%	24%	31%	28%	22%	19%	82%	9%	6%	3%
Rented from Local Authority/ Housing Association/ Trust	471	205	266	80	85	164	143	84	59	55	50	23	91	101	256	384	53	26	8
	20%	18%	22%	24%	22%	21%	18%	57%	39%	25%	8%	4%	15%	20%	45%	20%	26%	23%	13%
			a	d				bcd	cd	d			a	ab	abc	d	ad	d	
		44%	56%	17%	18%	35%	30%	18%	13%	12%	11%	5%	19%	21%	54%	81%	11%	6%	2%
Rented from private landlord	426	202	224	89	136	159	43	34	34	66	118	76	121	90	140	370	26	20	10
	18%	18%	19%	26%	35%	20%	5%	23%	22%	29%	18%	12%	19%	18%	24%	19%	13%	17%	16%
				cd	acd	d				d			a	a	abc	b			
		47%	53%	21%	32%	37%	10%	8%	8%	15%	28%	18%	28%	21%	33%	87%	6%	5%	2%
Other	42	15	27	15	10	9	9	4	-	2	6	13	13	10	6	40	-	1	1
	2%	1%	2%	4%	2%	1%	1%	2%	-%	1%	1%	2%	2%	2%	1%	2%	-%	1%	2%
				cd				b								b			
		36%	64%	35%	23%	22%	21%	9%	-%	6%	14%	30%	31%	24%	15%	95%	-%	2%	2%
Don't know	55	30	25	36	5	7	7	-	-	1	-	16	14	11	12	47	5	1	2
	2%	3%	2%	11%	1%	1%	1%	-%	-%	*%	-%	3%	2%	2%	2%	2%	2%	1%	3%
				bcd															
		54%	46%	65%	9%	13%	12%	-%	-%	2%	-%	29%	26%	20%	22%	85%	9%	3%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 10

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QZ12 (SH). HOUSEHOLD STATUS (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Being bought on mortgage	720	612	109	589	131	442	278
	31%	30%	35%	43%	13%	38%	24%
			a	b		b	
		85%	15%	82%	18%	61%	39%
Owned outright by household	620	517	103	224	396	390	229
	27%	25%	34%	17%	41%	33%	20%
			a		a	b	
		83%	17%	36%	64%	63%	37%
Rented from Local Authority/ Housing Association/ Trust	471	437	35	194	276	119	353
	20%	22%	11%	14%	28%	10%	30%
		b		a		a	
		93%	7%	41%	59%	25%	75%
Rented from private landlord	426	377	49	299	127	152	275
	18%	19%	16%	22%	13%	13%	23%
			b				a
		89%	11%	70%	30%	36%	64%
Other	42	37	4	24	18	26	16
	2%	2%	1%	2%	2%	2%	1%
		89%	11%	57%	43%	62%	38%
Don't know	55	48	7	26	28	37	18
	2%	2%	2%	2%	3%	3%	2%
						b	
		88%	12%	46%	51%	68%	32%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 11

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SH (SI). Total number in household (including respondent and any children)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER					£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+												
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
1	406	180	227	13	39	94	260	70	50	41	65	81	107	75	142	323	48	22	12
	17%	16%	19%	4%	10%	12%	32%	47%	33%	18%	10%	13%	17%	15%	25%	17%	24%	19%	18%
				a	a	a	abc	bcd	cd	d		a	a	abc	abc	a	a		
		44%	56%	3%	10%	23%	64%	17%	12%	10%	16%	20%	26%	18%	35%	80%	12%	6%	3%
2	786	398	388	67	112	186	421	36	60	84	211	185	218	183	200	643	77	46	20
	34%	35%	32%	20%	29%	23%	52%	24%	40%	37%	32%	30%	35%	36%	35%	33%	38%	40%	31%
				a	a	a	abc		a	a			a	a			a	a	
		51%	49%	8%	14%	24%	54%	5%	8%	11%	27%	23%	28%	23%	25%	82%	10%	6%	3%
3	420	207	213	105	83	162	70	21	15	42	129	123	118	84	95	361	29	18	12
	18%	18%	18%	31%	21%	20%	9%	14%	10%	18%	20%	20%	19%	17%	16%	18%	14%	16%	19%
				bcd	d	d				b	b								
		49%	51%	25%	20%	39%	17%	5%	4%	10%	31%	29%	28%	20%	23%	86%	7%	4%	3%
4	470	229	241	102	95	239	34	9	19	38	164	155	122	106	84	404	33	20	13
	20%	20%	20%	30%	24%	30%	4%	6%	13%	17%	25%	25%	20%	21%	15%	21%	16%	17%	20%
				d	d	d			a	a	abc	bd	d	d					
		49%	51%	22%	20%	51%	7%	2%	4%	8%	35%	33%	26%	23%	18%	86%	7%	4%	3%
5+	253	122	131	52	60	116	25	12	7	21	88	78	60	59	56	221	16	9	7
	11%	11%	11%	15%	16%	15%	3%	8%	5%	9%	13%	13%	10%	12%	10%	11%	8%	8%	11%
				d	d	d					b								
		48%	52%	20%	24%	46%	10%	5%	3%	8%	35%	31%	24%	23%	22%	87%	6%	4%	3%
Mean number of people	2.8	2.8	2.8	3.4	3.1	3.2	2.0	2.1	2.2	2.7	3.0	3.0	2.7	2.8	2.6	2.8	2.5	2.6	2.8
				bcd	d	d				ab	abc	bd	d	d		bc			bc
Standard deviation	1.36	1.31	1.40	1.20	1.34	1.35	1.01	1.40	1.24	1.29	1.31	1.31	1.33	1.35	1.41	1.36	1.37	1.26	1.42
Standard error	.03	.04	.04	.06	.07	.04	.03	.10	.09	.08	.05	.05	.05	.05	.05	.03	.08	.08	.09
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SH (SI). Total number in household (including respondent and any children)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
1	406	346	60	154	252	183	224
	17%	17%	19%	11%	26%	16%	19%
					a		a
		85%	15%	38%	62%	45%	55%
2	786	680	106	400	385	404	382
	34%	34%	34%	29%	39%	35%	33%
					a		
		87%	13%	51%	49%	51%	49%
3	420	368	52	287	133	219	201
	18%	18%	17%	21%	14%	19%	17%
				b			
		88%	12%	68%	32%	52%	48%
4	470	408	62	335	134	249	221
	20%	20%	20%	25%	14%	21%	19%
				b			
		87%	13%	71%	29%	53%	47%
5+	253	225	28	180	72	111	142
	11%	11%	9%	13%	7%	10%	12%
				b			a
		89%	11%	71%	28%	44%	56%
Mean number of people	2.8	2.8	2.7	3.0	2.4	2.8	2.8
				b			
Standard deviation	1.36	1.36	1.33	1.34	1.29	1.27	1.43
Standard error	.03	.03	.06	.03	.03	.03	.04
Columns Tested: a,b - a,b - a,b							

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 12

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

**SI (SK). Household size
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c								NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Small (1-2 people)	1192	577	615	79	151	281	681	105	110	125	276	265	325	257	342	967	125	68	32
	51%	51%	51%	23%	39%	35%	84%	72%	72%	55%	42%	43%	52%	51%	59%	50%	62%	59%	50%
				a	a	a	abc	cd	cd	d			a	a	abc		ad	ad	
		48%	52%	7%	13%	24%	57%	9%	9%	10%	23%	22%	27%	22%	29%	81%	11%	6%	3%
Medium (3-4 people)	890	436	454	207	178	402	104	30	35	80	292	278	241	190	178	765	62	38	25
	38%	38%	38%	61%	46%	50%	13%	20%	23%	35%	45%	45%	38%	38%	31%	39%	31%	33%	39%
				bcd	d	d				ab	abc	bcd	d	d		b			b
		49%	51%	23%	20%	45%	12%	3%	4%	9%	33%	31%	27%	21%	20%	86%	7%	4%	3%
Large (5+ people)	253	122	131	52	60	116	25	12	7	21	88	78	60	59	56	221	16	9	7
	11%	11%	11%	15%	16%	15%	3%	8%	5%	9%	13%	13%	10%	12%	10%	11%	8%	8%	11%
				d	d	d					b								
		48%	52%	20%	24%	46%	10%	5%	3%	8%	35%	31%	24%	23%	22%	87%	6%	4%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 12

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

**SI (SK). Household size
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
Small (1-2 people)	1192	1027	165	554	637	587 605
	51%	51%	54%	41%	65%	50% 52%
		86%	14%	46%	a 53%	49% 51%
Medium (3-4 people)	890	777	113	622	267	468 422
	38%	38%	37%	46%	27%	40% 36%
		87%	13%	b 70%	b 30%	b 53% 47%
Large (5+ people)	253	225	28	180	72	111 142
	11%	11%	9%	13%	7%	10% 12%
		89%	11%	b 71%	b 28%	a 44% 56%

Columns Tested: a,b - a,b - a,b

OFCEM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 13

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**SJ. Total number of children in household (under 18), including respondent (if respondent is under 18)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER					£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+												
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None	1435	750	684	154	177	334	770	94	106	137	374	344	408	312	367	1171	144	82	37
	61%	66%	57%	46%	45%	42%	95%	64%	70%	61%	57%	55%	65%	62%	64%	60%	71%	71%	58%
		b					abc		d				a	a	a		ad	ad	
		52%	48%	11%	12%	23%	54%	7%	7%	10%	26%	24%	28%	22%	26%	82%	10%	6%	3%
1	388	162	226	103	87	173	26	26	19	35	117	97	114	90	88	337	22	16	13
	17%	14%	19%	31%	22%	22%	3%	18%	13%	15%	18%	16%	18%	18%	15%	17%	11%	14%	21%
			a	bcd	d	d										b			b
		42%	58%	27%	22%	45%	7%	7%	5%	9%	30%	25%	29%	23%	23%	87%	6%	4%	3%
2	351	153	197	54	76	209	12	15	19	35	118	133	71	66	80	307	23	12	9
	15%	14%	16%	16%	19%	26%	1%	10%	13%	15%	18%	21%	11%	13%	14%	16%	11%	10%	13%
			a	d	d	abd					a	bcd				c			
		44%	56%	15%	22%	60%	3%	4%	6%	10%	34%	38%	20%	19%	23%	88%	7%	3%	2%
3	133	59	74	21	39	71	2	8	5	15	40	42	24	37	30	116	9	4	4
	6%	5%	6%	6%	10%	9%	*%	6%	3%	7%	6%	7%	4%	7%	5%	6%	5%	3%	6%
				d	d	d						b		b					
		44%	56%	16%	29%	53%	1%	6%	4%	11%	30%	32%	18%	28%	22%	87%	7%	3%	3%
4	25	9	16	4	10	11	-	4	2	4	7	4	9	3	9	19	4	2	1
	1%	1%	1%	1%	3%	1%	-%	3%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%
				d	d	d													
		36%	64%	15%	41%	44%	-%	15%	8%	16%	28%	15%	36%	13%	36%	75%	14%	6%	5%
5+	3	1	2	1	1	1	-	-	-	-	-	1	-	-	3	2	1	-	*
	*%	*%	*%	*%	*%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	*%	*%	-%	*%
				d															
		43%	57%	43%	27%	30%	-%	-%	-%	-%	-%	26%	-%	-%	74%	69%	27%	-%	4%
Mean number of children	.7	.6	.8	.9	1.0	1.1	.1	.6	.5	.7	.8	.8	.6	.7	.7	.7	.6	.5	.7
		a		d	ad	ad				b	b	bcd				bc			c
Standard deviation	1.01	.97	1.04	1.01	1.16	1.09	.32	1.04	.93	1.06	1.02	1.04	.94	.99	1.05	1.01	1.05	.91	1.06
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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)
by MAIN CROSS-BREAKS**

Base : All respondents

GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	MALE						£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+								
.02	.03	.03	.05	.06	.04	.01	.08	.07	.06	.04	.04	.03	.04	.04	.02	.06	.06	.07

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
None	1435	1238	197	726	709	724	710
	61%	61%	64%	54%	73%	62%	61%
					a		
		86%	14%	51%	49%	50%	50%
1	388	339	50	264	124	186	203
	17%	17%	16%	19%	13%	16%	17%
				b			
		87%	13%	68%	32%	48%	52%
2	351	312	38	261	89	184	167
	15%	15%	12%	19%	9%	16%	14%
				b			
		89%	11%	74%	25%	52%	48%
3	133	112	21	92	41	64	69
	6%	6%	7%	7%	4%	5%	6%
				b			
		84%	16%	69%	31%	48%	52%
4	25	24	1	14	11	9	17
	1%	1%	*%	1%	1%	1%	1%
		94%	6%	55%	45%	35%	65%
5+	3	3	-	-	3	-	3
	*%	*%	-%	-%	*%	-%	*%
		100%	-%	-%	74%	-%	100%
Mean number of children	.7	.7	.6	.8	.5	.7	.7
				b			
Standard deviation	1.01	1.02	.97	1.03	.94	.98	1.04
Standard error	.02	.02	.04	.03	.03	.03	.03
Columns Tested:	a,b - a,b - a,b						

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 14

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

SK (SL). And are you the parent or guardian of any of the children in the household? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those with children aged under 18 in the household

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
								£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+								
Significance Level: 95%		a	b	a	b	c	~d	~a	~b	c	d	a	b	c	d	a	~b	~c	d
Unweighted total	1000	412	588	203	217	535	45	54	51	101	288	262	284	222	231	759	66	68	107
Effective Weighted Sample	832	344	489	166	180	452	37	46	46	83	255	231	237	182	189	681	65	65	97
Total	900	385	516	183	213	465	39	53	45	89	282	277	218	195	209	781	59	34	27
		43%	57%	20%	24%	52%	**	**	**	10%	31%	31%	24%	22%	23%	87%	**	**	3%
Yes	752	291	461	56	204	459	**	**	**	85	270	242	172	166	171	651	**	**	22
	84%	76%	89%	30%	96%	99%	**	**	**	96%	96%	87%	79%	85%	82%	83%	**	**	80%
			a	a	ab							b							
		39%	61%	7%	27%	61%	**	**	**	11%	36%	32%	23%	22%	23%	86%	**	**	3%
No	147	92	54	127	8	5	**	**	**	4	12	35	46	29	36	129	**	**	5
	16%	24%	11%	69%	4%	1%	**	**	**	4%	4%	13%	21%	15%	17%	16%	**	**	20%
		b	bc	c								a							
		63%	37%	87%	6%	4%	**	**	**	2%	8%	24%	31%	20%	25%	88%	**	**	4%
Refused	2	2	-	1	-	1	**	**	**	-	-	-	-	-	2	2	**	**	-
	*%	*%	-%	*%	-%	*%	**	**	**	-%	-%	-%	-%	-%	1%	*%	**	**	-%
		100%	-%	55%	-%	45%	**	**	**	-%	-%	-%	-%	-%	100%	100%	**	**	-%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 14

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SK (SL). And are you the parent or guardian of any of the children in the household? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those with children aged under 18 in the household

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1000	840	160	671	326	477	523
Effective Weighted Sample	832	708	132	559	274	399	433
Total	900	790	110	630	267	442	459
		88%	12%	70%	30%	49%	51%
Yes	752	660	92	567	182	372	380
	84%	84%	83%	90%	68%	84%	83%
		88%	12%	b			
				75%	24%	49%	51%
No	147	128	18	63	84	70	77
	16%	16%	17%	10%	31%	16%	17%
		88%	12%	a			
				43%	57%	48%	52%
Refused	2	2	-	1	1	-	2
	*%	*%	-%	*%	*%	-%	*%
		100%	-%	45%	55%	-%	100%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 15

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

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

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Can use to make and receive calls	1783	860	923	200	228	628	726	82	119	156	531	538	467	385	389	1493	153	87	50
	76%	76%	77%	59%	59%	79%	90%	56%	79%	69%	81%	87%	75%	76%	68%	76%	75%	75%	78%
		48%	52%	11%	13%	35%	41%	5%	7%	9%	30%	30%	26%	22%	22%	84%	9%	5%	3%
Can receive but not make calls/ incoming only	80	38	42	15	15	27	23	7	3	13	19	19	24	14	21	61	11	7	1
	3%	3%	3%	4%	4%	3%	3%	5%	2%	6%	3%	3%	4%	3%	4%	3%	5%	6%	1%
		48%	52%	19%	19%	34%	29%	9%	4%	16%	24%	23%	30%	18%	27%	77%	14%	8%	1%
Line not working properly/ needs to be repaired	22	12	10	6	8	6	2	1	1	3	8	7	5	5	5	18	2	*	1
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
		54%	46%	26%	36%	27%	11%	4%	6%	13%	35%	33%	22%	22%	22%	84%	7%	2%	6%
No, do not have landline phone	447	223	223	115	138	136	58	58	27	54	96	55	129	101	160	376	38	22	12
	19%	20%	19%	34%	35%	17%	7%	39%	18%	24%	15%	9%	21%	20%	28%	19%	19%	19%	18%
		50%	50%	26%	31%	30%	13%	13%	6%	12%	21%	12%	29%	23%	36%	84%	8%	5%	3%
Don't know	4	3	1	1	1	2	-	-	-	*	2	2	-	2	*	4	-	-	*
	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		66%	34%	29%	28%	44%	1%	1%	1%	7%	52%	52%	41%	7%	93%	1%	1%	1%	7%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 15

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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
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER				£10.4K-	£10.4K-	£15.6K-						ENG	SCOT	WALES	
		MALE		16-24	25-34	35-54	55+	£10.4K	£15.59K	£25.99K	£26K+	AB	C1	C2	DE	LAND	LAND		NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
HOUSEHOLD PHONE OWNERSHIP																			
FIXED ONLY	62	29	33	-	1	3	58	11	10	3	1	11	9	13	28	48	6	5	3
	3%	3%	3%	-%	*%	*%	7%	8%	7%	1%	*%	2%	1%	3%	5%	2%	3%	4%	4%
		47%	53%	-%	1%	5%	abc	cd	cd	d		17%	14%	21%	ab	78%	10%	8%	4%
FIXED & MOBILE	1823	880	942	221	250	658	694	78	114	169	557	553	488	390	388	1524	160	89	50
	78%	78%	79%	65%	64%	82%	86%	53%	75%	75%	85%	89%	78%	77%	67%	78%	78%	77%	78%
		48%	52%	12%	14%	36%	ab	4%	a	a	abc	bcd	d	d	21%	84%	9%	5%	3%
MOBILE ONLY	446	222	224	116	137	138	54	56	26	54	98	58	128	102	159	376	37	21	12
	19%	20%	19%	34%	35%	17%	7%	38%	17%	24%	15%	9%	20%	20%	28%	19%	18%	19%	18%
		50%	50%	cd	cd	d		bcd	d	d		a	a	abc	36%	84%	8%	5%	3%
ALL FIXED	1884	909	975	221	251	661	751	90	124	172	558	564	496	403	415	1572	166	94	52
	81%	80%	81%	65%	64%	83%	93%	61%	82%	76%	85%	91%	79%	80%	72%	81%	81%	81%	81%
		48%	52%	12%	13%	35%	ab	5%	a	a	ac	bcd	d	d	22%	83%	9%	5%	3%
ALL MOBILE	2268	1102	1166	337	387	796	748	134	140	223	655	611	615	492	546	1900	196	110	62
	97%	97%	97%	100%	99%	100%	92%	91%	93%	99%	100%	98%	98%	97%	95%	97%	96%	96%	96%
		49%	51%	d	d	d		ab	ab	10%	29%	d	d		24%	84%	9%	5%	3%
NEITHER	5	4	1	1	1	-	3	2	1	-	-	-	2	1	2	3	1	*	*
	*%	*%	*%	*%	*%	-%	*%	1%	1%	-%	-%	-%	*%	*%	*%	*%	1%	*%	*%
		78%	22%	10%	29%	-%	61%	d	38%	18%	-%	-%	31%	25%	44%	68%	22%	6%	3%
ALL FIXED PLUS BB RENTAL	2038	976	1062	258	311	707	763	94	131	188	600	592	559	438	444	1709	178	96	56
	87%	86%	89%	76%	80%	88%	94%	64%	87%	83%	92%	95%	89%	86%	77%	88%	87%	83%	86%
		48%	52%	ab	ab	35%	abc	5%	a	a	ac	bcd	d	d	22%	84%	9%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 15

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

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

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Can use to make and receive calls	1783	1526	256	1032	748	948	835
	76%	75%	84%	76%	77%	81%	71%
		86%	a 14%	58%	42%	b 53%	47%
Can receive but not make calls/ incoming only	80	65	15	48	32	37	43
	3%	3%	5%	4%	3%	3%	4%
		81%	19%	60%	40%	46%	54%
Line not working properly/ needs to be repaired	22	20	2	13	9	9	13
	1%	1%	1%	1%	1%	1%	1%
		92%	8%	58%	42%	39%	61%
No, do not have landline phone	447	413	34	259	188	172	275
	19%	20%	11%	19%	19%	15%	24%
		b 92%	8%	58%	42%	38%	a 62%
Don't know	4	4	-	4	-	2	2
	*%	*%	-%	*%	-%	*%	*%
		100%	-%	100%	-%	52%	48%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 15

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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
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
HOUSEHOLD PHONE OWNERSHIP							
FIXED ONLY	62	54	7	3	59	26	36
	3%	3%	2%	*%	6%	2%	3%
					a		
		88%	12%	5%	95%	42%	58%
FIXED & MOBILE	1823	1557	265	1090	730	967	856
	78%	77%	86%	80%	75%	83%	73%
			a	b		b	
		85%	15%	60%	40%	53%	47%
MOBILE ONLY	446	413	33	262	183	173	273
	19%	20%	11%	19%	19%	15%	23%
		b					a
		93%	7%	59%	41%	39%	61%
ALL FIXED	1884	1611	273	1092	789	993	892
	81%	79%	89%	81%	81%	85%	76%
			a			b	
		86%	14%	58%	42%	53%	47%
ALL MOBILE	2268	1970	298	1352	913	1139	1129
	97%	97%	97%	100%	94%	98%	97%
			b				
		87%	13%	60%	40%	50%	50%
NEITHER	5	4	1	1	4	1	4
	*%	*%	*%	*%	*%	*%	*%
		72%	28%	16%	84%	22%	78%
ALL FIXED PLUS BB RENTAL	2038	1751	288	1194	841	1061	977
	87%	86%	94%	88%	86%	91%	84%
			a			b	
		86%	14%	59%	41%	52%	48%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 16

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

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

Base : Those with a landline phone at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2327	1108	1219	247	257	771	1051	118	162	216	604	591	692	506	530	1688	216	214	209
Effective Weighted Sample	1915	906	1009	203	214	652	871	100	142	179	525	508	579	414	426	1488	205	197	192
Total	1884	909	975	221	251	661	751	90	124	172	558	564	496	403	415	1572	166	94	52
		48%	52%	12%	13%	35%	40%	5%	7%	9%	30%	30%	26%	21%	22%	83%	9%	5%	3%
Yes to make calls	1489	701	789	134	157	512	685	69	108	135	417	440	398	319	329	1238	130	80	41
	79%	77%	81%	61%	63%	78%	91%	77%	87%	78%	75%	78%	80%	79%	79%	79%	78%	86%	79%
			a			ab	abc		acd									a	
		47%	53%	9%	11%	34%	46%	5%	7%	9%	28%	30%	27%	21%	22%	83%	9%	5%	3%
Yes to receive calls	1523	722	801	148	167	524	683	74	110	141	431	450	412	328	329	1275	130	78	40
	81%	79%	82%	67%	67%	79%	91%	83%	89%	82%	77%	80%	83%	81%	79%	81%	79%	83%	75%
						ab	abc		d										
		47%	53%	10%	11%	34%	45%	5%	7%	9%	28%	30%	27%	22%	22%	84%	9%	5%	3%
Yes for internet access	1280	624	656	151	193	486	450	46	78	120	437	397	380	263	237	1075	99	74	32
	68%	69%	67%	68%	77%	74%	60%	52%	63%	70%	78%	70%	76%	65%	57%	68%	60%	79%	61%
				d	d	d			a	abc	d	acd	d			bd		abd	
		49%	51%	12%	15%	38%	35%	4%	6%	9%	34%	31%	30%	21%	19%	84%	8%	6%	2%
TOTAL PERSONALLY USE	1782	856	926	194	231	621	736	87	122	164	531	528	476	382	390	1486	155	92	49
	95%	94%	95%	88%	92%	94%	98%	97%	99%	95%	95%	94%	96%	95%	94%	95%	94%	99%	93%
						a	abc											abd	
		48%	52%	11%	13%	35%	41%	5%	7%	9%	30%	30%	27%	21%	22%	83%	9%	5%	3%
No do not use landline at home	101	52	49	26	20	39	16	3	2	8	27	35	20	21	24	85	11	1	4
	5%	6%	5%	12%	8%	6%	2%	3%	1%	5%	5%	6%	4%	5%	6%	5%	6%	1%	7%
				cd	d	d										c	c		c
		51%	49%	26%	20%	39%	15%	3%	2%	8%	26%	35%	20%	21%	24%	85%	10%	1%	4%
Don't know	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-
	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
		100%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 16

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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)
by MAIN CROSS-BREAKS

Base : Those with a landline phone at home

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2327	1902	425	1199	1125	1190 1137
Effective Weighted Sample	1915	1581	352	998	950	991 924
Total	1884	1611	273	1092	789	993 892
		86%	14%	58%	42%	53% 47%
Yes to make calls	1489	1264	225	811	678	824 665
	79%	78%	82%	74%	86%	83% 75%
					a	b
		85%	15%	54%	46%	55% 45%
Yes to receive calls	1523	1296	226	837	685	825 697
	81%	80%	83%	77%	87%	83% 78%
					a	b
		85%	15%	55%	45%	54% 46%
Yes for internet access	1280	1080	201	810	468	679 602
	68%	67%	74%	74%	59%	68% 67%
			a	b		
		84%	16%	63%	37%	53% 47%
TOTAL PERSONALLY USE	1782	1517	265	1025	755	952 830
	95%	94%	97%	94%	96%	96% 93%
			a		b	
		85%	15%	58%	42%	53% 47%
No do not use landline at home	101	94	7	67	33	39 62
	5%	6%	3%	6%	4%	4% 7%
		b		b		a
		93%	7%	67%	32%	39% 61%
Don't know	1	-	1	-	1	1 -
	*%	-%	*%	-%	*%	*% -%
			a			
		-%	100%	-%	100%	100% -%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 17

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

QC3 (QC10). Thinking of when you use your landline, which one of these uses is the most important to you? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who use their landline for internet access and to make or receive calls

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	~d
Unweighted total	1318	629	689	125	139	477	576	46	84	126	385	352	443	277	243	974	104	142	98
Effective Weighted Sample	1093	520	573	104	116	405	479	39	73	107	333	305	374	225	196	862	99	131	89
Total	1074	514	560	111	136	408	419	35	66	102	352	333	325	221	192	907	79	63	25
		48%	52%	10%	13%	38%	39%	**	**	10%	33%	31%	30%	21%	18%	84%	7%	6%	**
Make/ receive calls	126	52	74	6	6	33	81	**	**	7	27	30	35	29	32	100	10	11	**
	12%	10%	13%	5%	4%	8%	19%	**	**	7%	8%	9%	11%	13%	17%	11%	13%	17%	**
		41%	59%	4%	5%	26%	65%	**	**	6%	22%	24%	28%	23%	25%	80%	8%	8%	**
Internet access	526	262	264	70	94	218	143	**	**	55	213	174	160	102	88	437	44	31	**
	49%	51%	47%	64%	70%	54%	34%	**	**	54%	61%	52%	49%	46%	46%	48%	56%	50%	**
		50%	50%	d	cd	d	27%	**	**	10%	41%	33%	30%	19%	17%	83%	8%	6%	**
Both are equally important	419	199	220	33	35	157	193	**	**	40	110	129	128	89	73	367	24	20	**
	39%	39%	39%	30%	26%	38%	46%	**	**	39%	31%	39%	39%	40%	38%	40%	30%	32%	**
		47%	53%	8%	8%	37%	46%	**	**	9%	26%	31%	31%	21%	17%	88%	6%	5%	**
Don't know	3	2	1	1	-	-	2	**	**	-	1	1	2	1	-	3	-	1	**
	*%	*%	*%	1%	-%	-%	*%	**	**	-%	*%	*%	*%	*%	-%	*%	-%	1%	**
		56%	44%	c	-%	-%	56%	**	**	-%	25%	20%	49%	32%	-%	80%	-%	20%	**
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QC3 (QC10). Thinking of when you use your landline, which one of these uses is the most important to you? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who use their landline for internet access and to make or receive calls

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1318	1045	273	724	593	704	614
Effective Weighted Sample	1093	880	226	605	506	582	511
Total	1074	901	173	655	418	583	490
		84%	16%	61%	39%	54%	46%
Make/ receive calls	126	96	30	50	76	81	45
	12%	11%	17%	8%	18%	14%	9%
			a		a	b	
		76%	24%	40%	60%	64%	36%
Internet access	526	445	81	375	150	270	256
	49%	49%	47%	57%	36%	46%	52%
				b			a
		85%	15%	71%	28%	51%	49%
Both are equally important	419	357	62	228	191	231	188
	39%	40%	36%	35%	46%	40%	38%
				a			
		85%	15%	55%	45%	55%	45%
Don't know	3	3	-	1	2	2	2
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	44%	56%	49%	51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 18

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QC4 (QC30). SHOWCARD How do you pay the line rental for your landline phone service? Please answer about your line rental only and not charges for calls and other costs. (SINGLE CODE)
by MAIN CROSS-BREAKS

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

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2207	1053	1154	221	235	730	1020	111	155	199	574	566	652	482	500	1610	200	199	198
Effective Weighted Sample	1816	860	957	182	196	616	846	95	136	164	499	486	545	396	401	1418	189	183	183
Total	1783	860	923	200	228	628	726	82	119	156	531	538	467	385	389	1493	153	87	50
		48%	52%	11%	13%	35%	41%	5%	7%	9%	30%	30%	26%	22%	22%	84%	9%	5%	3%
On a monthly or quarterly basis, alongside call charges and other costs	1643	778	864	140	210	602	690	79	118	152	497	486	428	357	366	1371	149	79	44
	92%	91%	94%	70%	92%	96%	95%	97%	99%	97%	93%	90%	92%	93%	94%	92%	97%	92%	87%
		a	a	a	a	ab	a		d						a	d	acd		
		47%	53%	9%	13%	37%	42%	5%	7%	9%	30%	30%	26%	22%	22%	83%	9%	5%	3%
12 months in advance (a lump sum of around £120-£160 for the year) and then pay monthly or quarterly for call charges and other costs	64	33	30	6	9	22	26	1	2	2	29	29	16	10	8	57	3	1	3
	4%	4%	3%	3%	4%	3%	4%	1%	1%	1%	6%	5%	3%	3%	2%	4%	2%	1%	6%
		52%	48%	10%	14%	34%	42%	1%	3%	3%	abc	d	45%	26%	16%	c	5%	1%	c
											46%				13%	89%			4%
Don't know	77	48	29	54	9	4	10	2	-	2	5	23	23	17	14	65	1	6	4
	4%	6%	3%	27%	4%	1%	1%	3%	-%	1%	1%	4%	5%	4%	4%	4%	1%	7%	8%
		b		bcd	cd											b		b	ab
		63%	37%	70%	12%	5%	13%	3%	-%	3%	7%	30%	29%	22%	18%	85%	2%	8%	5%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QC4 (QC30). SHOWCARD How do you pay the line rental for your landline phone service? Please answer about your line rental only and not charges for calls and other costs. (SINGLE CODE)
by MAIN CROSS-BREAKS

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

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2207	1805	402	1130	1074	1135 1072
Effective Weighted Sample	1816	1502	330	943	906	947 871
Total	1783	1526	256	1032	748	948 835
		86%	14%	58%	42%	53% 47%
On a monthly or quarterly basis, alongside call charges and other costs	1643	1405	237	958	681	864 778
	92%	92%	93%	93%	91%	91% 93%
		86%	14%	58%	41%	53% 47%
12 months in advance (a lump sum of around £120-£160 for the year) and then pay monthly or quarterly for call charges and other costs	64	54	10	38	25	40 24
	4%	4%	4%	4%	3%	4% 3%
		84%	16%	61%	39%	62% 38%
Don't know	77	68	9	35	42	44 33
	4%	4%	4%	3%	6%	5% 4%
		88%	12%	46%	a 54%	57% 43%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 19

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QC5 (QC21B). SHOWCARD Which of these do you consider is your main supplier for your landline? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with a landline phone at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2327	1108	1219	247	257	771	1051	118	162	216	604	591	692	506	530	1688	216	214	209
Effective Weighted Sample	1915	906	1009	203	214	652	871	100	142	179	525	508	579	414	426	1488	205	197	192
Total	1884	909	975	221	251	661	751	90	124	172	558	564	496	403	415	1572	166	94	52
		48%	52%	12%	13%	35%	40%	5%	7%	9%	30%	30%	26%	21%	22%	83%	9%	5%	3%
BT	735	345	390	73	65	222	376	35	55	62	217	226	192	154	161	591	69	43	32
	39%	38%	40%	33%	26%	34%	50%	39%	44%	36%	39%	40%	39%	38%	39%	38%	42%	46%	61%
		47%	53%	10%	9%	b	abc	5%	7%	8%	29%	31%	26%	21%	22%	80%	9%	a	abc
						30%	51%											6%	4%
Sky	421	213	208	51	89	174	108	15	22	45	131	122	119	89	91	356	30	24	11
	22%	23%	21%	23%	35%	26%	14%	16%	18%	26%	23%	22%	24%	22%	22%	23%	18%	26%	21%
				d	acd	d													
		51%	49%	12%	21%	41%	26%	4%	5%	11%	31%	29%	28%	21%	22%	85%	7%	6%	3%
Virgin Media	340	160	180	42	43	143	111	12	17	25	110	102	92	78	66	294	37	4	5
	18%	18%	18%	19%	17%	22%	15%	14%	14%	14%	20%	18%	19%	19%	16%	19%	22%	4%	10%
						d										cd	cd	c	
		47%	53%	12%	13%	42%	33%	4%	5%	7%	32%	30%	27%	23%	20%	87%	11%	1%	2%
TalkTalk	186	88	98	24	18	59	85	11	13	23	51	48	41	45	52	158	13	11	4
	10%	10%	10%	11%	7%	9%	11%	12%	11%	13%	9%	8%	8%	11%	13%	10%	8%	12%	7%
															ab				
		47%	53%	13%	10%	31%	46%	6%	7%	12%	27%	26%	22%	24%	28%	85%	7%	6%	2%
Plusnet	58	32	25	7	10	24	17	5	4	5	17	25	13	7	12	51	5	2	-
	3%	4%	3%	3%	4%	4%	2%	6%	3%	3%	3%	5%	3%	2%	3%	3%	3%	2%	-%
												c				d	d	d	
		56%	44%	11%	17%	41%	30%	9%	7%	9%	29%	44%	22%	13%	21%	88%	8%	4%	-%
EE/ Everything Everywhere	39	21	18	4	7	13	15	3	1	2	14	12	14	8	6	33	3	3	-
	2%	2%	2%	2%	3%	2%	2%	3%	1%	1%	3%	2%	3%	2%	1%	2%	2%	3%	-%
																d	d	d	
		54%	46%	11%	18%	33%	38%	6%	4%	5%	37%	31%	35%	19%	14%	85%	7%	8%	-%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QC5 (QC21B). SHOWCARD Which of these do you consider is your main supplier for your landline? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with a landline phone at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER				£10.4K-£15.59K	£15.6K-£25.99K	£26K+		AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+												
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2327	1108	1219	247	257	771	1051	118	162	216	604	591	692	506	530	1688	216	214	209
Effective Weighted Sample	1915	906	1009	203	214	652	871	100	142	179	525	508	579	414	426	1488	205	197	192
Total	1884	909	975	221	251	661	751	90	124	172	558	564	496	403	415	1572	166	94	52
		48%	52%	12%	13%	35%	40%	5%	7%	9%	30%	30%	26%	21%	22%	83%	9%	5%	3%
Post Office	18	8	10	-	1	4	13	2	2	2	4	3	4	4	7	14	3	1	-
	1%	1%	1%	-%	*%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	-%
		44%	56%	-%	5%	23%	72%	11%	12%	10%	20%	19%	21%	22%	38%	77%	19%	4%	-%
Utility Warehouse	17	8	8	2	4	6	4	3	1	1	3	3	3	6	5	13	1	2	-
	1%	1%	1%	1%	2%	1%	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	-%
								d										ad	
		50%	50%	10%	27%	37%	25%	19%	8%	8%	20%	20%	15%	36%	29%	79%	6%	15%	-%
Vodafone	13	7	6	1	4	6	1	-	1	1	5	5	2	3	2	11	1	*	-
	1%	1%	1%	*%	2%	1%	*%	-%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	-%
		55%	45%	8%	34%	47%	11%	-%	6%	12%	42%	38%	19%	26%	17%	88%	8%	4%	-%
KComm	10	6	4	4	1	1	4	3	2	1	-	2	3	1	3	10	-	-	-
	1%	1%	*%	2%	*%	*%	1%	3%	2%	1%	-%	*%	1%	*%	1%	1%	-%	-%	-%
		61%	39%	40%	10%	8%	42%	27%	24%	15%	-%	19%	37%	8%	36%	100%	-%	-%	-%
Fuel Broadband	2	*	2	-	2	-	*	-	*	2	-	-	*	-	2	2	-	-	-
	*%	*%	*%	-%	1%	-%	*%	-%	*%	1%	-%	-%	*%	-%	*%	*%	-%	-%	-%
		19%	81%	-%	81%	-%	19%	-%	19%	81%	-%	-%	19%	-%	81%	100%	-%	-%	-%
SSE	2	-	2	-	-	1	1	-	-	1	-	-	1	1	-	1	1	-	-
	*%	-%	*%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	*%	-%	*%	1%	-%	-%
		-%	100%	-%	-%	42%	58%	-%	-%	42%	-%	-%	69%	31%	-%	58%	42%	-%	-%
The Phone Co-op/ The Co-operative	1	1	-	-	-	-	1	1	-	-	-	1	-	-	-	1	1	-	-
	*%	*%	-%	-%	-%	-%	*%	1%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%
		100%	-%	-%	-%	-%	100%	43%	-%	-%	-%	100%	-%	-%	-%	57%	43%	-%	-%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QC5 (QC21B). SHOWCARD Which of these do you consider is your main supplier for your landline? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with a landline phone at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2327	1108	1219	247	257	771	1051	118	162	216	604	591	692	506	530	1688	216	214	209
Effective Weighted Sample	1915	906	1009	203	214	652	871	100	142	179	525	508	579	414	426	1488	205	197	192
Total	1884	909	975	221	251	661	751	90	124	172	558	564	496	403	415	1572	166	94	52
		48%	52%	12%	13%	35%	40%	5%	7%	9%	30%	30%	26%	21%	22%	83%	9%	5%	3%
Primus	1	1	-	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-
	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%
		100%	-%	d	100%	-%	-%	-%	-%	-%	100%	-%	-%	-%	100%	100%	-%	-%	-%
NOW TV	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-
	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
		-%	100%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%
Other	18	10	7	1	-	6	11	-	2	1	3	7	5	3	3	15	1	1	*
	1%	1%	1%	*%	-%	1%	1%	-%	2%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
		58%	42%	3%	-%	34%	63%	-%	12%	5%	15%	40%	25%	15%	16%	83%	7%	7%	3%
Don't know	23	7	17	11	7	3	3	1	1	-	2	8	8	5	3	21	1	2	*
	1%	1%	2%	5%	3%	*%	*%	1%	1%	-%	*%	1%	2%	1%	1%	1%	*%	2%	1%
		28%	a	cd	cd	11%	11%	3%	6%	-%	11%	33%	34%	21%	12%	88%	3%	7%	2%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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QC5 (QC21B). SHOWCARD Which of these do you consider is your main supplier for your landline? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with a landline phone at home

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2327	1902	425	1199	1125	1190 1137
Effective Weighted Sample	1915	1581	352	998	950	991 924
Total	1884	1611	273	1092	789	993 892
		86%	14%	58%	42%	53% 47%
BT	735	567	169	372	363	419 316
	39%	35%	62%	34%	46%	42% 35%
			a		a	b
		77%	23%	51%	49%	57% 43%
Sky	421	386	35	292	128	204 216
	22%	24%	13%	27%	16%	21% 24%
		b		b		
		92%	8%	69%	31%	49% 51%
Virgin Media	340	328	12	221	116	168 172
	18%	20%	4%	20%	15%	17% 19%
		b		b		
		96%	4%	65%	34%	49% 51%
TalkTalk	186	161	25	93	93	86 100
	10%	10%	9%	9%	12%	9% 11%
		86%	14%	50%	a	50% 46% 54%
Plusnet	58	49	9	34	23	35 23
	3%	3%	3%	3%	3%	4% 3%
		85%	15%	60%	40%	61% 39%
EE/ Everything Everywhere	39	33	6	23	16	22 17
	2%	2%	2%	2%	2%	2% 2%
		84%	16%	58%	42%	55% 45%
Post Office	18	15	3	4	14	8 10
	1%	1%	1%	*%	2%	1% 1%
				a		
		81%	19%	23%	77%	43% 57%

Columns Tested: a,b - a,b - a,b

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QC5 (QC21B). SHOWCARD Which of these do you consider is your main supplier for your landline? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with a landline phone at home

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2327	1902	425	1199	1125	1190 1137
Effective Weighted Sample	1915	1581	352	998	950	991 924
Total	1884	1611	273	1092	789	993 892
		86%	14%	58%	42%	53% 47%
Utility Warehouse	17	15	2	10	6	8 8
	1%	1%	1%	1%	1%	1% 1%
		89%	11%	58%	37%	49% 51%
Vodafone	13	9	3	9	3	4 8
	1%	1%	1%	1%	*%	*% 1%
		76%	24%	73%	27%	33% 67%
KComm	10	10	-	3	7	7 2
	1%	1%	-%	*%	1%	1% *%
		100%	-%	30%	70%	76% 24%
Fuel Broadband	2	2	-	2	*	- 2
	*%	*%	-%	*%	*%	-% *%
		100%	-%	81%	19%	-% 100%
SSE	2	1	1	1	1	2 -
	*%	*%	*%	*%	*%	*% -%
		58%	42%	42%	58%	100% -%
The Phone Co-op/ The Co-operative	1	-	1	1	1	1 -
	*%	-%	*%	*%	*%	*% -%
			a			
		-%	100%	43%	57%	100% -%
Primus	1	1	-	1	-	- 1
	*%	*%	-%	*%	-%	-% *%
		100%	-%	100%	-%	-% 100%

Columns Tested: a,b - a,b - a,b

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QC5 (QC21B). SHOWCARD Which of these do you consider is your main supplier for your landline? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with a landline phone at home

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2327	1902	425	1199	1125	1190	1137
Effective Weighted Sample	1915	1581	352	998	950	991	924
Total	1884	1611	273	1092	789	993	892
		86%	14%	58%	42%	53%	47%
NOW TV	1	1	-	-	1	-	1
	*%	*%	-%	-%	*%	-%	*%
		100%	-%	-%	100%	-%	100%
Other	18	14	4	13	5	14	4
	1%	1%	1%	1%	1%	1%	*%
						b	
		78%	22%	71%	29%	76%	24%
Don't know	23	21	2	14	10	15	9
	1%	1%	1%	1%	1%	1%	1%
		90%	10%	59%	41%	62%	38%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 20

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

QC6 (QC7A). SHOWCARD How likely is it that your household will get a landline phone at home in the next 12 months? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those without a landline phone at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER					£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+								
Significance Level: 95%		a	b	a	b	c	~d	~a	~b	~c	~d	~a	b	c	d	a	~b	~c	~d
Unweighted total	529	264	265	128	145	174	82	71	36	58	94	55	166	111	197	385	46	48	50
Effective Weighted Sample	432	217	215	106	122	140	66	57	31	50	83	49	138	87	161	339	44	46	47
Total	447	223	223	115	138	136	58	58	27	54	96	55	129	101	160	376	38	22	12
		50%	50%	26%	31%	30%	**	**	**	**	**	**	29%	23%	36%	84%	**	**	**
Certain to	17	6	11	3	5	8	**	**	**	**	**	**	3	6	3	17	**	**	**
	4%	3%	5%	3%	4%	6%	**	**	**	**	**	**	3%	6%	2%	5%	**	**	**
		37%	63%	20%	31%	45%	**	**	**	**	**	**	19%	32%	18%	100%	**	**	**
Very likely	8	2	6	2	2	4	**	**	**	**	**	**	2	4	1	5	**	**	**
	2%	1%	3%	2%	1%	3%	**	**	**	**	**	**	2%	4%	1%	1%	**	**	**
		21%	79%	28%	19%	53%	**	**	**	**	**	**	29%	46%	16%	66%	**	**	**
Likely	18	9	9	2	6	8	**	**	**	**	**	**	7	3	7	16	**	**	**
	4%	4%	4%	1%	4%	6%	**	**	**	**	**	**	6%	3%	4%	4%	**	**	**
		49%	51%	10%	32%	48%	**	**	**	**	**	**	42%	16%	38%	91%	**	**	**
TOTAL LIKELY	43	17	26	7	13	20	**	**	**	**	**	**	13	12	11	39	**	**	**
	10%	7%	12%	6%	9%	15%	**	**	**	**	**	**	10%	12%	7%	10%	**	**	**
		39%	61%	17%	29%	48%	**	**	**	**	**	**	30%	28%	26%	90%	**	**	**
Unlikely	52	26	26	16	20	15	**	**	**	**	**	**	21	12	15	41	**	**	**
	12%	12%	12%	14%	14%	11%	**	**	**	**	**	**	16%	12%	10%	11%	**	**	**
		49%	51%	31%	37%	28%	**	**	**	**	**	**	40%	23%	29%	79%	**	**	**
Very unlikely	93	46	47	29	31	21	**	**	**	**	**	**	29	17	27	79	**	**	**
	21%	21%	21%	25%	23%	16%	**	**	**	**	**	**	23%	17%	17%	21%	**	**	**
		50%	50%	31%	34%	23%	**	**	**	**	**	**	32%	18%	29%	85%	**	**	**
Certain not to	224	113	111	47	61	75	**	**	**	**	**	**	62	53	85	188	**	**	**
	50%	51%	50%	41%	45%	55%	**	**	**	**	**	**	48%	52%	53%	50%	**	**	**
		51%	49%	21%	27%	33%	**	**	**	**	**	**	27%	24%	38%	84%	**	**	**
TOTAL UNLIKELY	369	185	184	92	112	111	**	**	**	**	**	**	112	82	126	308	**	**	**
	83%	83%	82%	80%	82%	81%	**	**	**	**	**	**	87%	81%	79%	82%	**	**	**
		50%	50%	25%	30%	30%	**	**	**	**	**	**	30%	22%	34%	84%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QC6 (QC7A). SHOWCARD How likely is it that your household will get a landline phone at home in the next 12 months? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those without a landline phone at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%	a	b	a	b	c	~d	~a	~b	~c	~d	~a	b	c	d	a	~b	~c	~d	
Unweighted total	529	264	265	128	145	174	82	71	36	58	94	55	166	111	197	385	46	48	50
Effective Weighted Sample	432	217	215	106	122	140	66	57	31	50	83	49	138	87	161	339	44	46	47
Total	447	223	223	115	138	136	58	58	27	54	96	55	129	101	160	376	38	22	12
		50%	50%	26%	31%	30%	**	**	**	**	**	**	29%	23%	36%	84%	**	**	**
Don't know	35	21	13	16	13	5	**	**	**	**	**	**	4	8	23	28	**	**	**
	8%	10%	6%	14%	9%	4%	**	**	**	**	**	**	3%	8%	14%	8%	**	**	**
		62%	38%	c 45%	37%	14%	**	**	**	**	**	**	12%	22%	b 66%	82%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QC6 (QC7A). SHOWCARD How likely is it that your household will get a landline phone at home in the next 12 months? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those without a landline phone at home

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	529	475	54	281	248	188	341
Effective Weighted Sample	432	391	43	231	205	151	283
Total	447	413	34	259	188	172	275
		92%	**	58%	42%	38%	62%
Certain to	17	16	**	10	7	9	9
	4%	4%	**	4%	4%	5%	3%
		89%	**	60%	40%	51%	49%
Very likely	8	7	**	5	3	3	5
	2%	2%	**	2%	1%	2%	2%
		91%	**	65%	35%	36%	64%
Likely	18	16	**	10	8	9	9
	4%	4%	**	4%	4%	5%	3%
		91%	**	56%	44%	50%	50%
TOTAL LIKELY	43	39	**	25	18	20	22
	10%	9%	**	10%	9%	12%	8%
		90%	**	59%	41%	48%	52%
Unlikely	52	49	**	34	18	28	25
	12%	12%	**	13%	10%	16%	9%
		94%	**	65%	35%	53%	47%
Very unlikely	93	82	**	56	37	35	58
	21%	20%	**	22%	20%	20%	21%
		88%	**	60%	40%	38%	62%
Certain not to	224	211	**	125	99	77	147
	50%	51%	**	48%	53%	45%	53%
		94%	**	56%	44%	35%	65%
TOTAL UNLIKELY	369	342	**	215	154	140	229
	83%	83%	**	83%	82%	82%	83%
		93%	**	58%	42%	38%	62%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QC6 (QC7A). SHOWCARD How likely is it that your household will get a landline phone at home in the next 12 months? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those without a landline phone at home

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	529	475	54	281	248	188	341
Effective Weighted Sample	432	391	43	231	205	151	283
Total	447	413	34	259	188	172	275
		92%	**	58%	42%	38%	62%
Don't know	35	32	**	18	16	11	24
	8%	8%	**	7%	9%	6%	9%
		93%	**	53%	47%	32%	68%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QC7 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	~d	~a	~b	~c	~d	~a	b	~c	d	a	~b	~c	~d
Unweighted total	444	224	220	102	119	146	77	57	30	48	82	48	142	91	163	320	40	41	43
Effective Weighted Sample	361	182	179	85	99	118	62	44	27	40	73	43	118	71	132	280	39	39	40
Total	369	185	184	92	112	111	54	43	20	45	85	49	112	82	126	308	32	18	10
		50%	50%	25%	30%	30%	**	**	**	**	**	**	30%	**	34%	84%	**	**	**
No need	225	113	112	53	73	68	**	**	**	**	**	**	74	**	60	191	**	**	**
	61%	61%	61%	57%	65%	61%	**	**	**	**	**	**	66%	**	48%	62%	**	**	**
		50%	50%	23%	32%	30%	**	**	**	**	**	**	33%	**	27%	85%	**	**	**
Happy to use mobile phone instead	190	95	95	41	66	55	**	**	**	**	**	**	56	**	59	160	**	**	**
	51%	51%	52%	44%	59%	50%	**	**	**	**	**	**	50%	**	47%	52%	**	**	**
		50%	50%	22%	35%	29%	**	**	**	**	**	**	30%	**	31%	85%	**	**	**
Line rental is too expensive	40	23	17	11	8	13	**	**	**	**	**	**	12	**	22	33	**	**	**
	11%	13%	9%	12%	7%	12%	**	**	**	**	**	**	11%	**	18%	11%	**	**	**
		58%	42%	27%	20%	32%	**	**	**	**	**	**	30%	**	56%	81%	**	**	**
Too expensive generally	33	14	19	7	9	11	**	**	**	**	**	**	12	**	13	26	**	**	**
	9%	8%	10%	8%	8%	10%	**	**	**	**	**	**	11%	**	10%	8%	**	**	**
		43%	57%	23%	28%	34%	**	**	**	**	**	**	38%	**	39%	78%	**	**	**
Can't afford it	19	9	10	7	2	6	**	**	**	**	**	**	4	**	10	17	**	**	**
	5%	5%	6%	8%	1%	6%	**	**	**	**	**	**	4%	**	8%	6%	**	**	**
		47%	53%	b	8%	33%	**	**	**	**	**	**	21%	**	54%	88%	**	**	**
Call charges are too expensive	14	8	6	3	4	4	**	**	**	**	**	**	6	**	6	9	**	**	**
	4%	4%	3%	3%	4%	4%	**	**	**	**	**	**	5%	**	4%	3%	**	**	**
		54%	46%	18%	29%	30%	**	**	**	**	**	**	42%	**	40%	61%	**	**	**

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QC7 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	~d	~a	~b	~c	~d	~a	b	~c	d	a	~b	~c	~d
Unweighted total	444	224	220	102	119	146	77	57	30	48	82	48	142	91	163	320	40	41	43
Effective Weighted Sample	361	182	179	85	99	118	62	44	27	40	73	43	118	71	132	280	39	39	40
Total	369	185	184	92	112	111	54	43	20	45	85	49	112	82	126	308	32	18	10
		50%	50%	25%	30%	30%	**	**	**	**	**	**	30%	**	34%	84%	**	**	**
To avoid unsolicited calls	10	5	6	1	3	5	**	**	**	**	**	**	4	**	1	9	**	**	**
	3%	2%	3%	1%	3%	5%	**	**	**	**	**	**	3%	**	1%	3%	**	**	**
		44%	56%	11%	32%	49%	**	**	**	**	**	**	36%	**	14%	86%	**	**	**
Connection charge is too expensive	8	2	5	-	3	2	**	**	**	**	**	**	4	**	2	8	**	**	**
	2%	1%	3%	-%	3%	2%	**	**	**	**	**	**	3%	**	2%	2%	**	**	**
		30%	70%	-%	43%	25%	**	**	**	**	**	**	50%	**	30%	100%	**	**	**
Inconvenient/would never be at home to use it	6	5	1	2	1	3	**	**	**	**	**	**	1	**	1	6	**	**	**
	2%	3%	*%	2%	1%	3%	**	**	**	**	**	**	1%	**	1%	2%	**	**	**
		86%	14%	27%	16%	57%	**	**	**	**	**	**	22%	**	18%	100%	**	**	**
Have no need to make telephone calls	3	1	2	1	-	1	**	**	**	**	**	**	1	**	2	3	**	**	**
	1%	1%	1%	1%	-%	1%	**	**	**	**	**	**	1%	**	1%	1%	**	**	**
		41%	59%	41%	-%	20%	**	**	**	**	**	**	42%	**	58%	83%	**	**	**
Do not want to be contactable	1	*	1	-	-	1	**	**	**	**	**	**	-	**	1	1	**	**	**
	*%	*%	*%	-%	-%	1%	**	**	**	**	**	**	-%	**	1%	*%	**	**	**
		34%	66%	-%	-%	66%	**	**	**	**	**	**	-%	**	66%	66%	**	**	**
Satisfied with using payphones	1	-	1	1	-	1	**	**	**	**	**	**	-	**	1	1	**	**	**
	*%	-%	1%	1%	-%	*%	**	**	**	**	**	**	-%	**	1%	*%	**	**	**
		-%	100%	56%	-%	44%	**	**	**	**	**	**	-%	**	100%	100%	**	**	**

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QC7 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

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

	GENDER		AGE GROUP					HOUSEHOLD INCOME					SOCIAL GROUP				NATION		
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	~d	~a	~b	~c	~d	~a	b	~c	d	a	~b	~c	~d
Unweighted total	444	224	220	102	119	146	77	57	30	48	82	48	142	91	163	320	40	41	43
Effective Weighted Sample	361	182	179	85	99	118	62	44	27	40	73	43	118	71	132	280	39	39	40
Total	369	185	184	92	112	111	54	43	20	45	85	49	112	82	126	308	32	18	10
		50%	50%	25%	30%	30%	**	**	**	**	**	**	30%	**	34%	84%	**	**	**
I am moving address in the near future	1	1	-	1	-	1	**	**	**	**	**	**	1	**	1	1	**	**	**
	%	1%	-%	1%	-%	1%	**	**	**	**	**	**	%	**	1%	%	**	**	**
		100%	-%	42%	-%	58%	**	**	**	**	**	**	42%	**	58%	100%	**	**	**
Complicated billing	1	-	1	-	-	1	**	**	**	**	**	**	-	**	1	1	**	**	**
	%	-%	1%	-%	-%	%	**	**	**	**	**	**	-%	**	1%	%	**	**	**
		-%	100%	-%	-%	48%	**	**	**	**	**	**	-%	**	100%	100%	**	**	**
Outstanding debt to landline supplier/ won't reconnect	1	-	1	-	-	-	**	**	**	**	**	**	-	**	-	1	**	**	**
	%	-%	1%	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	%	**	**	**
		-%	100%	-%	-%	-%	**	**	**	**	**	**	-%	**	-%	100%	**	**	**
Satisfied with using landline at work	1	1	-	1	-	*	**	**	**	**	**	**	1	**	-	1	**	**	**
	%	%	-%	1%	-%	%	**	**	**	**	**	**	1%	**	-%	%	**	**	**
		100%	-%	77%	-%	23%	**	**	**	**	**	**	100%	**	-%	77%	**	**	**
I am renting the property and unable to get permanent landline	1	1	-	1	-	-	**	**	**	**	**	**	1	**	-	-	**	**	**
	%	%	-%	1%	-%	-%	**	**	**	**	**	**	1%	**	-%	-%	**	**	**
		100%	-%	100%	-%	-%	**	**	**	**	**	**	100%	**	-%	-%	**	**	**
Shared house/ not my decision	*	-	*	*	-	-	**	**	**	**	**	**	-	**	-	-	**	**	**
	%	-%	%	%	-%	-%	**	**	**	**	**	**	-%	**	-%	-%	**	**	**
		-%	100%	100%	-%	-%	**	**	**	**	**	**	-%	**	-%	-%	**	**	**

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QC7 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER					£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	~a	~b	~c	~d	~a	b	~c	d	a	~b	~c	~d
Significance Level: 95%		a	b	a	b	c	~d	~a	~b	~c	~d	~a	b	~c	d	a	~b	~c	~d
Unweighted total	444	224	220	102	119	146	77	57	30	48	82	48	142	91	163	320	40	41	43
Effective Weighted Sample	361	182	179	85	99	118	62	44	27	40	73	43	118	71	132	280	39	39	40
Total	369	185	184	92	112	111	54	43	20	45	85	49	112	82	126	308	32	18	10
		50%	50%	25%	30%	30%	**	**	**	**	**	**	30%	**	34%	84%	**	**	**
ANY INVOLUNTARY REASONS	85	44	41	22	24	27	**	**	**	**	**	**	27	**	39	68	**	**	**
	23%	24%	22%	24%	21%	25%	**	**	**	**	**	**	24%	**	31%	22%	**	**	**
		52%	48%	26%	28%	32%	**	**	**	**	**	**	32%	**	46%	80%	**	**	**
ANY VOLUNTARY REASONS	337	168	169	80	106	101	**	**	**	**	**	**	104	**	108	285	**	**	**
	91%	90%	92%	87%	94%	91%	**	**	**	**	**	**	93%	**	85%	92%	**	**	**
		50%	50%	24%	31%	30%	**	**	**	**	**	**	31%	**	32%	85%	**	**	**
ONLY VOLUNTARY REASONS	283	140	142	69	89	84	**	**	**	**	**	**	85	**	87	240	**	**	**
	77%	76%	77%	75%	79%	75%	**	**	**	**	**	**	76%	**	69%	78%	**	**	**
		50%	50%	24%	31%	30%	**	**	**	**	**	**	30%	**	31%	85%	**	**	**
Don't know	1	*	1	1	-	-	**	**	**	**	**	**	-	**	-	1	**	**	**
	*%	*%	*%	1%	-%	-%	**	**	**	**	**	**	-%	**	-%	*%	**	**	**
		30%	70%	100%	-%	-%	**	**	**	**	**	**	-%	**	-%	70%	**	**	**

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QC7 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

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

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	444	401	43	236	208	155	289
Effective Weighted Sample	361	328	34	193	172	125	238
Total	369	342	27	215	154	140	229
		93%	**	58%	42%	38%	62%
No need	225	211	**	143	82	92	133
	61%	62%	**	66%	53%	66%	58%
			b				
		94%	**	64%	36%	41%	59%
Happy to use mobile phone instead	190	173	**	117	73	75	114
	51%	51%	**	54%	47%	54%	50%
		91%	**	62%	38%	40%	60%
Line rental is too expensive	40	38	**	17	23	12	28
	11%	11%	**	8%	15%	9%	12%
			a				
		94%	**	42%	58%	31%	69%
Too expensive generally	33	31	**	15	18	12	21
	9%	9%	**	7%	12%	9%	9%
		95%	**	46%	54%	37%	63%
Can't afford it	19	19	**	6	13	4	15
	5%	5%	**	3%	9%	3%	7%
			a				
		96%	**	31%	69%	22%	78%
Call charges are too expensive	14	12	**	5	9	4	10
	4%	4%	**	3%	6%	3%	4%
		89%	**	39%	61%	29%	71%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 21

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QC7 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

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

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	444	401	43	236	208	155	289
Effective Weighted Sample	361	328	34	193	172	125	238
Total	369	342	27	215	154	140	229
		93%	**	58%	42%	38%	62%
To avoid unsolicited calls	10	8	**	10	1	7	4
	3%	2%	**	5%	*%	5%	2%
		80%	**	95%	5%	63%	37%
Connection charge is too expensive	8	6	**	5	3	4	4
	2%	2%	**	2%	2%	3%	2%
		79%	**	63%	37%	50%	50%
Inconvenient/would never be at home to use it	6	5	**	6	-	4	2
	2%	1%	**	3%	-%	3%	1%
		86%	**	100%	-%	64%	36%
Have no need to make telephone calls	3	3	**	1	2	1	2
	1%	1%	**	1%	1%	*%	1%
		100%	**	37%	63%	22%	78%
Do not want to be contactable	1	1	**	1	*	-	1
	*%	*%	**	*%	*%	-%	1%
		66%	**	66%	34%	-%	100%
Satisfied with using payphones	1	1	**	-	1	-	1
	*%	*%	**	-%	1%	-%	1%
		100%	**	-%	100%	-%	100%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QC7 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

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

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	444	401	43	236	208	155	289
Effective Weighted Sample	361	328	34	193	172	125	238
Total	369	342	27	215	154	140	229
		93%	**	58%	42%	38%	62%
I am moving address in the near future	1	1	**	-	1	-	1
	*%	*%	**	-%	1%	-%	1%
		100%	**	-%	100%	-%	100%
Complicated billing	1	1	**	-	1	-	1
	*%	*%	**	-%	1%	-%	*%
		100%	**	-%	100%	-%	100%
Outstanding debt to landline supplier/ won't reconnect	1	1	**	-	1	-	1
	*%	*%	**	-%	1%	-%	*%
		100%	**	-%	100%	-%	100%
Satisfied with using landline at work	1	1	**	1	-	*	1
	*%	*%	**	*%	-%	*%	*%
		100%	**	100%	-%	23%	77%
I am renting the property and unable to get permanent landline	1	1	**	-	1	-	1
	*%	*%	**	-%	*%	-%	*%
		100%	**	-%	100%	-%	100%
Shared house/ not my decision	*	-	**	*	-	-	*
	*%	-%	**	*%	-%	-%	*%
		-%	**	100%	-%	-%	100%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QC7 (QC7B). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

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

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a b
Unweighted total	444	401	43	236	208	155 289
Effective Weighted Sample	361	328	34	193	172	125 238
Total	369	342	27	215	154	140 229
		93%	**	58%	42%	38% 62%
ANY INVOLUNTARY REASONS	85	81	**	41	44	31 55
	23%	24%	**	19%	29%	22% 24%
		95%	**	48%	a 52%	36% 64%
ANY VOLUNTARY REASONS	337	311	**	202	135	127 209
	91%	91%	**	94%	88%	91% 91%
		92%	**	b 60%	40%	38% 62%
ONLY VOLUNTARY REASONS	283	260	**	173	109	109 173
	77%	76%	**	80%	71%	78% 76%
		92%	**	b 61%	39%	39% 61%
Don't know	1	1	**	1	*	- 1
	*%	*%	**	*%	*%	-% 1%
		100%	**	70%	30%	-% 100%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 22

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QC8 (QC6). SHOWCARD Thinking about landline phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Hearing the person on the other end of the line in a conversation even with the volume turned up	47	29	18	1	2	7	38	6	7	5	9	6	12	14	16	36	5	5	2
	2%	3%	2%	*%	*%	1%	5%	4%	5%	2%	1%	1%	2%	3%	3%	2%	2%	4%	3%
		62%	38%	2%	3%	15%	abc	d	d	11%	18%	12%	25%	a	a	75%	11%	a	4%
Hearing the phone ring, even with the volume turned up	27	16	11	-	1	4	21	4	4	2	3	5	5	7	10	21	2	4	*
	1%	1%	1%	-%	*%	1%	3%	3%	2%	1%	*%	1%	1%	1%	2%	1%	1%	3%	1%
		60%	40%	-%	5%	16%	abc	d	d	7%	10%	19%	19%	26%	37%	78%	7%	ad	1%
Seeing a digital display	24	9	15	3	-	5	16	1	4	3	4	5	4	2	13	17	2	3	2
	1%	1%	1%	1%	-%	1%	2%	*%	3%	1%	1%	1%	1%	*%	2%	1%	1%	2%	3%
		38%	62%	11%	-%	21%	bc	67%	2%	17%	12%	21%	16%	10%	bc	53%	71%	a	a
Pressing the buttons on the phone	19	9	10	1	-	7	11	3	1	-	9	6	5	3	5	15	1	2	1
	1%	1%	1%	*%	-%	1%	1%	2%	1%	-%	1%	1%	1%	1%	1%	1%	*%	2%	2%
		47%	53%	5%	-%	37%	b	c	8%	-%	45%	29%	27%	15%	28%	78%	3%	ab	8%
Seeing the numbers used to dial with	18	9	9	1	-	4	13	*	5	2	3	4	3	3	8	12	1	3	2
	1%	1%	1%	*%	-%	1%	2%	*%	3%	1%	*%	1%	*%	1%	1%	1%	1%	2%	3%
		47%	53%	4%	-%	24%	bc	ad	26%	11%	14%	20%	16%	19%	44%	65%	a	a	11%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QC8 (QC6). SHOWCARD Thinking about landline phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER				£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+												
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Picking up the handset when the phone rings	12	5	7	1	1	4	7	1	2	1	3	1	5	3	3	8	2	2	*
	1%	*%	1%	*%	*%	*%	1%	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	2%	*%
		43%	57%	9%	6%	31%	54%	11%	17%	11%	25%	11%	40%	23%	26%	66%	16%	15%	2%
Holding the handset to your ear	8	4	4	-	-	4	4	-	1	-	4	3	3	2	1	6	-	2	*
	*%	*%	*%	-%	-%	1%	*%	-%	*%	-%	1%	*%	*%	*%	*%	*%	-%	2%	*%
		51%	49%	-%	-%	53%	47%	-%	9%	-%	44%	30%	36%	20%	14%	75%	-%	23%	2%
Any other difficulties	33	9	23	3	6	8	16	5	6	4	6	7	7	6	12	26	5	1	*
	1%	1%	2%	1%	1%	1%	2%	4%	4%	2%	1%	1%	1%	1%	2%	1%	2%	1%	*%
		29%	71%	10%	17%	24%	48%	17%	17%	14%	18%	22%	22%	20%	36%	81%	14%	3%	1%
No, none	2184	1058	1126	324	380	764	716	129	131	210	623	588	588	478	524	1831	189	104	60
	94%	93%	94%	96%	97%	96%	88%	87%	87%	93%	95%	95%	94%	94%	91%	94%	93%	91%	93%
		48%	52%	15%	17%	35%	33%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Don't know	14	11	4	4	1	7	2	3	1	1	2	1	6	2	6	13	-	1	*
	1%	1%	*%	1%	*%	1%	*%	2%	1%	*%	*%	*%	1%	*%	1%	1%	-%	1%	1%
		75%	25%	29%	4%	51%	17%	21%	6%	7%	13%	7%	42%	11%	39%	92%	-%	5%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QC8 (QC6). SHOWCARD Thinking about landline phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Hearing the person on the other end of the line in a conversation even with the volume turned up	47 2%	39 2%	9 3%	11 1%	37 4%	26 2%	21 2%
		82%	18%	22%	a 78%	55%	45%
Hearing the phone ring, even with the volume turned up	27 1%	24 1%	4 1%	3 *%	24 2%	11 1%	16 1%
		87%	13%	13%	a 87%	42%	58%
Seeing a digital display	24 1%	19 1%	5 2%	4 *%	20 2%	11 1%	13 1%
		80%	20%	17%	a 83%	46%	54%
Pressing the buttons on the phone	19 1%	14 1%	5 2%	7 1%	12 1%	14 1%	5 *%
		75%	25%	38%	b 62%	b 73%	27%

Columns Tested: a,b - a,b - a,b

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QC8 (QC6). SHOWCARD Thinking about landline phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Seeing the numbers used to dial with	18	14	4	3	15	9	9
	1%	1%	1%	*%	2%	1%	1%
		77%	23%	16%	a 84%	50%	50%
Picking up the handset when the phone rings	12	9	3	4	8	9	3
	1%	*%	1%	*%	1%	1%	*%
		74%	26%	34%	66%	73%	27%
Holding the handset to your ear	8	7	2	3	6	6	2
	*%	*%	1%	*%	1%	*%	*%
		79%	21%	33%	67%	70%	30%
Any other difficulties	33	27	5	14	18	13	19
	1%	1%	2%	1%	2%	1%	2%
		83%	17%	44%	56%	41%	59%
No, none	2184	1905	279	1305	875	1088	1096
	94%	94%	91%	96%	90%	93%	94%
		b		b			
		87%	13%	60%	40%	50%	50%
Don't know	14	14	-	7	7	4	10
	1%	1%	-%	1%	1%	*%	1%
		100%	-%	48%	52%	28%	72%

Columns Tested: a,b - a,b - a,b

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

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		FEMALE		UNDER																
				Total	MALE	16-24	25-34	35-54	55+	£10.4K	£15.59K									£25.99K
Significance Level: 95%			a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total		2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample		2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total		2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
			49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
One	(1.0)	525	223	301	39	75	123	288	85	60	54	71	92	132	106	194	413	67	29	15
		22%	20%	25%	12%	19%	15%	36%	58%	40%	24%	11%	15%	21%	21%	34%	21%	33%	25%	24%
			a	a	a	a	abc	bcd	cd	d		a	a	abc		ad				
			43%	57%	7%	14%	23%	55%	16%	11%	10%	13%	18%	25%	20%	37%	79%	13%	6%	3%
Two	(2.0)	869	440	429	78	173	278	340	30	56	103	268	235	243	183	206	727	70	47	26
		37%	39%	36%	23%	44%	35%	42%	21%	37%	46%	41%	38%	39%	36%	36%	37%	34%	40%	40%
						ac	a	ac		a	a	a								
			51%	49%	9%	20%	32%	39%	4%	6%	12%	31%	27%	28%	21%	24%	84%	8%	5%	3%
Three	(3.0)	439	225	214	90	76	207	66	11	13	42	155	142	113	97	86	382	31	18	9
		19%	20%	18%	27%	20%	26%	8%	8%	8%	18%	24%	23%	18%	19%	15%	20%	15%	16%	13%
					bd	d	bd				ab	ab	bd				d			
			51%	49%	20%	17%	47%	15%	3%	3%	9%	35%	32%	26%	22%	20%	87%	7%	4%	2%
Four or more	(4.0)	436	214	222	130	64	188	54	8	11	24	161	142	127	106	60	378	28	17	12
		19%	19%	19%	38%	16%	24%	7%	5%	8%	11%	25%	23%	20%	21%	10%	19%	14%	14%	19%
					bcd	d	bd				abc		d	d	d		b			
			49%	51%	30%	15%	43%	12%	2%	3%	6%	37%	33%	29%	24%	14%	87%	7%	4%	3%
None	(0.0)	66	32	34	-	2	3	61	13	11	3	1	11	10	14	30	51	7	5	3
		3%	3%	3%	-%	1%	*%	8%	9%	7%	1%	*%	2%	2%	3%	5%	3%	4%	4%	4%
							abc	cd	cd	d						ab				
			49%	51%	-%	3%	5%	92%	20%	17%	5%	2%	16%	15%	22%	45%	77%	11%	7%	4%
Don't know		1	1	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-
		*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%
			100%	-%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	-%	100%	-%	-%
Mean mobiles in household		2.3	2.3	2.2	2.9	2.3	2.6	1.7	1.4	1.7	2.1	2.6	2.5	2.3	2.3	1.9	2.3	2.0	2.1	2.2
					bcd	d	bd			a	ab	abc	bcd	d	d		bc			
Standard deviation		1.09	1.08	1.11	1.04	.98	1.02	.96	.94	1.00	.94	.98	1.05	1.07	1.11	1.05	1.09	1.09	1.07	1.13
Standard error		.02	.03	.03	.05	.05	.03	.03	.07	.07	.06	.04	.04	.04	.04	.04	.02	.07	.07	.07
Columns Tested:		a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 23

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

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

Base : All respondents

		URBANITY			WORKING		DEPRIVATION LEVEL	
		Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	a	b	a	b
Unweighted total		2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample		2350	1976	395	1234	1153	1143	1209
Total		2335	2028	307	1356	976	1166	1169
			87%	13%	58%	42%	50%	50%
One	(1.0)	525	453	72	211	314	246	279
		22%	22%	24%	16%	32%	21%	24%
						a		
			86%	14%	40%	60%	47%	53%
Two	(2.0)	869	761	108	512	356	434	435
		37%	38%	35%	38%	36%	37%	37%
			88%	12%	59%	41%	50%	50%
Three	(3.0)	439	376	64	311	127	245	194
		19%	19%	21%	23%	13%	21%	17%
					b		b	
			86%	14%	71%	29%	56%	44%
Four or more	(4.0)	436	381	54	318	117	215	221
		19%	19%	18%	23%	12%	18%	19%
					b			
			88%	12%	73%	27%	49%	51%
None	(0.0)	66	57	9	4	63	27	39
		3%	3%	3%	*%	6%	2%	3%
						a		
			87%	13%	5%	95%	41%	59%
Don't know		1	1	-	-	1	-	1
		*%	*%	-%	-%	*%	-%	*%
			100%	-%	-%	100%	-%	100%
Mean mobiles in household		2.3	2.3	2.3	2.5	1.9	2.3	2.2
					b			
Standard deviation		1.09	1.09	1.09	1.02	1.09	1.07	1.11
Standard error		.02	.02	.05	.03	.03	.03	.03
Columns Tested: a.b - a.b - a.b								

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

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)
by MAIN CROSS-BREAKS

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		FEMALE		UNDER																
		Total	MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%			a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total		2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample		2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total		2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
			49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
No	(0.0)	50	26	23	7	5	7	30	5	4	4	3	10	11	7	23	39	4	4	2
		2%	2%	2%	2%	1%	1%	4%	3%	2%	2%	1%	2%	2%	1%	4%	2%	2%	4%	3%
								bc	d	d					abc					
			53%	47%	15%	10%	14%	61%	9%	7%	8%	6%	19%	22%	13%	46%	78%	9%	9%	4%
1	(1.0)	2009	951	1058	298	327	711	673	119	134	206	541	526	548	442	489	1665	182	104	58
		86%	84%	88%	88%	84%	89%	83%	81%	88%	91%	82%	85%	88%	87%	85%	85%	90%	90%	89%
				a	d		bd				ad							a		
			47%	53%	15%	16%	35%	33%	6%	7%	10%	27%	26%	27%	22%	24%	83%	9%	5%	3%
2	(2.0)	183	114	69	23	50	69	41	8	3	12	107	68	49	37	29	172	7	2	1
		8%	10%	6%	7%	13%	9%	5%	5%	2%	5%	16%	11%	8%	7%	5%	9%	4%	2%	2%
			b			acd	d				abc		cd	d			bcd			
			62%	38%	12%	27%	38%	22%	4%	1%	7%	58%	37%	27%	20%	16%	94%	4%	1%	1%
3	(3.0)	17	9	8	6	4	4	3	1	-	-	3	5	4	4	4	16	1	-	1
		1%	1%	1%	2%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%
					cd															
			53%	47%	36%	24%	23%	18%	6%	0%	0%	19%	31%	24%	24%	21%	91%	6%	0%	3%
4 or more	(4.0)	9	2	7	2	2	4	1	1	-	1	1	2	4	2	1	8	1	-	-
		1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%
			18%	82%	26%	17%	44%	13%	14%	0%	11%	10%	20%	42%	24%	14%	88%	12%	0%	0%
No mobiles in household	(0.0)	67	33	34	1	2	3	61	13	11	3	1	11	10	14	30	52	7	5	3
		3%	3%	3%	1%	1%	1%	8%	9%	7%	1%	1%	2%	2%	3%	5%	3%	4%	4%	4%
								abc	cd	cd	d				ab					
			49%	51%	1%	3%	5%	91%	20%	17%	5%	2%	16%	16%	22%	45%	77%	11%	7%	4%
Mean mobiles used		1.1	1.1	1.0	1.1	1.1	1.1	1.0	1.0	.9	1.0	1.2	1.1	1.1	1.1	1.0	1.1	1.0	.9	1.0
					d	d	d				b	abc	d	d	d		bcd	c		
Standard deviation		.44	.44	.43	.47	.45	.39	.44	.53	.33	.35	.41	.44	.43	.43	.43	.45	.40	.31	.37
Columns Tested:		a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

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)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+							c	d
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
Standard error	.01	.01	.01	.02	.02	.01	.01	.04	.02	.02	.02	.02	.01	.02	.02	.01	.02	.02	.02
PERSONALLY USE MOBILE																			
Yes	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
	95%	95%	95%	98%	98%	99%	89%	88%	90%	97%	99%	97%	97%	96%	91%	95%	94%	92%	92%
		49%	51%	d	d	d				ab	abc	d	d	d		c			
				15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
No	117	59	57	8	7	10	91	18	15	7	4	20	21	21	53	91	12	9	5
	5%	5%	5%	2%	2%	1%	11%	12%	10%	3%	1%	3%	3%	4%	9%	5%	6%	8%	8%
		51%	49%				abc	cd	cd	d					abc			a	
				7%	6%	9%	78%	15%	13%	6%	3%	17%	18%	18%	45%	78%	10%	8%	4%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 24

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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)
by MAIN CROSS-BREAKS

Base : All respondents

		URBANITY			WORKING		DEPRIVATION LEVEL	
		Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	a	b	a	b
Unweighted total		2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample		2350	1976	395	1234	1153	1143	1209
Total		2335	2028	307	1356	976	1166	1169
			87%	13%	58%	42%	50%	50%
No	(0.0)	50	44	6	13	36	31	19
		2%	2%	2%	1%	4%	3%	2%
			88%	12%	27%	a 73%	62%	38%
1	(1.0)	2009	1743	266	1174	832	1006	1004
		86%	86%	87%	87%	85%	86%	86%
			87%	13%	58%	41%	50%	50%
2	(2.0)	183	160	23	146	37	86	96
		8%	8%	8%	11%	4%	7%	8%
			87%	13%	b 80%	20%	47%	53%
3	(3.0)	17	15	3	13	4	11	6
		1%	1%	1%	1%	*%	1%	1%
			84%	16%	75%	25%	65%	35%
4 or more	(4.0)	9	9	-	6	3	5	4
		*%	*%	-%	*%	*%	*%	*%
			100%	-%	64%	36%	61%	39%
No mobiles in household	(0.0)	67	58	9	4	63	27	40
		3%	3%	3%	*%	6%	2%	3%
			87%	13%	a 5%	95%	40%	60%
Mean mobiles used		1.1	1.1	1.0	1.1	1.0	1.1	1.1
					b			
Standard deviation		.44	.44	.40	.43	.43	.45	.42
Standard error		.01	.01	.02	.01	.01	.01	.01
Columns Tested: a,b - a,b - a,b								

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

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)
by MAIN CROSS-BREAKS

Base : All respondents

Significance Level: 95%

Effective Weighted Sample

PERSONALLY USE MOBILE

Yes	2218	1927	292	1339	877	1109	1110
	95%	95%	95%	99%	90%	95%	95%
		87%	13%	b 60%	40%	50%	50%
No	117	101	15	17	99	58	59
	5%	5%	5%	1%	10%	5%	5%
		87%	13%	a 15%	85%	49%	51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

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

by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
EE/ Everything Everywhere		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
	577	267	310	97	119	207	154	33	30	46	174	162	167	136	109	488	43	39	7
	26%	25%	27%	29%	31%	26%	21%	26%	22%	21%	27%	27%	28%	28%	21%	26%	22%	37%	11%
O2				d	d	d						d	d	d		d	d	abd	
		46%	54%	17%	21%	36%	27%	6%	5%	8%	30%	28%	29%	24%	19%	85%	7%	7%	1%
	471	223	248	67	100	171	134	22	27	48	167	124	135	100	112	379	39	22	30
Vodafone		21%	21%	22%	20%	26%	22%	19%	17%	19%	22%	26%	21%	22%	21%	20%	21%	21%	50%
				d							a							abc	
		47%	53%	14%	21%	36%	28%	5%	6%	10%	36%	26%	29%	21%	24%	81%	8%	5%	6%
'3'						abd						d							
		50%	50%	11%	15%	43%	30%	6%	6%	9%	34%	31%	27%	22%	20%	85%	9%	4%	2%
	217	116	102	49	39	90	38	11	16	24	77	51	59	46	59	189	20	5	4
Tesco		10%	11%	9%	15%	10%	11%	5%	9%	12%	11%	12%	8%	10%	9%	11%	10%	10%	6%
				d	d	d										c	c		
		53%	47%	23%	18%	42%	18%	5%	7%	11%	35%	23%	27%	21%	27%	87%	9%	2%	2%
Virgin Media/ Any Virgin							abc	d		d					a				
		45%	55%	13%	12%	28%	48%	8%	6%	11%	18%	20%	26%	23%	31%	79%	12%	5%	4%
	124	67	57	12	8	44	60	8	9	14	27	36	28	23	36	107	14	2	*
Virgin Media/ Any Virgin		6%	6%	5%	4%	2%	6%	8%	6%	7%	6%	4%	6%	5%	5%	7%	6%	7%	2%
						b	abc									cd	cd		
		54%	46%	10%	6%	35%	48%	7%	7%	11%	22%	29%	22%	19%	29%	87%	12%	2%	1%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 25

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

by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER					£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+												
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Giffgaff	76	41	34	21	18	18	18	12	2	11	13	20	17	12	26	65	8	2	1
	3%	4%	3%	6%	5%	2%	3%	9%	2%	5%	2%	3%	3%	3%	5%	3%	4%	2%	2%
				cd	cd			bd		d					bc				
		54%	46%	27%	24%	24%	24%	16%	3%	15%	17%	27%	22%	16%	35%	86%	10%	3%	2%
TalkTalk	43	19	24	3	*	10	29	1	2	5	5	12	6	10	15	37	3	2	1
	2%	2%	2%	1%	1%	1%	4%	1%	1%	2%	1%	2%	1%	2%	3%	2%	1%	2%	1%
							abc								b				
		44%	56%	8%	1%	24%	68%	3%	4%	12%	11%	29%	14%	23%	34%	87%	6%	5%	2%
BT	40	19	21	*	3	10	27	1	3	2	11	15	10	9	7	32	5	3	1
	2%	2%	2%	1%	1%	1%	4%	1%	2%	1%	2%	3%	2%	2%	1%	2%	2%	3%	2%
							abc												
		48%	52%	1%	8%	26%	66%	2%	7%	5%	28%	37%	25%	22%	16%	78%	11%	8%	3%
Orange	32	16	16	1	1	8	22	1	7	6	4	7	5	6	14	29	1	2	*
	1%	1%	1%	1%	1%	1%	3%	1%	5%	3%	1%	1%	1%	1%	3%	2%	1%	2%	1%
							abc		ad	d					b				
		50%	50%	4%	2%	25%	69%	3%	24%	19%	11%	21%	17%	20%	43%	91%	3%	6%	1%
T-Mobile	20	7	12	3	4	3	9	2	1	2	4	3	7	8	2	18	1	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	-
														d					
		37%	63%	13%	23%	17%	47%	8%	7%	10%	21%	16%	34%	42%	8%	91%	4%	5%	-
Talk Mobile	14	8	5	3	1	6	4	-	3	3	3	1	7	2	4	12	1	1	-
	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
									d										
		61%	39%	20%	4%	43%	33%	-	23%	20%	20%	10%	50%	12%	28%	88%	5%	7%	-

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

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

by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER				£10.4K-£15.59K	£15.6K-£25.99K	£26K+		AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+												
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
iD Mobile (Carphone Warehouse)	14	8	5	1	-	3	10	-	-	2	1	8	3	1	1	11	1	1	*
	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		61%	39%	6%	0%	24%	70%	0%	0%	18%	7%	60%	20%	10%	10%	83%	11%	5%	2%
Sky	11	7	4	2	2	7	-	-	1	1	5	3	5	2	1	9	2	-	-
	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%
		62%	38%	16%	22%	62%	0%	0%	6%	7%	46%	29%	47%	18%	6%	85%	15%	0%	0%
Lycatel	10	1	9	4	1	2	3	2	*	3	2	1	3	4	2	10	-	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%
		14%	86%	40%	10%	19%	31%	18%	4%	31%	15%	6%	32%	38%	24%	100%	0%	0%	0%
Asda	7	2	5	1	2	2	3	*	-	-	1	-	1	1	5	5	2	*	-
	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%	1%	1%	0%
		32%	68%	19%	24%	22%	36%	6%	0%	0%	9%	0%	17%	16%	68%	69%	25%	6%	0%
Lebara	5	3	2	2	3	-	1	-	-	1	3	2	-	2	1	3	2	-	-
	1%	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%
		58%	42%	31%	58%	0%	11%	0%	0%	15%	55%	42%	0%	34%	24%	66%	34%	0%	0%
Plusnet	5	2	3	-	1	2	2	1	1	-	2	2	1	1	1	4	-	1	-
	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	0%
		32%	68%	0%	21%	32%	46%	22%	13%	0%	32%	33%	21%	24%	22%	89%	0%	11%	0%
Utility Warehouse	3	2	1	1	*	1	*	-	-	1	-	-	1	-	2	3	-	*	-
	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%
		74%	26%	41%	14%	33%	12%	0%	0%	44%	0%	0%	44%	0%	56%	86%	0%	14%	0%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

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

by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Other	3	2	1	-	1	-	2	1	-	-	-	1	1	1	-	3	-	-	-
	*%	*%	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	-%	-%	-%
		58%	42%	-%	42%	-%	58%	15%	-%	-%	-%	43%	42%	15%	-%	100%	-%	-%	-%
Don't know	16	7	9	-	2	1	13	*	3	1	1	4	6	3	3	14	1	1	*
	1%	1%	1%	-%	*%	*%	2%	*%	2%	1%	*%	1%	1%	1%	1%	1%	1%	*%	*%
		41%	59%	-%	10%	7%	83%	1%	18%	8%	8%	26%	36%	19%	19%	87%	8%	3%	1%
Columns Tested:	a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																		

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

by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2674	2225	449	1465	1206	1296 1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076 1131
Total	2218	1927	292	1339	877	1109 1110
		87%	13%	60%	40%	50% 50%
EE/ Everything Everywhere	577	493	84	382	195	294 283
	26%	26%	29%	29%	22%	27% 26%
			b			
		85%	15%	66%	34%	51% 49%
O2	471	400	70	310	161	249 221
	21%	21%	24%	23%	18%	23% 20%
			b			
		85%	15%	66%	34%	53% 47%
Vodafone	371	311	60	242	130	187 184
	17%	16%	21%	18%	15%	17% 17%
			a			
		84%	16%	65%	35%	50% 50%
'3'	217	197	20	139	76	91 126
	10%	10%	7%	10%	9%	8% 11%
						a
		91%	9%	64%	35%	42% 58%
Tesco	160	143	18	70	90	87 73
	7%	7%	6%	5%	10%	8% 7%
					a	
		89%	11%	44%	56%	55% 45%
Virgin Media/ Any Virgin	124	116	8	57	66	59 65
	6%	6%	3%	4%	7%	5% 6%
			b			a
		94%	6%	46%	53%	47% 53%

Columns Tested: a,b - a,b - a,b

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

by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2674	2225	449	1465	1206	1296	1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076	1131
Total	2218	1927	292	1339	877	1109	1110
		87%	13%	60%	40%	50%	50%
Giffgaff	76	71	5	41	34	30	45
	3%	4%	2%	3%	4%	3%	4%
		b					
		94%	6%	54%	45%	40%	60%
TalkTalk	43	40	2	19	23	19	23
	2%	2%	1%	1%	3%	2%	2%
					a		
		95%	5%	45%	55%	46%	54%
BT	40	30	10	14	27	31	9
	2%	2%	4%	1%	3%	3%	1%
			a		a	b	
		74%	26%	34%	66%	77%	23%
Orange	32	26	5	14	18	15	17
	1%	1%	2%	1%	2%	1%	2%
					a		
		83%	17%	43%	57%	47%	53%
T-Mobile	20	19	1	10	9	5	14
	1%	1%	1%	1%	1%	1%	1%
							a
		95%	5%	52%	48%	26%	74%
Talk Mobile	14	12	2	5	9	8	6
	1%	1%	1%	1%	1%	1%	1%
		85%	15%	37%	63%	58%	42%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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

by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2674	2225	449	1465	1206	1296	1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076	1131
Total	2218	1927	292	1339	877	1109	1110
		87%	13%	60%	40%	50%	50%
iD Mobile (Carphone Warehouse)	14	11	2	8	6	8	6
	1%	1%	1%	1%	1%	1%	1%
		84%	16%	59%	41%	59%	41%
Sky	11	10	1	9	3	4	7
	1%	1%	1%	1%	1%	1%	1%
		89%	11%	77%	23%	36%	64%
Lycatel	10	10	-	5	6	3	7
	1%	1%	0%	1%	1%	1%	1%
		100%	0%	46%	54%	29%	71%
Asda	7	7	1	2	5	4	3
	1%	1%	1%	1%	1%	1%	1%
		94%	6%	25%	75%	57%	43%
Lebara	5	4	1	4	1	1	4
	1%	1%	1%	1%	1%	1%	1%
		76%	24%	89%	11%	24%	76%
Plusnet	5	4	1	2	3	2	3
	1%	1%	1%	1%	1%	1%	1%
		89%	11%	32%	68%	36%	64%
Utility Warehouse	3	3	-	1	2	-	3
	1%	1%	0%	1%	1%	0%	1%
		100%	0%	47%	53%	0%	100%
Other	3	3	-	1	2	1	2
	1%	1%	0%	1%	1%	1%	1%
		100%	0%	42%	58%	43%	57%

Columns Tested: a,b - a,b - a,b

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

by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2674	2225	449	1465	1206	1296 1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076 1131
Total	2218	1927	292	1339	877	1109 1110
		87%	13%	60%	40%	50% 50%
Don't know	16	15	*	3	13	8 8
	1%	1%	*%	*%	1%	1% 1%
		97%	3%	19%	a 81%	53% 47%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

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 S6.
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+								NI	
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Yes	1826	889	937	318	373	713	422	81	92	178	611	540	529	385	369	1547	147	83	50
	82%	83%	82%	96%	97%	90%	59%	62%	67%	81%	94%	90%	87%	79%	70%	83%	76%	78%	84%
				cd	cd	d				ab	abc	cd	cd	d		b			b
		49%	51%	17%	20%	39%	23%	4%	5%	10%	33%	30%	29%	21%	20%	85%	8%	5%	3%
No	383	184	198	12	10	75	286	49	44	41	40	58	73	97	153	306	44	23	10
	17%	17%	17%	4%	3%	9%	40%	38%	32%	19%	6%	10%	12%	20%	29%	16%	23%	22%	16%
						ab	abc	cd	cd	d				ab	abc		a	a	
		48%	52%	3%	3%	19%	75%	13%	12%	11%	10%	15%	19%	25%	40%	80%	11%	6%	3%
Don't know	10	2	7	-	-	1	9	-	1	-	1	3	3	3	1	8	1	-	-
	*%	*%	1%	-%	-%	*%	1%	-%	*%	-%	*%	*%	*%	1%	*%	*%	1%	-%	-%
						bc													
		26%	74%	-%	-%	7%	93%	-%	6%	-%	7%	28%	27%	30%	15%	86%	14%	-%	-%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 26

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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 S6.
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2674	2225	449	1465	1206	1296	1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076	1131
Total	2218	1927	292	1339	877	1109	1110
		87%	13%	60%	40%	50%	50%
Yes	1826	1593	233	1228	594	916	910
	82%	83%	80%	92%	68%	83%	82%
		87%	13%	67%	33%	50%	50%
No	383	325	57	106	277	189	193
	17%	17%	20%	8%	32%	17%	17%
		85%	15%	28%	72%	49%	51%
Don't know	10	8	1	4	6	4	6
	*%	*%	*%	*%	1%	*%	1%
		86%	14%	41%	59%	39%	61%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

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 S6.
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1826	889	937	318	373	713	422	81	92	178	611	540	529	385	369	1547	147	83	50
	78%	78%	78%	94%	96%	89%	52%	55%	61%	79%	93%	87%	85%	76%	64%	79%	72%	72%	78%
				cd	cd	d				ab	abc	cd	cd	d		bc			
		49%	51%	17%	20%	39%	23%	4%	5%	10%	33%	30%	29%	21%	20%	85%	8%	5%	3%
No	383	184	198	12	10	75	286	49	44	41	40	58	73	97	153	306	44	23	10
	16%	16%	17%	4%	3%	9%	35%	33%	29%	18%	6%	9%	12%	19%	27%	16%	21%	20%	15%
				ab		abc		cd	cd	d				ab	abc		a		
		48%	52%	3%	3%	19%	75%	13%	12%	11%	10%	15%	19%	25%	40%	80%	11%	6%	3%
Don't know	10	2	7	-	-	1	9	-	1	-	1	3	3	3	1	8	1	-	-
	*%	*%	1%	-%	-%	*%	1%	-%	*%	-%	*%	*%	*%	1%	*%	*%	1%	-%	-%
						c													
		26%	74%	-%	-%	7%	93%	-%	6%	-%	7%	28%	27%	30%	15%	86%	14%	-%	-%
DO NOT PERSONALLY USE A MOBILE PHONE	117	59	57	8	7	10	91	18	15	7	4	20	21	21	53	91	12	9	5
	5%	5%	5%	2%	2%	1%	11%	12%	10%	3%	1%	3%	3%	4%	9%	5%	6%	8%	8%
				abc		abc		cd	cd	d				abc			a		
		51%	49%	7%	6%	9%	78%	15%	13%	6%	3%	17%	18%	18%	45%	78%	10%	8%	4%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

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 S6.
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Yes	1826	1593	233	1228	594	916	910
	78%	79%	76%	91%	61%	79%	78%
		87%	13%	b 67%	33%	50%	50%
No	383	325	57	106	277	189	193
	16%	16%	19%	8%	28%	16%	17%
		85%	15%	a 28%	72%	49%	51%
Don't know	10	8	1	4	6	4	6
	*%	*%	*%	*%	1%	*%	1%
		86%	14%	41%	59%	39%	61%
DO NOT PERSONALLY USE A MOBILE PHONE	117	101	15	17	99	58	59
	5%	5%	5%	1%	10%	5%	5%
		87%	13%	a 15%	85%	49%	51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 28

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QD5 (QD41). Do you have a 4G service? This is a service that enables faster mobile internet access.

by MAIN CROSS-BREAKS

Base : Those with a smartphone

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2112	1010	1102	354	383	835	540	94	110	212	642	540	696	442	431	1562	178	172	200
Effective Weighted Sample	1754	838	916	290	320	702	452	78	98	175	562	470	583	364	349	1390	171	163	184
Total	1826	889	937	318	373	713	422	81	92	178	611	540	529	385	369	1547	147	83	50
		49%	51%	17%	20%	39%	23%	**	5%	10%	33%	30%	29%	21%	20%	85%	8%	5%	3%
Yes	1491	747	744	280	328	617	266	**	74	140	524	460	437	310	283	1265	121	68	37
	82%	84%	79%	88%	88%	87%	63%	**	80%	79%	86%	85%	83%	80%	77%	82%	83%	83%	73%
		b		d	d	d			c	d	d	d	d	d	d	d	d	d	
		50%	50%	19%	22%	41%	18%	**	5%	9%	35%	31%	29%	21%	19%	85%	8%	5%	2%
No	243	122	121	33	35	77	98	**	14	27	77	62	65	56	58	206	17	11	8
	13%	14%	13%	10%	9%	11%	23%	**	15%	15%	13%	11%	12%	15%	16%	13%	12%	13%	16%
							abc												
		50%	50%	14%	14%	32%	40%	**	6%	11%	32%	26%	27%	23%	24%	85%	7%	5%	3%
Don't know	92	20	72	5	9	19	59	**	4	10	11	18	27	20	27	75	8	3	5
	5%	2%	8%	1%	3%	3%	14%	**	5%	6%	2%	3%	5%	5%	7%	5%	6%	4%	11%
			a				abc		d					a				ac	
		22%	78%	5%	10%	21%	64%	**	5%	11%	12%	20%	29%	21%	30%	81%	9%	4%	6%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 28

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QD5 (QD41). Do you have a 4G service? This is a service that enables faster mobile internet access.

by MAIN CROSS-BREAKS

Base : Those with a smartphone

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2112	1771	341	1334	775	1030	1082
Effective Weighted Sample	1754	1484	284	1111	655	859	895
Total	1826	1593	233	1228	594	916	910
		87%	13%	67%	33%	50%	50%
Yes	1491	1321	170	1054	435	728	764
	82%	83%	73%	86%	73%	79%	84%
		b	b	b		a	a
		89%	11%	71%	29%	49%	51%
No	243	190	53	140	102	133	110
	13%	12%	23%	11%	17%	15%	12%
			a	a	a		
		78%	22%	58%	42%	55%	45%
Don't know	92	82	10	35	57	55	37
	5%	5%	4%	3%	10%	6%	4%
			a	a	a		
		89%	11%	38%	62%	60%	40%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 29

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QD6 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER					£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Prepay/ Pay as you go	557	284	273	69	60	136	291	65	51	68	68	91	119	129	217	453	56	25	22
	25%	26%	24%	21%	16%	17%	41%	50%	37%	31%	10%	15%	20%	26%	41%	24%	29%	23%	37%
							abc	bcd	d	d		a	ab	abc				ac	
		51%	49%	12%	11%	24%	52%	12%	9%	12%	12%	16%	21%	23%	39%	81%	10%	4%	4%
Postpay/ monthly contract	1644	782	862	260	321	648	414	65	86	148	579	505	475	355	305	1392	134	80	37
	74%	73%	75%	79%	84%	82%	58%	50%	63%	68%	89%	84%	79%	73%	58%	75%	70%	76%	63%
				d	d	d			a	a	abc	bcd	cd	d		d		d	
		48%	52%	16%	20%	39%	25%	4%	5%	9%	35%	31%	29%	22%	19%	85%	8%	5%	2%
Other	12	8	4	-	-	5	8	-	-	2	6	3	8	1	-	11	-	1	-
	1%	1%	*%	-%	-%	1%	1%	-%	-%	1%	1%	*%	d	1%	*%	1%	-%	1%	-%
		69%	31%	-%	-%	37%	63%	-%	-%	18%	47%	25%	65%	10%	-%	92%	-%	8%	-%
Don't know	5	1	4	-	1	*	5	-	-	1	-	1	2	1	1	5	1	-	*
	*%	*%	*%	-%	*%	*%	1%	-%	-%	*%	-%	*%	*%	*%	*%	*%	*%	-%	*%
							c												
		25%	75%	-%	13%	3%	84%	-%	-%	12%	-%	26%	34%	13%	28%	84%	13%	-%	3%
CONTRACT TYPE																			
Subsidised handset	1252	584	668	196	267	513	276	51	61	116	457	384	370	267	228	1064	97	61	31
	56%	54%	58%	60%	70%	65%	38%	39%	45%	53%	70%	64%	61%	55%	44%	57%	50%	57%	52%
			a	d	ad	d				a	abc	cd	cd	d					
		47%	53%	16%	21%	41%	22%	4%	5%	9%	36%	31%	30%	21%	18%	85%	8%	5%	2%
SIM only	376	195	182	60	54	131	131	12	24	32	120	117	102	83	74	315	37	19	6
	17%	18%	16%	18%	14%	17%	18%	9%	17%	15%	18%	19%	17%	17%	14%	17%	19%	17%	10%
									a		a	d				d	d	d	
		52%	48%	16%	14%	35%	35%	3%	6%	8%	32%	31%	27%	22%	20%	84%	10%	5%	2%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QD6 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2674	2225	449	1465	1206	1296	1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076	1131
Total	2218	1927	292	1339	877	1109	1110
		87%	13%	60%	40%	50%	50%
Prepay/ Pay as you go	557	479	78	207	350	253	304
	25%	25%	27%	15%	40%	23%	27%
		86%	14%	37%	a 63%	45%	a 55%
Postpay/ monthly contract	1644	1434	210	1121	520	843	802
	74%	74%	72%	84%	59%	76%	72%
		87%	13%	b 68%	b 32%	b 51%	b 49%
Other	12	8	4	11	1	9	3
	1%	*%	1%	1%	*%	1%	*%
		69%	a 31%	b 89%	11%	72%	28%
Don't know	5	5	-	*	5	5	1
	*%	*%	-%	*%	1%	*%	*%
		100%	-%	a 3%	a 97%	84%	16%
CONTRACT TYPE							
Subsidised handset	1252	1094	158	888	363	625	628
	56%	57%	54%	66%	41%	56%	57%
		87%	13%	b 71%	29%	50%	50%
SIM only	376	326	50	227	148	207	169
	17%	17%	17%	17%	17%	19%	15%
		87%	13%	b 60%	b 39%	b 55%	b 45%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 30

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QD7 (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)
by MAIN CROSS-BREAKS

Base : Those who use a postpay/ contract mobile phone

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
								£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+								
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1895	890	1005	282	325	750	537	75	108	177	605	508	625	407	351	1412	162	169	152
Effective Weighted Sample	1580	738	842	234	274	636	447	62	95	148	531	443	525	334	288	1254	156	159	139
Total	1644	782	862	260	321	648	414	65	86	148	579	505	475	355	305	1392	134	80	37
		48%	52%	16%	20%	39%	25%	**	5%	9%	35%	31%	29%	22%	19%	85%	8%	5%	2%
Handset and contract	1252	584	668	196	267	513	276	**	61	116	457	384	370	267	228	1064	97	61	31
	76%	75%	78%	75%	83%	79%	67%	**	71%	78%	79%	76%	78%	75%	75%	76%	72%	75%	83%
		47%	53%	16%	21%	41%	22%	**	5%	9%	36%	31%	30%	21%	18%	85%	8%	5%	2%
SIM card only	376	195	182	60	54	131	131	**	24	32	120	117	102	83	74	315	37	19	6
	23%	25%	21%	23%	17%	20%	32%	**	28%	22%	21%	23%	22%	23%	24%	23%	27%	23%	16%
		52%	48%	16%	14%	35%	35%	**	6%	8%	32%	31%	27%	22%	20%	84%	10%	5%	2%
Don't know	16	4	12	4	1	4	7	**	1	-	2	4	3	5	3	13	1	1	1
	1%	*%	1%	2%	*%	1%	2%	**	1%	-%	*%	1%	1%	1%	1%	1%	1%	2%	2%
		24%	76%	27%	4%	25%	44%	**	6%	-%	10%	28%	20%	33%	19%	83%	5%	8%	4%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QD7 (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)
by MAIN CROSS-BREAKS

Base : Those who use a postpay/ contract mobile phone

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1895	1591	304	1214	678	942	953
Effective Weighted Sample	1580	1335	258	1016	573	790	791
Total	1644	1434	210	1121	520	843	802
		87%	13%	68%	32%	51%	49%
Handset and contract	1252	1094	158	888	363	625	628
	76%	76%	75%	79%	70%	74%	78%
				b			a
		87%	13%	71%	29%	50%	50%
SIM card only	376	326	50	227	148	207	169
	23%	23%	24%	20%	28%	25%	21%
				a			
		87%	13%	60%	39%	55%	45%
Don't know	16	14	2	6	10	11	4
	1%	1%	1%	1%	2%	1%	1%
				a			
		87%	13%	37%	63%	72%	28%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 31

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K- £15.59K	£15.6K- £25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Send/ receive text messages	1953	940	1013	312	357	732	553	102	116	194	620	548	544	430	427	1645	165	93	50
	88%	87%	89%	95%	93%	93%	77%	79%	85%	88%	95%	91%	90%	88%	82%	88%	86%	88%	84%
		d	d	d	d	d				a	abc	d	d	d					
		48%	52%	16%	18%	37%	28%	5%	6%	10%	32%	28%	28%	22%	22%	84%	8%	5%	3%
Take photos	1557	736	820	281	328	594	353	68	84	158	567	455	447	347	306	1320	123	72	41
	70%	68%	72%	85%	86%	75%	49%	52%	61%	72%	87%	76%	74%	71%	59%	71%	64%	68%	69%
				cd	cd	d				ab	abc	d	d	d		b			
		47%	53%	18%	21%	38%	23%	4%	5%	10%	36%	29%	29%	22%	20%	85%	8%	5%	3%
General browsing/ surfing the internet	1477	722	755	270	339	597	271	63	67	147	536	457	426	314	277	1254	114	67	41
	67%	67%	66%	82%	89%	76%	38%	49%	49%	67%	82%	76%	71%	65%	53%	67%	60%	63%	69%
				cd	acd	d				ab	abc	bcd	cd	d		b			b
		49%	51%	18%	23%	40%	18%	4%	5%	10%	36%	31%	29%	21%	19%	85%	8%	5%	3%
Send/ receive emails	1383	676	707	240	322	569	252	47	63	141	528	451	419	282	228	1187	100	62	34
	62%	63%	62%	73%	84%	72%	35%	37%	46%	64%	81%	75%	69%	58%	44%	64%	52%	58%	58%
				d	acd	d				ab	abc	bcd	cd	d		b			
		49%	51%	17%	23%	41%	18%	3%	5%	10%	38%	33%	30%	20%	17%	86%	7%	4%	2%
Send/ receive messages with pictures/ images	1273	595	678	246	296	509	222	47	62	125	478	408	385	256	222	1094	98	48	33
	57%	55%	59%	75%	77%	65%	31%	37%	46%	57%	73%	68%	64%	53%	42%	59%	51%	45%	55%
				cd	cd	d				ab	abc	cd	cd	d		bc			c
		47%	53%	19%	23%	40%	17%	4%	5%	10%	38%	32%	30%	20%	17%	86%	8%	4%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 31

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	1225	557	667	255	301	487	181	45	57	107	457	379	367	253	224	1039	95	54	36
	55%	52%	58%	77%	79%	62%	25%	35%	42%	49%	70%	63%	61%	52%	43%	56%	50%	51%	60%
			a	cd	cd	d				a	abc	cd	cd	d					b
		46%	54%	21%	25%	40%	15%	4%	5%	9%	37%	31%	30%	21%	18%	85%	8%	4%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1106	520	586	248	284	430	144	44	50	114	417	331	331	231	211	940	84	48	33
	50%	48%	51%	75%	74%	55%	20%	34%	37%	52%	64%	55%	55%	48%	40%	51%	44%	45%	56%
				cd	cd	d				ab	abc	cd	cd	d					bc
		47%	53%	22%	26%	39%	13%	4%	5%	10%	38%	30%	30%	21%	19%	85%	8%	4%	3%
Record video clips	951	458	492	203	254	371	123	33	48	101	369	293	282	195	179	822	66	38	25
	43%	43%	43%	62%	66%	47%	17%	25%	35%	46%	57%	49%	47%	40%	34%	44%	34%	36%	41%
				cd	cd	d				ab	abc	cd	cd	d		bc			
		48%	52%	21%	27%	39%	13%	3%	5%	11%	39%	31%	30%	21%	19%	86%	7%	4%	3%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	909	447	461	222	249	350	88	37	46	88	361	278	274	193	163	775	74	38	21
	41%	42%	40%	67%	65%	44%	12%	29%	34%	40%	55%	46%	45%	40%	31%	42%	39%	36%	36%
				cd	cd	d				a	abc	cd	d	d					
		49%	51%	24%	27%	39%	10%	4%	5%	10%	40%	31%	30%	21%	18%	85%	8%	4%	2%
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 31

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Send/ receive video clips	894	407	488	197	243	343	111	30	49	95	347	267	282	183	163	777	61	34	23
	40%	38%	43%	60%	64%	43%	15%	23%	36%	43%	53%	44%	47%	38%	31%	42%	32%	32%	38%
			a	cd	cd	d			a	a	abc	cd	cd	d		bc			
		45%	55%	22%	27%	38%	12%	3%	5%	11%	39%	30%	32%	20%	18%	87%	7%	4%	3%
Accessing/ receiving news	854	454	400	165	220	341	128	32	37	85	369	314	254	160	124	734	71	30	18
	38%	42%	35%	50%	58%	43%	18%	24%	27%	39%	57%	52%	42%	33%	24%	39%	37%	29%	31%
		b		cd	cd	d			ab	abc	abc	bcd	cd	d		cd			
		53%	47%	19%	26%	40%	15%	4%	4%	10%	43%	37%	30%	19%	15%	86%	8%	4%	2%
Play games	755	402	353	211	198	282	65	34	45	67	269	188	227	183	156	645	59	35	17
	34%	37%	31%	64%	52%	36%	9%	27%	33%	30%	41%	31%	37%	38%	30%	35%	31%	33%	28%
		b		bcd	cd	d					ac		ad	ad					
		53%	47%	28%	26%	37%	9%	5%	6%	9%	36%	25%	30%	24%	21%	85%	8%	5%	2%
Listen to music stored on phone	722	392	331	205	199	250	68	29	38	65	290	226	212	144	140	613	70	23	15
	33%	36%	29%	62%	52%	32%	9%	22%	28%	30%	44%	38%	35%	30%	27%	33%	37%	22%	26%
		b		bcd	cd	d					abc	cd	d			cd	cd		
		54%	46%	28%	28%	35%	9%	4%	5%	9%	40%	31%	29%	20%	19%	85%	10%	3%	2%
Making video calls e.g. via Facetime, Skype	719	333	386	169	201	272	77	27	32	63	300	249	210	138	120	613	63	26	16
	32%	31%	34%	51%	53%	34%	11%	21%	24%	29%	46%	41%	35%	28%	23%	33%	33%	24%	28%
				cd	cd	d					abc	bcd	cd	d		c	c		
		46%	54%	23%	28%	38%	11%	4%	5%	9%	42%	35%	29%	19%	17%	85%	9%	4%	2%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 31

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Making voice calls using a VoIP service e.g. Viber, Skype	543	271	272	106	137	237	63	19	27	50	240	191	154	102	94	461	51	17	14
	24%	25%	24%	32%	36%	30%	9%	15%	20%	23%	37%	32%	26%	21%	18%	25%	27%	16%	23%
				d	d	d					abc	bcd	d			c	c		
		50%	50%	20%	25%	44%	12%	3%	5%	9%	44%	35%	28%	19%	17%	85%	9%	3%	3%
Accessing/ receiving sports/ team news/ scores	536	371	166	118	145	210	64	13	23	56	235	188	154	120	72	455	45	20	15
	24%	34%	14%	36%	38%	27%	9%	10%	17%	26%	36%	31%	25%	25%	14%	24%	24%	19%	26%
		b		cd	cd	d				ab	abc	bcd	d	d					
		69%	31%	22%	27%	39%	12%	2%	4%	11%	44%	35%	29%	22%	13%	85%	8%	4%	3%
Watching TV programmes/ films content online	501	271	230	147	143	177	34	15	22	43	198	168	139	111	83	430	46	16	10
	23%	25%	20%	45%	37%	22%	5%	11%	16%	19%	30%	28%	23%	23%	16%	23%	24%	15%	16%
		b		cd	cd	d					abc	bd	d	d		cd	cd		
		54%	46%	29%	29%	35%	7%	3%	4%	8%	39%	33%	28%	22%	17%	86%	9%	3%	2%
Listen to radio	343	181	161	58	88	153	44	14	24	27	148	109	106	67	61	301	26	13	3
	15%	17%	14%	18%	23%	19%	6%	11%	18%	12%	23%	18%	17%	14%	12%	16%	13%	12%	5%
				d	d	d					ac	d	d			d	d	d	
		53%	47%	17%	26%	45%	13%	4%	7%	8%	43%	32%	31%	20%	18%	88%	8%	4%	1%
Contactless mobile payment at point of sale/ checkouts	323	186	137	89	101	112	20	9	20	20	142	108	93	70	51	280	25	14	4
	15%	17%	12%	27%	27%	14%	3%	7%	15%	9%	22%	18%	15%	14%	10%	15%	13%	13%	7%
		b		cd	cd	d			a		ac	d	d	d		d			
		58%	42%	28%	31%	35%	6%	3%	6%	6%	44%	34%	29%	22%	16%	87%	8%	4%	1%
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
Listen to podcasts		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
	267	167	100	64	74	106	23	6	10	24	119	103	77	50	36	236	20	8	3
	12%	16%	9%	19%	19%	13%	3%	5%	8%	11%	18%	17%	13%	10%	7%	13%	11%	7%	5%
Other		b		cd	cd	d				a	abc	bcd	d			cd	d		
		63%	37%	24%	28%	40%	9%	2%	4%	9%	44%	39%	29%	19%	13%	88%	8%	3%	1%
	32	20	13	2	3	8	19	4	3	4	7	8	6	7	11	29	1	2	-
WEB/ DATA ACCESS		1%	2%	1%	1%	1%	3%	3%	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	-%
							ac	d										d	
		61%	39%	6%	10%	26%	58%	13%	8%	13%	20%	25%	19%	22%	34%	88%	4%	7%	-%
WATCHING AV CONTENT	1680	818	862	307	364	673	336	74	78	166	584	508	491	354	325	1427	129	78	46
	76%	76%	75%	93%	95%	85%	47%	58%	57%	76%	90%	85%	81%	73%	62%	77%	67%	74%	77%
				cd	cd	d				ab	abc	cd	cd	d		b			b
LISTEN TO AUDIO CONTENT		49%	51%	18%	22%	40%	20%	4%	5%	10%	35%	30%	29%	21%	19%	85%	8%	5%	3%
	982	493	490	239	262	379	102	41	50	98	381	296	293	216	176	841	78	40	23
	44%	46%	43%	73%	68%	48%	14%	32%	37%	44%	59%	49%	48%	44%	34%	45%	41%	37%	39%
VIDEO OR VOICE CALLS USING VOIP				cd	cd	d				a	abc	d	d	d		c			
		50%	50%	24%	27%	39%	10%	4%	5%	10%	39%	30%	30%	22%	18%	86%	8%	4%	2%
	864	462	402	222	231	322	89	34	46	84	342	261	260	182	160	735	79	33	17
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d	39%	43%	35%	67%	61%	41%	12%	26%	34%	38%	52%	43%	43%	38%	31%	39%	41%	31%	29%
		b		cd	cd	d				a	abc	d	d	d		cd	cd		
		53%	47%	26%	27%	37%	10%	4%	5%	10%	40%	30%	30%	21%	18%	85%	9%	4%	2%
	848	397	451	186	224	334	104	30	41	79	350	292	248	163	144	723	72	31	22
	38%	37%	39%	56%	59%	42%	14%	23%	30%	36%	54%	49%	41%	34%	27%	39%	38%	29%	36%
				cd	cd	d				a	abc	bcd	cd	d		c			
		47%	53%	22%	26%	39%	12%	4%	5%	9%	41%	34%	29%	19%	17%	85%	9%	4%	3%

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

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
None of these	141	68	73	2	2	20	116	18	17	14	5	25	30	33	52	109	19	8	5
	6%	6%	6%	1%	1%	3%	16%	14%	13%	6%	1%	4%	5%	7%	10%	6%	10%	7%	8%
		48%	52%	2%	2%	b	abc	cd	cd	d					ab	a	a		
Columns Tested:	a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d					14%	82%	13%	12%	10%	4%	18%	22%	23%	37%	78%	13%	6%	4%

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

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2674	2225	449	1465	1206	1296 1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076 1131
Total	2218	1927	292	1339	877	1109 1110
		87%	13%	60%	40%	50% 50%
Send/ receive text messages	1953	1699	254	1237	713	965 988
	88%	88%	87%	92%	81%	87% 89%
		87%	13%	b 63%	37%	49% 51%
Take photos	1557	1346	210	1054	499	780 776
	70%	70%	72%	79%	57%	70% 70%
		86%	14%	b 68%	32%	50% 50%
General browsing/ surfing the internet	1477	1287	189	1049	425	726 751
	67%	67%	65%	78%	48%	65% 68%
		87%	13%	b 71%	29%	49% 51%
Send/ receive emails	1383	1201	183	997	383	679 704
	62%	62%	63%	74%	44%	61% 63%
		87%	13%	b 72%	28%	49% 51%
Send/ receive messages with pictures/ images	1273	1108	165	895	376	636 637
	57%	58%	57%	67%	43%	57% 57%
		87%	13%	b 70%	30%	50% 50%

Columns Tested: a,b - a,b - a,b

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2674	2225	449	1465	1206	1296	1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076	1131
Total	2218	1927	292	1339	877	1109	1110
		87%	13%	60%	40%	50%	50%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	1225	1068	156	874	348	606	619
	55%	55%	53%	65%	40%	55%	56%
		87%	13%	b 71%	28%	49%	51%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1106	964	142	787	318	525	582
	50%	50%	49%	59%	36%	47%	52%
		87%	13%	b 71%	29%	47%	a 53%
Record video clips	951	824	127	676	272	452	498
	43%	43%	43%	50%	31%	41%	45%
		87%	13%	b 71%	29%	48%	52%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	909	805	103	650	257	412	497
	41%	42%	35%	49%	29%	37%	45%
		b 89%	b 11%	b 71%	a 28%	a 45%	a 55%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2674	2225	449	1465	1206	1296 1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076 1131
Total	2218	1927	292	1339	877	1109 1110
		87%	13%	60%	40%	50% 50%
Send/ receive video clips	894	785	110	629	263	401 493
	40%	41%	38%	47%	30%	36% 44%
				b		a
		88%	12%	70%	29%	45% 55%
Accessing/ receiving news	854	736	118	641	212	419 435
	38%	38%	40%	48%	24%	38% 39%
				b		
		86%	14%	75%	25%	49% 51%
Play games	755	662	93	523	230	349 406
	34%	34%	32%	39%	26%	31% 37%
				b		a
		88%	12%	69%	30%	46% 54%
Listen to music stored on phone	722	627	95	502	218	334 388
	33%	33%	33%	38%	25%	30% 35%
				b		a
		87%	13%	70%	30%	46% 54%
Making video calls e.g. via Facetime, Skype	719	618	100	520	198	333 385
	32%	32%	34%	39%	23%	30% 35%
				b		a
		86%	14%	72%	27%	46% 54%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2674	2225	449	1465	1206	1296 1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076 1131
Total	2218	1927	292	1339	877	1109 1110
		87%	13%	60%	40%	50% 50%
Making voice calls using a VoIP service e.g. Viber, Skype	543	467	76	394	148	248 295
	24%	24%	26%	29% b	17%	22% a
		86%	14%	73%	27%	46% 54%
Accessing/ receiving sports/ team news/ scores	536	456	80	405	130	253 283
	24%	24%	28%	30% b	15%	23% 25%
		85%	15%	75%	24%	47% 53%
Watching TV programmes/ films content online	501	439	62	366	134	226 275
	23%	23%	21%	27% b	15%	20% a
		88%	12%	73%	27%	45% 55%
Listen to radio	343	292	51	256	86	173 169
	15%	15%	17%	19% b	10%	16% 15%
		85%	15%	75%	25%	51% 49%
Contactless mobile payment at point of sale/ checkouts	323	279	43	253	70	149 174
	15%	15%	15%	19% b	8%	13% 16%
		87%	13%	78%	22%	46% 54%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2674	2225	449	1465	1206	1296 1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076 1131
Total	2218	1927	292	1339	877	1109 1110
		87%	13%	60%	40%	50% 50%
Listen to podcasts	267	230	37	196	69	126 141
	12%	12%	13%	15%	8%	11% 13%
		86%	14%	73%	26%	47% 53%
Other	32	30	2	17	16	17 16
	1%	2%	1%	1%	2%	2% 1%
		93%	7%	51%	49%	52% 48%
WEB/ DATA ACCESS	1680	1466	215	1165	512	826 854
	76%	76%	74%	87%	58%	75% 77%
		87%	13%	69%	30%	49% 51%
WATCHING AV CONTENT	982	868	114	704	276	444 538
	44%	45%	39%	53%	31%	40% 49%
		b	b	b		a
		88%	12%	72%	28%	45% 55%
LISTEN TO AUDIO CONTENT	864	744	121	615	246	408 456
	39%	39%	41%	46%	28%	37% 41%
		86%	14%	71%	28%	47% 53%
VIDEO OR VOICE CALLS USING VOIP	848	732	116	613	233	392 456
	38%	38%	40%	46%	27%	35% 41%
		86%	14%	72%	28%	46% 54%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : Those who personally use a mobile phone

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2674	2225	449	1465	1206	1296 1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076 1131
Total	2218	1927	292	1339	877	1109 1110
		87%	13%	60%	40%	50% 50%
None of these	141	116	24	26	115	81 59
	6%	6%	8%	2%	13%	7% 5%
		83%	17%	18%	a 82%	58% 42%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 32

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Send/ receive text messages	1953	940	1013	312	357	732	553	102	116	194	620	548	544	430	427	1645	165	93	50
	84%	83%	84%	92%	92%	92%	68%	69%	76%	86%	94%	88%	87%	85%	74%	84%	81%	81%	78%
				d	d	d				ab	abc	d	d	d		d			
		48%	52%	16%	18%	37%	28%	5%	6%	10%	32%	28%	28%	22%	22%	84%	8%	5%	3%
Take photos	1557	736	820	281	328	594	353	68	84	158	567	455	447	347	306	1320	123	72	41
	67%	65%	68%	83%	84%	74%	44%	46%	55%	70%	86%	73%	71%	68%	53%	68%	60%	63%	64%
				cd	cd	d				ab	abc	d	d	d		b			
		47%	53%	18%	21%	38%	23%	4%	5%	10%	36%	29%	29%	22%	20%	85%	8%	5%	3%
General browsing/ surfing the internet	1477	722	755	270	339	597	271	63	67	147	536	457	426	314	277	1254	114	67	41
	63%	64%	63%	80%	87%	75%	33%	43%	44%	65%	82%	74%	68%	62%	48%	64%	56%	58%	64%
				d	acd	d				ab	abc	bcd	cd	d		b			
		49%	51%	18%	23%	40%	18%	4%	5%	10%	36%	31%	29%	21%	19%	85%	8%	5%	3%
Send/ receive emails	1383	676	707	240	322	569	252	47	63	141	528	451	419	282	228	1187	100	62	34
	59%	60%	59%	71%	83%	71%	31%	32%	42%	62%	81%	73%	67%	56%	40%	61%	49%	53%	53%
				d	acd	d				ab	abc	bcd	cd	d		bcd			
		49%	51%	17%	23%	41%	18%	3%	5%	10%	38%	33%	30%	20%	17%	86%	7%	4%	2%
Send/ receive messages with pictures/ images	1273	595	678	246	296	509	222	47	62	125	478	408	385	256	222	1094	98	48	33
	55%	52%	57%	73%	76%	64%	27%	32%	41%	55%	73%	66%	62%	50%	38%	56%	48%	42%	51%
			a	cd	cd	d				ab	abc	cd	cd	d		bc			c
		47%	53%	19%	23%	40%	17%	4%	5%	10%	38%	32%	30%	20%	17%	86%	8%	4%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	1225	557	667	255	301	487	181	45	57	107	457	379	367	253	224	1039	95	54	36
	52%	49%	56%	75%	77%	61%	22%	31%	38%	47%	70%	61%	59%	50%	39%	53%	47%	47%	56%
		46%	54%	21%	25%	40%	15%	4%	5%	9%	37%	31%	30%	21%	18%	85%	8%	4%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1106	520	586	248	284	430	144	44	50	114	417	331	331	231	211	940	84	48	33
	47%	46%	49%	74%	73%	54%	18%	30%	33%	50%	64%	53%	53%	46%	37%	48%	42%	42%	52%
		47%	53%	22%	26%	39%	13%	4%	5%	10%	38%	30%	30%	21%	19%	85%	8%	4%	3%
Record video clips	951	458	492	203	254	371	123	33	48	101	369	293	282	195	179	822	66	38	25
	41%	40%	41%	60%	65%	46%	15%	22%	32%	45%	56%	47%	45%	39%	31%	42%	32%	33%	38%
		48%	52%	21%	27%	39%	13%	3%	5%	11%	39%	31%	30%	21%	19%	86%	7%	4%	3%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	909	447	461	222	249	350	88	37	46	88	361	278	274	193	163	775	74	38	21
	39%	39%	38%	66%	64%	44%	11%	25%	30%	39%	55%	45%	44%	38%	28%	40%	36%	33%	33%
		49%	51%	24%	27%	39%	10%	4%	5%	10%	40%	31%	30%	21%	18%	85%	8%	4%	2%

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

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	£10.4K- £15.59K	£15.6K- £25.99K	£26K+		AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Send/ receive video clips	894	407	488	197	243	343	111	30	49	95	347	267	282	183	163	777	61	34	23
	38%	36%	41%	59%	62%	43%	14%	20%	32%	42%	53%	43%	45%	36%	28%	40%	30%	29%	35%
		a	a	cd	cd	d			a	ab	abc	cd	cd	d		bc			
		45%	55%	22%	27%	38%	12%	3%	5%	11%	39%	30%	32%	20%	18%	87%	7%	4%	3%
Accessing/ receiving news	854	454	400	165	220	341	128	32	37	85	369	314	254	160	124	734	71	30	18
	37%	40%	33%	49%	56%	43%	16%	21%	24%	38%	56%	51%	41%	32%	22%	38%	35%	26%	29%
		b		d	cd	d			ab	abc	bcd	cd	d			cd	c		
		53%	47%	19%	26%	40%	15%	4%	4%	10%	43%	37%	30%	19%	15%	86%	8%	4%	2%
Play games	755	402	353	211	198	282	65	34	45	67	269	188	227	183	156	645	59	35	17
	32%	35%	29%	62%	51%	35%	8%	23%	30%	30%	41%	30%	36%	36%	27%	33%	29%	30%	26%
		b		bcd	cd	d				abc			ad	ad		d			
		53%	47%	28%	26%	37%	9%	5%	6%	9%	36%	25%	30%	24%	21%	85%	8%	5%	2%
Listen to music stored on phone	722	392	331	205	199	250	68	29	38	65	290	226	212	144	140	613	70	23	15
	31%	34%	28%	61%	51%	31%	8%	19%	25%	29%	44%	36%	34%	28%	24%	31%	34%	20%	24%
		b		bcd	cd	d			a	abc	cd	cd	cd			cd	cd		
		54%	46%	28%	28%	35%	9%	4%	5%	9%	40%	31%	29%	20%	19%	85%	10%	3%	2%
Making video calls e.g. via Facetime, Skype	719	333	386	169	201	272	77	27	32	63	300	249	210	138	120	613	63	26	16
	31%	29%	32%	50%	52%	34%	10%	18%	21%	28%	46%	40%	34%	27%	21%	31%	31%	23%	26%
				cd	cd	d			a	abc	bcd	cd	d			c	c		
		46%	54%	23%	28%	38%	11%	4%	5%	9%	42%	35%	29%	19%	17%	85%	9%	4%	2%

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

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by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Making voice calls using a VoIP service e.g. Viber, Skype	543	271	272	106	137	237	63	19	27	50	240	191	154	102	94	461	51	17	14
	23%	24%	23%	31%	35%	30%	8%	13%	18%	22%	37%	31%	25%	20%	16%	24%	25%	15%	22%
		50%	50%	d	d	d				a	abc	bcd	d			c	c		
				20%	25%	44%	12%	3%	5%	9%	44%	35%	28%	19%	17%	85%	9%	3%	3%
Accessing/ receiving sports/ team news/ scores	536	371	166	118	145	210	64	13	23	56	235	188	154	120	72	455	45	20	15
	23%	33%	14%	35%	37%	26%	8%	9%	15%	25%	36%	30%	25%	24%	13%	23%	22%	17%	24%
		b		cd	cd	d				ab	abc	bcd	d	d		c			
		69%	31%	22%	27%	39%	12%	2%	4%	11%	44%	35%	29%	22%	13%	85%	8%	4%	3%
Watching TV programmes/ films content online	501	271	230	147	143	177	34	15	22	43	198	168	139	111	83	430	46	16	10
	21%	24%	19%	44%	37%	22%	4%	10%	14%	19%	30%	27%	22%	22%	14%	22%	23%	14%	15%
		b		cd	cd	d				a	abc	bd	d	d		cd	cd		
		54%	46%	29%	29%	35%	7%	3%	4%	8%	39%	33%	28%	22%	17%	86%	9%	3%	2%
Listen to radio	343	181	161	58	88	153	44	14	24	27	148	109	106	67	61	301	26	13	3
	15%	16%	13%	17%	23%	19%	5%	10%	16%	12%	23%	17%	17%	13%	11%	15%	13%	11%	5%
				d	d	d					ac	d	d			d	d	d	
		53%	47%	17%	26%	45%	13%	4%	7%	8%	43%	32%	31%	20%	18%	88%	8%	4%	1%
Contactless mobile payment at point of sale/ checkouts	323	186	137	89	101	112	20	9	20	20	142	108	93	70	51	280	25	14	4
	14%	16%	11%	26%	26%	14%	2%	6%	13%	9%	22%	17%	15%	14%	9%	14%	12%	12%	7%
		b		cd	cd	d			a		abc	d	d	d		d	d		
		58%	42%	28%	31%	35%	6%	3%	6%	6%	44%	34%	29%	22%	16%	87%	8%	4%	1%
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 32

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	£10.4K- £15.59K	£15.6K- £25.99K	£26K+		AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Listen to podcasts	267	167	100	64	74	106	23	6	10	24	119	103	77	50	36	236	20	8	3
	11%	15%	8%	19%	19%	13%	3%	4%	7%	11%	18%	17%	12%	10%	6%	12%	10%	7%	5%
		b		cd	cd	d				a	abc	bcd	d	d		cd	d		
		63%	37%	24%	28%	40%	9%	2%	4%	9%	44%	39%	29%	19%	13%	88%	8%	3%	1%
Other	32	20	13	2	3	8	19	4	3	4	7	8	6	7	11	29	1	2	-
	1%	2%	1%	1%	1%	1%	2%	3%	2%	2%	1%	1%	1%	1%	2%	1%	1%	2%	-
							ac											d	
		61%	39%	6%	10%	26%	58%	13%	8%	13%	20%	25%	19%	22%	34%	88%	4%	7%	-
WEB/ DATA ACCESS	1680	818	862	307	364	673	336	74	78	166	584	508	491	354	325	1427	129	78	46
	72%	72%	72%	91%	93%	84%	42%	51%	51%	73%	89%	82%	78%	70%	56%	73%	63%	68%	72%
				cd	cd	d				ab	abc	cd	cd	d		b			
		49%	51%	18%	22%	40%	20%	4%	5%	10%	35%	30%	29%	21%	19%	85%	8%	5%	3%
WATCHING AV CONTENT	982	493	490	239	262	379	102	41	50	98	381	296	293	216	176	841	78	40	23
	42%	43%	41%	71%	67%	47%	13%	28%	33%	43%	58%	48%	47%	43%	31%	43%	38%	34%	36%
				cd	cd	d				ab	abc	d	d	d		c			
		50%	50%	24%	27%	39%	10%	4%	5%	10%	39%	30%	30%	22%	18%	86%	8%	4%	2%
LISTEN TO AUDIO CONTENT	864	462	402	222	231	322	89	34	46	84	342	261	260	182	160	735	79	33	17
	37%	41%	33%	66%	59%	40%	11%	23%	30%	37%	52%	42%	42%	36%	28%	38%	39%	29%	27%
		b		cd	cd	d				a	abc	cd	d	d		cd	cd		
		53%	47%	26%	27%	37%	10%	4%	5%	10%	40%	30%	30%	21%	18%	85%	9%	4%	2%
VIDEO OR VOICE CALLS USING VOIP	848	397	451	186	224	334	104	30	41	79	350	292	248	163	144	723	72	31	22
	36%	35%	38%	55%	58%	42%	13%	20%	27%	35%	53%	47%	40%	32%	25%	37%	36%	27%	34%
				cd	cd	d				a	abc	bcd	cd	d		c	c		
		47%	53%	22%	26%	39%	12%	4%	5%	9%	41%	34%	29%	19%	17%	85%	9%	4%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None of these	141	68	73	2	2	20	116	18	17	14	5	25	30	33	52	109	19	8	5
	6%	6%	6%	1%	1%	3%	14%	12%	11%	6%	1%	4%	5%	6%	9%	6%	9%	7%	8%
						b	abc	cd	d	d					ab		a		
		48%	52%	2%	2%	14%	82%	13%	12%	10%	4%	18%	22%	23%	37%	78%	13%	6%	4%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
Send/ receive text messages	1953	1699	254	1237	713	965 988
	84%	84%	83%	91%	73%	83% 85%
			b			
		87%	13%	63%	37%	49% 51%
Take photos	1557	1346	210	1054	499	780 776
	67%	66%	69%	78%	51%	67% 66%
			b			
		86%	14%	68%	32%	50% 50%
General browsing/ surfing the internet	1477	1287	189	1049	425	726 751
	63%	63%	62%	77%	44%	62% 64%
			b			
		87%	13%	71%	29%	49% 51%
Send/ receive emails	1383	1201	183	997	383	679 704
	59%	59%	59%	74%	39%	58% 60%
			b			
		87%	13%	72%	28%	49% 51%
Send/ receive messages with pictures/ images	1273	1108	165	895	376	636 637
	55%	55%	54%	66%	38%	55% 54%
			b			
		87%	13%	70%	30%	50% 50%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	1225	1068	156	874	348	606	619
	52%	53%	51%	65%	36%	52%	53%
		87%	13%	b 71%	28%	49%	51%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	1106	964	142	787	318	525	582
	47%	48%	46%	58%	33%	45%	50%
		87%	13%	b 71%	29%	47%	a 53%
Record video clips	951	824	127	676	272	452	498
	41%	41%	41%	50%	28%	39%	43%
		87%	13%	b 71%	29%	48%	52%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	909	805	103	650	257	412	497
	39%	40%	34%	48%	26%	35%	43%
		b 89%	b 11%	b 71%			a 55%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Send/ receive video clips	894	785	110	629	263	401	493
	38%	39%	36%	46%	27%	34%	42%
				b			a
		88%	12%	70%	29%	45%	55%
Accessing/ receiving news	854	736	118	641	212	419	435
	37%	36%	38%	47%	22%	36%	37%
				b			
		86%	14%	75%	25%	49%	51%
Play games	755	662	93	523	230	349	406
	32%	33%	30%	39%	24%	30%	35%
				b			a
		88%	12%	69%	30%	46%	54%
Listen to music stored on phone	722	627	95	502	218	334	388
	31%	31%	31%	37%	22%	29%	33%
				b			a
		87%	13%	70%	30%	46%	54%
Making video calls e.g. via Facetime, Skype	719	618	100	520	198	333	385
	31%	30%	33%	38%	20%	29%	33%
				b			a
		86%	14%	72%	27%	46%	54%
Columns Tested: a,b - a,b - a,b							

Columns Tested: a,b - a,b - a,b

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**QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Making voice calls using a VoIP service e.g. Viber, Skype	543	467	76	394	148	248	295
	23%	23%	25%	29% b	15%	21%	25% a
		86%	14%	73%	27%	46%	54%
Accessing/ receiving sports/ team news/ scores	536	456	80	405	130	253	283
	23%	22%	26%	30% b	13%	22%	24%
		85%	15%	75%	24%	47%	53%
Watching TV programmes/ films content online	501	439	62	366	134	226	275
	21%	22%	20%	27% b	14%	19%	24% a
		88%	12%	73%	27%	45%	55%
Listen to radio	343	292	51	256	86	173	169
	15%	14%	16%	19% b	9%	15%	15%
		85%	15%	75%	25%	51%	49%
Contactless mobile payment at point of sale/ checkouts	323	279	43	253	70	149	174
	14%	14%	14%	19% b	7%	13%	15%
		87%	13%	78%	22%	46%	54%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
Listen to podcasts	267	230	37	196	69	126 141
	11%	11%	12%	14%	7%	11% 12%
		86%	14%	73%	26%	47% 53%
Other	32	30	2	17	16	17 16
	1%	1%	1%	1%	2%	1% 1%
		93%	7%	51%	49%	52% 48%
WEB/ DATA ACCESS	1680	1466	215	1165	512	826 854
	72%	72%	70%	86%	52%	71% 73%
		87%	13%	69%	30%	49% 51%
WATCHING AV CONTENT	982	868	114	704	276	444 538
	42%	43%	37%	52%	28%	38% 46%
		b	b	b		a
		88%	12%	72%	28%	45% 55%
LISTEN TO AUDIO CONTENT	864	744	121	615	246	408 456
	37%	37%	39%	45%	25%	35% 39%
		86%	14%	71%	28%	47% 53%
VIDEO OR VOICE CALLS USING VOIP	848	732	116	613	233	392 456
	36%	36%	38%	45%	24%	34% 39%
		86%	14%	72%	28%	46% 54%

Columns Tested: a,b - a,b - a,b

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QD8 (QD28A). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
None of these	141	116	24	26	115	81 59
	6%	6%	8%	2%	12%	7% 5%
		83%	17%	18%	a 82%	58% 42%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 33

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**QD9 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)
by MAIN CROSS-BREAKS**

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+	£10.4K- £15.59K	£15.6K- £25.99K	£26K+		AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Send/ receive text messages	1828	868	960	295	340	700	493	96	102	184	585	517	511	407	390	1543	155	86	44
	82%	81%	84%	89%	89%	89%	69%	74%	75%	84%	90%	86%	84%	84%	75%	83%	81%	81%	74%
		a	d	d	d	d		ab	abc	ab	abc	d	d	d		d			
		47%	53%	16%	19%	38%	27%	5%	6%	10%	32%	28%	28%	22%	21%	84%	8%	5%	2%
General browsing/ surfing the internet	1309	641	668	252	304	524	229	59	59	130	487	424	371	276	235	1111	103	61	34
	59%	60%	58%	77%	79%	66%	32%	45%	43%	59%	75%	70%	61%	57%	45%	60%	54%	58%	57%
				cd	cd	d				ab	abc	bcd	d	d					
		49%	51%	19%	23%	40%	17%	4%	4%	10%	37%	32%	28%	21%	18%	85%	8%	5%	3%
Send/ receive emails	1227	615	612	212	284	512	219	40	58	120	479	423	366	243	193	1061	85	56	25
	55%	57%	54%	64%	74%	65%	31%	31%	42%	55%	74%	70%	60%	50%	37%	57%	44%	53%	42%
				d	acd	d				ab	abc	bcd	cd	d		bd		d	
		50%	50%	17%	23%	42%	18%	3%	5%	10%	39%	34%	30%	20%	16%	86%	7%	5%	2%
Take photos	1223	564	659	245	280	478	220	56	68	124	478	358	360	266	237	1063	80	56	24
	55%	52%	58%	74%	73%	61%	31%	43%	50%	56%	73%	60%	60%	55%	45%	57%	42%	53%	40%
			a	cd	cd	d				a	abc	d	d	d		bd		bd	
		46%	54%	20%	23%	39%	18%	5%	6%	10%	39%	29%	29%	22%	19%	87%	7%	5%	2%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	997	440	557	212	259	390	137	37	48	82	397	318	292	202	184	855	74	44	23
	45%	41%	49%	64%	68%	49%	19%	28%	35%	37%	61%	53%	48%	42%	35%	46%	39%	42%	39%
			a	cd	cd	d					abc	cd	cd	d		b			
		44%	56%	21%	26%	39%	14%	4%	5%	8%	40%	32%	29%	20%	18%	86%	7%	4%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QD9 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	956	446	510	220	252	368	115	42	45	90	373	287	291	198	178	826	63	41	26
	43%	41%	45%	67%	66%	47%	16%	32%	33%	41%	57%	48%	48%	41%	34%	44%	33%	39%	43%
		47%	53%	cd	cd	d	12%	4%	5%	9%	abc	cd	cd	d	19%	b	7%	4%	b
				23%	26%	39%					39%	30%	30%	21%		86%			3%
Send/ receive messages with pictures/ images	948	444	505	202	236	368	143	34	50	87	373	328	280	178	161	834	65	36	14
	43%	41%	44%	61%	62%	47%	20%	26%	37%	40%	57%	55%	46%	37%	31%	45%	34%	34%	23%
		47%	53%	cd	cd	d	15%	4%	5%	a	abc	bcd	cd	d		bcd	d	d	
				21%	25%	39%				9%	39%	35%	30%	19%	17%	88%	7%	4%	1%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	703	352	352	191	203	256	54	27	37	66	290	220	213	142	126	609	50	33	11
	32%	33%	31%	58%	53%	32%	8%	21%	27%	30%	45%	37%	35%	29%	24%	33%	26%	31%	19%
		50%	50%	cd	cd	d					abc	cd	cd			bd		d	
				27%	29%	36%	8%	4%	5%	9%	41%	31%	30%	20%	18%	87%	7%	5%	2%
Accessing/ receiving news	660	354	306	130	173	264	93	22	30	57	301	254	195	121	89	573	54	23	10
	30%	33%	27%	40%	45%	33%	13%	17%	22%	26%	46%	42%	32%	25%	17%	31%	28%	22%	16%
		b		d	cd	d				a	abc	bcd	cd	d		cd	d		
		54%	46%	20%	26%	40%	14%	3%	5%	9%	46%	39%	30%	18%	13%	87%	8%	4%	1%
Record video clips	627	302	324	149	188	240	50	21	33	54	278	208	189	113	115	554	40	25	8
	28%	28%	28%	45%	49%	30%	7%	16%	24%	25%	43%	35%	31%	23%	22%	30%	21%	24%	13%
		48%	52%	cd	cd	d					abc	cd	cd			bd	d	d	
				24%	30%	38%	8%	3%	5%	9%	44%	33%	30%	18%	18%	88%	6%	4%	1%
Columns Tested: a - b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

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by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Play games	612	328	284	181	156	225	49	30	36	50	214	152	181	147	130	529	42	29	13
	28%	30%	25%	55%	41%	29%	7%	23%	26%	23%	33%	25%	30%	30%	25%	28%	22%	27%	21%
		b		bcd	cd	d					ac		d			bd			
		54%	46%	30%	25%	37%	8%	5%	6%	8%	35%	25%	30%	24%	21%	86%	7%	5%	2%
Send/ receive video clips	602	275	327	140	175	231	56	19	38	56	252	195	190	112	106	537	36	22	7
	27%	26%	29%	43%	46%	29%	8%	15%	28%	26%	39%	32%	31%	23%	20%	29%	19%	20%	12%
				cd	cd	d			a	a	abc	cd	cd			bcd	d	d	
		46%	54%	23%	29%	38%	9%	3%	6%	9%	42%	32%	32%	19%	18%	89%	6%	4%	1%
Listen to music stored on phone	573	318	255	169	166	191	47	24	30	48	235	171	175	112	114	486	58	20	9
	26%	30%	22%	51%	43%	24%	7%	19%	22%	22%	36%	29%	29%	23%	22%	26%	30%	18%	15%
		b		cd	cd	d					abc	d	cd			cd	cd		
		55%	45%	29%	29%	33%	8%	4%	5%	8%	41%	30%	31%	20%	20%	85%	10%	3%	2%
Making video calls e.g. via Facetime, Skype	494	219	275	117	142	185	50	20	21	41	226	176	141	93	82	437	33	18	7
	22%	20%	24%	36%	37%	23%	7%	15%	16%	19%	35%	29%	23%	19%	16%	23%	17%	17%	11%
			a	cd	cd	d					abc	bcd	d			bcd			
		44%	56%	24%	29%	37%	10%	4%	4%	8%	46%	36%	29%	19%	17%	88%	7%	4%	1%
Accessing/ receiving sports/ team news/ scores	397	281	117	84	112	155	47	10	17	41	180	141	105	89	59	340	36	12	9
	18%	26%	10%	26%	29%	20%	7%	7%	13%	19%	28%	24%	17%	18%	11%	18%	19%	11%	15%
		b		cd	cd	d				a	abc	bcd	d	d		c	c		
		71%	29%	21%	28%	39%	12%	2%	4%	10%	45%	36%	27%	22%	15%	86%	9%	3%	2%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

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by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Making voice calls using a VoIP service e.g. Viber, Skype	358	180	178	72	92	154	40	13	16	30	167	127	99	69	62	308	31	12	7
	16%	17%	16%	22%	24%	20%	6%	10%	12%	14%	26%	21%	16%	14%	12%	17%	16%	11%	12%
				d	d	d					abc	bcd	d			c			
		50%	50%	20%	26%	43%	11%	4%	4%	8%	47%	35%	28%	19%	17%	86%	9%	3%	2%
Watching TV programmes/ films content online	340	181	159	99	106	115	20	12	17	26	140	115	94	71	59	303	21	12	4
	15%	17%	14%	30%	28%	15%	3%	10%	12%	12%	21%	19%	16%	15%	11%	16%	11%	11%	7%
				cd	cd	d					abc	cd	d			bcd			
		53%	47%	29%	31%	34%	6%	4%	5%	8%	41%	34%	28%	21%	17%	89%	6%	3%	1%
Listen to radio	258	141	117	46	74	110	28	10	20	18	115	79	82	49	48	224	21	11	2
	12%	13%	10%	14%	19%	14%	4%	8%	15%	8%	18%	13%	14%	10%	9%	12%	11%	10%	4%
		b		d	cd	d			c		ac	d	d			d	d	d	
		54%	46%	18%	29%	43%	11%	4%	8%	7%	44%	31%	32%	19%	19%	87%	8%	4%	1%
Contactless mobile payment at point of sale/ checkouts	227	132	95	62	72	80	13	6	13	14	109	82	66	46	32	204	10	10	3
	10%	12%	8%	19%	19%	10%	2%	5%	9%	7%	17%	14%	11%	9%	6%	11%	5%	9%	5%
		b		cd	cd	d					abc	cd	d			bd		d	
		58%	42%	27%	32%	35%	6%	3%	6%	6%	48%	36%	29%	20%	14%	90%	4%	4%	1%
Listen to podcasts	181	117	64	47	54	65	14	6	6	16	77	68	52	32	27	161	15	5	1
	8%	11%	6%	14%	14%	8%	2%	5%	5%	7%	12%	11%	9%	7%	5%	9%	8%	4%	1%
		b		cd	cd	d					ab	cd	d			cd	d		
		65%	35%	26%	30%	36%	8%	3%	4%	9%	43%	38%	29%	17%	15%	89%	8%	3%	*%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

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	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Other	26	15	12	2	3	7	14	4	3	3	4	6	6	5	9	23	1	2	-
	1%	1%	1%	1%	1%	1%	2%	3%	2%	2%	1%	1%	1%	1%	2%	1%	1%	2%	-%
		56%	44%	7%	12%	27%	54%	16%	10%	13%	17%	23%	21%	20%	35%	88%	6%	7%	-%
WEB/ DATA ACCESS	1600	781	818	297	354	645	304	70	74	159	566	498	462	338	299	1363	121	74	42
	72%	73%	72%	90%	92%	82%	42%	54%	54%	73%	87%	83%	76%	69%	57%	73%	63%	69%	71%
		49%	51%	19%	22%	40%	19%	4%	5%	10%	35%	31%	29%	21%	19%	85%	8%	5%	3%
WATCHING AV CONTENT	757	383	375	199	217	281	60	30	41	75	309	240	226	153	137	658	52	34	13
	34%	36%	33%	60%	57%	36%	8%	24%	30%	34%	47%	40%	37%	32%	26%	35%	27%	32%	21%
		51%	49%	26%	29%	37%	8%	4%	5%	10%	41%	32%	30%	20%	18%	87%	7%	5%	2%
LISTEN TO AUDIO CONTENT	699	386	312	191	197	251	61	26	38	63	286	200	223	140	134	595	67	26	11
	32%	36%	27%	58%	51%	32%	8%	20%	28%	29%	44%	33%	37%	29%	26%	32%	35%	25%	18%
		b	cd	cd	cd	d		abc	d	abc	d	cd	cd	cd	cd	cd	cd	d	
		55%	45%	27%	28%	36%	9%	4%	5%	9%	41%	29%	32%	20%	19%	85%	10%	4%	2%
VIDEO OR VOICE CALLS USING VOIP	602	281	322	134	168	232	69	21	28	55	270	210	178	118	96	523	47	21	12
	27%	26%	28%	41%	44%	29%	10%	16%	21%	25%	41%	35%	29%	24%	18%	28%	24%	20%	19%
		47%	53%	22%	28%	38%	11%	3%	5%	9%	45%	35%	30%	20%	16%	87%	8%	4%	2%
None of these	74	43	31	3	2	8	61	7	9	6	13	16	14	13	31	61	7	5	*
	3%	4%	3%	1%	1%	1%	9%	5%	7%	3%	2%	3%	2%	3%	6%	3%	4%	4%	1%
		58%	42%	4%	3%	10%	83%	9%	12%	8%	18%	22%	19%	17%	42%	83%	10%	6%	1%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

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	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Don't know	2	1	1	*	1	-	1	-	-	-	-	1	-	1	1	1	-	1	-
	*%	*%	*%	*%	*%	-%	*%	-%	-%	-%	-%	*%	-%	*%	*%	*%	-%	1%	-%
		62%	38%	16%	54%	-%	30%	-%	-%	-%	-%	30%	-%	38%	32%	32%	-%	a 68%	-%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2674	2225	449	1465	1206	1296	1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076	1131
Total	2218	1927	292	1339	877	1109	1110
		87%	13%	60%	40%	50%	50%
Send/ receive text messages	1828	1593	235	1176	649	906	922
	82%	83%	80%	88%	74%	82%	83%
			b				
		87%	13%	64%	35%	50%	50%
General browsing/ surfing the internet	1309	1142	167	949	359	640	668
	59%	59%	57%	71%	41%	58%	60%
			b				
		87%	13%	72%	27%	49%	51%
Send/ receive emails	1227	1073	154	903	322	604	623
	55%	56%	53%	67%	37%	54%	56%
			b				
		87%	13%	74%	26%	49%	51%
Take photos	1223	1059	165	862	359	603	620
	55%	55%	56%	64%	41%	54%	56%
			b				
		87%	13%	70%	29%	49%	51%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	997	870	127	727	268	496	501
	45%	45%	44%	54%	31%	45%	45%
			b				
		87%	13%	73%	27%	50%	50%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 33

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

QD9 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2674	2225	449	1465	1206	1296 1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076 1131
Total	2218	1927	292	1339	877	1109 1110
		87%	13%	60%	40%	50% 50%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	956	835	121	685	270	443 513
	43%	43%	41%	51%	31%	40% 46%
		87%	13%	72%	28%	46% 54%
Send/ receive messages with pictures/ images	948	826	122	680	267	471 478
	43%	43%	42%	51%	30%	42% 43%
		87%	13%	72%	28%	50% 50%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	703	628	76	512	191	306 398
	32%	33%	26%	38%	22%	28% 36%
		b		b		a
		89%	11%	73%	27%	43% 57%
Accessing/ receiving news	660	569	91	510	149	320 340
	30%	30%	31%	38%	17%	29% 31%
		86%	14%	77%	23%	49% 51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QD9 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2674	2225	449	1465	1206	1296 1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076 1131
Total	2218	1927	292	1339	877	1109 1110
		87%	13%	60%	40%	50% 50%
Record video clips	627	545	82	459	165	287 340
	28%	28%	28%	34%	19%	26% 31%
			b			a
		87%	13%	73%	26%	46% 54%
Play games	612	537	75	423	187	281 331
	28%	28%	26%	32%	21%	25% 30%
			b			a
		88%	12%	69%	31%	46% 54%
Send/ receive video clips	602	535	68	439	164	256 346
	27%	28%	23%	33%	19%	23% 31%
			b			a
		89%	11%	73%	27%	42% 58%
Listen to music stored on phone	573	501	72	410	162	252 321
	26%	26%	25%	31%	19%	23% 29%
			b			a
		87%	13%	71%	28%	44% 56%
Making video calls e.g. via Facetime, Skype	494	422	71	366	127	227 266
	22%	22%	24%	27%	14%	21% 24%
			b			a
		86%	14%	74%	26%	46% 54%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 33

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QD9 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a mobile phone

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2674	2225	449	1465	1206	1296	1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076	1131
Total	2218	1927	292	1339	877	1109	1110
		87%	13%	60%	40%	50%	50%
Accessing/ receiving sports/ team news/ scores	397	337	60	304	92	189	208
	18%	17%	21%	23% b	11%	17%	19%
		85%	15%	76%	23%	48%	52%
Making voice calls using a VoIP service e.g. Viber, Skype	358	305	53	271	86	172	185
	16%	16%	18%	20% b	10%	16%	17%
		85%	15%	76%	24%	48%	52%
Watching TV programmes/ films content online	340	300	40	250	89	144	196
	15%	16%	14%	19% b	10%	13%	18% a
		88%	12%	73%	26%	42%	58%
Listen to radio	258	223	35	202	56	124	134
	12%	12%	12%	15% b	6%	11%	12%
		86%	14%	78%	22%	48%	52%
Contactless mobile payment at point of sale/ checkouts	227	196	31	180	47	100	127
	10%	10%	11%	13% b	5%	9%	11%
		86%	14%	79%	21%	44%	56%
Columns Tested: a,b - a,b - a,b							

Columns Tested: a,b - a,b - a,b

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**QD9 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those who personally use a mobile phone

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2674	2225	449	1465	1206	1296	1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076	1131
Total	2218	1927	292	1339	877	1109	1110
		87%	13%	60%	40%	50%	50%
Listen to podcasts	181	157	24	132	48	87	94
	8%	8%	8%	10%	5%	8%	9%
			b				
		87%	13%	73%	26%	48%	52%
Other	26	24	2	14	13	15	11
	1%	1%	1%	1%	1%	1%	1%
		92%	8%	52%	48%	57%	43%
WEB/ DATA ACCESS	1600	1396	204	1127	470	785	815
	72%	72%	70%	84%	54%	71%	73%
			b				
		87%	13%	70%	29%	49%	51%
WATCHING AV CONTENT	757	676	81	551	205	322	435
	34%	35%	28%	41%	23%	29%	39%
		b		b			a
		89%	11%	73%	27%	43%	57%
LISTEN TO AUDIO CONTENT	699	606	93	512	185	316	382
	32%	31%	32%	38%	21%	29%	34%
			b				a
		87%	13%	73%	26%	45%	55%
VIDEO OR VOICE CALLS USING VOIP	602	517	86	446	155	283	319
	27%	27%	29%	33%	18%	26%	29%
			b				
		86%	14%	74%	26%	47%	53%

Columns Tested: a,b - a,b - a,b

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Base : Those who personally use a mobile phone

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2674	2225	449	1465	1206	1296 1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076 1131
Total	2218	1927	292	1339	877	1109 1110
		87%	13%	60%	40%	50% 50%
None of these	74	63	10	15	59	35 39
	3%	3%	4%	1%	7%	3% 4%
		86%	14%	20%	a 80%	47% 53%
Don't know	2	2	*	1	1	- 2
	*%	*%	*%	*%	*%	-% *%
		84%	16%	68%	32%	-% 100%

Columns Tested: a,b - a,b - a,b

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QD9 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Send/ receive text messages	1828	868	960	295	340	700	493	96	102	184	585	517	511	407	390	1543	155	86	44
	78%	76%	80%	87%	87%	88%	61%	65%	68%	81%	89%	83%	82%	80%	68%	79%	76%	75%	68%
			a	d	d	d				ab	abc	d	d	d		d	d		
		47%	53%	16%	19%	38%	27%	5%	6%	10%	32%	28%	28%	22%	21%	84%	8%	5%	2%
General browsing/ surfing the internet	1309	641	668	252	304	524	229	59	59	130	487	424	371	276	235	1111	103	61	34
	56%	56%	56%	75%	78%	66%	28%	40%	39%	58%	74%	68%	59%	55%	41%	57%	51%	53%	53%
				cd	cd	d				ab	abc	bcd	d	d					
		49%	51%	19%	23%	40%	17%	4%	4%	10%	37%	32%	28%	21%	18%	85%	8%	5%	3%
Send/ receive emails	1227	615	612	212	284	512	219	40	58	120	479	423	366	243	193	1061	85	56	25
	53%	54%	51%	63%	73%	64%	27%	27%	38%	53%	73%	68%	58%	48%	34%	54%	42%	49%	38%
				d	acd	d			a	ab	abc	bcd	cd	d		bd		d	
		50%	50%	17%	23%	42%	18%	3%	5%	10%	39%	34%	30%	20%	16%	86%	7%	5%	2%
Take photos	1223	564	659	245	280	478	220	56	68	124	478	358	360	266	237	1063	80	56	24
	52%	50%	55%	73%	72%	60%	27%	38%	45%	55%	73%	58%	58%	52%	41%	54%	39%	48%	37%
			a	cd	cd	d				a	abc	d	d	d		bd		bd	
		46%	54%	20%	23%	39%	18%	5%	6%	10%	39%	29%	29%	22%	19%	87%	7%	5%	2%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	997	440	557	212	259	390	137	37	48	82	397	318	292	202	184	855	74	44	23
	43%	39%	46%	63%	66%	49%	17%	25%	32%	36%	60%	51%	47%	40%	32%	44%	36%	39%	36%
			a	cd	cd	d				a	abc	cd	cd	d		bd			
		44%	56%	21%	26%	39%	14%	4%	5%	8%	40%	32%	29%	20%	18%	86%	7%	4%	2%

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

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QD9 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)

by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	956	446	510	220	252	368	115	42	45	90	373	287	291	198	178	826	63	41	26
	41%	39%	43%	65%	65%	46%	14%	28%	30%	40%	57%	46%	46%	39%	31%	42%	31%	36%	40%
		47%	53%	cd	cd	d	12%	4%	5%	ab	abc	cd	cd	d		bc		b	
				23%	26%	39%				9%	39%	30%	30%	21%	19%	86%	7%	4%	3%
Send/ receive messages with pictures/ images	948	444	505	202	236	368	143	34	50	87	373	328	280	178	161	834	65	36	14
	41%	39%	42%	60%	60%	46%	18%	23%	33%	39%	57%	53%	45%	35%	28%	43%	32%	31%	21%
		47%	53%	cd	cd	d	15%	4%	a	a	abc	bcd	cd	d		bcd	d	d	
				21%	25%	39%			5%	9%	39%	35%	30%	19%	17%	88%	7%	4%	1%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	703	352	352	191	203	256	54	27	37	66	290	220	213	142	126	609	50	33	11
	30%	31%	29%	56%	52%	32%	7%	18%	24%	29%	44%	35%	34%	28%	22%	31%	25%	28%	18%
		50%	50%	cd	cd	d	8%	4%	5%	a	abc	cd	cd	d		bd		d	
				27%	29%	36%				9%	41%	31%	30%	20%	18%	87%	7%	5%	2%
Accessing/ receiving news	660	354	306	130	173	264	93	22	30	57	301	254	195	121	89	573	54	23	10
	28%	31%	26%	39%	44%	33%	12%	15%	20%	25%	46%	41%	31%	24%	15%	29%	27%	20%	15%
		b		d	cd	d				a	abc	bcd	cd	d		cd	d		
		54%	46%	20%	26%	40%	14%	3%	5%	9%	46%	39%	30%	18%	13%	87%	8%	4%	1%
Record video clips	627	302	324	149	188	240	50	21	33	54	278	208	189	113	115	554	40	25	8
	27%	27%	27%	44%	48%	30%	6%	14%	22%	24%	42%	34%	30%	22%	20%	28%	19%	22%	12%
		48%	52%	cd	cd	d				a	abc	cd	cd			bcd	d	d	
				24%	30%	38%	8%	3%	5%	9%	44%	33%	30%	18%	18%	88%	6%	4%	1%

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

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QD9 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Play games	612	328	284	181	156	225	49	30	36	50	214	152	181	147	130	529	42	29	13
	26%	29%	24%	54%	40%	28%	6%	20%	24%	22%	33%	24%	29%	29%	23%	27%	21%	25%	20%
		b		bcd	cd	d					abc		d	d		bd			
		54%	46%	30%	25%	37%	8%	5%	6%	8%	35%	25%	30%	24%	21%	86%	7%	5%	2%
Send/ receive video clips	602	275	327	140	175	231	56	19	38	56	252	195	190	112	106	537	36	22	7
	26%	24%	27%	42%	45%	29%	7%	13%	25%	25%	38%	31%	30%	22%	18%	28%	18%	19%	11%
				cd	cd	d			a	a	abc	cd	cd			bcd	d	d	
		46%	54%	23%	29%	38%	9%	3%	6%	9%	42%	32%	32%	19%	18%	89%	6%	4%	1%
Listen to music stored on phone	573	318	255	169	166	191	47	24	30	48	235	171	175	112	114	486	58	20	9
	25%	28%	21%	50%	43%	24%	6%	16%	20%	21%	36%	28%	28%	22%	20%	25%	28%	17%	14%
		b		cd	cd	d					abc	cd	cd			cd	cd		
		55%	45%	29%	29%	33%	8%	4%	5%	8%	41%	30%	31%	20%	20%	85%	10%	3%	2%
Making video calls e.g. via Facetime, Skype	494	219	275	117	142	185	50	20	21	41	226	176	141	93	82	437	33	18	7
	21%	19%	23%	35%	36%	23%	6%	14%	14%	18%	34%	28%	23%	18%	14%	22%	16%	15%	10%
			a	cd	cd	d					abc	bcd	d			bcd	d		
		44%	56%	24%	29%	37%	10%	4%	4%	8%	46%	36%	29%	19%	17%	88%	7%	4%	1%
Accessing/ receiving sports/ team news/ scores	397	281	117	84	112	155	47	10	17	41	180	141	105	89	59	340	36	12	9
	17%	25%	10%	25%	29%	19%	6%	7%	11%	18%	27%	23%	17%	18%	10%	17%	18%	10%	14%
		b		cd	cd	d				a	abc	bcd	d	d		c	c		
		71%	29%	21%	28%	39%	12%	2%	4%	10%	45%	36%	27%	22%	15%	86%	9%	3%	2%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QD9 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Making voice calls using a VoIP service e.g. Viber, Skype	358	180	178	72	92	154	40	13	16	30	167	127	99	69	62	308	31	12	7
	15%	16%	15%	21%	24%	19%	5%	9%	10%	13%	25%	20%	16%	14%	11%	16%	15%	10%	11%
				d	d	d					abc	bcd	d			c			
		50%	50%	20%	26%	43%	11%	4%	4%	8%	47%	35%	28%	19%	17%	86%	9%	3%	2%
Watching TV programmes/ films content online	340	181	159	99	106	115	20	12	17	26	140	115	94	71	59	303	21	12	4
	15%	16%	13%	29%	27%	14%	3%	8%	11%	12%	21%	19%	15%	14%	10%	16%	11%	10%	6%
				cd	cd	d					abc	cd	d			bcd			
		53%	47%	29%	31%	34%	6%	4%	5%	8%	41%	34%	28%	21%	17%	89%	6%	3%	1%
Listen to radio	258	141	117	46	74	110	28	10	20	18	115	79	82	49	48	224	21	11	2
	11%	12%	10%	14%	19%	14%	3%	7%	13%	8%	17%	13%	13%	10%	8%	11%	10%	9%	4%
		b		d	cd	d					ac	d	d			d	d	d	
		54%	46%	18%	29%	43%	11%	4%	8%	7%	44%	31%	32%	19%	19%	87%	8%	4%	1%
Contactless mobile payment at point of sale/ checkouts	227	132	95	62	72	80	13	6	13	14	109	82	66	46	32	204	10	10	3
	10%	12%	8%	18%	18%	10%	2%	4%	8%	6%	17%	13%	11%	9%	6%	10%	5%	9%	4%
		b		cd	cd	d					abc	cd	d	d		bd		d	
		58%	42%	27%	32%	35%	6%	3%	6%	6%	48%	36%	29%	20%	14%	90%	4%	4%	1%
Listen to podcasts	181	117	64	47	54	65	14	6	6	16	77	68	52	32	27	161	15	5	1
	8%	10%	5%	14%	14%	8%	2%	4%	4%	7%	12%	11%	8%	6%	5%	8%	7%	4%	1%
		b		cd	cd	d					ab	cd	d			cd	d		
		65%	35%	26%	30%	36%	8%	3%	4%	9%	43%	38%	29%	17%	15%	89%	8%	3%	*%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

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QD9 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Other	26	15	12	2	3	7	14	4	3	3	4	6	6	5	9	23	1	2	-
	1%	1%	1%	1%	1%	1%	2%	3%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	-%
		56%	44%	7%	12%	27%	54%	d 16%		13%	17%	23%	21%	20%	35%	88%	6%	7%	-%
WEB/ DATA ACCESS	1600	781	818	297	354	645	304	70	74	159	566	498	462	338	299	1363	121	74	42
	69%	69%	68%	88%	91%	81%	38%	48%	49%	70%	86%	80%	74%	67%	52%	70%	59%	64%	65%
		49%	51%	cd 19%	cd 22%	d 40%		ab 4%	ab 5%	cd 10%	abc 35%	bcd 31%	cd 29%	d 21%		b 85%		5%	3%
WATCHING AV CONTENT	757	383	375	199	217	281	60	30	41	75	309	240	226	153	137	658	52	34	13
	32%	34%	31%	59%	56%	35%	7%	21%	27%	33%	47%	39%	36%	30%	24%	34%	25%	30%	20%
		51%	49%	cd 26%	cd 29%	d 37%		a 4%	a 5%	abc 10%	cd 41%	cd 32%	cd 30%	d 20%		bd 87%		d 5%	2%
LISTEN TO AUDIO CONTENT	699	386	312	191	197	251	61	26	38	63	286	200	223	140	134	595	67	26	11
	30%	34%	26%	56%	51%	31%	7%	18%	25%	28%	44%	32%	36%	28%	23%	30%	33%	23%	17%
		b 55%	cd 45%	cd 27%	cd 28%	d 36%		a 4%	a 5%	abc 9%	abc 41%	d 29%	cd 32%	cd 20%		cd 85%	cd 10%	cd 4%	
VIDEO OR VOICE CALLS USING VOIP	602	281	322	134	168	232	69	21	28	55	270	210	178	118	96	523	47	21	12
	26%	25%	27%	40%	43%	29%	8%	14%	19%	24%	41%	34%	28%	23%	17%	27%	23%	18%	18%
		47%	53%	cd 22%	cd 28%	d 38%		a 3%	a 5%	abc 9%	abc 45%	bcd 35%	cd 30%	d 20%		cd 87%		d 4%	2%
None of these	74	43	31	3	2	8	61	7	9	6	13	16	14	13	31	61	7	5	*
	3%	4%	3%	1%	1%	1%	8%	5%	6%	3%	2%	3%	2%	3%	5%	3%	3%	4%	1%
		58%	42%		3%	10%	abc 83%		d 9%	d 12%					abc 42%	d 83%	d 10%	d 6%	
Columns Tested:	a, b - a, b, c, d - a, b, c, d - a, b, c, d - a, b, c, d																		

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

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QD9 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	2	1	1	*	1	-	1	-	-	-	-	1	-	1	1	1	-	1	-
	*%	*%	*%	*%	*%	-%	*%	-%	-%	-%	-%	*%	-%	*%	*%	*%	-%	1%	-%
		62%	38%	16%	54%	-%	30%	-%	-%	-%	-%	30%	-%	38%	32%	32%	-%	a 68%	-%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

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by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Send/ receive text messages	1828	1593	235	1176	649	906	922
	78%	79%	77%	87%	66%	78%	79%
				b			
		87%	13%	64%	35%	50%	50%
General browsing/ surfing the internet	1309	1142	167	949	359	640	668
	56%	56%	54%	70%	37%	55%	57%
				b			
		87%	13%	72%	27%	49%	51%
Send/ receive emails	1227	1073	154	903	322	604	623
	53%	53%	50%	67%	33%	52%	53%
				b			
		87%	13%	74%	26%	49%	51%
Take photos	1223	1059	165	862	359	603	620
	52%	52%	54%	64%	37%	52%	53%
				b			
		87%	13%	70%	29%	49%	51%
Use IM/ Instant Messaging (e.g. WhatsApp, Facebook Messenger, Snapchat, BBM, iMessage)	997	870	127	727	268	496	501
	43%	43%	41%	54%	27%	43%	43%
				b			
		87%	13%	73%	27%	50%	50%

Columns Tested: a,b - a,b - a,b

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	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Using social networking e.g. Facebook, Twitter, LinkedIn, Snapchat	956	835	121	685	270	443	513
	41%	41%	39%	51%	28%	38%	44%
		87%	13%	b 72%	28%	46%	a 54%
Send/ receive messages with pictures/ images	948	826	122	680	267	471	478
	41%	41%	40%	50%	27%	40%	41%
		87%	13%	b 72%	28%	50%	50%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	703	628	76	512	191	306	398
	30%	31%	25%	38%	20%	26%	34%
		b 89%	b 11%	b 73%	27%	43%	a 57%
Accessing/ receiving news	660	569	91	510	149	320	340
	28%	28%	30%	38%	15%	27%	29%
		86%	14%	b 77%	23%	49%	51%

Columns Tested: a,b - a,b - a,b

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by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Record video clips	627	545	82	459	165	287	340
	27%	27%	27%	34%	17%	25%	29%
				b			a
		87%	13%	73%	26%	46%	54%
Play games	612	537	75	423	187	281	331
	26%	26%	25%	31%	19%	24%	28%
				b			a
		88%	12%	69%	31%	46%	54%
Send/ receive video clips	602	535	68	439	164	256	346
	26%	26%	22%	32%	17%	22%	30%
				b			a
		89%	11%	73%	27%	42%	58%
Listen to music stored on phone	573	501	72	410	162	252	321
	25%	25%	24%	30%	17%	22%	27%
				b			a
		87%	13%	71%	28%	44%	56%
Making video calls e.g. via Facetime, Skype	494	422	71	366	127	227	266
	21%	21%	23%	27%	13%	19%	23%
				b			
		86%	14%	74%	26%	46%	54%
Columns Tested: a,b - a,b - a,b							

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by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Accessing/ receiving sports/ team news/ scores	397	337	60	304	92	189	208
	17%	17%	20%	22% b	9%	16%	18%
		85%	15%	76%	23%	48%	52%
Making voice calls using a VoIP service e.g. Viber, Skype	358	305	53	271	86	172	185
	15%	15%	17%	20% b	9%	15%	16%
		85%	15%	76%	24%	48%	52%
Watching TV programmes/ films content online	340	300	40	250	89	144	196
	15%	15%	13%	18% b	9%	12%	17% a
		88%	12%	73%	26%	42%	58%
Listen to radio	258	223	35	202	56	124	134
	11%	11%	12%	15% b	6%	11%	11%
		86%	14%	78%	22%	48%	52%
Contactless mobile payment at point of sale/ checkouts	227	196	31	180	47	100	127
	10%	10%	10%	13% b	5%	9%	11%
		86%	14%	79%	21%	44%	56%
Columns Tested: a,b - a,b - a,b							

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QD9 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
Listen to podcasts	181	157	24	132	48	87 94
	8%	8%	8%	10%	5%	7% 8%
		87%	13%	b 73%	26%	48% 52%
Other	26	24	2	14	13	15 11
	1%	1%	1%	1%	1%	1% 1%
		92%	8%	52%	48%	57% 43%
WEB/ DATA ACCESS	1600	1396	204	1127	470	785 815
	69%	69%	66%	83%	48%	67% 70%
		87%	13%	b 70%	29%	49% 51%
WATCHING AV CONTENT	757	676	81	551	205	322 435
	32%	33%	26%	41%	21%	28% 37%
		b		b		a
		89%	11%	73%	27%	43% 57%
LISTEN TO AUDIO CONTENT	699	606	93	512	185	316 382
	30%	30%	30%	38%	19%	27% 33%
		87%	13%	b 73%	26%	a 55%
VIDEO OR VOICE CALLS USING VOIP	602	517	86	446	155	283 319
	26%	25%	28%	33%	16%	24% 27%
		86%	14%	b 74%	26%	47% 53%

Columns Tested: a,b - a,b - a,b

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QD9 (QD28B). SHOWCARD And, which of these activities have you used your mobile for in the last week? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
None of these	74	63	10	15	59	35	39
	3%	3%	3%	1%	6%	3%	3%
		86%	14%	20%	a 80%	47%	53%
Don't know	2	2	*	1	1	-	2
	*%	*%	*%	*%	*%	-%	*%
		84%	16%	68%	32%	-%	100%

Columns Tested: a,b - a,b - a,b

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

QD10 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Hearing the person on the other end of the line in a conversation, even with the volume turned up	57	27	30	7	5	13	32	4	5	7	16	10	12	18	17	47	4	4	2
	2%	2%	2%	2%	1%	2%	4%	3%	3%	3%	2%	2%	2%	4%	3%	2%	2%	4%	3%
		48%	52%	12%	9%	22%	bc	7%	9%	12%	27%	18%	22%	a	29%	82%	8%	7%	3%
Hearing the phone ring, even with the volume turned up	51	25	26	1	3	13	34	3	3	3	13	15	14	13	10	43	2	4	2
	2%	2%	2%	*%	1%	2%	4%	2%	2%	2%	2%	2%	2%	3%	2%	2%	1%	4%	3%
		49%	51%	1%	6%	26%	a	6%	5%	7%	25%	29%	27%	25%	19%	85%	4%	8%	3%
Writing text messages	49	27	22	3	2	6	38	3	5	7	10	12	13	11	14	39	6	2	2
	2%	2%	2%	1%	1%	1%	5%	2%	3%	3%	2%	2%	2%	2%	2%	2%	3%	2%	3%
		56%	44%	7%	5%	12%	abc	5%	9%	14%	20%	24%	26%	22%	28%	80%	12%	5%	4%
Navigating the phone's menu system to use the different features on your phone	46	24	22	*	-	11	35	2	4	7	6	10	9	14	14	34	7	5	1
	2%	2%	2%	*%	-%	1%	4%	1%	3%	3%	1%	2%	1%	3%	2%	2%	3%	4%	1%
		53%	47%	1%	-%	23%	b	4%	9%	d	13%	21%	19%	29%	31%	73%	15%	ad	2%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 35

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QD10 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Seeing and being able to read the digital display	46	19	27	1	1	9	34	3	6	6	5	10	10	8	17	35	5	4	2
	2%	2%	2%	1%	1%	1%	4%	2%	4%	3%	1%	2%	2%	2%	3%	2%	2%	3%	3%
		41%	59%	3%	2%	20%	75%	7%	14%	13%	11%	23%	23%	17%	38%	77%	11%	9%	4%
Pressing the buttons on your mobile phone	40	24	16	-	4	8	29	4	4	2	6	11	10	6	14	33	3	3	2
	2%	2%	1%	-	1%	1%	4%	2%	3%	1%	1%	2%	2%	1%	2%	2%	1%	2%	3%
		60%	40%	-	9%	19%	72%	9%	11%	6%	15%	28%	24%	14%	34%	82%	7%	7%	4%
Seeing the numbers used to dial with	32	17	16	2	-	6	24	2	6	2	3	6	9	4	13	23	4	3	1
	1%	1%	1%	1%	-	1%	3%	2%	4%	1%	1%	1%	1%	1%	2%	1%	2%	3%	2%
		52%	48%	6%	-	20%	74%	8%	20%	5%	10%	20%	27%	11%	41%	72%	14%	10%	4%
Holding the mobile phone to your ear	25	15	10	4	1	8	12	1	2	1	9	8	5	7	5	21	1	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
		59%	41%	17%	4%	32%	47%	5%	7%	2%	34%	32%	19%	27%	22%	84%	6%	8%	2%
Picking up the handset when your mobile rings	24	12	12	2	3	6	13	3	2	4	6	5	8	4	7	20	1	3	*
	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%
		51%	49%	8%	12%	26%	53%	11%	8%	17%	25%	22%	32%	15%	31%	83%	4%	11%	1%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 35

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QD10 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Using the letters displayed on the on-screen keyboard	23	11	12	-	1	6	17	1	2	3	7	7	6	5	6	17	3	3	1
	1%	1%	1%	-%	*%	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
		48%	52%	-%	4%	24%	72%	2%	8%	12%	31%	29%	25%	21%	25%	72%	12%	a	4%
Seeing the letters and symbols on the on-screen keyboard	19	9	10	-	-	4	15	1	1	2	1	2	4	4	9	14	2	2	1
	1%	1%	1%	-%	-%	*%	2%	1%	1%	1%	*%	*%	1%	1%	2%	1%	1%	2%	2%
		49%	51%	-%	-%	21%	79%	7%	5%	12%	7%	11%	23%	19%	a	72%	11%	11%	6%
Using touch to open, close or move within the screen	13	6	7	-	1	3	9	-	3	4	3	2	4	3	4	9	2	1	1
	1%	*%	1%	-%	*%	*%	1%	-%	2%	2%	*%	*%	1%	1%	1%	*%	1%	1%	1%
		43%	57%	-%	8%	23%	70%	-%	21%	30%	21%	13%	30%	27%	31%	70%	17%	8%	4%
Any other difficulties	42	17	24	-	3	21	17	5	2	5	13	15	8	7	11	38	2	1	*
	2%	2%	2%	-%	1%	3%	2%	3%	2%	2%	2%	2%	1%	1%	2%	2%	1%	1%	*%
		41%	59%	-%	8%	51%	40%	11%	6%	11%	31%	37%	19%	17%	27%	91%	6%	3%	*%
No, none	2072	1003	1069	324	373	729	647	124	132	197	598	550	563	449	504	1732	186	97	57
	89%	88%	89%	96%	96%	91%	80%	84%	87%	87%	91%	89%	90%	89%	88%	89%	92%	84%	89%
		48%	52%	cd	cd	d		6%	6%	10%	a	27%	27%	22%	24%	c	c	5%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QD10 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	21	11	9	-	-	3	18	4	2	-	1	4	6	4	7	17	1	2	1
	1%	1%	1%	-%	-%	*%	2%	3%	2%	-%	*%	1%	1%	1%	1%	1%	*%	2%	2%
		56%	44%	-%	-%	14%	86%	21%	11%	-%	6%	18%	27%	21%	32%	80%	3%	11%	6%

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

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QD10 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Hearing the person on the other end of the line in a conversation, even with the volume turned up	57 2%	52 3% 91%	5 2% 9%	27 2% 47%	30 3% 53%	26 2% 46%	31 3% 54%
Hearing the phone ring, even with the volume turned up	51 2%	47 2% 93%	4 1% 7%	17 1% 33%	34 3% 67%	31 3% 61%	20 2% 39%
Writing text messages	49 2%	43 2% 87%	7 2% 13%	12 1% 25%	37 4% 75%	26 2% 53%	23 2% 47%
Navigating the phone's menu system to use the different features on your phone	46 2%	41 2% 88%	6 2% 12%	15 1% 33%	31 3% 67%	24 2% 52%	22 2% 48%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QD10 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Seeing and being able to read the digital display	46	42	4	12	34	21	25
	2%	2%	1%	1%	3%	2%	2%
		90%	10%	27%	a 73%	45%	55%
Pressing the buttons on your mobile phone	40	37	4	8	33	23	17
	2%	2%	1%	1%	3%	2%	1%
		90%	10%	19%	a 81%	57%	43%
Seeing the numbers used to dial with	32	29	3	4	29	17	15
	1%	1%	1%	*%	3%	1%	1%
		90%	10%	11%	a 89%	53%	47%
Holding the mobile phone to your ear	25	22	4	12	13	13	12
	1%	1%	1%	1%	1%	1%	1%
		86%	14%	49%	51%	52%	48%
Picking up the handset when your mobile rings	24	18	6	12	12	16	9
	1%	1%	2%	1%	1%	1%	1%
		74%	a 26%	50%	50%	64%	36%

Columns Tested: a,b - a,b - a,b

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QD10 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Using the letters displayed on the on-screen keyboard	23	22	2	7	17	11	12
	1%	1%	1%	1%	2%	1%	1%
				a			
		92%	8%	29%	71%	47%	53%
Seeing the letters and symbols on the on-screen keyboard	19	18	1	3	16	5	14
	1%	1%	*%	*%	2%	*%	1%
				a			
		96%	4%	15%	85%	28%	72%
Using touch to open, close or move within the screen	13	12	1	4	9	7	6
	1%	1%	*%	*%	1%	1%	1%
		91%	9%	34%	66%	53%	47%
Any other difficulties	42	30	12	24	18	22	20
	2%	1%	4%	2%	2%	2%	2%
			a				
		71%	29%	57%	43%	53%	47%
No, none	2072	1809	263	1252	817	1027	1045
	89%	89%	86%	92%	84%	88%	89%
				b			
		87%	13%	60%	39%	50%	50%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QD10 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Don't know	21	17	4	4	17	10	11
	1%	1%	1%	*%	2%	1%	1%
		80%	20%	20%	a 80%	48%	52%

Columns Tested: a,b - a,b - a,b

OFCom TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 36

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

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES		
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+										
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260	
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240	
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64	
Yes - PC (including iMacs)		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%	
	727	403	324	100	97	270	260	16	34	57	254	263	214	136	112	639	46	29	12	
	31%	36%	27%	30%	25%	34%	32%	11%	22%	25%	39%	42%	34%	27%	19%	33%	23%	25%	19%	
Yes - laptop (including MacBooks)		b				b	b		a	a	abc	bcd	cd	d		bcd				
		55%	45%	14%	13%	37%	36%	2%	5%	8%	35%	36%	29%	19%	15%	88%	6%	4%	2%	
	1484	729	755	242	255	579	407	47	66	146	526	500	445	295	242	1260	125	68	31	
Yes - netbook		64%	64%	63%	72%	65%	73%	50%	32%	44%	65%	80%	71%	58%	42%	65%	61%	59%	48%	
				d	d	bd			a	ab	abc	bcd	cd	d		d	d	d		
		49%	51%	16%	17%	39%	27%	3%	4%	10%	35%	34%	30%	20%	16%	85%	8%	5%	2%	
Yes - tablet computer - e.g. iPad	218	116	101	39	42	90	46	2	10	16	95	84	57	47	29	185	20	9	4	
	9%	10%	8%	12%	11%	11%	6%	1%	6%	7%	14%	13%	9%	9%	5%	9%	10%	8%	6%	
				d	d	d			a	a	abc	bcd	d	d		d				
TOTAL YES		53%	47%	18%	20%	41%	21%	1%	4%	7%	44%	38%	26%	21%	13%	85%	9%	4%	2%	
	1389	663	726	194	250	552	393	40	70	121	474	452	389	307	238	1185	105	60	40	
	59%	58%	60%	57%	64%	69%	49%	27%	46%	53%	72%	73%	62%	61%	41%	61%	52%	52%	61%	
PC ONLY				d	d	ad			a	a	abc	bcd	d	d		bc			bc	
		48%	52%	14%	18%	40%	28%	3%	5%	9%	34%	33%	28%	22%	17%	85%	8%	4%	3%	
	1987	972	1015	288	349	733	617	75	109	200	630	595	572	432	385	1680	165	92	50	
PC ONLY		85%	86%	85%	85%	89%	92%	76%	51%	72%	88%	96%	96%	91%	85%	67%	86%	81%	80%	78%
				d	d	ad			a	ab	abc	bcd	cd	d		bcd				
		49%	51%	15%	18%	37%	31%	4%	5%	10%	32%	30%	29%	22%	19%	85%	8%	5%	3%	
PC ONLY	101	67	34	7	11	18	66	7	12	9	17	21	22	26	32	85	12	3	1	
	4%	6%	3%	2%	3%	2%	8%	5%	8%	4%	3%	3%	3%	5%	5%	4%	6%	3%	1%	
		b					abc		d							d	d			
		66%	34%	7%	11%	18%	65%	7%	12%	9%	17%	21%	21%	25%	31%	85%	12%	3%	1%	

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 36

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

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

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
LAPTOP ONLY	385	185	200	77	75	115	119	25	23	58	103	93	124	79	89	310	42	24	9
	17%	16%	17%	23%	19%	14%	15%	17%	15%	26%	16%	15%	20%	16%	15%	16%	21%	21%	15%
		48%	52%	cd	c	30%	31%	7%	6%	abd	27%	24%	ad	20%	23%	80%	11%	6%	2%
TABLET ONLY	266	103	163	27	64	90	85	20	24	28	47	29	63	81	92	219	19	13	15
	11%	9%	14%	8%	16%	11%	11%	14%	16%	12%	7%	5%	10%	16%	16%	11%	9%	12%	23%
		39%	a	acd	24%	34%	32%	d	d	d	18%	11%	a	ab	ab	82%	7%	5%	abc
No	346	164	182	49	39	66	191	72	42	27	26	26	53	75	190	270	38	24	14
	15%	14%	15%	15%	10%	8%	24%	49%	28%	12%	4%	4%	9%	15%	33%	14%	19%	20%	21%
		47%	c	c	abc	19%	55%	bcd	cd	d	8%	8%	a	ab	abc	a	a	a	a
Don't know	2	-	2	-	2	-	1	-	-	-	-	-	1	-	2	2	1	-	*
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%	*%	*%	-%	*%
		-%	100%	-%	70%	-%	30%	-%	-%	-%	-%	-%	30%	-%	70%	70%	22%	-%	8%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Yes - PC (including iMacs)	727	617	110	444	280	407	320
	31%	30%	36%	33%	29%	35%	27%
			a	b		b	
		85%	15%	61%	39%	56%	44%
Yes - laptop (including MacBooks)	1484	1288	196	992	489	771	714
	64%	64%	64%	73%	50%	66%	61%
			b	b		b	
		87%	13%	67%	33%	52%	48%
Yes - netbook	218	192	26	156	61	121	97
	9%	9%	8%	12%	6%	10%	8%
			b	b			
		88%	12%	72%	28%	55%	45%
Yes - tablet computer - e.g. iPad	1389	1200	189	917	468	749	639
	59%	59%	62%	68%	48%	64%	55%
			b	b		b	
		86%	14%	66%	34%	54%	46%
TOTAL YES	1987	1715	272	1250	734	1033	954
	85%	85%	89%	92%	75%	89%	82%
			a	b		b	
		86%	14%	63%	37%	52%	48%
PC ONLY	101	83	17	37	64	53	48
	4%	4%	6%	3%	7%	5%	4%
				a			
		83%	17%	36%	64%	52%	48%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE1. Does your household have a desktop PC, laptop, netbook or tablet computer? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
LAPTOP ONLY	385	329	57	230	155	180	206
	17%	16%	19%	17%	16%	15%	18%
		85%	15%	60%	40%	47%	53%
TABLET ONLY	266	234	32	146	120	132	134
	11%	12%	11%	11%	12%	11%	11%
		88%	12%	55%	45%	50%	50%
No	346	310	35	104	242	131	214
	15%	15%	11%	8%	25%	11%	18%
		b		a			a
		90%	10%	30%	70%	38%	62%
Don't know	2	2	-	2	1	2	1
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	70%	30%	78%	22%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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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)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes - have access and use at home	2036	988	1048	310	371	748	606	89	110	202	638	591	587	435	418	1718	167	96	55
	87%	87%	87%	92%	95%	94%	75%	60%	73%	89%	97%	95%	94%	86%	73%	88%	82%	83%	85%
				d	d	d			a	ab	abc	cd	cd	d		bc			
		49%	51%	15%	18%	37%	30%	4%	5%	10%	31%	29%	29%	21%	21%	84%	8%	5%	3%
Yes - have access but don't use at home	38	19	19	5	4	3	26	5	4	6	1	6	5	15	12	30	4	2	2
	2%	2%	2%	1%	1%	3%	3%	3%	3%	3%	3%	1%	1%	3%	2%	2%	2%	2%	3%
							bc	d	d	d				ab	b				
		50%	50%	12%	10%	9%	69%	12%	10%	16%	3%	16%	13%	39%	32%	79%	11%	6%	4%
No do not have access at home	261	128	132	22	14	47	177	54	37	18	16	24	33	57	145	204	32	18	8
	11%	11%	11%	7%	4%	6%	22%	37%	25%	8%	3%	4%	5%	11%	25%	10%	16%	15%	12%
							abc	bcd	cd	d				ab	abc		a	a	
		49%	51%	9%	6%	18%	68%	21%	14%	7%	6%	9%	13%	22%	56%	78%	12%	7%	3%
Don't know	1	*	1	-	-	*	1	-	-	-	-	-	1	-	*	-	1	-	*
	30%	70%	30%	70%	30%	70%	30%	70%	30%	70%	30%	70%	30%	70%	30%	70%	30%	70%	30%
INTERNET ACCESS AT HOME																			
YES	2073	1007	1067	315	375	752	632	93	114	208	639	597	592	450	430	1748	171	98	56
	89%	89%	89%	93%	96%	94%	78%	63%	75%	92%	97%	96%	95%	89%	75%	90%	84%	85%	88%
				d	d	d			a	ab	abc	cd	cd	d		bc			
		49%	51%	15%	18%	36%	30%	5%	5%	10%	31%	29%	29%	22%	21%	84%	8%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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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)
by **MAIN CROSS-BREAKS**

Base : All respondents

Significance Level: 95%	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE							£10.4K-£15.59K	£15.6K-£25.99K	£26K+								
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
NO	261	128	132	22	14	47	177	54	37	18	16	24	33	57	145	204	32	18	8
	11%	11%	11%	7%	4%	6%	22%	37%	25%	8%	3%	4%	5%	11%	25%	10%	16%	15%	12%
		49%	51%	9%	6%	18%	abc	bcd	cd	d				ab	abc		a	a	
							68%	21%	14%	7%	6%	9%	13%	22%	56%	78%	12%	7%	3%

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

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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)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Yes - have access and use at home	2036	1763	273	1284	749	1042	994
	87%	87%	89%	95%	77%	89%	85%
				b		b	
		87%	13%	63%	37%	51%	49%
Yes - have access but don't use at home	38	31	7	8	30	15	23
	2%	2%	2%	1%	3%	1%	2%
				a			
		81%	19%	21%	79%	40%	60%
No do not have access at home	261	234	27	64	197	109	152
	11%	12%	9%	5%	20%	9%	13%
				a			a
		90%	10%	25%	75%	42%	58%
Don't know	1	1	*	-	1	*	1
	*%	*%	*%	-%	*%	*%	*%
		70%	30%	-%	100%	30%	70%
INTERNET ACCESS AT HOME							
YES	2073	1794	280	1292	779	1057	1016
	89%	88%	91%	95%	80%	91%	87%
				b		b	
		87%	13%	62%	38%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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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)
by **MAIN CROSS-BREAKS**

Base : All respondents

URBANITY			WORKING		DEPRIVATION LEVEL	
Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
	a	b	a	b	a	b
2350	1976	395	1234	1153	1143	1209
261	234	27	64	197	109	152
11%	12%	9%	5%	20%	9%	13%
	90%	10%	25%	75%	42%	58%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE3 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
While travelling	926	475	450	153	191	371	210	28	43	90	392	329	265	177	154	790	79	35	21
	40%	42%	38%	45%	49%	46%	26%	19%	28%	40%	60%	53%	42%	35%	27%	40%	39%	30%	33%
		b	d	d	d	d			a	ab	abc	bcd	cd	d		cd			
		51%	49%	17%	21%	40%	23%	3%	5%	10%	42%	36%	29%	19%	17%	85%	9%	4%	2%
Your workplace	882	452	430	116	201	438	126	13	30	77	419	347	290	167	77	754	69	38	21
	38%	40%	36%	34%	52%	55%	16%	9%	20%	34%	64%	56%	46%	33%	13%	39%	34%	33%	32%
				d	ad	ad			a	ab	abc	bcd	cd	d					
		51%	49%	13%	23%	50%	14%	1%	3%	9%	48%	39%	33%	19%	9%	85%	8%	4%	2%
In someone else's home	834	389	446	189	188	297	160	37	45	80	316	259	246	169	160	723	59	30	22
	36%	34%	37%	56%	48%	37%	20%	25%	29%	35%	48%	42%	39%	33%	28%	37%	29%	26%	35%
				cd	cd	d			a	abc	cd	cd	cd	d		bc			c
		47%	53%	23%	23%	36%	19%	4%	5%	10%	38%	31%	29%	20%	19%	87%	7%	4%	3%
Internet cafe	190	114	76	42	46	81	22	4	9	17	90	72	63	34	21	178	4	6	3
	8%	10%	6%	12%	12%	10%	3%	3%	6%	8%	14%	12%	10%	7%	4%	9%	2%	5%	5%
		b	d	d	d	d			a	abc	cd	cd	cd	d		bcd			
		60%	40%	22%	24%	42%	11%	2%	5%	9%	47%	38%	33%	18%	11%	93%	2%	3%	2%
Library	164	82	82	56	32	48	29	11	11	19	50	49	59	23	33	148	8	4	4
	7%	7%	7%	17%	8%	6%	4%	7%	7%	9%	8%	8%	9%	5%	6%	8%	4%	3%	6%
				bcd	d	d						c	cd			bc			
		50%	50%	34%	19%	29%	17%	7%	7%	12%	30%	30%	36%	14%	20%	91%	5%	2%	2%
School/ college	155	93	62	103	22	25	5	9	2	9	39	49	52	33	22	138	10	4	3
	7%	8%	5%	31%	6%	3%	1%	6%	2%	4%	6%	8%	8%	6%	4%	7%	5%	3%	4%
		b	bcd	d	d	d		b			b	d	d	d		c			
		60%	40%	66%	14%	16%	3%	6%	2%	6%	25%	31%	33%	21%	14%	89%	7%	3%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE3 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+							NI	
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
University	105	57	49	58	23	22	2	4	5	6	38	38	53	11	3	95	4	4	2
	5%	5%	4%	17%	6%	3%	1%	2%	4%	3%	6%	6%	9%	2%	1%	5%	2%	4%	3%
				bcd	cd	d						cd	cd	d		b			
		54%	46%	56%	21%	21%	2%	3%	5%	6%	36%	36%	51%	11%	3%	90%	4%	4%	2%
UK culture centre/ Learn Direct/ other online learning centres	27	18	9	6	7	10	3	1	3	1	12	9	8	5	5	22	2	2	*
	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%
		66%	34%	24%	25%	39%	11%	3%	10%	3%	45%	33%	29%	19%	19%	82%	8%	9%	1%
Other	27	14	12	3	5	8	10	1	-	2	6	5	5	6	10	24	2	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%
		53%	47%	13%	20%	28%	38%	2%	0%	6%	22%	20%	20%	23%	37%	91%	6%	3%	0%
No, do not	746	343	404	40	66	167	472	81	72	75	85	112	155	190	288	596	77	48	25
	32%	30%	34%	12%	17%	21%	58%	55%	48%	33%	13%	18%	25%	37%	50%	31%	38%	41%	39%
				a	a	abc	cd	cd	cd	d			a	ab	abc	a	a	a	a
		46%	54%	5%	9%	22%	63%	11%	10%	10%	11%	15%	21%	25%	39%	80%	10%	6%	3%
EVER USE INTERNET AT HOME OR ELSEWHERE	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
	91%	91%	91%	97%	99%	97%	78%	71%	77%	92%	99%	97%	96%	89%	79%	91%	86%	88%	88%
				d	acd	d				ab	abc	cd	cd	d		b			
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE3 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
While travelling	926	790	135	659	264	453 472
	40%	39%	44%	49%	27%	39% 40%
			b	71%	29%	49% 51%
Your workplace	882	763	119	839	42	452 430
	38%	38%	39%	62%	4%	39% 37%
			b	95%	5%	51% 49%
In someone else's home	834	723	111	555	278	389 445
	36%	36%	36%	41%	29%	33% 38%
			b	67%	33%	47% 53%
Internet cafe	190	166	25	131	59	84 106
	8%	8%	8%	10%	6%	7% 9%
			b	69%	31%	44% 56%
Library	164	147	17	88	76	50 114
	7%	7%	5%	7%	8%	4% 10%
			a	54%	46%	30% 70%
School/ college	155	137	18	72	83	81 74
	7%	7%	6%	5%	9%	7% 6%
			a	54%	46%	52% 48%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 38

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QE3 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all? IF YES: Where is that? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
University	105	93	13	54	51	37	68
	5%	5%	4%	4%	5%	3%	6%
		88%	12%	52%	48%	35%	a 65%
UK culture centre/ Learn Direct/ other online learning centres	27	26	1	18	8	5	22
	1%	1%	*%	1%	1%	*%	a 2%
		97%	3%	69%	31%	17%	83%
Other	27	25	2	13	14	12	15
	1%	1%	1%	1%	1%	1%	1%
		94%	6%	49%	51%	43%	57%
No, do not	746	647	99	228	518	395	351
	32%	32%	32%	17%	a 53%	b 34%	30%
		87%	13%	31%	69%	53%	47%
EVER USE INTERNET AT HOME OR ELSEWHERE	2114	1834	280	1324	787	1076	1038
	91%	90%	91%	b 98%	81%	b 92%	89%
		87%	13%	63%	37%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 39

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QE4 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Every day	1722	846	877	298	359	655	410	74	87	168	595	528	507	359	326	1464	137	83	38
	81%	82%	81%	91%	93%	85%	65%	71%	75%	81%	92%	88%	84%	79%	71%	82%	79%	83%	67%
				cd	cd	d				a	abc	cd	cd	d		d	d	d	
		49%	51%	17%	21%	38%	24%	4%	5%	10%	35%	31%	29%	21%	19%	85%	8%	5%	2%
Several times a week	224	101	123	23	19	67	115	13	15	22	38	44	61	46	71	181	21	10	12
	11%	10%	11%	7%	5%	9%	18%	12%	13%	10%	6%	7%	10%	10%	16%	10%	12%	10%	21%
						b	abc	d	d	d					abc				abc
		45%	55%	10%	8%	30%	51%	6%	7%	10%	17%	20%	27%	20%	32%	81%	9%	5%	5%
At least once a week	75	35	40	3	5	24	43	8	2	8	8	16	14	26	19	61	8	2	4
	4%	3%	4%	1%	1%	3%	7%	8%	2%	4%	1%	3%	2%	6%	4%	3%	4%	2%	7%
						a	abc	bd		d				ab					ac
		46%	54%	4%	7%	33%	57%	11%	3%	11%	11%	21%	19%	35%	25%	81%	10%	3%	6%
At least once a month	36	20	16	2	1	11	22	4	6	6	2	5	3	10	18	30	4	2	*
	2%	2%	1%	1%	1%	1%	4%	4%	5%	3%	1%	1%	1%	2%	4%	2%	2%	2%	1%
						abc	d	d	d	d				b	ab				
		56%	44%	6%	2%	29%	62%	10%	15%	16%	6%	13%	9%	27%	50%	83%	10%	5%	1%
A few times a year	17	11	6	-	1	3	13	2	2	3	2	2	3	5	6	16	-	1	*
	1%	1%	1%	0%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
						abc	d												
		63%	37%	0%	5%	18%	77%	13%	9%	16%	11%	14%	18%	31%	37%	96%	0%	3%	1%
Less than once a year	4	1	3	-	-	-	4	1	-	-	1	-	1	2	1	3	1	-	-
	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
						c													
		28%	72%	0%	0%	0%	100%	21%	0%	0%	18%	0%	36%	46%	18%	82%	18%	0%	0%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

Table 39

QE4 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	Table 1: Percentage of people who have ever been in a relationship, by gender, age group, household income, social group and nation																		
	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Never	35	15	20	1	2	11	22	3	5	2	4	4	10	6	15	27	5	2	2
	2%	1%	2%	*%	*%	1%	3%	3%	4%	1%	1%	1%	2%	1%	3%	1%	3%	2%	3%
							abc	d	d						ac				
		42%	58%	2%	5%	30%	62%	10%	13%	6%	10%	11%	30%	16%	44%	76%	14%	6%	5%
Don't know	*	-	*	-	-	*	-	-	-	*	-	*	-	-	-	-	-	-	*
	*%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%	1%
		-%	100%	-%	-%	100%	-%	-%	-%	100%	-%	100%	-%	-%	-%	-%	-%	-%	a
TOTAL AT LEAST ONCE A WEEK	2022	981	1040	324	383	747	568	95	104	198	642	589	582	430	416	1706	166	96	54
	96%	95%	96%	99%	99%	97%	90%	91%	90%	95%	99%	98%	97%	95%	91%	96%	95%	96%	95%
		49%	51%	cd	cd	d					abc	cd	d	d					
				16%	19%	37%	28%	5%	5%	10%	32%	29%	29%	21%	21%	84%	8%	5%	3%
TOTAL EVER	2078	1013	1065	326	385	760	607	102	111	206	646	596	590	447	441	1755	170	99	54
	98%	99%	98%	100%	100%	99%	97%	97%	96%	99%	99%	99%	98%	99%	97%	99%	97%	98%	96%
		49%	51%	d	d	d					ab	d	d	d		d			
				16%	19%	37%	29%	5%	5%	10%	31%	29%	28%	22%	21%	84%	8%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE4 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who use the internet at home or elsewhere

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
Every day	1722	1487	235	1169	550	882	840
	81%	81%	84%	88%	70%	82%	81%
		86%	14%	b 68%	32%	51%	49%
Several times a week	224	200	24	104	120	107	117
	11%	11%	9%	8%	15%	10%	11%
		89%	11%	a 47%	53%	48%	52%
At least once a week	75	66	10	30	45	41	34
	4%	4%	3%	2%	6%	4%	3%
		87%	13%	a 40%	60%	55%	45%
At least once a month	36	31	5	8	28	16	21
	2%	2%	2%	1%	4%	1%	2%
		87%	13%	a 21%	79%	43%	57%
A few times a year	17	17	-	5	12	9	8
	1%	1%	-%	*%	2%	1%	1%
		100%	-%	a 30%	70%	52%	48%
Less than once a year	4	3	1	2	2	3	1
	*%	*%	*%	*%	*%	*%	*%
		82%	18%	46%	54%	79%	21%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE4 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
Never	35	30	6	6	29	18	17
	2%	2%	2%	*%	4%	2%	2%
		84%	16%	17%	a 83%	51%	49%
Don't know	*	-	*	-	*	*	-
	*%	-%	*%	-%	*%	*%	-%
		-%	100%	-%	100%	100%	-%
TOTAL AT LEAST ONCE A WEEK	2022	1753	269	1303	715	1031	991
	96%	96%	96%	98%	91%	96%	95%
		87%	13%	b 64%	35%	51%	49%
TOTAL EVER	2078	1804	274	1318	757	1058	1020
	98%	98%	98%	100%	96%	98%	98%
		87%	13%	b 63%	36%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 40

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

QE5 (QE35). How many tablet computers do you have in your household? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with any tablet computers in the household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		FEMALE		UNDER																
		Total	MALE	16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
Significance Level: 95%			a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total		1625	757	868	211	252	634	528	48	85	148	497	461	527	359	276	1207	131	129	158
Effective Weighted Sample		1337	622	715	172	210	529	441	39	75	121	432	400	436	290	220	1068	125	119	144
Total		1389	663	726	194	250	552	393	40	70	121	474	452	389	307	238	1185	105	60	40
			48%	52%	14%	18%	40%	28%	**	**	9%	34%	33%	28%	22%	17%	85%	8%	4%	3%
One	(1.0)	652	289	363	78	127	219	228	**	**	68	190	184	175	161	131	548	53	28	23
		47%	44%	50%	40%	51%	40%	58%	**	**	56%	40%	41%	45%	52%	55%	46%	50%	47%	59%
			a	a	ac	ac	ac	ac	**	**	d	d	c	ab	ab	ab	46%	50%	47%	ac
			44%	56%	12%	20%	34%	35%	**	**	10%	29%	28%	27%	25%	20%	84%	8%	4%	4%
Two	(2.0)	418	224	194	54	62	193	108	**	**	30	156	153	122	76	65	363	29	17	9
		30%	34%	27%	28%	25%	35%	28%	**	**	25%	33%	34%	31%	25%	27%	31%	27%	29%	23%
			b	b	bd	bd	bd	bd	**	**	c	c	c	c	c	c	87%	7%	4%	2%
			54%	46%	13%	15%	46%	26%	**	**	7%	37%	37%	29%	18%	16%	87%	7%	4%	2%
Three	(3.0)	198	94	104	35	37	87	40	**	**	17	72	59	65	45	30	167	16	10	5
		14%	14%	14%	18%	15%	16%	10%	**	**	14%	15%	13%	17%	15%	12%	14%	15%	18%	13%
			d	d	d	d	d	d	**	**	d	d	d	d	d	d	14%	15%	18%	13%
			48%	52%	18%	19%	44%	20%	**	**	9%	36%	30%	33%	23%	15%	84%	8%	5%	3%
Four	(4.0)	66	33	33	12	12	30	12	**	**	5	29	26	15	18	7	57	4	4	1
		5%	5%	5%	6%	5%	5%	3%	**	**	4%	6%	6%	4%	6%	3%	5%	4%	6%	3%
			50%	50%	19%	18%	45%	19%	**	**	7%	44%	39%	23%	27%	11%	86%	6%	6%	2%
Five or more	(5.0)	54	23	31	13	12	24	5	**	**	1	27	31	10	8	5	49	4	1	1
		4%	3%	4%	7%	5%	4%	1%	**	**	1%	6%	7%	3%	3%	2%	4%	4%	1%	2%
			d	d	d	d	d	d	**	**	c	c	bcd	c	c	c	4%	4%	1%	2%
			43%	57%	24%	22%	45%	9%	**	**	2%	50%	57%	19%	14%	9%	91%	7%	1%	1%
Don't know		2	-	2	2	-	-	-	**	**	-	-	-	2	-	-	2	-	-	-
		*%	-%	*%	1%	-%	-%	-%	**	**	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%
			c	c	c	c	c	c	**	**	c	c	bcd	c	c	c	c	c	c	c
			-%	100%	100%	-%	-%	-%	**	**	-%	-%	-%	100%	-%	-%	100%	-%	-%	-%
Mean number		1.9	1.9	1.9	2.1	1.9	2.0	1.6	**	**	1.7	2.0	2.0	1.9	1.8	1.7	1.9	1.8	1.9	1.7
			bd	bd	d	d	d	d	**	**	c	c	bcd	d	d	d	d	d	d	d
Standard deviation		1.07	1.04	1.09	1.20	1.12	1.08	.88	**	**	.92	1.14	1.17	1.00	1.05	.95	1.08	1.05	.98	.94
Standard error		.03	.04	.04	.08	.07	.04	.04	**	**	.08	.05	.05	.04	.06	.06	.03	.09	.09	.07
Columns Tested:		a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 40

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

QE5 (QE35). How many tablet computers do you have in your household? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with any tablet computers in the household

		URBANITY			WORKING		DEPRIVATION LEVEL	
		Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	a	b	a	b
Unweighted total		1625	1337	288	994	628	859	766
Effective Weighted Sample		1337	1116	233	822	527	710	627
Total		1389	1200	189	917	468	749	639
			86%	14%	66%	34%	54%	46%
One	(1.0)	652	562	90	394	257	327	324
		47%	47%	47%	43%	55%	44%	51%
						a		a
			86%	14%	60%	40%	50%	50%
Two	(2.0)	418	360	58	281	133	237	180
		30%	30%	31%	31%	28%	32%	28%
			86%	14%	67%	32%	57%	43%
Three	(3.0)	198	168	30	146	53	109	89
		14%	14%	16%	16%	11%	15%	14%
					b			
			85%	15%	73%	27%	55%	45%
Four	(4.0)	66	57	9	50	15	44	22
		5%	5%	5%	6%	3%	6%	3%
						b		
			86%	14%	77%	23%	66%	34%
Five or more	(5.0)	54	53	1	44	10	30	23
		4%	4%	*%	5%	2%	4%	4%
			b		b			
			98%	2%	82%	18%	57%	43%
Don't know		2	-	2	2	-	2	-
		*%	-%	1%	*%	-%	*%	-%
				a				
			-%	100%	100%	-%	100%	-%
Mean number		1.9	1.9	1.8	2.0	1.7	1.9	1.8
					b		b	
Standard deviation		1.07	1.09	.92	1.12	.94	1.09	1.04
Standard error		.03	.03	.05	.04	.04	.04	.04

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 41

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

QE6 (QE36). Do you personally use this/ any of these tablet computer/s? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with any tablet computers in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1625	757	868	211	252	634	528	48	85	148	497	461	527	359	276	1207	131	129	158
Effective Weighted Sample	1337	622	715	172	210	529	441	39	75	121	432	400	436	290	220	1068	125	119	144
Total	1389	663	726	194	250	552	393	40	70	121	474	452	389	307	238	1185	105	60	40
		48%	52%	14%	18%	40%	28%	**	**	9%	34%	33%	28%	22%	17%	85%	8%	4%	3%
Yes	1175	550	624	150	219	468	337	**	**	105	401	389	334	254	196	1000	91	51	33
	85%	83%	86%	78%	88%	85%	86%	**	**	87%	85%	86%	86%	83%	82%	84%	86%	85%	85%
		47%	53%	13%	19%	a 40%	a 29%	**	**	9%	34%	33%	28%	22%	17%	85%	8%	4%	3%
No	213	112	101	44	30	84	56	**	**	16	73	63	55	53	42	184	14	9	6
	15%	17%	14%	22%	12%	15%	14%	**	**	13%	15%	14%	14%	17%	18%	16%	14%	15%	15%
		52%	48%	bcd 20%	14%	39%	26%	**	**	7%	34%	29%	26%	25%	20%	86%	7%	4%	3%
Don't know	1	1	-	-	-	-	1	**	**	-	-	-	-	-	1	1	-	-	-
	*%	*%	-%	-%	-%	-%	*%	**	**	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
		100%	-%	-%	-%	-%	100%	**	**	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 41

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

QE6 (QE36). Do you personally use this/ any of these tablet computer/s? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those with any tablet computers in the household

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1625	1337	288	994	628	859	766
Effective Weighted Sample	1337	1116	233	822	527	710	627
Total	1389	1200	189	917	468	749	639
		86%	14%	66%	34%	54%	46%
Yes	1175	1017	157	790	382	628	546
	85%	85%	83%	86%	82%	84%	85%
			b				
		87%	13%	67%	33%	53%	47%
No	213	181	32	127	85	121	92
	15%	15%	17%	14%	18%	16%	14%
				a			
		85%	15%	60%	40%	57%	43%
Don't know	1	1	-	-	1	-	1
	*%	*%	-%	-%	*%	-%	*%
		100%	-%	-%	100%	-%	100%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE7 (QE46). SHOWCARD Which one of these best describes where you use your tablet computer? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a tablet computer

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1371	625	746	164	218	534	455	41	70	125	422	402	453	293	221	1017	113	109	132
Effective Weighted Sample	1132	516	616	134	182	448	381	33	61	104	366	348	374	239	178	902	108	101	120
Total	1175	550	624	150	219	468	337	34	58	105	401	389	334	254	196	1000	91	51	33
		47%	53%	13%	19%	40%	29%	**	**	9%	34%	33%	28%	22%	17%	85%	8%	4%	3%
I always use in the home	617	289	328	84	103	240	190	**	**	51	203	185	158	156	118	523	46	26	21
	53%	52%	53%	56%	47%	51%	56%	**	**	48%	51%	48%	47%	62%	60%	52%	51%	52%	64%
							b							ab	ab				ab
		47%	53%	14%	17%	39%	31%	**	**	8%	33%	30%	26%	25%	19%	85%	7%	4%	3%
I mainly use in the home	339	143	196	40	73	127	99	**	**	39	114	119	100	53	65	291	24	16	8
	29%	26%	31%	27%	33%	27%	29%	**	**	37%	29%	31%	30%	21%	33%	29%	27%	31%	23%
			a									c	c		c				
		42%	58%	12%	21%	37%	29%	**	**	12%	34%	35%	29%	16%	19%	86%	7%	5%	2%
I use equally in the home and outside the home	189	98	91	22	35	92	40	**	**	12	68	78	64	36	12	159	19	7	4
	16%	18%	14%	15%	16%	20%	12%	**	**	11%	17%	20%	19%	14%	6%	16%	21%	14%	13%
						d						d	d	d					
		52%	48%	12%	18%	49%	21%	**	**	6%	36%	41%	34%	19%	6%	84%	10%	4%	2%
I mainly use outside the home	29	20	9	3	9	10	7	**	**	3	15	7	11	9	1	25	2	2	-
	2%	4%	1%	2%	4%	2%	2%	**	**	3%	4%	2%	3%	3%	1%	3%	2%	3%	-%
		b																d	
		69%	31%	11%	31%	33%	25%	**	**	12%	54%	25%	39%	31%	5%	88%	6%	6%	-%
I always use outside the home	1	1	1	-	-	-	1	**	**	-	-	-	1	-	-	1	-	-	-
	*%	*%	*%	-%	-%	-%	*%	**	**	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%
		47%	53%	-%	-%	-%	100%	**	**	-%	-%	-%	100%	-%	-%	100%	-%	-%	-%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 42

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QE7 (QE46). SHOWCARD Which one of these best describes where you use your tablet computer? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those who personally use a tablet computer

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1371	625	746	164	218	534	455	41	70	125	422	402	453	293	221	1017	113	109	132
Effective Weighted Sample	1132	516	616	134	182	448	381	33	61	104	366	348	374	239	178	902	108	101	120
Total	1175	550	624	150	219	468	337	34	58	105	401	389	334	254	196	1000	91	51	33
		47%	53%	13%	19%	40%	29%	**	**	9%	34%	33%	28%	22%	17%	85%	8%	4%	3%
ALWAYS/ MAINLY USE IN THE HOME	956	432	524	125	176	367	289	**	**	90	317	304	258	209	183	815	70	42	29
	81%	78%	84%	83%	80%	78%	86%	**	**	86%	79%	78%	77%	83%	93%	81%	77%	83%	87%
		a	a				c	**	**	9%	33%	32%	27%	22%	abc	85%	7%	4%	b
		45%	55%	13%	18%	38%	30%	**	**	9%	33%	32%	27%	22%	19%	85%	7%	4%	3%
ALWAYS/ MAINLY USE OUTSIDE THE HOME	30	20	10	3	9	10	8	**	**	3	15	7	13	9	1	27	2	2	-
	3%	4%	2%	2%	4%	2%	3%	**	**	3%	4%	2%	4%	3%	1%	3%	2%	3%	-%
		b	b					**	**	11%	52%	24%	42%	29%	5%	89%	5%	6%	-%
		68%	32%	10%	29%	32%	28%	**	**	11%	52%	24%	42%	29%	5%	89%	5%	6%	-%
EVER USE OUTSIDE THE HOME	558	261	296	66	116	229	147	**	**	54	198	204	176	98	78	477	45	25	12
	47%	48%	47%	44%	53%	49%	44%	**	**	52%	49%	52%	53%	38%	40%	48%	49%	48%	36%
		47%	53%	d	d	d	d	**	**	10%	35%	cd	cd	18%	14%	d	d	4%	2%
Columns Tested:	a, b - a, b, c, d - a, b, c, d - a, b, c, d - a, b, c, d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 42

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QE7 (QE46). SHOWCARD Which one of these best describes where you use your tablet computer? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who personally use a tablet computer

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	1371	1134	237	854	515	726 645
Effective Weighted Sample	1132	948	195	710	434	601 531
Total	1175	1017	157	790	382	628 546
		87%	13%	67%	33%	53% 47%
I always use in the home	617	544	73	400	215	324 293
	53%	53%	46%	51%	56%	52% 54%
		88%	12%	65%	35%	52% 48%
I mainly use in the home	339	295	45	219	119	177 163
	29%	29%	28%	28%	31%	28% 30%
		87%	13%	65%	35%	52% 48%
I use equally in the home and outside the home	189	157	32	146	43	108 80
	16%	15%	20%	18%	11%	17% 15%
		83%	17%	77%	23%	57% 43%
I mainly use outside the home	29	21	8	25	4	19 9
	2%	2%	5%	3%	1%	3% 2%
		72%	28%	86%	14%	67% 33%
I always use outside the home	1	1	-	-	1	1 1
	*%	*%	-%	-%	*%	*% *%
		100%	-%	-%	100%	53% 47%
ALWAYS/ MAINLY USE IN THE HOME	956	839	117	619	334	500 456
	81%	82%	75%	78%	87%	80% 83%
		88%	12%	65%	35%	52% 48%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 42

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QE7 (QE46). SHOWCARD Which one of these best describes where you use your tablet computer? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who personally use a tablet computer

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1371	1134	237	854	515	726	645
Effective Weighted Sample	1132	948	195	710	434	601	531
Total	1175	1017	157	790	382	628	546
		87%	13%	67%	33%	53%	47%
ALWAYS/ MAINLY USE OUTSIDE THE HOME	30	22	8	25	5	20	10
	3%	2%	5%	3%	1%	3%	2%
			a				
		74%	26%	83%	17%	67%	33%
EVER USE OUTSIDE THE HOME	558	473	85	390	167	305	253
	47%	47%	54%	49%	44%	48%	46%
		85%	15%	70%	30%	55%	45%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 43

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QE8 (QE47). SHOWCARD In which of these places do you use your tablet computer outside of the home? (MULTI CODE)

by MAIN CROSS-BREAKS

Base : Those who use a tablet computer outside the home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	b	c	d	~a	~b	~c	d	a	b	c	~d	a	~b	~c	~d
Unweighted total	634	292	342	72	110	253	199	15	29	61	212	214	231	106	81	484	55	50	45
Effective Weighted Sample	531	242	289	58	94	219	168	12	25	51	185	187	194	89	65	427	53	47	41
Total	558	261	296	66	116	229	147	15	25	54	198	204	176	98	78	477	45	25	12
		47%	53%	**	21%	41%	26%	**	**	**	35%	37%	32%	18%	**	85%	**	**	**
When travelling (e.g. on a train or in a car)	342	173	169	**	80	135	86	**	**	**	137	142	104	56	**	289	**	**	**
	61%	66%	57%	**	69%	59%	59%	**	**	**	69%	69%	59%	57%	**	61%	**	**	**
		b										bc							
		51%	49%	**	23%	40%	25%	**	**	**	40%	41%	30%	16%	**	85%	**	**	**
In other people's home (e.g. friends/family)	257	102	155	**	57	88	68	**	**	**	82	87	77	46	**	224	**	**	**
	46%	39%	52%	**	49%	38%	46%	**	**	**	41%	43%	44%	47%	**	47%	**	**	**
			a																
		40%	60%	**	22%	34%	26%	**	**	**	32%	34%	30%	18%	**	87%	**	**	**
At your work place	192	106	86	**	48	96	30	**	**	**	95	80	67	39	**	160	**	**	**
	34%	41%	29%	**	41%	42%	21%	**	**	**	48%	39%	38%	40%	**	34%	**	**	**
		b			d	d													
		55%	45%	**	25%	50%	16%	**	**	**	49%	42%	35%	20%	**	83%	**	**	**
Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre)	162	72	90	**	32	72	36	**	**	**	64	62	54	29	**	133	**	**	**
	29%	28%	30%	**	28%	31%	24%	**	**	**	32%	31%	31%	30%	**	28%	**	**	**
		45%	55%	**	20%	44%	22%	**	**	**	39%	38%	34%	18%	**	82%	**	**	**
Outdoors	155	76	79	**	32	73	31	**	**	**	59	61	57	27	**	132	**	**	**
	28%	29%	27%	**	28%	32%	21%	**	**	**	30%	30%	32%	28%	**	28%	**	**	**
			d																
		49%	51%	**	21%	47%	20%	**	**	**	38%	39%	37%	17%	**	85%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 43

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

QE8 (QE47). SHOWCARD In which of these places do you use your tablet computer outside of the home? (MULTI CODE)

by MAIN CROSS-BREAKS

Base : Those who use a tablet computer outside the home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	MALE	FEMALE	UNDER							AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
				16-24	25-34	35-54	55+	£10.4K	£10.4K- £15.59K	£15.6K- £25.99K									£26K+
Significance Level: 95%		a	b	~a	b	c	d	~a	~b	~c	d	a	b	c	~d	a	~b	~c	~d
Unweighted total	634	292	342	72	110	253	199	15	29	61	212	214	231	106	81	484	55	50	45
Effective Weighted Sample	531	242	289	58	94	219	168	12	25	51	185	187	194	89	65	427	53	47	41
Total	558	261	296	66	116	229	147	15	25	54	198	204	176	98	78	477	45	25	12
		47%	53%	**	21%	41%	26%	**	**	**	35%	37%	32%	18%	**	85%	**	**	**
Other	19	10	9	**	2	7	8	**	**	**	6	10	4	2	**	17	**	**	**
	3%	4%	3%	**	2%	3%	6%	**	**	**	3%	5%	2%	2%	**	4%	**	**	**
		52%	48%	**	12%	39%	45%	**	**	**	30%	55%	23%	12%	**	90%	**	**	**
Don't know	8	2	7	**	3	1	4	**	**	**	3	1	4	2	**	8	**	**	**
	1%	1%	2%	**	3%	*%	3%	**	**	**	1%	1%	2%	3%	**	2%	**	**	**
		20%	80%	**	42%	13%	45%	**	**	**	32%	13%	50%	30%	**	91%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 43

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QE8 (QE47). SHOWCARD In which of these places do you use your tablet computer outside of the home? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : Those who use a tablet computer outside the home

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	634	519	115	407	226	344 290
Effective Weighted Sample	531	435	99	347	190	291 240
Total	558	473	85	390	167	305 253
		85%	15%	70%	30%	55% 45%
When travelling (e.g. on a train or in a car)	342	277	66	248	93	201 141
	61%	59%	77%	64%	56%	66% 56%
		81%	a 19%	72%	27%	b 59% 41%
In other people's home (e.g. friends/ family)	257	222	35	165	92	133 124
	46%	47%	42%	42%	55%	44% 49%
		86%	14%	64%	36%	52% 48%
At your work place	192	161	31	180	12	102 90
	34%	34%	37%	46%	7%	34% 36%
		84%	b 16%	94%	6%	53% 47%
Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre)	162	140	22	120	41	77 85
	29%	30%	26%	31%	25%	25% 34%
		86%	14%	74%	25%	a 48% 52%
Outdoors	155	136	18	118	36	84 71
	28%	29%	22%	30%	22%	28% 28%
		88%	b 12%	76%	24%	54% 46%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 43

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QE8 (QE47). SHOWCARD In which of these places do you use your tablet computer outside of the home? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use a tablet computer outside the home

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	634	519	115	407	226	344	290
Effective Weighted Sample	531	435	99	347	190	291	240
Total	558	473	85	390	167	305	253
		85%	15%	70%	30%	55%	45%
Other	19	15	3	10	9	10	9
	3%	3%	4%	2%	5%	3%	4%
		82%	18%	52%	48%	52%	48%
Don't know	8	8	1	5	4	4	5
	1%	2%	1%	1%	2%	1%	2%
		93%	7%	55%	45%	44%	56%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE9 (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)
by MAIN CROSS-BREAKS

Base : Those who personally use a tablet computer

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1371	625	746	164	218	534	455	41	70	125	422	402	453	293	221	1017	113	109	132
Effective Weighted Sample	1132	516	616	134	182	448	381	33	61	104	366	348	374	239	178	902	108	101	120
Total	1175	550	624	150	219	468	337	34	58	105	401	389	334	254	196	1000	91	51	33
		47%	53%	13%	19%	40%	29%	**	**	9%	34%	33%	28%	22%	17%	85%	8%	4%	3%
Yes	522	254	268	62	104	247	109	**	**	46	172	169	157	113	82	453	39	23	6
	44%	46%	43%	41%	47%	53%	32%	**	**	44%	43%	43%	47%	45%	42%	45%	43%	46%	19%
		49%	51%	12%	d	ad	21%	**	**	9%	33%	32%	30%	22%	16%	d	d	d	1%
No	542	265	277	80	100	197	165	**	**	43	207	193	145	110	92	453	45	22	22
	46%	48%	44%	53%	46%	42%	49%	**	**	41%	52%	50%	43%	43%	47%	45%	49%	44%	65%
		49%	51%	c	18%	36%	30%	**	**	8%	38%	36%	27%	20%	17%	84%	8%	4%	abc
Don't know	111	31	80	9	16	24	62	**	**	16	21	27	32	30	22	94	7	5	5
	9%	6%	13%	6%	7%	5%	19%	**	**	15%	5%	7%	10%	12%	11%	9%	7%	10%	15%
		28%	a	abc	abc	abc	56%	**	**	d	d	a	a	a	a	a	a	a	a
Columns Tested:			72%	8%	14%	22%				14%	19%	24%	29%	27%	20%	85%	6%	5%	5%
a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 44

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QE9 (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)
by **MAIN CROSS-BREAKS**

Base : Those who personally use a tablet computer

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1371	1134	237	854	515	726	645
Effective Weighted Sample	1132	948	195	710	434	601	531
Total	1175	1017	157	790	382	628	546
		87%	13%	67%	33%	53%	47%
Yes	522	459	63	384	138	269	252
	44%	45%	40%	49%	36%	43%	46%
		88%	12%	b 74%	26%	52%	48%
No	542	459	83	357	182	304	238
	46%	45%	53%	45%	48%	48%	44%
		85%	15%	66%	34%	56%	44%
Don't know	111	99	12	49	63	55	56
	9%	10%	7%	6%	16%	9%	10%
		89%	11%	a 44%	56%	49%	51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE10 (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)
by **MAIN CROSS-BREAKS**

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

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	~a	b	c	d	~a	~b	~c	d	a	b	c	~d	a	~b	~c	~d
Unweighted total	556	266	290	61	101	258	136	16	31	52	172	165	197	113	81	439	44	49	24
Effective Weighted Sample	475	227	248	52	85	226	116	13	28	45	152	145	169	99	67	392	43	46	22
Total	522	254	268	62	104	247	109	18	29	46	172	169	157	113	82	453	39	23	6
		49%	51%	**	20%	47%	21%	**	**	**	33%	32%	30%	22%	**	87%	**	**	**
Yes	210	113	97	**	44	111	31	**	**	**	68	77	55	48	**	188	**	**	**
	40%	45%	36%	**	43%	45%	28%	**	**	**	40%	45%	35%	42%	**	41%	**	**	**
		54%	46%	**	21%	53%	15%	**	**	**	33%	36%	26%	23%	**	89%	**	**	**
No	304	137	167	**	60	133	76	**	**	**	104	91	102	62	**	259	**	**	**
	58%	54%	62%	**	57%	54%	70%	**	**	**	60%	54%	65%	55%	**	57%	**	**	**
		45%	55%	**	20%	44%	25%	**	**	**	34%	30%	33%	21%	**	85%	**	**	**
Don't know	7	4	3	**	-	3	2	**	**	**	-	1	*	3	**	6	**	**	**
	1%	1%	1%	**	-%	1%	2%	**	**	**	-%	*%	*%	3%	**	1%	**	**	**
		52%	48%	**	-%	47%	29%	**	**	**	-%	11%	5%	43%	**	90%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 45

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QE10 (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)
by **MAIN CROSS-BREAKS**

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

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	556	473	83	381	175	284	272
Effective Weighted Sample	475	406	73	333	146	243	232
Total	522	459	63	384	138	269	252
		88%	**	74%	26%	52%	48%
Yes	210	187	**	170	41	116	95
	40%	41%	**	44%	30%	43%	38%
		89%	**	b 81%	19%	55%	45%
No	304	266	**	210	94	152	152
	58%	58%	**	55%	68%	56%	60%
		88%	**	69%	a 31%	50%	50%
Don't know	7	6	**	4	3	2	5
	1%	1%	**	1%	2%	1%	2%
		87%	**	61%	39%	24%	76%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those with access to the internet at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2477	1185	1292	352	385	890	849	113	142	250	680	614	798	537	523	1823	213	214	227
Effective Weighted Sample	2047	978	1070	290	322	747	706	96	126	208	593	532	668	438	422	1614	204	200	209
Total	2073	1007	1067	315	375	752	632	93	114	208	639	597	592	450	430	1748	171	98	56
		49%	51%	15%	18%	36%	30%	5%	5%	10%	31%	29%	29%	22%	21%	84%	8%	5%	3%
Ordinary phone line - dialup access	20	8	12	3	4	5	9	1	2	4	2	7	5	4	4	20	-	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	-%	*%	1%
		41%	59%	12%	19%	26%	43%	2%	d	d	9%	33%	25%	19%	17%	96%	-%	2%	2%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	1877	920	957	265	323	699	589	69	98	180	612	579	538	398	360	1580	155	91	50
	91%	91%	90%	84%	86%	93%	93%	74%	86%	86%	96%	97%	91%	88%	84%	90%	91%	93%	88%
		49%	51%	14%	17%	37%	31%	4%	5%	10%	33%	31%	29%	21%	19%	84%	8%	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	82	38	44	14	18	40	10	3	7	8	33	28	20	21	13	73	6	1	2
	4%	4%	4%	4%	5%	5%	2%	3%	6%	4%	5%	5%	3%	5%	3%	4%	4%	2%	3%
		46%	54%	d	d	d	12%	3%	9%	10%	40%	35%	25%	26%	15%	89%	7%	2%	2%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those with access to the internet at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2477	1185	1292	352	385	890	849	113	142	250	680	614	798	537	523	1823	213	214	227
Effective Weighted Sample	2047	978	1070	290	322	747	706	96	126	208	593	532	668	438	422	1614	204	200	209
Total	2073	1007	1067	315	375	752	632	93	114	208	639	597	592	450	430	1748	171	98	56
		49%	51%	15%	18%	36%	30%	5%	5%	10%	31%	29%	29%	22%	21%	84%	8%	5%	3%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	786	390	396	152	178	298	158	35	48	85	315	230	242	160	153	716	29	24	17
	38%	39%	37%	48%	47%	40%	25%	37%	42%	41%	49%	39%	41%	36%	36%	41%	17%	25%	30%
		50%	50%	cd	cd	d	20%	4%	6%	11%	ac	29%	31%	20%	19%	bcd	4%	3%	b
				19%	23%	38%					40%					91%			2%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	99	47	53	14	21	43	22	5	5	9	49	36	35	13	16	87	2	5	6
	5%	5%	5%	4%	5%	6%	4%	5%	4%	4%	8%	6%	6%	3%	4%	5%	1%	5%	10%
		47%	53%			d						c	c			b		b	ab
				14%	21%	43%	22%	5%	5%	9%	49%	36%	35%	13%	16%	87%	2%	5%	6%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2021	989	1032	303	368	743	607	90	110	204	638	589	580	435	415	1701	169	97	55
	97%	98%	97%	96%	98%	99%	96%	96%	97%	98%	100%	99%	98%	97%	96%	97%	99%	99%	97%
		b				ad					abc	d							
		49%	51%	15%	18%	37%	30%	4%	5%	10%	32%	29%	29%	22%	21%	84%	8%	5%	3%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1907	932	975	275	329	710	593	70	105	181	618	585	547	403	368	1607	157	92	51
	92%	93%	91%	87%	88%	94%	94%	75%	92%	87%	97%	98%	92%	90%	86%	92%	92%	94%	91%
						ab	ab		a	a	abc	bcd	d						
		49%	51%	14%	17%	37%	31%	4%	5%	10%	32%	31%	29%	21%	19%	84%	8%	5%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

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**QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those with access to the internet at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER				£10.4K-	£10.4K-	£15.6K-	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K-	£15.59K	£25.99K									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2477	1185	1292	352	385	890	849	113	142	250	680	614	798	537	523	1823	213	214	227
Effective Weighted Sample	2047	978	1070	290	322	747	706	96	126	208	593	532	668	438	422	1614	204	200	209
Total	2073	1007	1067	315	375	752	632	93	114	208	639	597	592	450	430	1748	171	98	56
		49%	51%	15%	18%	36%	30%	5%	5%	10%	31%	29%	29%	22%	21%	84%	8%	5%	3%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	30	12	18	10	6	11	4	1	6	1	6	6	10	6	8	26	2	1	1
	1%	1%	2%	3%	2%	1%	1%	1%	6%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%
		41%	59%	d					cd										
				32%	19%	36%	13%	3%	21%	5%	20%	21%	32%	19%	28%	88%	6%	2%	4%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	103	53	49	27	34	31	11	17	6	19	18	1	28	31	42	83	12	5	3
	5%	5%	5%	8%	9%	4%	2%	19%	5%	9%	3%	1%	5%	7%	10%	5%	7%	5%	6%
		52%	48%	cd	cd	d		bcd	d	d			a	a	ab				
				26%	33%	30%	11%	17%	6%	18%	18%	1%	27%	31%	41%	81%	11%	5%	3%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	142	69	73	38	44	43	17	21	12	24	25	9	41	37	55	118	13	6	5
	7%	7%	7%	12%	12%	6%	3%	22%	11%	12%	4%	2%	7%	8%	13%	7%	8%	6%	8%
		49%	51%	cd	cd	d		bcd	d	d			a	a	abc				
				27%	31%	30%	12%	15%	9%	17%	18%	6%	29%	26%	39%	83%	9%	4%	3%
Other	4	-	4	*	1	2	1	1	-	-	-	3	1	*	1	4	-	1	*
	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%
			a					d											
		100%		6%	22%	55%	17%	17%	0%	0%	0%	64%	17%	6%	14%	80%	0%	14%	6%
Don't know	37	12	25	12	3	5	17	2	1	3	1	5	8	11	12	33	2	-	2
	2%	1%	2%	4%	1%	1%	3%	3%	1%	2%	1%	1%	1%	2%	3%	2%	1%	0%	3%
			a	bc			c	d	d	d					a				c
		32%	68%	32%	9%	12%	47%	7%	4%	9%	2%	15%	21%	30%	34%	90%	6%	0%	4%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those with access to the internet at home

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2477	2048	429	1416	1058	1234	1243
Effective Weighted Sample	2047	1712	355	1177	892	1024	1024
Total	2073	1794	280	1292	779	1057	1016
		87%	13%	62%	38%	51%	49%
Ordinary phone line - dialup access	20	15	6	14	6	15	6
	1%	1%	2%	1%	1%	1%	1%
		73%	27%	70%	30%	b 73%	27%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	1877	1616	261	1185	688	970	907
	91%	90%	93%	92%	88%	92%	89%
		86%	14%	b 63%	37%	52%	48%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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

QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : Those with access to the internet at home

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2477	2048	429	1416	1058	1234	1243
Effective Weighted Sample	2047	1712	355	1177	892	1024	1024
Total	2073	1794	280	1292	779	1057	1016
		87%	13%	62%	38%	51%	49%
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	82 4%	74 4%	9 3%	60 5% b	23 3%	47 4%	35 3%
		89%	11%	73%	27%	57%	43%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	786 38%	721 40% b	65 23%	536 42% b	250 32%	349 33%	437 43% a
		92%	8%	68%	32%	44%	56%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	99 5%	87 5%	12 4%	71 6% b	28 4%	42 4%	57 6%
		88%	12%	72%	28%	43%	57%

Columns Tested: a,b - a,b - a,b

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

Base : Those with access to the internet at home

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2477	2048	429	1416	1058	1234	1243
Effective Weighted Sample	2047	1712	355	1177	892	1024	1024
Total	2073	1794	280	1292	779	1057	1016
		87%	13%	62%	38%	51%	49%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2021	1748	273	1270	747	1028	993
	97%	97%	98%	98%	96%	97%	98%
		86%	14%	63%	37%	51%	49%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1907	1641	266	1203	701	987	920
	92%	91%	95%	93%	90%	93%	91%
		86%	14%	63%	37%	52%	48%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	30	25	5	18	13	17	14
	1%	1%	2%	1%	2%	2%	1%
		82%	18%	58%	42%	55%	45%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	103	97	6	61	41	37	66
	5%	5%	2%	5%	5%	3%	6%
		b					a
		94%	6%	60%	40%	36%	64%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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

Base : Those with access to the internet at home

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2477	2048	429	1416	1058	1234	1243
Effective Weighted Sample	2047	1712	355	1177	892	1024	1024
Total	2073	1794	280	1292	779	1057	1016
		87%	13%	62%	38%	51%	49%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	142	130	12	84	58	56	86
	7%	7%	4%	6%	7%	5%	8%
		b					a
		92%	8%	59%	41%	39%	61%
Other	4	4	*	4	1	2	2
	*%	*%	*%	*%	*%	*%	*%
		94%	6%	83%	17%	55%	45%
Don't know	37	34	3	11	26	19	18
	2%	2%	1%	1%	3%	2%	2%
				a			
		93%	7%	29%	71%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Ordinary phone line - dialup access	20	8	12	3	4	5	9	1	2	4	2	7	5	4	4	20	-	*	*
	1%	1%	1%	1%	1%	1%	1%	*%	1%	2%	*%	1%	1%	1%	1%	1%	-%	*%	1%
		41%	59%	12%	19%	26%	43%	2%	11%	18%	9%	33%	25%	19%	17%	96%	-%	2%	2%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	1877	920	957	265	323	699	589	69	98	180	612	579	538	398	360	1580	155	91	50
	80%	81%	80%	78%	83%	88%	73%	47%	65%	80%	93%	93%	86%	79%	62%	81%	76%	79%	78%
		49%	51%	d	d	abd			a	ab	abc	bcd	cd	d					
				14%	17%	37%	31%	4%	5%	10%	33%	31%	29%	21%	19%	84%	8%	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	82	38	44	14	18	40	10	3	7	8	33	28	20	21	13	73	6	1	2
	4%	3%	4%	4%	5%	5%	1%	2%	5%	4%	5%	5%	3%	4%	2%	4%	3%	1%	3%
		46%	54%	d	d	d	12%	3%	9%	10%	40%	d	25%	26%	15%	c	7%	2%	2%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	786	390	396	152	178	298	158	35	48	85	315	230	242	160	153	716	29	24	17
	34%	34%	33%	45%	46%	37%	20%	23%	32%	38%	48%	37%	39%	32%	27%	37%	14%	21%	26%
		50%	50%	cd	cd	d	20%	4%	6%	a	abc	d	cd	20%	19%	bcd	4%	3%	b
				19%	23%	38%	20%			11%	40%	29%	31%	20%	19%	91%			2%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	99	47	53	14	21	43	22	5	5	9	49	36	35	13	16	87	2	5	6
	4%	4%	4%	4%	5%	5%	3%	3%	3%	4%	7%	6%	6%	2%	3%	4%	1%	4%	9%
		47%	53%	14%	d	d	22%	5%	5%	9%	49%	cd	cd	13%	16%	b	2%	b	abc
					21%	43%						36%	35%			87%		5%	6%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2021	989	1032	303	368	743	607	90	110	204	638	589	580	435	415	1701	169	97	55
	87%	87%	86%	90%	94%	93%	75%	61%	73%	90%	97%	95%	93%	86%	72%	87%	83%	84%	85%
		49%	51%	d	ad	d	30%	4%	a	ab	abc	cd	cd	d	21%	84%	8%	5%	3%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1907	932	975	275	329	710	593	70	105	181	618	585	547	403	368	1607	157	92	51
	82%	82%	81%	81%	84%	89%	73%	48%	69%	80%	94%	94%	87%	80%	64%	82%	77%	80%	80%
		49%	51%	d	d	abd	31%	4%	a	ab	abc	bcd	cd	d	19%	84%	8%	5%	3%
				14%	17%	37%			5%	10%	32%	31%	29%	21%					

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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

by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER				£10.4K-	£10.4K-	£15.6K-						ENG	SCOT	WALES	
		MALE		16-24	25-34	35-54	55+	£10.4K	£15.59K	£25.99K	£26K+	AB	C1	C2	DE	LAND	LAND		NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	30	12	18	10	6	11	4	1	6	1	6	6	10	6	8	26	2	1	1
	1%	1%	1%	3%	1%	1%	1%	1%	4%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%
		41%	59%	d					acd										
				32%	19%	36%	13%	3%	21%	5%	20%	21%	32%	19%	28%	88%	6%	2%	4%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	103	53	49	27	34	31	11	17	6	19	18	1	28	31	42	83	12	5	3
	4%	5%	4%	8%	9%	4%	1%	12%	4%	8%	3%	1%	4%	6%	7%	4%	6%	4%	5%
		52%	48%	cd	cd	d		bd		d			a	a	ab				
				26%	33%	30%	11%	17%	6%	18%	18%	1%	27%	31%	41%	81%	11%	5%	3%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	142	69	73	38	44	43	17	21	12	24	25	9	41	37	55	118	13	6	5
	6%	6%	6%	11%	11%	5%	2%	14%	8%	11%	4%	1%	6%	7%	10%	6%	7%	5%	7%
		49%	51%	cd	cd	d		d	d	d			a	a	ab				
				27%	31%	30%	12%	15%	9%	17%	18%	6%	29%	26%	39%	83%	9%	4%	3%
Other	4	-	4	*	1	2	1	1	-	-	-	3	1	*	1	4	-	1	*
	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%
			a																
			100%	6%	22%	55%	17%	17%	0%	0%	0%	64%	17%	6%	14%	80%	0%	14%	6%
Don't know	37	12	25	12	3	5	17	2	1	3	1	5	8	11	12	33	2	-	2
	2%	1%	2%	3%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%	0%	2%
			a	bc			c	d		d						c			c
		32%	68%	32%	9%	12%	47%	7%	4%	9%	2%	15%	21%	30%	34%	90%	6%	0%	4%

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

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QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
No internet access at home	261	128	132	22	14	47	177	54	37	18	16	24	33	57	145	204	32	18	8
	11%	11%	11%	7%	4%	6%	22%	37%	25%	8%	3%	4%	5%	11%	25%	10%	16%	15%	12%
							abc	bcd	cd	d				ab	abc		a	a	
		49%	51%	9%	6%	18%	68%	21%	14%	7%	6%	9%	13%	22%	56%	78%	12%	7%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 47

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

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

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Ordinary phone line - dialup access	20	15	6	14	6	15	6
	1%	1%	2%	1%	1%	1%	*%
		73%	a	70%	30%	b	27%
			27%			73%	
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include using a Wi-Fi signal to go online using a smartphone, tablet or laptop and would include superfast broadband services.	1877	1616	261	1185	688	970	907
	80%	80%	85%	87%	71%	83%	78%
		86%	a	b		b	
			14%	63%	37%	52%	48%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 47

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**QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
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	82 4%	74 4%	9 3%	60 4% b	23 2%	47 4%	35 3%
		89%	11%	73%	27%	57%	43%
Access to the internet using a mobile phone or smartphone - using your phone's 3G or 4G mobile network	786 34%	721 36% b	65 21%	536 40% b	250 26%	349 30%	437 37% a
		92%	8%	68%	32%	44%	56%
Accessing the internet on a device such as a laptop or tablet using your mobile phone's internet connection - known as tethering	99 4%	87 4%	12 4%	71 5% b	28 3%	42 4%	57 5%
		88%	12%	72%	28%	43%	57%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 47

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**QE11 (QE9). SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
TOTAL BROADBAND (INC. USING MOBILE PHONE)	2021	1748	273	1270	747	1028	993
	87%	86%	89%	94%	77%	88%	85%
		86%	14%	63%	37%	51%	49%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1907	1641	266	1203	701	987	920
	82%	81%	87%	89%	72%	85%	79%
		86%	14%	63%	37%	52%	48%
MOBILE BROADBAND ONLY, NOT FIXED OR NARROWBAND	30	25	5	18	13	17	14
	1%	1%	2%	1%	1%	1%	1%
		82%	18%	58%	42%	55%	45%
SMARTPHONE ACCESS ONLY, NOT FIXED OR NARROWBAND OR MOBILE BROADBAND	103	97	6	61	41	37	66
	4%	5%	2%	5%	4%	3%	6%
		b					a
		94%	6%	60%	40%	36%	64%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
ONLY MOBILE ACCESS, NOT FIXED OR NARROWBAND	142	130	12	84	58	56	86
	6%	6%	4%	6%	6%	5%	7%
		92%	8%	59%	41%	39%	a 61%
Other	4	4	*	4	1	2	2
	*%	*%	*%	*%	*%	*%	*%
		94%	6%	83%	17%	55%	45%
Don't know	37	34	3	11	26	19	18
	2%	2%	1%	1%	3%	2%	2%
		93%	7%	29%	a 71%	51%	49%
No internet access at home	261	234	27	64	197	109	152
	11%	12%	9%	5%	20%	9%	13%
		90%	10%	25%	a 75%	42%	a 58%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**QE12 (QE48). Does your household pay line rental in order to receive the fixed broadband service?
by MAIN CROSS-BREAKS**

Base : Those with fixed broadband at home who do not have a landline

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	~a	~b	~c	~d	~a	~b	~c	~d	~a	b	~c	~d	a	~b	~c	~d
Unweighted total	246	121	125	61	83	82	20	12	12	25	63	37	100	57	52	187	15	16	28
Effective Weighted Sample	203	100	103	51	72	63	17	11	11	22	56	33	83	46	43	168	14	15	27
Total	214	103	110	55	82	60	16	9	9	25	63	41	78	51	43	187	13	7	6
		48%	52%	**	**	**	**	**	**	**	**	**	37%	**	**	88%	**	**	**
Yes	154	67	87	**	**	**	**	**	**	**	**	**	63	**	**	136	**	**	**
	72%	65%	79%	**	**	**	**	**	**	**	**	**	80%	**	**	73%	**	**	**
		a	a	**	**	**	**	**	**	**	**	**	41%	**	**	89%	**	**	**
		44%	56%	**	**	**	**	**	**	**	**	**	20%	**	**	86%	**	**	**
No	38	25	13	**	**	**	**	**	**	**	**	**	8	**	**	32	**	**	**
	18%	24%	12%	**	**	**	**	**	**	**	**	**	10%	**	**	17%	**	**	**
		b	b	**	**	**	**	**	**	**	**	**	20%	**	**	86%	**	**	**
		66%	34%	**	**	**	**	**	**	**	**	**	10%	**	**	10%	**	**	**
Don't know	22	11	11	**	**	**	**	**	**	**	**	**	8	**	**	18	**	**	**
	10%	11%	10%	**	**	**	**	**	**	**	**	**	10%	**	**	10%	**	**	**
		52%	48%	**	**	**	**	**	**	**	**	**	36%	**	**	83%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 48

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**QE12 (QE48). Does your household pay line rental in order to receive the fixed broadband service?
by MAIN CROSS-BREAKS**

Base : Those with fixed broadband at home who do not have a landline

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	~b	a	b
Unweighted total	246	217	29	157	89	100	146
Effective Weighted Sample	203	181	23	129	74	80	123
Total	214	195	19	142	72	89	124
		91%	**	66%	**	42%	58%
Yes	154	139	**	101	**	68	86
	72%	72%	**	72%	**	76%	69%
		90%	**	66%	**	44%	56%
No	38	34	**	28	**	15	22
	18%	17%	**	20%	**	17%	18%
		90%	**	74%	**	41%	59%
Don't know	22	22	**	12	**	6	16
	10%	11%	**	9%	**	6%	13%
		98%	**	56%	**	25%	75%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 49

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QE13 (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?

by MAIN CROSS-BREAKS

Base : Those in a household with mobile broadband

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	92	44	48	17	19	45	11	3	10	9	32	29	26	21	16	75	7	3	7
Effective Weighted Sample	78	37	42	15	16	38	10	3	10	8	29	25	23	18	13	67	7	3	6
Total	82	38	44	14	18	40	10	3	7	8	33	28	20	21	13	73	6	1	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 49

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

QE13 (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?
by **MAIN CROSS-BREAKS**

Base : Those in a household with mobile broadband

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~a	~b	~a	~b
Unweighted total	92	78	14	61	31	45	47
Effective Weighted Sample	78	68	11	53	27	39	41
Total	82	74	9	60	23	47	35
		**	**	**	**	**	**
Yes	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
No	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 50

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QE14 (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?

by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+								NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	62	30	32	11	15	29	8	3	7	8	23	20	16	16	11	54	5	1	2
	3%	3%	3%	3%	4%	4%	1%	2%	4%	3%	3%	3%	3%	3%	2%	3%	2%	1%	3%
				d	d	d													
		49%	51%	17%	24%	47%	12%	4%	11%	13%	37%	32%	25%	25%	18%	87%	7%	2%	3%
No	19	8	11	2	4	11	3	-	1	1	10	9	5	4	2	17	2	-	-
	1%	1%	1%	*%	1%	1%	*%	-%	*%	*%	1%	1%	1%	1%	*%	1%	1%	-%	-%
				d		d						d							
		42%	58%	8%	19%	58%	14%	-%	4%	3%	52%	46%	25%	20%	9%	92%	8%	-%	-%
Don't know	2	-	2	2	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-
	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%
				cd															
		-%	100%	100%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100%	-%	100%	-%	-%	-%
DO NOT HAVE MOBILE BROADBAND CONNECTION IN HOUSEHOLD	2253	1097	1156	324	371	759	799	145	144	218	623	593	605	486	563	1879	197	114	63
	96%	97%	96%	96%	95%	95%	99%	98%	95%	96%	95%	95%	97%	96%	98%	96%	97%	99%	97%
							abc								a			a	
		49%	51%	14%	16%	34%	35%	6%	6%	10%	28%	26%	27%	22%	25%	83%	9%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE14 (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?
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Yes	62	56	6	47	15	30	32
	3%	3%	2%	4%	1%	3%	3%
				b			
		91%	9%	76%	24%	48%	52%
No	19	16	3	11	8	15	3
	1%	1%	1%	1%	1%	1%	*%
						b	
		83%	17%	57%	43%	82%	18%
Don't know	2	2	-	2	-	2	-
	*%	*%	-%	*%	-%	*%	-%
		100%	-%	100%	-%	100%	-%
DO NOT HAVE MOBILE BROADBAND CONNECTION IN HOUSEHOLD	2253	1955	298	1296	954	1119	1133
	96%	96%	97%	96%	98%	96%	97%
				a			
		87%	13%	58%	42%	50%	50%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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 lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE14 (QE22D). SHOWCARD Which of these best describe what you use to connect to your mobile broadband service (connecting via a USB stick or dongle, or built in 3G connectivity in a laptop or another device)? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use mobile broadband to access the internet

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
	MALE							£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	73	35	38	14	16	35	8	3	9	8	23	21	21	17	14	58	5	3	7
Effective Weighted Sample	62	29	34	12	14	29	7	3	9	7	21	19	18	15	11	52	5	3	6
Total	62	30	32	11	15	29	8	3	7	8	23	20	16	16	11	54	5	1	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Our computer or tablet has a SIM card built in that connects to mobile broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
We have a dongle or USB stick that plugs into a computer or tablet to connect to mobile broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
We have a standalone mobile broadband modem (MiFi)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE14 (QE22D). SHOWCARD Which of these best describe what you use to connect to your mobile broadband service (connecting via a USB stick or dongle, or built in 3G connectivity in a laptop or another device)? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use mobile broadband to access the internet

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~a	~b	~a	~b
Unweighted total	73	63	10	51	22	30	43
Effective Weighted Sample	62	55	8	45	19	26	37
Total	62	56	6	47	15	30	32
		**	**	**	**	**	**
Our computer or tablet has a SIM card built in that connects to mobile broadband	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
We have a dongle or USB stick that plugs into a computer or tablet to connect to mobile broadband	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
We have a standalone mobile broadband modem (MiFi)	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE15 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?
by MAIN CROSS-BREAKS

Base : Those with fixed broadband at home where there is more than one person in household

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1928	957	971	285	303	746	593	50	89	185	594	521	615	423	365	1424	160	169	175
Effective Weighted Sample	1600	791	809	235	256	629	494	44	79	154	518	452	518	349	294	1268	153	157	160
Total	1644	817	827	257	300	638	449	42	75	154	557	515	463	356	308	1391	131	79	43
		50%	50%	16%	18%	39%	27%	**	**	9%	34%	31%	28%	22%	19%	85%	8%	5%	3%
1	112	30	82	12	26	48	26	**	**	21	17	23	26	17	46	90	12	8	2
	7%	4%	10%	5%	9%	7%	6%	**	**	14%	3%	4%	6%	5%	15%	6%	9%	10%	4%
			a							d					abc			d	
		27%	73%	11%	23%	43%	23%	**	**	19%	15%	20%	23%	16%	41%	81%	11%	7%	2%
2	967	482	485	81	212	355	319	**	**	97	344	319	277	205	165	814	81	44	28
	59%	59%	59%	32%	71%	56%	71%	**	**	63%	62%	62%	60%	58%	54%	59%	62%	56%	64%
		50%	50%	8%	22%	37%	33%	**	**	10%	36%	33%	29%	21%	17%	84%	8%	5%	3%
3	318	166	152	87	27	143	61	**	**	20	114	101	86	75	57	283	18	11	6
	19%	20%	18%	34%	9%	22%	14%	**	**	13%	21%	20%	19%	21%	18%	20%	14%	14%	14%
		52%	48%	bcd	8%	45%	19%	**	**	6%	36%	32%	27%	24%	18%	89%	6%	3%	2%
4	181	107	73	67	22	71	21	**	**	10	59	54	54	44	28	147	15	13	6
	11%	13%	9%	26%	7%	11%	5%	**	**	6%	11%	10%	12%	12%	9%	11%	11%	16%	14%
		b	bcd			d												a	
		59%	41%	37%	12%	39%	12%	**	**	5%	33%	30%	30%	24%	15%	81%	8%	7%	3%
5 or more	53	23	30	9	12	18	15	**	**	6	20	17	15	10	11	45	4	3	1
	3%	3%	4%	3%	4%	3%	3%	**	**	4%	4%	3%	3%	3%	4%	3%	3%	3%	2%
		44%	56%	17%	22%	34%	28%	**	**	11%	39%	32%	29%	18%	21%	86%	7%	5%	2%
Don't know	14	8	5	-	2	4	8	**	**	-	2	3	4	5	2	12	1	-	*
	1%	1%	1%	-%	1%	1%	2%	**	**	-%	*%	1%	1%	1%	1%	1%	1%	-%	1%
		62%	38%	-%	12%	32%	55%	**	**	-%	16%	21%	29%	36%	14%	89%	8%	-%	3%
Mean number of people	2.4	2.5	2.3	2.8	2.2	2.4	2.2	**	**	2.2	2.5	2.4	2.4	2.4	2.3	2.4	2.3	2.5	2.4
		b	bcd			bd					c	d	d	d					
Standard deviation	.96	.94	.97	1.06	.92	.94	.87	**	**	.95	.94	.90	.99	.95	1.00	.96	.92	1.01	.92
Standard error	.02	.03	.03	.06	.05	.03	.04	**	**	.07	.04	.04	.04	.05	.05	.03	.07	.08	.07
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE15 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?
by **MAIN CROSS-BREAKS**

Base : Those with fixed broadband at home where there is more than one person in household

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1928	1598	330	1168	757	986	942
Effective Weighted Sample	1600	1341	274	975	639	823	777
Total	1644	1423	221	1074	567	855	788
		87%	13%	65%	34%	52%	48%
1	112	101	11	60	51	49	62
	7%	7%	5%	6%	9%	6%	8%
		91%	9%	54%	a 45%	44%	56%
2	967	831	136	624	342	514	453
	59%	58%	61%	58%	60%	60%	57%
		86%	14%	65%	35%	53%	47%
3	318	274	44	219	98	158	160
	19%	19%	20%	20%	17%	18%	20%
		86%	14%	69%	31%	50%	50%
4	181	155	26	123	58	103	78
	11%	11%	12%	11%	10%	12%	10%
		86%	14%	68%	32%	57%	43%
5 or more	53	49	4	41	12	23	30
	3%	3%	2%	4%	2%	3%	4%
		92%	8%	78%	22%	43%	57%
Don't know	14	14	-	7	6	8	6
	1%	1%	-%	1%	1%	1%	1%
		100%	-%	54%	46%	57%	43%
Mean number of people	2.4	2.4	2.4	2.5	2.3	2.4	2.4
				b			
Standard deviation	.96	.97	.89	.97	.94	.93	.99
Standard error	.02	.02	.05	.03	.03	.03	.03
Columns Tested: a.b - a.b - a.b							

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE16 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to?
by MAIN CROSS-BREAKS

Base : Those with mobile broadband at home where there is more than one person in household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	82	37	45	16	18	40	8	1	8	8	31	27	22	20	13	67	7	2	6
Effective Weighted Sample	70	31	39	14	15	34	7	1	8	7	28	23	19	17	10	59	7	2	6
Total	76	33	42	13	18	37	8	1	6	8	32	27	18	20	10	67	6	1	2
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5 or more	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of people	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE16 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to?
by **MAIN CROSS-BREAKS**

Base : Those with mobile broadband at home where there is more than one person in household

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~a	~b	~a	~b
Unweighted total	82	69	13	55	27	41	41
Effective Weighted Sample	70	60	10	48	23	37	35
Total	76	67	8	56	20	44	31
		**	**	**	**	**	**
1	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
2	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
3	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
4	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
5 or more	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
Mean number of people	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**
Standard error	**	**	**	**	**	**	**
Columns Tested: a,b - a,b - a,b							

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE17 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with access to the internet at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME					SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K-£15.59K	£15.6K-£25.99K	£26K+		AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2477	1185	1292	352	385	890	849	113	142	250	680	614	798	537	523	1823	213	214	227
Effective Weighted Sample	2047	978	1070	290	322	747	706	96	126	208	593	532	668	438	422	1614	204	200	209
Total	2073	1007	1067	315	375	752	632	93	114	208	639	597	592	450	430	1748	171	98	56
		49%	51%	15%	18%	36%	30%	5%	5%	10%	31%	29%	29%	22%	21%	84%	8%	5%	3%
BT	531	253	278	71	63	184	213	17	29	47	184	177	160	109	84	425	49	31	26
	26%	25%	26%	22%	17%	24%	34%	19%	25%	22%	29%	30%	27%	24%	19%	24%	29%	32%	45%
						b	abc				a	d	d				a	abc	
		48%	52%	13%	12%	35%	40%	3%	5%	9%	35%	33%	30%	20%	16%	80%	9%	6%	5%
Sky	507	244	263	72	112	205	118	19	26	52	162	149	142	110	106	430	35	29	13
	24%	24%	25%	23%	30%	27%	19%	21%	23%	25%	25%	25%	24%	24%	25%	25%	20%	29%	23%
					d	d											b		
		48%	52%	14%	22%	40%	23%	4%	5%	10%	32%	29%	28%	22%	21%	85%	7%	6%	3%
Virgin Media	438	212	225	62	86	173	116	11	22	36	141	124	129	102	81	386	39	6	6
	21%	21%	21%	20%	23%	23%	18%	11%	19%	17%	22%	21%	22%	23%	19%	22%	23%	6%	11%
					d						a					cd	cd		
		48%	52%	14%	20%	39%	27%	2%	5%	8%	32%	28%	29%	23%	18%	88%	9%	1%	1%
TalkTalk	201	96	105	31	24	64	83	11	14	22	57	47	49	48	57	171	15	12	4
	10%	10%	10%	10%	6%	8%	13%	12%	13%	11%	9%	8%	8%	11%	13%	10%	9%	12%	7%
						bc									ab				
		48%	52%	15%	12%	32%	41%	6%	7%	11%	28%	24%	24%	24%	28%	85%	7%	6%	2%
EE/ Everything Everywhere	122	68	53	27	32	38	25	8	5	15	42	25	42	27	28	106	6	8	1
	6%	7%	5%	8%	9%	5%	4%	8%	4%	7%	7%	4%	7%	6%	7%	6%	4%	8%	1%
				cd	cd								a			d		d	
		56%	44%	22%	27%	31%	20%	6%	4%	12%	35%	20%	34%	22%	23%	87%	5%	7%	1%
Plusnet	65	34	31	10	9	26	19	5	5	7	21	29	14	9	13	57	4	3	-
	3%	3%	3%	3%	3%	3%	3%	6%	4%	4%	3%	5%	2%	2%	3%	3%	2%	3%	-%
												bc				d	d	d	
		52%	48%	16%	14%	40%	30%	8%	7%	11%	32%	45%	21%	14%	20%	88%	7%	5%	-%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 54

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**QE17 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)
by MAIN CROSS-BREAKS**

Base : Those with access to the internet at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+								NI	
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2477	1185	1292	352	385	890	849	113	142	250	680	614	798	537	523	1823	213	214	227
Effective Weighted Sample	2047	978	1070	290	322	747	706	96	126	208	593	532	668	438	422	1614	204	200	209
Total	2073	1007	1067	315	375	752	632	93	114	208	639	597	592	450	430	1748	171	98	56
		49%	51%	15%	18%	36%	30%	5%	5%	10%	31%	29%	29%	22%	21%	84%	8%	5%	3%
Vodafone	34	18	16	5	10	12	6	1	5	*	9	8	9	9	7	29	1	1	2
	2%	2%	2%	2%	3%	2%	1%	1%	4%	1%	1%	1%	2%	2%	2%	2%	1%	1%	4%
					d				cd										ab
		52%	48%	15%	30%	36%	19%	3%	15%	1%	28%	25%	27%	27%	21%	87%	3%	3%	7%
O2	29	16	12	5	8	11	4	3	2	2	5	3	5	7	14	22	3	2	1
	1%	2%	1%	2%	2%	1%	1%	4%	2%	1%	1%	1%	1%	2%	3%	1%	2%	2%	3%
					d			d							ab				
		56%	44%	18%	30%	37%	15%	12%	7%	7%	17%	10%	16%	25%	49%	76%	11%	8%	5%
Utility Warehouse	20	10	10	2	4	7	6	3	1	2	3	4	4	6	6	17	1	2	-
	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-
								d										d	
		50%	50%	9%	23%	36%	33%	15%	7%	12%	17%	20%	18%	30%	32%	84%	5%	11%	-
'3'	15	5	10	6	4	4	1	3	-	5	2	1	6	1	7	13	2	-	*
	1%	1%	1%	2%	1%	1%	1%	3%	-	2%	1%	1%	1%	1%	2%	1%	1%	-	1%
				cd				bd		d					ac				
		35%	65%	44%	24%	25%	8%	22%	-	34%	15%	6%	40%	6%	49%	86%	11%	-	3%
Post Office	10	6	4	*	1	3	6	*	1	3	3	2	1	4	3	8	2	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		58%	42%	3%	9%	28%	61%	4%	9%	30%	29%	23%	12%	35%	31%	77%	17%	4%	3%
Tesco.net	10	4	7	2	5	3	1	3	-	2	1	1	4	2	3	7	3	*	-
	1%	1%	1%	1%	1%	1%	1%	4%	-	1%	1%	1%	1%	1%	1%	1%	2%	1%	-
					d			bd									ad		
		35%	65%	18%	45%	29%	8%	34%	-	16%	14%	6%	42%	20%	31%	64%	31%	4%	-
KCom	8	4	3	3	1	1	3	1	2	1	-	2	3	1	2	8	-	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	-	-	-
				c				d		d									
		58%	42%	42%	13%	10%	35%	8%	21%	19%	-	24%	37%	10%	29%	100%	-	-	-
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 54

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QE17 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with access to the internet at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER					£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+												
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2477	1185	1292	352	385	890	849	113	142	250	680	614	798	537	523	1823	213	214	227
Effective Weighted Sample	2047	978	1070	290	322	747	706	96	126	208	593	532	668	438	422	1614	204	200	209
Total	2073	1007	1067	315	375	752	632	93	114	208	639	597	592	450	430	1748	171	98	56
		49%	51%	15%	18%	36%	30%	5%	5%	10%	31%	29%	29%	22%	21%	84%	8%	5%	3%
Giffgaff	7	3	5	2	3	2	-	2	-	2	1	1	1	2	3	4	2	*	*
	7%	3%	5%	1%	1%	2%	-	2%	-	1%	1%	1%	1%	2%	1%	4%	1%	0%	1%
		34%	66%	23%	44%	33%	-	22%	-	23%	14%	14%	10%	29%	47%	56%	33%	6%	4%
Orange	4	1	2	-	2	-	1	1	1	-	1	1	1	-	2	4	-	-	-
	4%	1%	2%	-	1%	-	1%	1%	1%	-	1%	1%	1%	-	1%	4%	-	-	-
		33%	67%	-	67%	-	33%	29%	17%	-	21%	21%	17%	-	61%	100%	-	-	-
T-Mobile	3	1	2	-	-	1	2	1	-	-	-	-	1	-	2	3	-	-	-
	3%	1%	2%	-	-	1%	2%	1%	-	-	-	-	1%	-	2%	3%	-	-	-
		24%	76%	-	-	24%	76%	24%	-	-	-	-	40%	-	60%	100%	-	-	-
AOL	3	1	2	-	-	2	1	-	-	1	1	2	1	-	-	3	-	-	-
	3%	1%	2%	-	-	2%	1%	-	-	1%	1%	2%	1%	-	-	3%	-	-	-
		37%	63%	-	-	64%	36%	-	-	28%	37%	72%	28%	-	-	100%	-	-	-
NOW TV	2	-	2	1	2	-	-	-	-	2	-	-	2	-	1	2	-	-	-
	2%	-	2%	1%	2%	-	-	-	-	1%	-	-	2%	-	1%	2%	-	-	-
		-	100%	31%	69%	-	-	-	-	69%	-	-	69%	-	31%	100%	-	-	-
Fuel Broadband	2	-	2	-	2	-	-	-	-	2	-	-	-	-	2	2	-	-	-
	2%	-	2%	-	2%	-	-	-	-	1%	-	-	-	-	2%	2%	-	-	-
		-	100%	-	100%	-	-	-	-	100%	-	-	-	-	100%	100%	-	-	-
Other	33	14	20	3	3	14	14	2	2	3	4	15	11	5	2	26	6	1	*
	2%	1%	2%	1%	1%	2%	2%	2%	2%	2%	1%	3%	11%	5%	2%	26%	6%	1%	0%
		40%	60%	8%	8%	43%	41%	6%	6%	10%	13%	45%	33%	15%	6%	76%	19%	4%	1%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE17 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with access to the internet at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2477	1185	1292	352	385	890	849	113	142	250	680	614	798	537	523	1823	213	214	227
Effective Weighted Sample	2047	978	1070	290	322	747	706	96	126	208	593	532	668	438	422	1614	204	200	209
Total	2073	1007	1067	315	375	752	632	93	114	208	639	597	592	450	430	1748	171	98	56
		49%	51%	15%	18%	36%	30%	5%	5%	10%	31%	29%	29%	22%	21%	84%	8%	5%	3%
Don't know	32	17	14	14	4	4	11	2	-	3	1	7	9	9	8	27	2	1	2
	2%	2%	1%	4%	1%	1%	2%	2%	-%	2%	1%	1%	1%	2%	2%	2%	1%	1%	3%
		54%	46%	bcd	44%	11%	12%	c	d	d	2%	22%	27%	28%	24%	84%	7%	4%	6%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE17 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with access to the internet at home

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2477	2048	429	1416	1058	1234	1243
Effective Weighted Sample	2047	1712	355	1177	892	1024	1024
Total	2073	1794	280	1292	779	1057	1016
		87%	13%	62%	38%	51%	49%
BT	531	398	133	310	221	316	214
	26%	22%	48%	24%	28%	30%	21%
			a		a	b	
		75%	25%	58%	42%	60%	40%
Sky	507	460	46	352	154	245	262
	24%	26%	16%	27%	20%	23%	26%
		b		b			
		91%	9%	70%	30%	48%	52%
Virgin Media	438	419	18	288	148	211	227
	21%	23%	6%	22%	19%	20%	22%
		b					
		96%	4%	66%	34%	48%	52%
TalkTalk	201	172	28	104	97	90	111
	10%	10%	10%	8%	12%	8%	11%
					a		
		86%	14%	52%	48%	45%	55%
EE/ Everything Everywhere	122	110	12	75	47	54	68
	6%	6%	4%	6%	6%	5%	7%
		90%	10%	62%	38%	44%	56%
Plusnet	65	54	11	40	25	39	26
	3%	3%	4%	3%	3%	4%	3%
		82%	18%	62%	38%	60%	40%
Vodafone	34	25	8	25	9	16	18
	2%	1%	3%	2%	1%	1%	2%
			a				
		75%	25%	73%	27%	46%	54%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE17 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with access to the internet at home

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2477	2048	429	1416	1058	1234 1243
Effective Weighted Sample	2047	1712	355	1177	892	1024 1024
Total	2073	1794	280	1292	779	1057 1016
		87%	13%	62%	38%	51% 49%
O2	29	27	1	16	13	8 21
	1%	2%	1%	1%	2%	1% 2%
		95%	5%	56%	44%	28% a 72%
Utility Warehouse	20	17	2	12	6	10 10
	1%	1%	1%	1%	1%	1% 1%
		88%	12%	63%	33%	52% 48%
'3'	15	15	-	9	6	4 11
	1%	1%	-%	1%	1%	*% 1%
		100%	-%	58%	42%	24% a 76%
Post Office	10	9	2	2	8	5 5
	1%	*%	1%	*%	1%	1% *%
		85%	15%	23%	a 77%	52% 48%
Tesco.net	10	10	-	6	4	5 5
	*%	1%	-%	*%	1%	1% *%
		100%	-%	57%	43%	53% 47%
KCom	8	8	-	3	5	6 2
	*%	*%	-%	*%	1%	1% *%
		100%	-%	37%	63%	79% 21%
Giffgaff	7	6	2	5	2	2 5
	*%	*%	1%	*%	*%	*% 1%
		76%	24%	69%	31%	29% 71%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE17 (QE7). SHOWCARD Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with access to the internet at home

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2477	2048	429	1416	1058	1234	1243
Effective Weighted Sample	2047	1712	355	1177	892	1024	1024
Total	2073	1794	280	1292	779	1057	1016
		87%	13%	62%	38%	51%	49%
Orange	4	4	-	-	4	2	2
	*%	*%	-%	-%	*%	*%	*%
		100%	-%	-%	a	50%	50%
T-Mobile	3	3	-	-	3	-	3
	*%	*%	-%	-%	*%	-%	*%
		100%	-%	-%	a	-%	100%
AOL	3	2	1	2	1	2	1
	*%	*%	*%	*%	*%	*%	*%
		63%	37%	64%	36%	64%	36%
NOW TV	2	2	-	2	1	2	1
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	69%	31%	69%	31%
Fuel Broadband	2	2	-	2	-	-	2
	*%	*%	-%	*%	-%	-%	*%
		100%	-%	100%	-%	-%	100%
Other	33	22	11	26	7	26	8
	2%	1%	4%	2%	1%	2%	1%
		66%	a	78%	22%	b	76%
Don't know	32	29	3	14	18	15	16
	2%	2%	1%	1%	2%	1%	2%
		91%	9%	44%	a	48%	52%
					56%		

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE18 (QE49). SHOWCARD Which of these BT Sport channels does your household have, as far as you know? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who use BT for their internet access at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Unweighted total	694	331	363	85	71	231	307	20	36	65	209	197	231	147	118	462	67	69	96
Effective Weighted Sample	566	268	298	69	57	194	252	18	32	55	177	169	193	115	94	413	63	63	89
Total	531	253	278	71	63	184	213	17	29	47	184	177	160	109	84	425	49	31	26
		48%	52%	**	**	35%	40%	**	**	**	35%	33%	30%	20%	16%	80%	**	**	**
BT Sport Pack - featuring all four BT Sport channels including coverage of the English Premier League and the Scottish Football League plus the UEFA Champions League and the Europa League	114	70	44	**	**	33	52	**	**	**	47	46	38	23	7	90	**	**	**
	21%	28%	16%	**	**	18%	24%	**	**	**	26%	26%	24%	21%	8%	21%	**	**	**
		b										d	d	d					
		62%	38%	**	**	29%	45%	**	**	**	41%	40%	34%	20%	6%	79%	**	**	**
BT Sport Lite - an online only service featuring the BT Sport 1 channel covering the English Premier League and the Scottish Football League, but not European football	24	10	14	**	**	9	11	**	**	**	6	14	5	5	-	19	**	**	**
	5%	4%	5%	**	**	5%	5%	**	**	**	3%	8%	3%	5%	-%	5%	**	**	**
		42%	58%	**	**	38%	45%	**	**	**	23%	d	22%	d	-%	80%	**	**	**
Neither of these	365	165	201	**	**	134	143	**	**	**	122	109	107	76	73	296	**	**	**
	69%	65%	72%	**	**	73%	67%	**	**	**	66%	62%	67%	69%	87%	70%	**	**	**
		45%	55%	**	**	37%	39%	**	**	**	33%	30%	29%	21%	abc	20%	81%	**	**
Columns Tested:	a, b - a, b, c, d - a, b, c, d - a, b, c, d - a, b, c, d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE18 (QE49). SHOWCARD Which of these BT Sport channels does your household have, as far as you know? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who use BT for their internet access at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K- £15.59K	£15.6K- £25.99K	£26K+									
Significance Level: 95%	a	b	~a	~b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d	
Unweighted total	694	331	363	85	71	231	307	20	36	65	209	197	231	147	118	462	67	69	96
Effective Weighted Sample	566	268	298	69	57	194	252	18	32	55	177	169	193	115	94	413	63	63	89
Total	531	253	278	71	63	184	213	17	29	47	184	177	160	109	84	425	49	31	26
		48%	52%	**	**	35%	40%	**	**	**	35%	33%	30%	20%	16%	80%	**	**	**
Don't know	27	7	19	**	**	8	8	**	**	**	9	8	9	5	4	19	**	**	**
	5%	3%	7%	**	**	4%	4%	**	**	**	5%	5%	6%	5%	5%	5%	**	**	**
		a	a																
		28%	72%	**	**	28%	30%	**	**	**	35%	30%	35%	19%	16%	71%	**	**	**

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

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QE18 (QE49). SHOWCARD Which of these BT Sport channels does your household have, as far as you know? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who use BT for their internet access at home

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	694	473	221	376	318	409	285
Effective Weighted Sample	566	393	186	305	266	340	226
Total	531	398	133	310	221	316	214
		75%	25%	58%	42%	60%	40%
BT Sport Pack - featuring all four BT Sport channels including coverage of the English Premier League and the Scottish Football League plus the UEFA Champions League and the Europa League	114	89	25	71	43	72	42
	21%	22%	19%	23%	20%	23%	20%
		78%	22%	62%	38%	63%	37%
BT Sport Lite - an online only service featuring the BT Sport 1 channel covering the English Premier League and the Scottish Football League, but not European football	24	17	7	16	8	18	7
	5%	4%	6%	5%	4%	6%	3%
		70%	30%	66%	34%	72%	28%
Neither of these	365	270	96	208	158	216	150
	69%	68%	72%	67%	71%	68%	70%
		74%	26%	57%	43%	59%	41%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE18 (QE49). SHOWCARD Which of these BT Sport channels does your household have, as far as you know? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who use BT for their internet access at home

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	694	473	221	376	318	409	285
Effective Weighted Sample	566	393	186	305	266	340	226
Total	531	398	133	310	221	316	214
		75%	25%	58%	42%	60%	40%
Don't know	27	22	5	15	12	11	16
	5%	6%	4%	5%	5%	4%	7%
		82%	18%	56%	44%	42%	a 58%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+								NI	
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
General surfing/ browsing the internet	1836	915	921	293	343	692	508	81	97	187	604	541	533	386	373	1553	146	88	50
	87%	89%	85%	90%	89%	90%	81%	77%	83%	89%	93%	90%	89%	85%	82%	87%	83%	87%	88%
		b		d	d	d				a	ab	cd	d						
		50%	50%	16%	19%	38%	28%	4%	5%	10%	33%	29%	29%	21%	20%	85%	8%	5%	3%
Send/ receive e-mails	1793	876	917	279	344	678	491	82	91	176	604	543	537	379	332	1532	137	83	40
	85%	85%	84%	86%	89%	88%	78%	78%	79%	84%	93%	90%	89%	84%	73%	86%	78%	83%	72%
				d	d	d					abc	cd	cd	d		bd		d	
		49%	51%	16%	19%	38%	27%	5%	5%	10%	34%	30%	30%	21%	18%	85%	8%	5%	2%
Online shopping (purchasing goods/ services/ tickets etc.)	1484	717	766	242	307	581	354	51	70	151	541	472	441	310	257	1254	119	76	34
	70%	70%	71%	74%	80%	75%	56%	49%	60%	72%	83%	79%	73%	69%	56%	70%	68%	76%	61%
				d	d	d				ab	abc	bcd	d	d		d		d	
		48%	52%	16%	21%	39%	24%	3%	5%	10%	36%	32%	30%	21%	17%	85%	8%	5%	2%
Banking	1347	667	679	202	295	541	309	42	61	137	508	459	416	264	206	1154	98	66	30
	64%	65%	63%	62%	76%	70%	49%	40%	53%	66%	78%	76%	69%	58%	45%	65%	56%	65%	52%
				d	acd	ad		a	ab	ab	abc	bcd	cd	d		bd		d	
		50%	50%	15%	22%	40%	23%	3%	5%	10%	38%	34%	31%	20%	15%	86%	7%	5%	2%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	1233	575	658	259	287	472	214	54	60	112	438	369	360	258	243	1046	94	63	30
	58%	56%	61%	79%	74%	61%	34%	51%	52%	54%	67%	62%	60%	57%	53%	59%	54%	62%	53%
			a	cd	cd	d					abc	d	d						
		47%	53%	21%	23%	38%	17%	4%	5%	9%	36%	30%	29%	21%	20%	85%	8%	5%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 56

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**QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1230	569	662	256	280	474	221	57	64	112	451	369	354	255	251	1042	98	61	29
	58%	55%	61%	78%	72%	61%	35%	54%	56%	53%	69%	61%	59%	56%	55%	58%	56%	60%	52%
		46%	a	cd	cd	d		5%	5%	9%	abc	d							
			54%	21%	23%	39%	18%				37%	30%	29%	21%	20%	85%	8%	5%	2%
Accessing news	1167	598	569	169	243	475	279	39	59	119	451	413	345	223	184	986	97	56	28
	55%	58%	52%	52%	63%	62%	44%	37%	51%	57%	69%	69%	58%	49%	40%	55%	56%	56%	49%
		b		d	ad	ad			a	a	abc	bcd	cd	d					
		51%	49%	15%	21%	41%	24%	3%	5%	10%	39%	35%	30%	19%	16%	84%	8%	5%	2%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1098	533	564	201	247	452	197	35	51	87	449	394	335	215	151	941	76	57	23
	52%	52%	52%	62%	64%	59%	31%	33%	44%	42%	69%	66%	56%	48%	33%	53%	44%	57%	41%
		49%	51%	d	d	d					abc	bcd	cd	d		bd		bd	
				18%	23%	41%	18%	3%	5%	8%	41%	36%	31%	20%	14%	86%	7%	5%	2%
To find information on health related issues	1039	449	590	125	217	422	275	36	56	109	404	357	314	184	181	893	71	52	22
	49%	44%	54%	38%	56%	55%	44%	34%	49%	52%	62%	59%	52%	41%	40%	50%	41%	51%	40%
			a		ad	ad			a	a	abc	bcd	cd			bd		bd	
		43%	57%	12%	21%	41%	27%	3%	5%	10%	39%	34%	30%	18%	17%	86%	7%	5%	2%
Columns Tested:	a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	960	476	484	106	219	383	252	29	50	97	387	337	297	171	153	826	70	46	18
	45%	46%	45%	32%	57%	50%	40%	28%	43%	46%	60%	56%	50%	38%	33%	46%	40%	46%	31%
		50%	50%	11%	acd	ad	a	3%	a	a	abc	bcd	cd	18%	16%	d	7%	d	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	947	481	467	195	227	376	149	36	51	94	377	301	300	183	161	825	59	44	18
	45%	47%	43%	60%	59%	49%	24%	34%	44%	45%	58%	50%	50%	40%	35%	46%	34%	44%	32%
		51%	49%	cd	cd	d	16%	4%	5%	10%	abc	cd	cd	19%	17%	bd	6%	bd	5%
				21%	24%	40%					40%	32%	32%			87%		5%	2%
Trading/ auctions e.g. eBay	899	451	448	136	206	371	186	37	48	93	352	281	260	185	171	772	62	48	17
	43%	44%	41%	42%	53%	48%	30%	35%	42%	45%	54%	47%	43%	41%	37%	43%	35%	48%	30%
		50%	50%	d	ad	d	21%	4%	5%	10%	abc	d	d			bd		bd	
				15%	23%	41%					39%	31%	29%	21%	19%	86%	7%	5%	2%
Making video calls e.g. via FaceTime, Skype	867	406	461	181	209	341	137	33	41	77	332	307	250	157	151	744	73	33	17
	41%	39%	42%	55%	54%	44%	22%	31%	35%	37%	51%	51%	42%	35%	33%	42%	42%	33%	30%
		47%	53%	cd	cd	d	16%	4%	5%	9%	abc	bcd	cd			cd	d		
				21%	24%	39%					38%	35%	29%	18%	17%	86%	8%	4%	2%
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

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QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Watching TV programmes/ films content online	865	447	418	192	214	340	119	33	36	86	346	291	271	169	132	747	68	31	19
	41%	43%	39%	59%	55%	44%	19%	31%	31%	41%	53%	49%	45%	37%	29%	42%	39%	31%	34%
		b		cd	cd	d					abc	cd	cd	d		cd			
		52%	48%	22%	25%	39%	14%	4%	4%	10%	40%	34%	31%	20%	15%	86%	8%	4%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	665	332	334	159	171	248	88	28	34	60	279	222	201	135	106	582	49	26	8
	31%	32%	31%	49%	44%	32%	14%	27%	30%	29%	43%	37%	34%	30%	23%	33%	28%	26%	14%
				cd	cd	d					abc	cd	d	d		d	d	d	
		50%	50%	24%	26%	37%	13%	4%	5%	9%	42%	33%	30%	20%	16%	87%	7%	4%	1%
Playing games online/ interactively	660	352	308	179	155	225	103	33	38	53	231	173	207	147	131	570	56	25	9
	31%	34%	28%	55%	40%	29%	16%	31%	33%	25%	36%	29%	35%	32%	29%	32%	32%	24%	16%
		b		bcd	cd	d					c		ad			cd	d	d	
		53%	47%	27%	23%	34%	16%	5%	6%	8%	35%	26%	31%	22%	20%	86%	9%	4%	1%
Making voice calls using a VoIP service e.g. Skype	629	332	298	119	153	268	89	20	32	62	249	213	203	104	108	539	55	23	13
	30%	32%	27%	37%	40%	35%	14%	19%	27%	30%	38%	35%	34%	23%	24%	30%	31%	23%	23%
		b		d	d	d				a	abc	cd	cd			cd	c		
		53%	47%	19%	24%	43%	14%	3%	5%	10%	39%	34%	32%	17%	17%	86%	9%	4%	2%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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**QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	560	283	278	111	144	214	92	22	27	51	246	207	174	112	67	485	46	21	9
	27%	28%	26%	34%	37%	28%	15%	21%	23%	24%	38%	34%	29%	25%	15%	27%	26%	21%	16%
		50%	50%	cd	cd	d	16%	4%	5%	9%	abc	bcd	d	d	12%	cd	d	4%	2%
Using Twitter (browsing/ reading/ posting on site)	497	262	234	142	116	190	49	18	18	32	211	171	137	100	86	431	39	16	11
	23%	26%	22%	44%	30%	25%	8%	17%	15%	15%	33%	29%	23%	22%	19%	24%	22%	16%	20%
		b	bcd	d	d	d	10%	4%	4%	6%	abc	bcd	28%	20%	17%	c	8%	3%	2%
		53%	47%	29%	23%	38%	10%	4%	4%	6%	43%	35%	28%	20%	17%	87%	8%	3%	2%
Listening to radio	489	247	242	82	124	205	79	23	31	39	210	168	143	87	89	435	31	18	6
	23%	24%	22%	25%	32%	27%	12%	22%	27%	19%	32%	28%	24%	19%	19%	24%	18%	17%	10%
		51%	49%	d	d	d	16%	5%	6%	8%	ac	cd	34%	29%	18%	bcd	d	d	
				17%	25%	42%	16%	5%	6%	8%	43%	34%	29%	18%	18%	89%	6%	4%	1%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	470	258	212	136	130	165	39	24	26	39	163	154	143	82	91	406	42	16	6
	22%	25%	20%	41%	34%	21%	6%	23%	22%	19%	25%	26%	24%	18%	20%	23%	24%	16%	10%
		b	bcd	cd	d	d	8%	5%	5%	8%	35%	cd	c	18%	19%	cd	cd	3%	1%
		55%	45%	29%	28%	35%	8%	5%	5%	8%	35%	33%	30%	18%	19%	86%	9%	3%	1%
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

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**QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	387	212	175	101	114	141	31	11	14	31	165	151	111	58	65	339	31	13	4
	18%	21%	16%	31%	29%	18%	5%	11%	12%	15%	25%	25%	19%	13%	14%	19%	18%	13%	7%
		b		cd	cd	d					abc	bcd	c			cd	d	d	
		55%	45%	26%	29%	36%	8%	3%	4%	8%	43%	39%	29%	15%	17%	88%	8%	3%	1%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	272	148	124	52	75	109	36	7	15	21	133	104	82	51	33	235	23	12	1
	13%	14%	11%	16%	19%	14%	6%	6%	13%	10%	20%	17%	14%	11%	7%	13%	13%	12%	2%
		b		d	cd	d					ac	cd	d	d		d	d	d	
		54%	46%	19%	27%	40%	13%	2%	6%	8%	49%	38%	30%	19%	12%	87%	8%	5%	1%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	114	74	40	16	35	49	14	3	5	6	61	54	28	15	16	101	10	4	-
	5%	7%	4%	5%	9%	6%	2%	3%	4%	3%	9%	9%	5%	3%	3%	6%	6%	4%	-%
		b		d	ad	d					ac	bcd				d	d	d	
		65%	35%	14%	31%	43%	12%	3%	5%	5%	53%	47%	25%	13%	14%	88%	9%	3%	-%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Other	21	11	10	-	3	4	14	4	1	2	1	4	6	4	6	21	-	-	-
	1%	1%	1%	-%	1%	*%	2%	4%	1%	1%	*%	1%	1%	1%	1%	1%	-%	-%	-%
							ac	d	d	d									
		51%	49%	-%	14%	18%	68%	21%	7%	11%	3%	21%	30%	21%	28%	100%	-%	-%	-%
USE SOCIAL NETWORKING SITES	1319	626	693	272	289	514	243	61	69	124	486	401	376	279	261	1119	103	66	32
	62%	61%	64%	83%	75%	67%	39%	58%	59%	59%	75%	67%	63%	62%	57%	63%	59%	65%	56%
				bcd	cd	d					abc	d							
		47%	53%	21%	22%	39%	18%	5%	5%	9%	37%	30%	28%	21%	20%	85%	8%	5%	2%
TV/ VIDEO VIEWING	1169	592	577	242	276	461	191	50	56	120	455	370	366	228	203	1012	82	50	26
	55%	58%	53%	74%	71%	60%	30%	47%	48%	57%	70%	62%	61%	50%	45%	57%	47%	50%	45%
		b		cd	cd	d					abc	cd	cd			bd			
		51%	49%	21%	24%	39%	16%	4%	5%	10%	39%	32%	31%	20%	17%	87%	7%	4%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	976	469	507	196	230	385	165	35	46	94	359	336	291	175	172	834	83	38	22
	46%	46%	47%	60%	59%	50%	26%	33%	40%	45%	55%	56%	48%	39%	38%	47%	47%	38%	38%
				cd	cd	d				a	abc	bcd	cd			cd	c		
		48%	52%	20%	24%	39%	17%	4%	5%	10%	37%	34%	30%	18%	18%	85%	8%	4%	2%
STREAMED AUDIO SERVICES	600	332	269	159	165	219	57	26	31	50	224	212	176	98	111	522	51	20	8
	28%	32%	25%	49%	43%	28%	9%	25%	27%	24%	34%	35%	29%	22%	24%	29%	29%	20%	13%
		b		cd	cd	d					c	bcd	c			cd	cd		
		55%	45%	26%	27%	36%	10%	4%	5%	8%	37%	35%	29%	16%	19%	87%	9%	3%	1%
None of these	47	18	30	*	5	16	26	3	5	4	8	5	11	13	18	37	7	2	2
	2%	2%	3%	*%	1%	2%	4%	3%	4%	2%	1%	1%	2%	3%	4%	2%	4%	2%	3%
						a	abc		d				a		ab				
		38%	62%	1%	10%	34%	55%	7%	10%	9%	16%	10%	24%	28%	38%	78%	15%	4%	4%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K- £15.59K	£15.6K- £25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
INFORMATION		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
	1957	968	989	308	361	733	555	91	105	195	631	575	565	412	401	1655	155	93	53
	93%	94%	91%	94%	93%	95%	88%	86%	90%	93%	97%	96%	94%	91%	88%	93%	89%	92%	95%
		b		d	d	d				a	abc	cd	d			b			b
COMMUNICATION		49%	51%	16%	18%	37%	28%	5%	5%	10%	32%	29%	29%	21%	21%	85%	8%	5%	3%
	1892	920	972	308	362	710	512	92	96	186	620	557	559	403	370	1606	150	89	47
	90%	90%	89%	94%	94%	92%	81%	87%	82%	89%	95%	93%	93%	89%	81%	90%	85%	89%	83%
				d	d	d					abc	cd	cd	d		bd			
PURCHASING/ FINANCES		49%	51%	16%	19%	38%	27%	5%	5%	10%	33%	29%	30%	21%	20%	85%	8%	5%	2%
	1718	838	880	276	340	668	434	66	86	172	597	530	512	357	315	1454	135	88	41
	81%	82%	81%	84%	88%	87%	69%	63%	74%	83%	92%	88%	85%	79%	69%	82%	77%	87%	73%
				d	d	d				a	abc	cd	cd	d		d		bd	
ENTERTAINMENT		49%	51%	16%	20%	39%	25%	4%	5%	10%	35%	31%	30%	21%	18%	85%	8%	5%	2%
	1340	671	670	270	297	523	250	62	64	136	502	412	406	275	245	1153	100	59	28
	63%	65%	62%	83%	77%	68%	40%	59%	56%	65%	77%	69%	68%	61%	54%	65%	57%	59%	50%
				cd	cd	d					abc	cd	cd	d		bd			
SOCIAL		50%	50%	20%	22%	39%	19%	5%	5%	10%	37%	31%	30%	21%	18%	86%	7%	4%	2%
	1319	626	693	272	289	514	243	61	69	124	486	401	376	279	261	1119	103	66	32
	62%	61%	64%	83%	75%	67%	39%	58%	59%	59%	75%	67%	63%	62%	57%	63%	59%	65%	56%
				bcd	cd	d					abc	d							
REMOTE ACCESS		47%	53%	21%	22%	39%	18%	5%	5%	9%	37%	30%	28%	21%	20%	85%	8%	5%	2%
	655	336	319	127	164	256	108	23	29	58	299	246	201	128	79	566	52	27	9
	31%	33%	29%	39%	42%	33%	17%	21%	25%	28%	46%	41%	33%	28%	17%	32%	30%	26%	17%
				d	cd	d					abc	bcd	d	d		d	d	d	
		51%	49%	19%	25%	39%	17%	3%	4%	9%	46%	38%	31%	20%	12%	87%	8%	4%	1%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
General surfing/ browsing the internet	1836	1586	250	1176	657	932	904
	87%	87%	89%	89%	84%	87%	87%
			b				
		86%	14%	64%	36%	51%	49%
Send/ receive e-mails	1793	1546	246	1193	596	915	878
	85%	84%	88%	90%	76%	85%	85%
			b				
		86%	14%	67%	33%	51%	49%
Online shopping (purchasing goods/ services/ tickets etc.)	1484	1271	213	1031	450	772	711
	70%	69%	76%	78%	57%	72%	69%
			a				
		86%	14%	69%	30%	52%	48%
Banking	1347	1164	183	977	366	691	655
	64%	63%	65%	74%	47%	64%	63%
			b				
		86%	14%	73%	27%	51%	49%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	1233	1074	159	852	377	595	637
	58%	59%	57%	64%	48%	55%	61%
			b				
		87%	13%	69%	31%	48%	52%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1230	1071	159	851	376	572	659
	58%	58%	57%	64%	48%	53%	63%
		87%	13%	b 69%	31%	46%	a 54%
Accessing news	1167	1006	161	820	344	594	573
	55%	55%	57%	b 62%	44%	55%	55%
		86%	14%	70%	29%	51%	49%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1098	928	170	814	280	566	531
	52%	51%	61%	61%	36%	53%	51%
		85%	a 15%	b 74%	26%	52%	48%
To find information on health related issues	1039	890	149	702	334	514	525
	49%	49%	53%	b 53%	42%	48%	51%
		86%	14%	68%	32%	49%	51%

Columns Tested: a,b - a,b - a,b

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QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2514	2088	426	1446	1065	1250 1264
Effective Weighted Sample	2080	1746	353	1204	899	1038 1043
Total	2114	1834	280	1324	787	1076 1038
		87%	13%	63%	37%	51% 49%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	960	818	142	690	267	507 453
	45%	45%	51%	52%	34%	47% 44%
		85%	15%	72%	28%	53% 47%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	947	823	125	655	290	457 490
	45%	45%	45%	49%	37%	43% 47%
		87%	13%	69%	31%	48% 52%
Trading/ auctions e.g. eBay	899	778	121	642	258	465 434
	43%	42%	43%	48%	33%	43% 42%
		87%	13%	71%	29%	52% 48%
Making video calls e.g. via FaceTime, Skype	867	752	115	617	248	418 450
	41%	41%	41%	47%	32%	39% 43%
		87%	13%	71%	29%	48% 52%

Columns Tested: a,b - a,b - a,b

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**QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those who use the internet at home or elsewhere

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
Watching TV programmes/ films content online	865	737	128	615	247	435	430
	41%	40%	46%	46%	31%	40%	41%
		85%	15%	71%	29%	50%	50%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	665	578	88	481	181	314	351
	31%	32%	31%	36%	23%	29%	34%
		87%	13%	72%	27%	47%	53%
Playing games online/ interactively	660	569	91	443	214	310	351
	31%	31%	33%	33%	27%	29%	34%
		86%	14%	67%	32%	47%	53%
Making voice calls using a VoIP service e.g. Skype	629	547	82	454	173	284	346
	30%	30%	29%	34%	22%	26%	33%
		87%	13%	72%	27%	45%	55%

Columns Tested: a,b - a,b - a,b

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QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	560	484	77	409	150	283	277
	27%	26%	27%	31% b	19%	26%	27%
		86%	14%	73%	27%	51%	49%
Using Twitter (browsing/ reading/ posting on site)	497	425	71	375	121	255	241
	23%	23%	25%	28% b	15%	24%	23%
		86%	14%	75%	24%	51%	49%
Listening to radio	489	415	74	362	125	239	250
	23%	23%	26%	27% b	16%	22%	24%
		85%	15%	74%	26%	49%	51%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	470	403	67	332	138	218	252
	22%	22%	24%	25% b	18%	20%	24% a
		86%	14%	71%	29%	46%	54%
Columns Tested:	a.b - a.b - a.b						

Columns Tested: a,b - a,b - a,b

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**QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those who use the internet at home or elsewhere

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	387 18%	331 18%	56 20%	291 22% b	95 12%	184 17%	203 20%
		86%	14%	75%	25%	48%	52%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	272 13%	232 13%	39 14%	206 16% b	64 8%	150 14%	122 12%
		85%	15%	76%	24%	55%	45%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	114 5%	99 5%	15 5%	86 7% b	27 3%	63 6%	52 5%
		87%	13%	75%	24%	55%	45%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
Other	21	19	1	8	13	11	10
	1%	1%	*%	1%	2%	1%	1%
		93%	7%	37%	a 63%	52%	48%
USE SOCIAL NETWORKING SITES	1319	1148	171	912	404	622	697
	62%	63%	61%	69%	51%	58%	67%
		87%	13%	b 69%	31%	47%	a 53%
TV/ VIDEO VIEWING	1169	1012	157	798	369	577	593
	55%	55%	56%	60%	47%	54%	57%
		87%	13%	b 68%	32%	49%	51%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	976	845	131	686	288	467	509
	46%	46%	47%	52%	37%	43%	49%
		87%	13%	b 70%	29%	48%	a 52%
STREAMED AUDIO SERVICES	600	519	82	433	166	285	315
	28%	28%	29%	33%	21%	26%	30%
		86%	14%	b 72%	28%	47%	a 53%
None of these	47	40	7	19	29	29	18
	2%	2%	2%	1%	4%	3%	2%
		85%	15%	a 39%	61%	62%	38%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those who use the internet at home or elsewhere

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
INFORMATION	1957	1697	260	1247	707	986	971
	93%	93%	93%	94%	90%	92%	94%
			b				
		87%	13%	64%	36%	50%	50%
COMMUNICATION	1892	1635	257	1239	650	956	936
	90%	89%	92%	94%	83%	89%	90%
			b				
		86%	14%	65%	34%	51%	49%
PURCHASING/ FINANCES	1718	1481	237	1173	541	886	831
	81%	81%	84%	89%	69%	82%	80%
			b				
		86%	14%	68%	31%	52%	48%
ENTERTAINMENT	1340	1161	180	906	431	656	685
	63%	63%	64%	68%	55%	61%	66%
			b				a
		87%	13%	68%	32%	49%	51%
SOCIAL	1319	1148	171	912	404	622	697
	62%	63%	61%	69%	51%	58%	67%
			b				a
		87%	13%	69%	31%	47%	53%
REMOTE ACCESS	655	563	92	482	170	333	322
	31%	31%	33%	36%	22%	31%	31%
			b				
		86%	14%	74%	26%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+								NI	
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
General surfing/ browsing the internet	1836	915	921	293	343	692	508	81	97	187	604	541	533	386	373	1553	146	88	50
	79%	81%	77%	87%	88%	87%	63%	55%	64%	82%	92%	87%	85%	76%	65%	80%	72%	76%	77%
		b		d	d	d				ab	abc	cd	cd	d		b			
		50%	50%	16%	19%	38%	28%	4%	5%	10%	33%	29%	29%	21%	20%	85%	8%	5%	3%
Send/ receive e-mails	1793	876	917	279	344	678	491	82	91	176	604	543	537	379	332	1532	137	83	40
	77%	77%	76%	83%	88%	85%	61%	55%	60%	78%	92%	87%	86%	75%	58%	78%	67%	72%	63%
				d	ad	d				ab	abc	cd	cd	d		bcd		d	
		49%	51%	16%	19%	38%	27%	5%	5%	10%	34%	30%	30%	21%	18%	85%	8%	5%	2%
Online shopping (purchasing goods/ services/ tickets etc.)	1484	717	766	242	307	581	354	51	70	151	541	472	441	310	257	1254	119	76	34
	64%	63%	64%	72%	79%	73%	44%	35%	46%	67%	82%	76%	71%	61%	45%	64%	58%	66%	53%
				d	acd	d			a	ab	abc	bcd	cd	d		d		d	
		48%	52%	16%	21%	39%	24%	3%	5%	10%	36%	32%	30%	21%	17%	85%	8%	5%	2%
Banking	1347	667	679	202	295	541	309	42	61	137	508	459	416	264	206	1154	98	66	30
	58%	59%	57%	60%	76%	68%	38%	28%	41%	61%	77%	74%	66%	52%	36%	59%	48%	57%	46%
				d	acd	ad			a	ab	abc	bcd	cd	d		bd		d	
		50%	50%	15%	22%	40%	23%	3%	5%	10%	38%	34%	31%	20%	15%	86%	7%	5%	2%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	1233	575	658	259	287	472	214	54	60	112	438	369	360	258	243	1046	94	63	30
	53%	51%	55%	77%	74%	59%	26%	37%	40%	50%	67%	59%	58%	51%	42%	54%	46%	54%	46%
			a	cd	cd	d				ab	abc	cd	cd	d		bd			
		47%	53%	21%	23%	38%	17%	4%	5%	9%	36%	30%	29%	21%	20%	85%	8%	5%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME					SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1230	569	662	256	280	474	221	57	64	112	451	369	354	255	251	1042	98	61	29
	53%	50%	55%	76%	72%	59%	27%	38%	43%	49%	69%	59%	57%	50%	44%	53%	48%	53%	45%
		46%	54%	21%	23%	39%	18%	5%	5%	9%	37%	30%	29%	21%	20%	85%	8%	5%	2%
Accessing news	1167	598	569	169	243	475	279	39	59	119	451	413	345	223	184	986	97	56	28
	50%	53%	47%	50%	62%	59%	35%	26%	39%	52%	69%	67%	55%	44%	32%	51%	48%	49%	43%
		51%	49%	15%	21%	41%	24%	3%	5%	10%	39%	35%	30%	19%	16%	84%	8%	5%	2%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1098	533	564	201	247	452	197	35	51	87	449	394	335	215	151	941	76	57	23
	47%	47%	47%	60%	63%	57%	24%	24%	33%	39%	68%	63%	54%	42%	26%	48%	37%	50%	36%
		49%	51%	18%	23%	41%	18%	3%	5%	8%	41%	36%	31%	20%	14%	86%	7%	5%	2%
To find information on health related issues	1039	449	590	125	217	422	275	36	56	109	404	357	314	184	181	893	71	52	22
	45%	40%	49%	37%	56%	53%	34%	24%	37%	48%	62%	57%	50%	36%	31%	46%	35%	45%	35%
		43%	57%	12%	21%	41%	27%	3%	5%	10%	39%	34%	30%	18%	17%	86%	7%	5%	2%

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

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QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	960	476	484	106	219	383	252	29	50	97	387	337	297	171	153	826	70	46	18
	41%	42%	40%	31%	56%	48%	31%	20%	33%	43%	59%	54%	48%	34%	27%	42%	34%	40%	28%
		50%	50%	11%	23%	40%	26%	3%	5%	10%	40%	35%	31%	18%	16%	86%	7%	5%	2%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	947	481	467	195	227	376	149	36	51	94	377	301	300	183	161	825	59	44	18
	41%	42%	39%	58%	58%	47%	18%	25%	34%	42%	57%	48%	48%	36%	28%	42%	29%	39%	28%
		51%	49%	cd	cd	d	16%	4%	5%	10%	abc	cd	cd	d	17%	bd	6%	bd	5%
				21%	24%	40%	16%				40%	32%	32%	19%		87%		5%	2%
Trading/ auctions e.g. eBay	899	451	448	136	206	371	186	37	48	93	352	281	260	185	171	772	62	48	17
	39%	40%	37%	40%	53%	46%	23%	25%	32%	41%	54%	45%	42%	37%	30%	40%	30%	42%	26%
		50%	50%	d	acd	d	21%	4%	5%	10%	abc	cd	d	d	19%	bd		bd	2%
				15%	23%	41%	21%				39%	31%	29%	21%	19%	86%	7%	5%	
Making video calls e.g. via FaceTime, Skype	867	406	461	181	209	341	137	33	41	77	332	307	250	157	151	744	73	33	17
	37%	36%	38%	54%	54%	43%	17%	22%	27%	34%	51%	49%	40%	31%	26%	38%	36%	29%	26%
		47%	53%	cd	cd	d	16%	4%	5%	9%	abc	bcd	cd			cd	d		
				21%	24%	39%	16%				38%	35%	29%	18%	17%	86%	8%	4%	2%
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+							NI	
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Watching TV programmes/ films content online	865	447	418	192	214	340	119	33	36	86	346	291	271	169	132	747	68	31	19
	37%	39%	35%	57%	55%	43%	15%	22%	24%	38%	53%	47%	43%	33%	23%	38%	33%	27%	30%
		b		cd	cd	d				ab	abc	cd	cd	d		cd			
		52%	48%	22%	25%	39%	14%	4%	4%	10%	40%	34%	31%	20%	15%	86%	8%	4%	2%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	665	332	334	159	171	248	88	28	34	60	279	222	201	135	106	582	49	26	8
	28%	29%	28%	47%	44%	31%	11%	19%	23%	27%	43%	36%	32%	27%	18%	30%	24%	23%	12%
				cd	cd	d					abc	cd	cd	d		cd	d	d	
		50%	50%	24%	26%	37%	13%	4%	5%	9%	42%	33%	30%	20%	16%	87%	7%	4%	1%
Playing games online/ interactively	660	352	308	179	155	225	103	33	38	53	231	173	207	147	131	570	56	25	9
	28%	31%	26%	53%	40%	28%	13%	22%	25%	23%	35%	28%	33%	29%	23%	29%	28%	21%	14%
		b		bcd	cd	d					abc	d	ad	d		cd	d	d	
		53%	47%	27%	23%	34%	16%	5%	6%	8%	35%	26%	31%	22%	20%	86%	9%	4%	1%
Making voice calls using a VoIP service e.g. Skype	629	332	298	119	153	268	89	20	32	62	249	213	203	104	108	539	55	23	13
	27%	29%	25%	35%	39%	33%	11%	13%	21%	27%	38%	34%	33%	21%	19%	28%	27%	20%	20%
		b		d	d	d				a	abc	cd	cd			cd			
		53%	47%	19%	24%	43%	14%	3%	5%	10%	39%	34%	32%	17%	17%	86%	9%	4%	2%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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**QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	560	283	278	111	144	214	92	22	27	51	246	207	174	112	67	485	46	21	9
	24%	25%	23%	33%	37%	27%	11%	15%	18%	23%	38%	33%	28%	22%	12%	25%	22%	18%	14%
		50%	50%	cd	cd	d	16%	4%	5%	9%	abc	bcd	cd	d	12%	cd	d	4%	2%
Using Twitter (browsing/ reading/ posting on site)	497	262	234	142	116	190	49	18	18	32	211	171	137	100	86	431	39	16	11
	21%	23%	20%	42%	30%	24%	6%	12%	12%	14%	32%	28%	22%	20%	15%	22%	19%	14%	17%
		b	bcd	cd	d	d	10%	4%	4%	6%	abc	bcd	d	d	17%	c	8%	3%	2%
Listening to radio	489	247	242	82	124	205	79	23	31	39	210	168	143	87	89	435	31	18	6
	21%	22%	20%	24%	32%	26%	10%	16%	20%	17%	32%	27%	23%	17%	15%	22%	15%	15%	9%
		51%	49%	d	acd	d	16%	5%	6%	8%	abc	cd	cd	cd	18%	bcd	d	d	1%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	470	258	212	136	130	165	39	24	26	39	163	154	143	82	91	406	42	16	6
	20%	23%	18%	40%	33%	21%	5%	16%	17%	17%	25%	25%	23%	16%	16%	21%	21%	14%	9%
		b	cd	cd	d	d	8%	5%	5%	8%	abc	cd	cd	cd	19%	cd	d	3%	1%
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER															
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	387	212	175	101	114	141	31	11	14	31	165	151	111	58	65	339	31	13	4
	17%	19%	15%	30%	29%	18%	4%	8%	9%	14%	25%	24%	18%	11%	11%	17%	15%	12%	6%
		b		cd	cd	d					abc	bcd	cd			cd	d	d	
		55%	45%	26%	29%	36%	8%	3%	4%	8%	43%	39%	29%	15%	17%	88%	8%	3%	1%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	272	148	124	52	75	109	36	7	15	21	133	104	82	51	33	235	23	12	1
	12%	13%	10%	15%	19%	14%	4%	5%	10%	9%	20%	17%	13%	10%	6%	12%	11%	11%	2%
		b		d	cd	d					abc	cd	d	d		d	d	d	
		54%	46%	19%	27%	40%	13%	2%	6%	8%	49%	38%	30%	19%	12%	87%	8%	5%	1%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	114	74	40	16	35	49	14	3	5	6	61	54	28	15	16	101	10	4	-
	5%	7%	3%	5%	9%	6%	2%	2%	3%	3%	9%	9%	5%	3%	3%	5%	5%	3%	-%
		b		d	ad	d					abc	bcd				d	d	d	
		65%	35%	14%	31%	43%	12%	3%	5%	5%	53%	47%	25%	13%	14%	88%	9%	3%	-%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Other	21	11	10	-	3	4	14	4	1	2	1	4	6	4	6	21	-	-	-
	1%	1%	1%	-%	1%	*%	2%	3%	1%	1%	*%	1%	1%	1%	1%	1%	-%	-%	-%
							ac	d		d									
		51%	49%	-%	14%	18%	68%	21%	7%	11%	3%	21%	30%	21%	28%	100%	-%	-%	-%
USE SOCIAL NETWORKING SITES	1319	626	693	272	289	514	243	61	69	124	486	401	376	279	261	1119	103	66	32
	56%	55%	58%	81%	74%	64%	30%	42%	45%	55%	74%	65%	60%	55%	45%	57%	50%	57%	50%
				cd	cd	d				a	abc	cd	d	d		bd			
		47%	53%	21%	22%	39%	18%	5%	5%	9%	37%	30%	28%	21%	20%	85%	8%	5%	2%
TV/ VIDEO VIEWING	1169	592	577	242	276	461	191	50	56	120	455	370	366	228	203	1012	82	50	26
	50%	52%	48%	72%	71%	58%	24%	34%	37%	53%	69%	60%	59%	45%	35%	52%	40%	43%	40%
		b		cd	cd	d				ab	abc	cd	cd	d		bcd			
		51%	49%	21%	24%	39%	16%	4%	5%	10%	39%	32%	31%	20%	17%	87%	7%	4%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	976	469	507	196	230	385	165	35	46	94	359	336	291	175	172	834	83	38	22
	42%	41%	42%	58%	59%	48%	20%	24%	30%	42%	55%	54%	46%	35%	30%	43%	41%	33%	34%
				cd	cd	d				ab	abc	bcd	cd			cd			
		48%	52%	20%	24%	39%	17%	4%	5%	10%	37%	34%	30%	18%	18%	85%	8%	4%	2%
STREAMED AUDIO SERVICES	600	332	269	159	165	219	57	26	31	50	224	212	176	98	111	522	51	20	8
	26%	29%	22%	47%	42%	27%	7%	18%	20%	22%	34%	34%	28%	19%	19%	27%	25%	17%	12%
		b		cd	cd	d					abc	bcd	cd			cd	cd		
		55%	45%	26%	27%	36%	10%	4%	5%	8%	37%	35%	29%	16%	19%	87%	9%	3%	1%
None of these	47	18	30	*	5	16	26	3	5	4	8	5	11	13	18	37	7	2	2
	2%	2%	2%	*%	1%	2%	3%	2%	3%	2%	1%	1%	2%	3%	3%	2%	3%	1%	3%
						a	a							a	a				
		38%	62%	1%	10%	34%	55%	7%	10%	9%	16%	10%	24%	28%	38%	78%	15%	4%	4%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

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QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)

by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER															
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
INFORMATION	1957	968	989	308	361	733	555	91	105	195	631	575	565	412	401	1655	155	93	53
	84%	85%	82%	91%	93%	92%	69%	62%	69%	86%	96%	93%	90%	81%	70%	85%	76%	81%	83%
				d	d	d				ab	abc	cd	cd	d		b			
		49%	51%	16%	18%	37%	28%	5%	5%	10%	32%	29%	29%	21%	21%	85%	8%	5%	3%
COMMUNICATION	1892	920	972	308	362	710	512	92	96	186	620	557	559	403	370	1606	150	89	47
	81%	81%	81%	91%	93%	89%	63%	62%	63%	82%	94%	90%	89%	79%	64%	82%	74%	78%	73%
				d	cd	d				ab	abc	cd	cd	d		bd			
		49%	51%	16%	19%	38%	27%	5%	5%	10%	33%	29%	30%	21%	20%	85%	8%	5%	2%
PURCHASING/ FINANCES	1718	838	880	276	340	668	434	66	86	172	597	530	512	357	315	1454	135	88	41
	74%	74%	73%	82%	87%	84%	54%	45%	57%	76%	91%	85%	82%	70%	55%	74%	66%	76%	64%
				d	ad	d			a	ab	abc	cd	cd	d		bd		bd	
		49%	51%	16%	20%	39%	25%	4%	5%	10%	35%	31%	30%	21%	18%	85%	8%	5%	2%
ENTERTAINMENT	1340	671	670	270	297	523	250	62	64	136	502	412	406	275	245	1153	100	59	28
	57%	59%	56%	80%	76%	65%	31%	42%	43%	60%	77%	66%	65%	54%	43%	59%	49%	51%	44%
				cd	cd	d				ab	abc	cd	cd	d		bcd			
		50%	50%	20%	22%	39%	19%	5%	5%	10%	37%	31%	30%	21%	18%	86%	7%	4%	2%
SOCIAL	1319	626	693	272	289	514	243	61	69	124	486	401	376	279	261	1119	103	66	32
	56%	55%	58%	81%	74%	64%	30%	42%	45%	55%	74%	65%	60%	55%	45%	57%	50%	57%	50%
				cd	cd	d				a	abc	cd	d	d		bd			
		47%	53%	21%	22%	39%	18%	5%	5%	9%	37%	30%	28%	21%	20%	85%	8%	5%	2%
REMOTE ACCESS	655	336	319	127	164	256	108	23	29	58	299	246	201	128	79	566	52	27	9
	28%	30%	27%	38%	42%	32%	13%	15%	19%	26%	46%	40%	32%	25%	14%	29%	26%	23%	15%
				d	cd	d				a	abc	bcd	cd	d		d	d	d	
		51%	49%	19%	25%	39%	17%	3%	4%	9%	46%	38%	31%	20%	12%	87%	8%	4%	1%

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

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QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
General surfing/ browsing the internet	1836	1586	250	1176	657	932 904
	79%	78%	81%	87%	67%	80% 77%
		86%	14%	b 64%	36%	51% 49%
Send/ receive e-mails	1793	1546	246	1193	596	915 878
	77%	76%	80%	88%	61%	78% 75%
		86%	14%	b 67%	33%	51% 49%
Online shopping (purchasing goods/ services/ tickets etc.)	1484	1271	213	1031	450	772 711
	64%	63%	69%	76%	46%	66% 61%
		86%	a 14%	b 69%	30%	b 52% 48%
Banking	1347	1164	183	977	366	691 655
	58%	57%	60%	72%	38%	59% 56%
		86%	14%	b 73%	27%	51% 49%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	1233	1074	159	852	377	595 637
	53%	53%	52%	63%	39%	51% 55%
		87%	13%	b 69%	31%	48% 52%

Columns Tested: a,b - a,b - a,b

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Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1230	1071	159	851	376	572	659
	53%	53%	52%	63%	39%	49%	56%
		87%	13%	b 69%	31%	46%	a 54%
Accessing news	1167	1006	161	820	344	594	573
	50%	50%	52%	60%	35%	51%	49%
		86%	14%	b 70%	29%	51%	49%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	1098	928	170	814	280	566	531
	47%	46%	55%	60%	29%	49%	45%
		85%	a 15%	b 74%	26%	52%	48%
To find information on health related issues	1039	890	149	702	334	514	525
	45%	44%	49%	52%	34%	44%	45%
		86%	14%	b 68%	32%	49%	51%

Columns Tested: a,b - a,b - a,b

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by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	960	818	142	690	267	507	453
	41%	40%	46%	51%	27%	43%	39%
			a	b		b	
		85%	15%	72%	28%	53%	47%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	947	823	125	655	290	457	490
	41%	41%	41%	48%	30%	39%	42%
			b				
		87%	13%	69%	31%	48%	52%
Trading/ auctions e.g. eBay	899	778	121	642	258	465	434
	39%	38%	39%	47%	26%	40%	37%
			b				
		87%	13%	71%	29%	52%	48%
Making video calls e.g. via FaceTime, Skype	867	752	115	617	248	418	450
	37%	37%	38%	46%	25%	36%	38%
			b				
		87%	13%	71%	29%	48%	52%

Columns Tested: a,b - a,b - a,b

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by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Watching TV programmes/ films content online	865	737	128	615	247	435	430
	37%	36%	42%	45%	25%	37%	37%
			a	b			
		85%	15%	71%	29%	50%	50%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	665	578	88	481	181	314	351
	28%	28%	29%	35%	19%	27%	30%
				b			
		87%	13%	72%	27%	47%	53%
Playing games online/ interactively	660	569	91	443	214	310	351
	28%	28%	30%	33%	22%	27%	30%
				b			
		86%	14%	67%	32%	47%	53%
Making voice calls using a VoIP service e.g. Skype	629	547	82	454	173	284	346
	27%	27%	27%	33%	18%	24%	30%
				b			a
		87%	13%	72%	27%	45%	55%

Columns Tested: a,b - a,b - a,b

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by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	560	484	77	409	150	283	277
	24%	24%	25%	30%	15%	24%	24%
		86%	14%	73%	27%	51%	49%
Using Twitter (browsing/ reading/ posting on site)	497	425	71	375	121	255	241
	21%	21%	23%	28%	12%	22%	21%
		86%	14%	75%	24%	51%	49%
Listening to radio	489	415	74	362	125	239	250
	21%	20%	24%	27%	13%	21%	21%
		85%	15%	74%	26%	49%	51%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	470	403	67	332	138	218	252
	20%	20%	22%	25%	14%	19%	22%
		86%	14%	71%	29%	46%	54%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	387	331	56	291	95	184	203
	17%	16%	18%	21%	10%	16%	17%
		86%	14%	75%	25%	48%	52%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	272	232	39	206	64	150	122
	12%	11%	13%	15%	7%	13%	10%
		85%	15%	76%	24%	55%	45%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	114	99	15	86	27	63	52
	5%	5%	5%	6%	3%	5%	4%
		87%	13%	75%	24%	55%	45%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Other	21	19	1	8	13	11	10
	1%	1%	*%	1%	1%	1%	1%
		93%	7%	37%	63%	52%	48%
USE SOCIAL NETWORKING SITES	1319	1148	171	912	404	622	697
	56%	57%	56%	67%	41%	53%	60%
		87%	13%	b			a
				69%	31%	47%	53%
TV/ VIDEO VIEWING	1169	1012	157	798	369	577	593
	50%	50%	51%	59%	38%	49%	51%
		87%	13%	b			
				68%	32%	49%	51%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	976	845	131	686	288	467	509
	42%	42%	43%	51%	29%	40%	44%
		87%	13%	b			
				70%	29%	48%	52%
STREAMED AUDIO SERVICES	600	519	82	433	166	285	315
	26%	26%	27%	32%	17%	24%	27%
		86%	14%	b			
				72%	28%	47%	53%
None of these	47	40	7	19	29	29	18
	2%	2%	2%	1%	3%	3%	2%
		85%	15%	a			
				39%	61%	62%	38%

Columns Tested: a,b - a,b - a,b

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**QE19 (QE5A). SHOWCARD Which, if any, of these do you use the internet for? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
INFORMATION	1957	1697	260	1247	707	986	971
	84%	84%	85%	92%	72%	85%	83%
				b			
		87%	13%	64%	36%	50%	50%
COMMUNICATION	1892	1635	257	1239	650	956	936
	81%	81%	84%	91%	67%	82%	80%
				b			
		86%	14%	65%	34%	51%	49%
PURCHASING/ FINANCES	1718	1481	237	1173	541	886	831
	74%	73%	77%	87%	55%	76%	71%
				b			
		86%	14%	68%	31%	52%	48%
ENTERTAINMENT	1340	1161	180	906	431	656	685
	57%	57%	59%	67%	44%	56%	59%
				b			
		87%	13%	68%	32%	49%	51%
SOCIAL	1319	1148	171	912	404	622	697
	56%	57%	56%	67%	41%	53%	60%
				b			a
		87%	13%	69%	31%	47%	53%
REMOTE ACCESS	655	563	92	482	170	333	322
	28%	28%	30%	36%	17%	29%	28%
				b			
		86%	14%	74%	26%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 58

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+								NI	
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
General surfing/ browsing the internet	1650	826	824	265	322	617	447	70	86	166	566	499	485	349	315	1401	129	80	41
	78%	80%	76%	81%	83%	80%	71%	67%	74%	80%	87%	83%	81%	77%	69%	79%	73%	79%	72%
		b		d	d	d				a	abc	cd	d	d		d			
		50%	50%	16%	19%	37%	27%	4%	5%	10%	34%	30%	29%	21%	19%	85%	8%	5%	2%
Send/ receive e-mails	1590	781	810	248	310	606	427	66	85	159	559	497	478	331	281	1366	122	73	29
	75%	76%	75%	76%	80%	79%	68%	63%	73%	76%	86%	83%	80%	73%	62%	77%	70%	72%	52%
				d	d	d				a	abc	cd	cd	d		bd	d	d	
		49%	51%	16%	19%	38%	27%	4%	5%	10%	35%	31%	30%	21%	18%	86%	8%	5%	2%
Banking	1109	534	575	165	251	449	244	35	49	112	441	384	341	212	169	951	83	55	19
	52%	52%	53%	51%	65%	58%	39%	34%	42%	54%	68%	64%	57%	47%	37%	53%	48%	55%	34%
				d	acd	ad				ab	abc	bcd	cd	d		d	d	d	
		48%	52%	15%	23%	40%	22%	3%	4%	10%	40%	35%	31%	19%	15%	86%	8%	5%	2%
Online shopping (purchasing goods/ services/ tickets etc.)	1049	508	541	162	235	426	227	38	53	104	427	342	318	211	175	900	78	57	14
	50%	49%	50%	50%	61%	55%	36%	36%	45%	50%	66%	57%	53%	47%	38%	50%	45%	56%	25%
				d	ad	d				a	abc	cd	cd	d		d	d	bd	
		48%	52%	15%	22%	41%	22%	4%	5%	10%	41%	33%	30%	20%	17%	86%	7%	5%	1%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1026	484	542	221	242	386	178	50	54	93	387	311	286	217	210	879	78	48	21
	49%	47%	50%	68%	63%	50%	28%	47%	47%	44%	60%	52%	48%	48%	46%	49%	45%	48%	37%
				cd	cd	d					abc					d		d	
		47%	53%	22%	24%	38%	17%	5%	5%	9%	38%	30%	28%	21%	20%	86%	8%	5%	2%
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	981	464	517	226	232	366	159	47	49	87	358	303	283	199	194	844	68	49	20
	46%	45%	48%	69%	60%	47%	25%	45%	43%	42%	55%	50%	47%	44%	42%	47%	39%	48%	35%
		47%	53%	bcd	cd	d					abc	cd				bd		d	
				23%	24%	37%	16%	5%	5%	9%	37%	31%	29%	20%	20%	86%	7%	5%	2%
Accessing news	891	471	420	132	199	351	209	30	46	81	363	319	263	173	134	768	67	43	14
	42%	46%	39%	40%	51%	46%	33%	29%	40%	39%	56%	53%	44%	38%	29%	43%	38%	42%	24%
		b		d	ad	d					abc	bcd	d	d		d	d	d	
		53%	47%	15%	22%	39%	23%	3%	5%	9%	41%	36%	30%	19%	15%	86%	7%	5%	2%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	757	375	382	149	181	309	118	29	37	59	336	280	228	141	106	661	51	38	7
	36%	37%	35%	46%	47%	40%	19%	27%	32%	28%	52%	47%	38%	31%	23%	37%	29%	38%	13%
				d	cd	d					abc	bcd	cd	d		bd	d	d	
		50%	50%	20%	24%	41%	16%	4%	5%	8%	44%	37%	30%	19%	14%	87%	7%	5%	1%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	725	384	342	171	189	271	95	28	41	74	300	238	219	135	131	641	41	32	12
	34%	37%	31%	52%	49%	35%	15%	27%	35%	35%	46%	40%	37%	30%	29%	36%	23%	31%	22%
		b		cd	cd	d					abc	cd	cd			bd		d	
		53%	47%	24%	26%	37%	13%	4%	6%	10%	41%	33%	30%	19%	18%	88%	6%	4%	2%

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

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

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 £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Watching TV programmes/ films content online	617	335	282	157	158	234	68	25	24	63	249	213	180	119	103	538	47	22	10
	29%	33%	26%	48%	41%	30%	11%	24%	21%	30%	38%	35%	30%	26%	23%	30%	27%	21%	17%
		b		cd	cd	d					abc	bcd	d			cd	d		
		54%	46%	25%	26%	38%	11%	4%	4%	10%	40%	34%	29%	19%	17%	87%	8%	3%	2%
Making video calls e.g. via FaceTime, Skype	578	273	305	128	153	217	80	27	29	44	234	209	163	100	105	512	37	22	7
	27%	27%	28%	39%	40%	28%	13%	25%	25%	21%	36%	35%	27%	22%	23%	29%	21%	22%	12%
				cd	cd	d					abc	bcd				bd	d	d	
		47%	53%	22%	26%	38%	14%	5%	5%	8%	40%	36%	28%	17%	18%	88%	6%	4%	1%
To find information on health related issues	575	253	322	83	135	234	123	23	32	59	235	212	167	90	104	506	36	29	4
	27%	25%	30%	26%	35%	30%	20%	22%	28%	28%	36%	35%	28%	20%	23%	28%	21%	29%	7%
			a	d	ad	d					ac	bcd	c			bd	d	bd	
		44%	56%	14%	23%	41%	21%	4%	6%	10%	41%	37%	29%	16%	18%	88%	6%	5%	1%
Trading/ auctions e.g. eBay	552	273	279	85	138	233	96	25	29	58	224	177	153	112	110	489	31	26	7
	26%	27%	26%	26%	36%	30%	15%	24%	25%	28%	34%	30%	25%	25%	24%	27%	18%	25%	12%
				d	ad	d					ab					bd		d	
		50%	50%	15%	25%	42%	17%	5%	5%	11%	41%	32%	28%	20%	20%	89%	6%	5%	1%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	517	259	258	67	131	200	119	18	27	48	237	205	144	89	78	463	28	22	4
	24%	25%	24%	21%	34%	26%	19%	17%	24%	23%	37%	34%	24%	20%	17%	26%	16%	22%	8%
		50%	50%	13%	acd	d	23%	3%	5%	9%	abc	bcd	d	28%	17%	bd	d	d	
					25%	39%					46%	40%			15%	90%	5%	4%	1%
Playing games online/ interactively	504	273	231	146	121	164	72	25	31	42	171	127	157	108	112	440	40	19	5
	24%	27%	21%	45%	31%	21%	12%	24%	27%	20%	26%	21%	26%	24%	25%	25%	23%	19%	9%
		b		bcd	cd	d							a			d	d	d	
		54%	46%	29%	24%	33%	14%	5%	6%	8%	34%	25%	31%	21%	22%	87%	8%	4%	1%
Making voice calls using a VoIP service e.g. Skype	433	233	199	83	116	175	59	16	15	42	193	157	129	69	76	379	32	15	6
	20%	23%	18%	26%	30%	23%	9%	15%	13%	20%	30%	26%	21%	15%	17%	21%	18%	15%	11%
		b		d	cd	d					abc	cd	cd			cd	d		
		54%	46%	19%	27%	40%	14%	4%	4%	10%	45%	36%	30%	16%	18%	88%	7%	3%	1%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	422	214	208	101	121	151	48	15	24	35	186	146	126	77	72	373	29	17	3
	20%	21%	19%	31%	31%	20%	8%	15%	21%	17%	29%	24%	21%	17%	16%	21%	16%	17%	6%
				cd	cd	d					ac	cd	d			d	d	d	
		51%	49%	24%	29%	36%	11%	4%	6%	8%	44%	35%	30%	18%	17%	88%	7%	4%	1%
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Using Twitter (browsing/ reading/ posting on site)	351	201	150	102	82	138	28	12	14	22	159	126	91	68	64	312	23	11	6
	17%	20%	14%	31%	21%	18%	5%	11%	12%	11%	24%	21%	15%	15%	14%	17%	13%	11%	10%
		b		bcd	d	d					abc	bcd				cd			
		57%	43%	29%	23%	39%	8%	3%	4%	6%	45%	36%	26%	19%	18%	89%	6%	3%	2%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	346	181	164	68	89	137	53	15	19	29	159	137	106	56	46	302	28	13	3
	16%	18%	15%	21%	23%	18%	8%	14%	16%	14%	24%	23%	18%	12%	10%	17%	16%	12%	6%
				d	cd	d					abc	bcd	cd			d	d	d	
		52%	48%	20%	26%	39%	15%	4%	5%	8%	46%	40%	31%	16%	13%	87%	8%	4%	1%
Listening to radio	335	175	161	55	89	142	49	18	21	28	149	118	90	58	67	304	18	9	3
	16%	17%	15%	17%	23%	18%	8%	17%	18%	14%	23%	20%	15%	13%	15%	17%	11%	9%	6%
				d	ad	d					c	bcd				bcd			
		52%	48%	16%	27%	42%	15%	5%	6%	8%	44%	35%	27%	17%	20%	91%	6%	3%	1%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	313	178	136	99	85	109	20	18	15	27	110	103	98	49	64	276	24	12	2
	15%	17%	12%	30%	22%	14%	3%	17%	13%	13%	17%	17%	16%	11%	14%	15%	14%	11%	4%
		b		bcd	cd	d						c	c			d	d	d	
		57%	43%	32%	27%	35%	7%	6%	5%	9%	35%	33%	31%	16%	20%	88%	8%	4%	1%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	295	164	131	80	94	101	20	7	9	25	125	116	87	44	47	260	22	11	2
	14%	16%	12%	25%	24%	13%	3%	7%	8%	12%	19%	19%	14%	10%	10%	15%	12%	11%	4%
		b		cd	cd	d					abc	bcd	cd			d	d	d	
		56%	44%	27%	32%	34%	7%	2%	3%	8%	42%	39%	29%	15%	16%	88%	7%	4%	1%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	165	98	67	33	43	65	24	4	8	13	81	60	46	33	24	146	10	9	1
	8%	10%	6%	10%	11%	8%	4%	4%	7%	6%	12%	10%	8%	7%	5%	8%	6%	8%	1%
		b		d	d	d					ac	d				d	d	d	
		60%	40%	20%	26%	39%	15%	2%	5%	8%	49%	37%	28%	20%	14%	89%	6%	5%	*%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	76	54	22	12	26	32	6	2	1	3	41	35	18	11	12	69	4	3	-
	4%	5%	2%	4%	7%	4%	1%	2%	1%	1%	6%	6%	3%	2%	3%	4%	2%	3%	-%
		b		d	d	d					bc	bcd				d	d	d	
		71%	29%	16%	34%	42%	8%	3%	2%	4%	54%	45%	24%	14%	15%	91%	5%	4%	-%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

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

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Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES		
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI	
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227	
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209	
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56	
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%	
Other	15	7	7	-	3	3	9	3	1	2	1	2	4	4	5	15	-	-	-	
	1%	1%	1%	-%	1%	*%	1%	3%	1%	1%	*%	*%	1%	1%	1%	1%	-%	-%	-%	
		49%	51%	-%	20%	18%	ac	d	d	d		17%	27%	25%	31%	100%	-%	-%	-%	
USE SOCIAL NETWORKING SITES	1099	525	573	238	252	412	197	53	59	99	413	343	305	231	218	941	81	55	22	
	52%	51%	53%	73%	65%	53%	31%	50%	51%	47%	64%	57%	51%	51%	48%	53%	46%	54%	39%	
		48%	52%	bcd	cd	d	18%	5%	5%	9%	abc	bd	31%	28%	21%	d	7%	d	2%	
TV/ VIDEO VIEWING	901	482	419	211	224	342	124	37	44	96	365	297	269	172	161	787	60	37	17	
	43%	47%	39%	65%	58%	44%	20%	35%	38%	46%	56%	50%	45%	38%	35%	44%	34%	36%	30%	
		b	cd	cd	cd	d					abc	cd	cd			bcd				
		54%	46%	23%	25%	38%	14%	4%	5%	11%	41%	33%	30%	19%	18%	87%	7%	4%	2%	
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	684	333	351	146	177	259	101	29	34	62	268	237	200	123	124	595	53	25	11	
	32%	32%	32%	45%	46%	34%	16%	27%	29%	30%	41%	39%	33%	27%	27%	33%	30%	25%	19%	
		49%	51%	cd	cd	d	15%	4%	5%	9%	abc	bcd	cd	29%	18%	cd	d	4%	2%	
STREAMED AUDIO SERVICES	421	243	178	121	119	148	32	18	18	35	160	153	126	63	78	370	32	15	3	
	20%	24%	16%	37%	31%	19%	5%	17%	15%	17%	25%	25%	21%	14%	17%	21%	18%	15%	5%	
		b	cd	cd	cd	d					bc	cd	c			d	d	d		
		58%	42%	29%	28%	35%	8%	4%	4%	8%	38%	36%	30%	15%	18%	88%	8%	4%	1%	
None of these	48	26	22	4	3	14	27	2	3	4	10	10	9	9	20	42	2	3	2	
	2%	2%	2%	1%	1%	2%	4%	2%	3%	2%	2%	2%	2%	2%	4%	2%	1%	3%	3%	
		54%	46%	7%	5%	30%	abc	5%	7%	9%	21%	21%	19%	19%	abc	41%	87%	3%	6%	
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER				£10.4K- £15.59K	£15.6K- £25.99K	£26K+		AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+												
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2514	1201	1313	366	399	908	840	126	142	250	690	616	807	533	553	1850	217	220	227
Effective Weighted Sample	2080	994	1087	302	333	763	700	107	126	208	602	533	677	435	449	1639	208	206	209
Total	2114	1028	1086	327	386	772	629	105	116	209	650	600	600	453	457	1782	175	101	56
		49%	51%	15%	18%	37%	30%	5%	5%	10%	31%	28%	28%	21%	22%	84%	8%	5%	3%
Don't know	*	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	*
	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%
		100%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	a 100%
INFORMATION	1798	895	903	284	349	673	491	82	96	181	600	535	527	377	357	1524	144	86	44
	85%	87%	83%	87%	90%	87%	78%	78%	83%	87%	92%	89%	88%	83%	78%	86%	82%	85%	79%
		b		d	d	d					abc	cd	cd			d			
		50%	50%	16%	19%	37%	27%	5%	5%	10%	33%	30%	29%	21%	20%	85%	8%	5%	2%
COMMUNICATION	1741	855	886	296	342	656	447	81	90	175	589	523	520	367	328	1484	142	79	36
	82%	83%	82%	91%	89%	85%	71%	77%	77%	84%	91%	87%	87%	81%	72%	83%	81%	78%	64%
				cd	d	d					abc	cd	cd	d		d	d	d	
		49%	51%	17%	20%	38%	26%	5%	5%	10%	34%	30%	30%	21%	19%	85%	8%	5%	2%
PURCHASING/ FINANCES	1398	670	727	217	303	559	319	55	70	137	525	443	426	282	245	1189	109	75	24
	66%	65%	67%	67%	78%	72%	51%	52%	60%	65%	81%	74%	71%	62%	54%	67%	62%	75%	42%
				d	acd	d				a	abc	cd	cd	d		d	d	abd	
		48%	52%	16%	22%	40%	23%	4%	5%	10%	38%	32%	30%	20%	18%	85%	8%	5%	2%
SOCIAL	1099	525	573	238	252	412	197	53	59	99	413	343	305	231	218	941	81	55	22
	52%	51%	53%	73%	65%	53%	31%	50%	51%	47%	64%	57%	51%	51%	48%	53%	46%	54%	39%
				bcd	cd	d					abc	bd				d		d	
		48%	52%	22%	23%	38%	18%	5%	5%	9%	38%	31%	28%	21%	20%	86%	7%	5%	2%
ENTERTAINMENT	1084	565	518	244	253	410	176	47	58	114	409	335	321	221	206	943	76	45	19
	51%	55%	48%	75%	65%	53%	28%	45%	50%	55%	63%	56%	53%	49%	45%	53%	43%	45%	34%
		b		bcd	cd	d					abc	cd	d			bcd		d	
		52%	48%	23%	23%	38%	16%	4%	5%	11%	38%	31%	30%	20%	19%	87%	7%	4%	2%
REMOTE ACCESS	424	225	199	83	104	175	63	15	23	34	202	161	131	74	58	372	31	18	4
	20%	22%	18%	26%	27%	23%	10%	15%	20%	16%	31%	27%	22%	16%	13%	21%	18%	17%	6%
		b		d	d	d					abc	bcd	cd			d	d	d	
		53%	47%	20%	24%	41%	15%	4%	5%	8%	48%	38%	31%	17%	14%	88%	7%	4%	1%

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

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**QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those who use the internet at home or elsewhere

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
General surfing/ browsing the internet	1650	1420	230	1078	570	838	812
	78%	77%	82%	81%	72%	78%	78%
		86%	14%	b 65%	35%	51%	49%
Send/ receive e-mails	1590	1374	216	1082	505	806	785
	75%	75%	77%	82%	64%	75%	76%
		86%	14%	b 68%	32%	51%	49%
Banking	1109	957	152	821	284	564	544
	52%	52%	54%	62%	36%	52%	52%
		86%	14%	b 74%	26%	51%	49%
Online shopping (purchasing goods/ services/ tickets etc.)	1049	896	153	747	299	531	518
	50%	49%	55%	56%	38%	49%	50%
		85%	15%	b 71%	28%	51%	49%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1026	894	132	705	320	469	557
	49%	49%	47%	53%	41%	44%	54%
		87%	13%	b 69%	31%	46%	a 54%

Columns Tested: a,b - a,b - a,b

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	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	981	867	114	681	299	464	517
	46%	47%	41%	51%	38%	43%	50%
		b		b			a
		88%	12%	69%	30%	47%	53%
Accessing news	891	777	114	627	261	436	454
	42%	42%	41%	47%	33%	41%	44%
				b			
		87%	13%	70%	29%	49%	51%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	757	638	119	569	187	383	374
	36%	35%	42%	43%	24%	36%	36%
			a	b			
		84%	16%	75%	25%	51%	49%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	725	638	88	505	219	328	398
	34%	35%	31%	38%	28%	30%	38%
				b			a
		88%	12%	70%	30%	45%	55%

Columns Tested: a,b - a,b - a,b

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Base : Those who use the internet at home or elsewhere

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
Watching TV programmes/ films content online	617	530	87	429	187	299	318
	29%	29%	31%	32%	24%	28%	31%
		86%	14%	70%	30%	48%	52%
Making video calls e.g. via FaceTime, Skype	578	494	84	414	163	271	307
	27%	27%	30%	31%	21%	25%	30%
		85%	15%	72%	28%	47%	53%
To find information on health related issues	575	506	70	406	168	259	316
	27%	28%	25%	31%	21%	24%	30%
		88%	12%	71%	29%	45%	55%
Trading/ auctions e.g. eBay	552	472	80	398	154	283	269
	26%	26%	29%	30%	20%	26%	26%
		85%	15%	72%	28%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those who use the internet at home or elsewhere

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	517	442	75	385	130	252	265
	24%	24%	27%	29%	16%	23%	26%
		86%	14%	74%	25%	49%	51%
Playing games online/ interactively	504	437	67	327	176	226	278
	24%	24%	24%	25%	22%	21%	27%
		87%	13%	65%	35%	45%	55%
Making voice calls using a VoIP service e.g. Skype	433	375	58	324	107	194	239
	20%	20%	21%	24%	14%	18%	23%
		87%	13%	75%	25%	45%	55%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	422	362	60	307	113	198	224
	20%	20%	21%	23%	14%	18%	22%
		86%	14%	73%	27%	47%	53%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
Using Twitter (browsing/ reading/ posting on site)	351	306	45	263	87	170	181
	17%	17%	16%	20% b	11%	16%	17%
		87%	13%	75%	25%	48%	52%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	346	300	45	253	91	165	181
	16%	16%	16%	19% b	12%	15%	17%
		87%	13%	73%	26%	48%	52%
Listening to radio	335	291	44	249	85	154	181
	16%	16%	16%	19% b	11%	14%	17%
		87%	13%	74%	25%	46%	54%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	313	271	42	215	99	142	171
	15%	15%	15%	16% b	13%	13%	16% a
		87%	13%	69%	31%	45%	55%

Columns Tested: a,b - a,b - a,b

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**QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those who use the internet at home or elsewhere

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	295 14%	258 14%	37 13%	219 17% b	75 9%	140 13%	154 15%
		87%	13%	74%	25%	48%	52%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	165 8%	143 8%	22 8%	123 9% b	40 5%	90 8%	75 7%
		87%	13%	75%	24%	55%	45%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	76 4%	65 4%	12 4%	61 5% b	15 2%	46 4%	31 3%
		84%	16%	79%	19%	60%	40%

Columns Tested: a,b - a,b - a,b

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by MAIN CROSS-BREAKS

Base : Those who use the internet at home or elsewhere

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
Other	15	15	-	8	7	8	6
	1%	1%	-%	1%	1%	1%	1%
		100%	-%	53%	47%	57%	43%
USE SOCIAL NETWORKING SITES	1099	957	142	753	344	510	589
	52%	52%	51%	57%	44%	47%	57%
		87%	13%	b	a		
				69%	31%	46%	54%
TV/ VIDEO VIEWING	901	787	113	617	282	426	475
	43%	43%	40%	47%	36%	40%	46%
		87%	13%	b	a		
				69%	31%	47%	53%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	684	587	97	487	196	318	366
	32%	32%	35%	37%	25%	30%	35%
		86%	14%	b	a		
				71%	29%	46%	54%
STREAMED AUDIO SERVICES	421	371	50	301	119	199	222
	20%	20%	18%	23%	15%	19%	21%
		88%	12%	b	a		
				71%	28%	47%	53%
None of these	48	41	6	15	33	24	23
	2%	2%	2%	1%	4%	2%	2%
		87%	13%	a	a		
				31%	69%	51%	49%

Columns Tested: a,b - a,b - a,b

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
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Base : Those who use the internet at home or elsewhere

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2514	2088	426	1446	1065	1250	1264
Effective Weighted Sample	2080	1746	353	1204	899	1038	1043
Total	2114	1834	280	1324	787	1076	1038
		87%	13%	63%	37%	51%	49%
Don't know	*	*	-	*	-	*	-
	*%	*%	-%	*%	-%	*%	-%
		100%	-%	100%	-%	100%	-%
INFORMATION	1798	1556	241	1163	632	902	896
	85%	85%	86%	88%	80%	84%	86%
				b			
		87%	13%	65%	35%	50%	50%
COMMUNICATION	1741	1507	234	1159	579	873	868
	82%	82%	84%	88%	74%	81%	84%
				b			
		87%	13%	67%	33%	50%	50%
PURCHASING/ FINANCES	1398	1205	192	985	409	706	692
	66%	66%	69%	74%	52%	66%	67%
				b			
		86%	14%	70%	29%	51%	49%
SOCIAL	1099	957	142	753	344	510	589
	52%	52%	51%	57%	44%	47%	57%
				b			a
		87%	13%	69%	31%	46%	54%
ENTERTAINMENT	1084	949	134	730	352	506	578
	51%	52%	48%	55%	45%	47%	56%
				b			a
		88%	12%	67%	32%	47%	53%
REMOTE ACCESS	424	367	57	314	109	205	220
	20%	20%	20%	24%	14%	19%	21%
				b			
		86%	14%	74%	26%	48%	52%

Columns Tested: a,b - a,b - a,b

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
General surfing/ browsing the internet	1650	826	824	265	322	617	447	70	86	166	566	499	485	349	315	1401	129	80	41
	71%	73%	69%	78%	83%	77%	55%	48%	57%	74%	86%	80%	78%	69%	55%	72%	63%	69%	63%
		b		d	cd	d				ab	abc	cd	cd	d		bd			
		50%	50%	16%	19%	37%	27%	4%	5%	10%	34%	30%	29%	21%	19%	85%	8%	5%	2%
Send/ receive e-mails	1590	781	810	248	310	606	427	66	85	159	559	497	478	331	281	1366	122	73	29
	68%	69%	67%	73%	79%	76%	53%	45%	56%	70%	85%	80%	76%	65%	49%	70%	60%	63%	45%
				d	d	d			a	ab	abc	cd	cd	d		bcd	d	d	
		49%	51%	16%	19%	38%	27%	4%	5%	10%	35%	31%	30%	21%	18%	86%	8%	5%	2%
Banking	1109	534	575	165	251	449	244	35	49	112	441	384	341	212	169	951	83	55	19
	47%	47%	48%	49%	64%	56%	30%	24%	33%	50%	67%	62%	54%	42%	29%	49%	41%	48%	30%
				d	acd	ad				ab	abc	bcd	cd	d		bd	d	d	
		48%	52%	15%	23%	40%	22%	3%	4%	10%	40%	35%	31%	19%	15%	86%	8%	5%	2%
Online shopping (purchasing goods/ services/ tickets etc.)	1049	508	541	162	235	426	227	38	53	104	427	342	318	211	175	900	78	57	14
	45%	45%	45%	48%	60%	53%	28%	25%	35%	46%	65%	55%	51%	42%	30%	46%	38%	49%	22%
				d	acd	d				ab	abc	cd	cd	d		bd	d	bd	
		48%	52%	15%	22%	41%	22%	4%	5%	10%	41%	33%	30%	20%	17%	86%	7%	5%	1%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1026	484	542	221	242	386	178	50	54	93	387	311	286	217	210	879	78	48	21
	44%	43%	45%	66%	62%	48%	22%	34%	36%	41%	59%	50%	46%	43%	36%	45%	38%	42%	33%
				cd	cd	d					abc	cd	d	d		bd		d	
		47%	53%	22%	24%	38%	17%	5%	5%	9%	38%	30%	28%	21%	20%	86%	8%	5%	2%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	981	464	517	226	232	366	159	47	49	87	358	303	283	199	194	844	68	49	20
	42%	41%	43%	67%	60%	46%	20%	32%	33%	39%	55%	49%	45%	39%	34%	43%	34%	42%	31%
		47%	53%	cd	cd	d	16%	5%	5%	9%	abc	cd	cd	20%	20%	bd	7%	bd	2%
Accessing news	891	471	420	132	199	351	209	30	46	81	363	319	263	173	134	768	67	43	14
	38%	41%	35%	39%	51%	44%	26%	20%	31%	36%	55%	51%	42%	34%	23%	39%	33%	37%	21%
		b		d	acd	d			a	a	abc	bcd	cd	d		bd	d	d	
		53%	47%	15%	22%	39%	23%	3%	5%	9%	41%	36%	30%	19%	15%	86%	7%	5%	2%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	757	375	382	149	181	309	118	29	37	59	336	280	228	141	106	661	51	38	7
	32%	33%	32%	44%	46%	39%	15%	20%	25%	26%	51%	45%	36%	28%	18%	34%	25%	33%	11%
		50%	50%	d	cd	d	16%	4%	5%	8%	abc	bcd	cd	d		bd	d	bd	
				20%	24%	41%					44%	37%	30%	19%	14%	87%	7%	5%	1%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	725	384	342	171	189	271	95	28	41	74	300	238	219	135	131	641	41	32	12
	31%	34%	28%	51%	48%	34%	12%	19%	27%	33%	46%	38%	35%	27%	23%	33%	20%	28%	19%
		b		cd	cd	d				a	abc	cd	cd			bd		bd	
		53%	47%	24%	26%	37%	13%	4%	6%	10%	41%	33%	30%	19%	18%	88%	6%	4%	2%

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

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Watching TV programmes/ films content online	617	335	282	157	158	234	68	25	24	63	249	213	180	119	103	538	47	22	10
	26%	30%	24%	47%	41%	29%	8%	17%	16%	28%	38%	34%	29%	24%	18%	28%	23%	19%	15%
		b		cd	cd	d				ab	abc	bcd	cd	d		cd	d		
		54%	46%	25%	26%	38%	11%	4%	4%	10%	40%	34%	29%	19%	17%	87%	8%	3%	2%
Making video calls e.g. via FaceTime, Skype	578	273	305	128	153	217	80	27	29	44	234	209	163	100	105	512	37	22	7
	25%	24%	25%	38%	39%	27%	10%	18%	19%	20%	36%	34%	26%	20%	18%	26%	18%	19%	11%
				cd	cd	d				abc	bcd	cd	cd			bcd	d	d	
		47%	53%	22%	26%	38%	14%	5%	5%	8%	40%	36%	28%	17%	18%	88%	6%	4%	1%
To find information on health related issues	575	253	322	83	135	234	123	23	32	59	235	212	167	90	104	506	36	29	4
	25%	22%	27%	25%	35%	29%	15%	16%	21%	26%	36%	34%	27%	18%	18%	26%	18%	25%	6%
			a	d	ad	d				a	abc	bcd	cd			bd	d	bd	
		44%	56%	14%	23%	41%	21%	4%	6%	10%	41%	37%	29%	16%	18%	88%	6%	5%	1%
Trading/ auctions e.g. eBay	552	273	279	85	138	233	96	25	29	58	224	177	153	112	110	489	31	26	7
	24%	24%	23%	25%	36%	29%	12%	17%	19%	26%	34%	29%	24%	22%	19%	25%	15%	22%	10%
				d	acd	d				a	abc	cd	d			bd		bd	
		50%	50%	15%	25%	42%	17%	5%	5%	11%	41%	32%	28%	20%	20%	89%	6%	5%	1%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	517 22%	259 23%	258 22%	67 20%	131 34%	200 25%	119 15%	18 12%	27 18%	48 21%	237 36%	205 33%	144 23%	89 17%	78 14%	463 24%	28 14%	22 19%	4 7%
		50%	50%	d 13%	acd 25%	d 39%	23%	3%	5%	a 9%	abc 46%	bcd 40%	cd 28%	17%	15%	bd 90%	d 5%	d 4%	
Playing games online/ interactively	504 22%	273 24%	231 19%	146 43%	121 31%	164 21%	72 9%	25 17%	31 21%	42 19%	171 26%	127 20%	157 25%	108 21%	112 19%	440 23%	40 20%	19 16%	5 8%
		b 54%		bcd 29%	cd 24%	d 33%	14%	5%	6%	8%	ac 34%	25%	d 31%	21%	22%	cd 87%	d 8%	d 4%	
Making voice calls using a VoIP service e.g. Skype	433 19%	233 21%	199 17%	83 25%	116 30%	175 22%	59 7%	16 11%	15 10%	42 19%	193 29%	157 25%	129 21%	69 14%	76 13%	379 19%	32 16%	15 13%	6 10%
		b 54%		d 19%	cd 27%	d 40%	14%	4%	4%	ab 10%	abc 45%	bcd 36%	cd 30%	16%	18%	cd 88%	d 7%		
Uploading/ adding content to the internet e.g. photos, videos, blog posts	422 18%	214 19%	208 17%	101 30%	121 31%	151 19%	48 6%	15 11%	24 16%	35 16%	186 28%	146 24%	126 20%	77 15%	72 12%	373 19%	29 14%	17 15%	3 5%
			49%	cd 24%	cd 29%	d 36%	11%	4%	6%	8%	abc 44%	cd 35%	cd 30%	18%	17%	d 88%	d 7%	d 4%	
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 59

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Using Twitter (browsing/ reading/ posting on site)	351	201	150	102	82	138	28	12	14	22	159	126	91	68	64	312	23	11	6
	15%	18%	13%	30%	21%	17%	4%	8%	9%	10%	24%	20%	15%	13%	11%	16%	11%	9%	9%
		b		bcd	d	d					abc	bcd				cd			
		57%	43%	29%	23%	39%	8%	3%	4%	6%	45%	36%	26%	19%	18%	89%	6%	3%	2%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	346	181	164	68	89	137	53	15	19	29	159	137	106	56	46	302	28	13	3
	15%	16%	14%	20%	23%	17%	7%	10%	12%	13%	24%	22%	17%	11%	8%	15%	14%	11%	5%
				d	cd	d					abc	bcd	cd			d	d	d	
		52%	48%	20%	26%	39%	15%	4%	5%	8%	46%	40%	31%	16%	13%	87%	8%	4%	1%
Listening to radio	335	175	161	55	89	142	49	18	21	28	149	118	90	58	67	304	18	9	3
	14%	15%	13%	16%	23%	18%	6%	12%	14%	13%	23%	19%	14%	11%	12%	16%	9%	8%	5%
				d	acd	d					abc	bcd				bcd			
		52%	48%	16%	27%	42%	15%	5%	6%	8%	44%	35%	27%	17%	20%	91%	6%	3%	1%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	313	178	136	99	85	109	20	18	15	27	110	103	98	49	64	276	24	12	2
	13%	16%	11%	29%	22%	14%	3%	12%	10%	12%	17%	17%	16%	10%	11%	14%	12%	10%	3%
		b		bcd	cd	d					b	cd	cd			d	d	d	
		57%	43%	32%	27%	35%	7%	6%	5%	9%	35%	33%	31%	16%	20%	88%	8%	4%	1%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)

by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	295	164	131	80	94	101	20	7	9	25	125	116	87	44	47	260	22	11	2
	13%	14%	11%	24%	24%	13%	2%	5%	6%	11%	19%	19%	14%	9%	8%	13%	11%	10%	3%
		b		cd	cd	d				a	abc	bcd	cd			d	d	d	
		56%	44%	27%	32%	34%	7%	2%	3%	8%	42%	39%	29%	15%	16%	88%	7%	4%	1%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	165	98	67	33	43	65	24	4	8	13	81	60	46	33	24	146	10	9	1
	7%	9%	6%	10%	11%	8%	3%	3%	5%	6%	12%	10%	7%	7%	4%	7%	5%	7%	1%
		b		d	d	d					abc	d	d			d	d	d	
		60%	40%	20%	26%	39%	15%	2%	5%	8%	49%	37%	28%	20%	14%	89%	6%	5%	*%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	76	54	22	12	26	32	6	2	1	3	41	35	18	11	12	69	4	3	-
	3%	5%	2%	4%	7%	4%	1%	2%	1%	1%	6%	6%	3%	2%	2%	4%	2%	3%	-%
		b		d	d	d					abc	bcd				d	d	d	
		71%	29%	16%	34%	42%	8%	3%	2%	4%	54%	45%	24%	14%	15%	91%	5%	4%	-%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Other	15	7	7	-	3	3	9	3	1	2	1	2	4	4	5	15	-	-	-
	1%	1%	1%	-%	1%	*%	1%	2%	1%	1%	*%	*%	1%	1%	1%	1%	-%	-%	-%
		49%	51%	-%	20%	18%	62%	d		d									
USE SOCIAL NETWORKING SITES	1099	525	573	238	252	412	197	53	59	99	413	343	305	231	218	941	81	55	22
	47%	46%	48%	70%	65%	52%	24%	36%	39%	44%	63%	55%	49%	46%	38%	48%	40%	47%	34%
		48%	52%	cd	cd	d		abc		abc	bcd	bcd	d	d		bd		d	
				22%	23%	38%	18%	5%	5%	9%	38%	31%	28%	21%	20%	86%	7%	5%	2%
TV/ VIDEO VIEWING	901	482	419	211	224	342	124	37	44	96	365	297	269	172	161	787	60	37	17
	39%	42%	35%	63%	57%	43%	15%	25%	29%	43%	56%	48%	43%	34%	28%	40%	29%	32%	26%
		b		cd	cd	d				ab	abc	cd	cd	d		bcd			
		54%	46%	23%	25%	38%	14%	4%	5%	11%	41%	33%	30%	19%	18%	87%	7%	4%	2%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	684	333	351	146	177	259	101	29	34	62	268	237	200	123	124	595	53	25	11
	29%	29%	29%	43%	46%	32%	12%	20%	22%	27%	41%	38%	32%	24%	21%	30%	26%	22%	17%
		49%	51%	cd	cd	d					abc	bcd	cd			cd	d		
				21%	26%	38%	15%	4%	5%	9%	39%	35%	29%	18%	18%	87%	8%	4%	2%
STREAMED AUDIO SERVICES	421	243	178	121	119	148	32	18	18	35	160	153	126	63	78	370	32	15	3
	18%	21%	15%	36%	31%	19%	4%	12%	12%	16%	24%	25%	20%	12%	14%	19%	16%	13%	5%
		b		cd	cd	d					abc	cd	cd			cd	d	d	
		58%	42%	29%	28%	35%	8%	4%	4%	8%	38%	36%	30%	15%	18%	88%	8%	4%	1%
None of these	48	26	22	4	3	14	27	2	3	4	10	10	9	9	20	42	2	3	2
	2%	2%	2%	1%	1%	2%	3%	2%	2%	2%	2%	2%	1%	2%	3%	2%	1%	2%	2%
		54%	46%	7%	5%	30%	abc	57%	5%	7%	9%	21%	21%	19%	b	41%	87%	3%	3%
Columns Tested:	a, b - a, b, c, d - a, b, c, d - a, b, c, d - a, b, c, d																		

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

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	*	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	*
	*%	*%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	*%
		100%	-%	-%	-%	100%	-%	-%	-%	-%	-%	-%	100%	-%	-%	-%	-%	-%	a
INFORMATION	1798	895	903	284	349	673	491	82	96	181	600	535	527	377	357	1524	144	86	44
	77%	79%	75%	84%	89%	84%	61%	56%	64%	80%	91%	86%	84%	74%	62%	78%	71%	74%	69%
		b		d	cd	d				ab	abc	cd	cd	d		bd			
		50%	50%	16%	19%	37%	27%	5%	5%	10%	33%	30%	29%	21%	20%	85%	8%	5%	2%
COMMUNICATION	1741	855	886	296	342	656	447	81	90	175	589	523	520	367	328	1484	142	79	36
	75%	75%	74%	88%	88%	82%	55%	55%	59%	77%	90%	84%	83%	73%	57%	76%	70%	69%	56%
				cd	cd	d				ab	abc	cd	cd	d		bcd	d	d	
		49%	51%	17%	20%	38%	26%	5%	5%	10%	34%	30%	30%	21%	19%	85%	8%	5%	2%
PURCHASING/ FINANCES	1398	670	727	217	303	559	319	55	70	137	525	443	426	282	245	1189	109	75	24
	60%	59%	61%	64%	78%	70%	39%	37%	46%	60%	80%	71%	68%	56%	43%	61%	54%	65%	37%
				d	acd	d				ab	abc	cd	cd	d		bd	d	bd	
		48%	52%	16%	22%	40%	23%	4%	5%	10%	38%	32%	30%	20%	18%	85%	8%	5%	2%
SOCIAL	1099	525	573	238	252	412	197	53	59	99	413	343	305	231	218	941	81	55	22
	47%	46%	48%	70%	65%	52%	24%	36%	39%	44%	63%	55%	49%	46%	38%	48%	40%	47%	34%
				cd	cd	d					abc	bcd	d	d		bd		d	
		48%	52%	22%	23%	38%	18%	5%	5%	9%	38%	31%	28%	21%	20%	86%	7%	5%	2%
ENTERTAINMENT	1084	565	518	244	253	410	176	47	58	114	409	335	321	221	206	943	76	45	19
	46%	50%	43%	72%	65%	51%	22%	32%	38%	50%	62%	54%	51%	44%	36%	48%	37%	39%	30%
		b		bcd	cd	d				ab	abc	cd	cd	d		bcd		d	
		52%	48%	23%	23%	38%	16%	4%	5%	11%	38%	31%	30%	20%	19%	87%	7%	4%	2%
REMOTE ACCESS	424	225	199	83	104	175	63	15	23	34	202	161	131	74	58	372	31	18	4
	18%	20%	17%	25%	27%	22%	8%	11%	15%	15%	31%	26%	21%	15%	10%	19%	15%	15%	5%
		b		d	d	d					abc	bcd	cd	d		d	d	d	
		53%	47%	20%	24%	41%	15%	4%	5%	8%	48%	38%	31%	17%	14%	88%	7%	4%	1%

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

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
General surfing/ browsing the internet	1650	1420	230	1078	570	838	812
	71%	70%	75%	80%	58%	72%	69%
		86%	a 14%	b 65%	35%	51%	49%
Send/ receive e-mails	1590	1374	216	1082	505	806	785
	68%	68%	70%	80%	52%	69%	67%
		86%	b 14%	b 68%	32%	51%	49%
Banking	1109	957	152	821	284	564	544
	47%	47%	49%	61%	29%	48%	47%
		86%	b 14%	b 74%	26%	51%	49%
Online shopping (purchasing goods/ services/ tickets etc.)	1049	896	153	747	299	531	518
	45%	44%	50%	55%	31%	46%	44%
		85%	a 15%	b 71%	28%	51%	49%
Using social networking (such as Facebook, LinkedIn, Bebo or Snapchat)	1026	894	132	705	320	469	557
	44%	44%	43%	52%	33%	40%	48%
		87%	b 13%	b 69%	31%	46%	a 54%

Columns Tested: a,b - a,b - a,b

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Communicating via instant messaging e.g. Facebook Chat, Skype Chat, Snapchat	981	867	114	681	299	464	517
	42%	43%	37%	50%	31%	40%	44%
		b		b			a
		88%	12%	69%	30%	47%	53%
Accessing news	891	777	114	627	261	436	454
	38%	38%	37%	46%	27%	37%	39%
				b			
		87%	13%	70%	29%	49%	51%
Finding/ downloading information for work/ business/ school/ college/ university/ homework	757	638	119	569	187	383	374
	32%	31%	39%	42%	19%	33%	32%
			a	b			
		84%	16%	75%	25%	51%	49%
Watching short video clips (e.g. on YouTube, Dailymotion, Vimeo or Facebook)	725	638	88	505	219	328	398
	31%	31%	29%	37%	22%	28%	34%
				b			a
		88%	12%	70%	30%	45%	55%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 59

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

**QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Watching TV programmes/ films content online	617	530	87	429	187	299	318
	26%	26%	28%	32% b	19%	26%	27%
		86%	14%	70%	30%	48%	52%
Making video calls e.g. via FaceTime, Skype	578	494	84	414	163	271	307
	25%	24%	27%	31% b	17%	23%	26%
		85%	15%	72%	28%	47%	53%
To find information on health related issues	575	506	70	406	168	259	316
	25%	25%	23%	30% b	17%	22%	27% a
		88%	12%	71%	29%	45%	55%
Trading/ auctions e.g. eBay	552	472	80	398	154	283	269
	24%	23%	26%	29% b	16%	24%	23%
		85%	15%	72%	28%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 59

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

**QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	517 22%	442 22%	75 24%	385 28% b	130 13%	252 22%	265 23%
		86%	14%	74%	25%	49%	51%
Playing games online/ interactively	504 22%	437 22%	67 22%	327 24% b	176 18%	226 19%	278 24% a
		87%	13%	65%	35%	45%	55%
Making voice calls using a VoIP service e.g. Skype	433 19%	375 18%	58 19%	324 24% b	107 11%	194 17%	239 20% a
		87%	13%	75%	25%	45%	55%
Uploading/ adding content to the internet e.g. photos, videos, blog posts	422 18%	362 18%	60 19%	307 23% b	113 12%	198 17%	224 19%
		86%	14%	73%	27%	47%	53%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 59

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Using Twitter (browsing/ reading/ posting on site)	351	306	45	263	87	170	181
	15%	15%	15%	19% b	9%	15%	15%
		87%	13%	75%	25%	48%	52%
Accessing files through a cloud service such as Dropbox, Google Drive, Microsoft OneDrive or Apple iCloud	346	300	45	253	91	165	181
	15%	15%	15%	19% b	9%	14%	15%
		87%	13%	73%	26%	48%	52%
Listening to radio	335	291	44	249	85	154	181
	14%	14%	14%	18% b	9%	13%	15%
		87%	13%	74%	25%	46%	54%
Streamed audio services (free) e.g. Spotify (free) or Deezer (free)	313	271	42	215	99	142	171
	13%	13%	14%	16% b	10%	12%	15%
		87%	13%	69%	31%	45%	55%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 59

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Streamed audio services (subscription) e.g. Spotify Premium, Apple Music or Deezer Premium	295 13%	258 13%	37 12%	219 16% b	75 8%	140 12%	154 13%
		87%	13%	74%	25%	48%	52%
Remotely control TV services at home such as Sky+, Sky Q or Tivo using an online device	165 7%	143 7%	22 7%	123 9% b	40 4%	90 8%	75 6%
		87%	13%	75%	24%	55%	45%
Remotely control or monitor household appliances e.g. fridge, cooker, washing machine, tumble dryer and/ or home heating, lighting or security system or home energy consumption	76 3%	65 3%	12 4%	61 4% b	15 1%	46 4%	31 3%
		84%	16%	79%	19%	60%	40%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 59

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

QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Other	15	15	-	8	7	8	6
	1%	1%	-%	1%	1%	1%	1%
		100%	-%	53%	47%	57%	43%
USE SOCIAL NETWORKING SITES	1099	957	142	753	344	510	589
	47%	47%	46%	56%	35%	44%	50%
				b			a
		87%	13%	69%	31%	46%	54%
TV/ VIDEO VIEWING	901	787	113	617	282	426	475
	39%	39%	37%	46%	29%	37%	41%
				b			a
		87%	13%	69%	31%	47%	53%
VOICE OR VIDEO CALLS USING A VOIP SERVICE E.G. SKYPE	684	587	97	487	196	318	366
	29%	29%	32%	36%	20%	27%	31%
				b			a
		86%	14%	71%	29%	46%	54%
STREAMED AUDIO SERVICES	421	371	50	301	119	199	222
	18%	18%	16%	22%	12%	17%	19%
				b			
		88%	12%	71%	28%	47%	53%
None of these	48	41	6	15	33	24	23
	2%	2%	2%	1%	3%	2%	2%
				a			
		87%	13%	31%	69%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 59

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QE20 (QE5B). SHOWCARD And, which, if any, of these activities have you used the internet for in the LAST WEEK? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Don't know	*	*	-	*	-	*	-
	*%	*%	-%	*%	-%	*%	-%
		100%	-%	100%	-%	100%	-%
INFORMATION	1798	1556	241	1163	632	902	896
	77%	77%	79%	86%	65%	77%	77%
				b			
		87%	13%	65%	35%	50%	50%
COMMUNICATION	1741	1507	234	1159	579	873	868
	75%	74%	76%	85%	59%	75%	74%
				b			
		87%	13%	67%	33%	50%	50%
PURCHASING/ FINANCES	1398	1205	192	985	409	706	692
	60%	59%	63%	73%	42%	61%	59%
				b			
		86%	14%	70%	29%	51%	49%
SOCIAL	1099	957	142	753	344	510	589
	47%	47%	46%	56%	35%	44%	50%
				b			a
		87%	13%	69%	31%	46%	54%
ENTERTAINMENT	1084	949	134	730	352	506	578
	46%	47%	44%	54%	36%	43%	49%
				b			a
		88%	12%	67%	32%	47%	53%
REMOTE ACCESS	424	367	57	314	109	205	220
	18%	18%	19%	23%	11%	18%	19%
				b			
		86%	14%	74%	26%	48%	52%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 60

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**SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER					£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+												
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
GENERAL SURFING/ BROWSING THE INTERNET	1940	956	984	314	370	723	534	89	100	195	633	560	562	412	403	1639	158	91	53
	83%	84%	82%	93%	95%	90%	66%	61%	66%	86%	97%	90%	90%	81%	70%	84%	78%	79%	82%
				d	cd	d				ab	abc	cd	cd	d		bc			
		49%	51%	16%	19%	37%	28%	5%	5%	10%	33%	29%	29%	21%	21%	84%	8%	5%	3%
SEND/ RECEIVE EMAILS	1882	909	974	296	365	717	505	87	96	186	627	567	560	396	355	1601	151	87	44
	81%	80%	81%	88%	94%	90%	62%	59%	63%	82%	96%	91%	89%	78%	62%	82%	74%	75%	68%
				d	acd	d				ab	abc	cd	cd	d		bcd			
		48%	52%	16%	19%	38%	27%	5%	5%	10%	33%	30%	30%	21%	19%	85%	8%	5%	2%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT)	1508	703	804	299	341	590	277	60	73	141	527	451	441	316	295	1276	118	72	41
	65%	62%	67%	89%	87%	74%	34%	41%	48%	62%	80%	73%	71%	62%	51%	65%	58%	63%	64%
			a	cd	cd	d				ab	abc	cd	cd	d		b			
		47%	53%	20%	23%	39%	18%	4%	5%	9%	35%	30%	29%	21%	20%	85%	8%	5%	3%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, SNAPCHAT)	1450	682	768	289	323	568	271	65	72	142	520	426	405	319	297	1230	112	71	38
	62%	60%	64%	85%	83%	71%	33%	44%	48%	63%	79%	69%	65%	63%	52%	63%	55%	61%	58%
			a	cd	cd	d				ab	abc	d	d	d		b			
		47%	53%	20%	22%	39%	19%	5%	5%	10%	36%	29%	28%	22%	21%	85%	8%	5%	3%
ACCESSING NEWS	1294	657	637	195	281	516	302	45	64	133	498	447	378	254	212	1094	108	60	32
	55%	58%	53%	58%	72%	65%	37%	30%	42%	59%	76%	72%	60%	50%	37%	56%	53%	52%	49%
		b		d	acd	ad			a	ab	abc	bcd	cd	d					
		51%	49%	15%	22%	40%	23%	3%	5%	10%	38%	35%	29%	20%	16%	85%	8%	5%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 60

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**SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1165	580	585	241	282	463	179	46	59	118	450	360	353	248	203	998	87	54	27
	50%	51%	49%	72%	72%	58%	22%	31%	39%	52%	69%	58%	56%	49%	35%	51%	43%	47%	42%
		50%	50%	cd	cd	d				ab	abc	cd	cd	d		bd			
				21%	24%	40%	15%	4%	5%	10%	39%	31%	30%	21%	17%	86%	7%	5%	2%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	1003	462	541	210	246	389	157	38	48	93	385	337	299	189	175	856	84	41	22
	43%	41%	45%	62%	63%	49%	19%	26%	31%	41%	59%	54%	48%	37%	30%	44%	41%	35%	34%
			a	cd	cd	d				ab	abc	bcd	cd	d		cd			
		46%	54%	21%	25%	39%	16%	4%	5%	9%	38%	34%	30%	19%	17%	85%	8%	4%	2%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	940	481	459	214	233	366	128	35	38	96	371	312	289	194	144	810	74	34	22
	40%	42%	38%	63%	60%	46%	16%	24%	25%	42%	57%	50%	46%	38%	25%	41%	36%	30%	34%
		b		cd	cd	d				ab	abc	cd	cd	d		cd			
		51%	49%	23%	25%	39%	14%	4%	4%	10%	39%	33%	31%	21%	15%	86%	8%	4%	2%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	905	485	420	199	231	353	122	39	50	86	345	297	273	170	163	787	72	35	12
	39%	43%	35%	59%	59%	44%	15%	27%	33%	38%	53%	48%	44%	34%	28%	40%	35%	31%	18%
		b		cd	cd	d				a	abc	cd	cd			cd	d	d	
		54%	46%	22%	25%	39%	14%	4%	5%	9%	38%	33%	30%	19%	18%	87%	8%	4%	1%
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	783	402	381	142	190	331	119	27	40	75	313	263	243	142	133	670	68	26	18
	34%	35%	32%	42%	49%	41%	15%	18%	26%	33%	48%	42%	39%	28%	23%	34%	34%	23%	28%
		51%	49%	d	cd	d				a	abc	cd	cd			cd	c		
				18%	24%	42%	15%	3%	5%	10%	40%	34%	31%	18%	17%	86%	9%	3%	2%
TOTAL ONLINE TV/ VIDEO VIEWING	1329	658	671	271	306	531	221	56	62	137	509	408	403	279	238	1133	105	60	32
	57%	58%	56%	80%	79%	66%	27%	38%	41%	61%	78%	66%	64%	55%	41%	58%	52%	52%	49%
		50%	50%	cd	cd	d				ab	abc	cd	cd	d		d			
				20%	23%	40%	17%	4%	5%	10%	38%	31%	30%	21%	18%	85%	8%	5%	2%
Columns Tested:	a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 60

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**SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
GENERAL SURFING/ BROWSING THE INTERNET	1940	1681	260	1249	688	977	964
	83%	83%	85%	92% b	70%	84%	82%
		87%	13%	64%	35%	50%	50%
SEND/ RECEIVE EMAILS	1882	1624	258	1252	628	962	920
	81%	80%	84%	92% b	64%	82% b	79%
		86%	14%	66%	33%	51%	49%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT)	1508	1315	192	1045	459	736	771
	65%	65%	63%	77% b	47%	63%	66%
		87%	13%	69%	30%	49%	51%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, SNAPCHAT)	1450	1262	188	991	456	687	763
	62%	62%	61%	73% b	47%	59%	65% a
		87%	13%	68%	31%	47%	53%
ACCESSING NEWS	1294	1117	177	906	384	656	638
	55%	55%	58%	67% b	39%	56%	55%
		86%	14%	70%	30%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	1165 50%	1015 50%	150 49%	807 60% b	356 36%	563 48%	602 52%
		87%	13%	69%	31%	48%	52%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	1003 43%	869 43%	134 44%	709 52% b	291 30%	476 41%	527 45% a
		87%	13%	71%	29%	47%	53%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	940 40%	802 40%	139 45% a	667 49% b	271 28%	469 40%	471 40%
		85%	15%	71%	29%	50%	50%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	905 39%	777 38%	129 42%	645 48% b	257 26%	447 38%	458 39%
		86%	14%	71%	28%	49%	51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SUMMARY OF ONLINE ACTIVITIES EVER USE - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	783	678	105	556	224	362	420
	34%	33%	34%	41%	23%	31%	36%
		87%	13%	b 71%	29%	46%	a 54%
TOTAL ONLINE TV/ VIDEO VIEWING	1329	1156	173	910	417	647	682
	57%	57%	56%	b 67%	43%	55%	58%
		87%	13%	68%	31%	49%	51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
GENERAL SURFING/ BROWSING THE INTERNET	1801	882	920	295	356	674	476	83	92	178	608	534	529	381	354	1521	149	85	46
	77%	78%	77%	87%	91%	84%	59%	56%	61%	79%	93%	86%	85%	75%	62%	78%	73%	74%	71%
				d	cd	d				ab	abc	cd	cd	d		d			
		49%	51%	16%	20%	37%	26%	5%	5%	10%	34%	30%	29%	21%	20%	84%	8%	5%	3%
SEND/ RECEIVE EMAILS	1719	831	889	266	339	665	449	72	89	170	601	536	514	358	307	1467	139	79	34
	74%	73%	74%	79%	87%	83%	56%	49%	59%	75%	92%	86%	82%	71%	53%	75%	68%	68%	54%
				d	ad	d				ab	abc	bcd	cd	d		bcd	d	d	
		48%	52%	15%	20%	39%	26%	4%	5%	10%	35%	31%	30%	21%	18%	85%	8%	5%	2%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, SNAPCHAT)	1286	606	679	265	303	490	228	61	64	122	474	385	358	278	262	1101	92	63	30
	55%	53%	57%	79%	78%	61%	28%	41%	43%	54%	72%	62%	57%	55%	46%	56%	45%	55%	47%
				cd	cd	d				ab	abc	cd	d	d		bd		b	
		47%	53%	21%	24%	38%	18%	5%	5%	9%	37%	30%	28%	22%	20%	86%	7%	5%	2%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT)	1265	584	682	265	299	486	215	52	62	112	468	391	360	263	247	1081	97	58	29
	54%	51%	57%	78%	77%	61%	27%	35%	41%	50%	71%	63%	58%	52%	43%	55%	47%	51%	45%
			a	cd	cd	d				a	abc	bcd	d	d		bd			
		46%	54%	21%	24%	38%	17%	4%	5%	9%	37%	31%	28%	21%	20%	85%	8%	5%	2%
ACCESSING NEWS	1043	544	499	158	236	418	231	35	53	97	431	370	307	209	156	896	84	46	17
	45%	48%	42%	47%	60%	52%	29%	24%	35%	43%	66%	60%	49%	41%	27%	46%	41%	40%	27%
		b		d	acd	d			a	a	abc	bcd	cd	d		d	d	d	
		52%	48%	15%	23%	40%	22%	3%	5%	9%	41%	35%	29%	20%	15%	86%	8%	4%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	920	467	453	214	244	348	114	36	48	92	380	291	277	184	166	802	59	42	16
	39%	41%	38%	64%	63%	44%	14%	24%	32%	41%	58%	47%	44%	36%	29%	41%	29%	37%	25%
		51%	49%	cd	cd	d	12%	4%	5%	10%	41%	cd	cd	d	18%	bd	6%	d	2%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	718	329	389	162	191	272	93	30	32	64	297	249	212	130	126	632	50	28	9
	31%	29%	32%	48%	49%	34%	12%	20%	21%	28%	45%	40%	34%	26%	22%	32%	24%	24%	14%
		46%	54%	cd	cd	d	13%	4%	4%	9%	41%	bcd	cd	18%	18%	bcd	d	d	1%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	686	369	317	172	183	257	74	28	26	68	278	234	199	135	116	598	51	26	11
	29%	32%	26%	51%	47%	32%	9%	19%	17%	30%	42%	38%	32%	27%	20%	31%	25%	22%	17%
		b		cd	cd	d				ab	abc	bcd	d	d		cd	d		
		54%	46%	25%	27%	37%	11%	4%	4%	10%	41%	34%	29%	20%	17%	87%	7%	4%	2%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	668	366	301	157	179	254	77	28	35	61	265	223	205	118	121	584	51	26	7
	29%	32%	25%	46%	46%	32%	10%	19%	23%	27%	40%	36%	33%	23%	21%	30%	25%	23%	11%
		b		cd	cd	d				abc	cd	cd	cd			cd	d	d	
		55%	45%	24%	27%	38%	12%	4%	5%	9%	40%	33%	31%	18%	18%	87%	8%	4%	1%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	554	289	265	102	145	229	78	18	23	54	244	198	161	99	95	482	43	19	10
	24%	25%	22%	30%	37%	29%	10%	12%	15%	24%	37%	32%	26%	19%	17%	25%	21%	17%	15%
		52%	48%	d	cd	d				ab	abc	bcd	cd			cd			
				18%	26%	41%	14%	3%	4%	10%	44%	36%	29%	18%	17%	87%	8%	3%	2%
TOTAL ONLINE TV/ VIDEO VIEWING	1054	541	513	241	266	405	142	44	50	111	422	336	313	209	195	912	73	48	20
	45%	48%	43%	71%	68%	51%	18%	30%	33%	49%	64%	54%	50%	41%	34%	47%	36%	42%	32%
		b		cd	cd	d				ab	abc	cd	cd	d		bd		d	
		51%	49%	23%	25%	38%	13%	4%	5%	11%	40%	32%	30%	20%	18%	87%	7%	5%	2%
Columns Tested:	a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
GENERAL SURFING/ BROWSING THE INTERNET	1801	1557	244	1181	618	911	891
	77%	77%	80%	87% b	63%	78%	76%
		86%	14%	66%	34%	51%	49%
SEND/ RECEIVE EMAILS	1719	1485	234	1173	544	881	839
	74%	73%	76%	87% b	56%	76% b	72%
		86%	14%	68%	32%	51%	49%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, SNAPCHAT)	1286	1118	167	881	403	604	682
	55%	55%	55%	65% b	41%	52%	58% a
		87%	13%	68%	31%	47%	53%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT)	1265	1110	155	890	373	614	652
	54%	55%	51%	66% b	38%	53%	56%
		88%	12%	70%	29%	49%	51%
ACCESSING NEWS	1043	906	137	745	296	521	522
	45%	45%	45%	55% b	30%	45%	45%
		87%	13%	71%	28%	50%	50%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	920 39%	806 40%	114 37%	649 48% b	270 28%	421 36%	499 43% a
		88%	12%	71%	29%	46%	54%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	718 31%	620 31%	99 32%	522 38% b	196 20%	334 29%	385 33% a
		86%	14%	73%	27%	46%	54%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	686 29%	593 29%	93 30%	481 35% b	204 21%	331 28%	355 30%
		86%	14%	70%	30%	48%	52%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	668 29%	577 28%	91 30%	483 36% b	183 19%	327 28%	341 29%
		86%	14%	72%	27%	49%	51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SUMMARY OF ONLINE ACTIVITIES USED IN LAST WEEK - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	554	479	75	412	142	259 295
	24%	24%	24%	30% b	15%	22% 25%
		86%	14%	74%	26%	47% 53%
TOTAL ONLINE TV/ VIDEO VIEWING	1054	920	134	729	324	495 559
	45%	45%	44%	54% b	33%	42% 48%
		87%	13%	69%	31%	47% 53%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**SUMMARY OF ONLINE ACTIVITIES USED LESS THAN WEEKLY - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	284	133	152	49	55	117	64	8	16	29	88	88	87	59	49	224	35	13	13
	12%	12%	13%	14%	14%	15%	8%	6%	11%	13%	13%	14%	14%	12%	9%	11%	17%	11%	20%
				d	d	d				a	a	d	d				a		ac
		47%	53%	17%	19%	41%	22%	3%	6%	10%	31%	31%	31%	21%	17%	79%	12%	4%	4%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	255	112	143	41	50	109	54	7	12	28	93	78	90	59	28	212	24	9	11
	11%	10%	12%	12%	13%	14%	7%	5%	8%	12%	14%	13%	14%	12%	5%	11%	12%	8%	17%
				d	d	d				a	ab	d	d	d					ac
		44%	56%	16%	20%	43%	21%	3%	5%	11%	37%	31%	35%	23%	11%	83%	9%	3%	4%
ACCESSING NEWS	251	113	138	37	45	98	70	10	11	36	67	78	72	45	56	197	25	14	15
	11%	10%	11%	11%	12%	12%	9%	7%	7%	16%	10%	13%	11%	9%	10%	10%	12%	12%	23%
						d				abd									abc
		45%	55%	15%	18%	39%	28%	4%	4%	14%	27%	31%	29%	18%	22%	79%	10%	5%	6%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	245	113	132	27	38	115	66	10	11	26	70	69	75	64	37	196	28	12	11
	11%	10%	11%	8%	10%	14%	8%	7%	7%	11%	11%	11%	12%	13%	6%	10%	14%	10%	16%
						abd						d	d	d					ac
		46%	54%	11%	15%	47%	27%	4%	4%	11%	29%	28%	31%	26%	15%	80%	11%	5%	4%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**SUMMARY OF ONLINE ACTIVITIES USED LESS THAN WEEKLY - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT)	242	120	122	34	42	104	62	8	11	29	60	60	81	53	48	195	21	14	12
	10%	11%	10%	10%	11%	13% d	8%	6%	7%	13% a	9%	10%	13% d	10%	8%	10%	10%	12%	19% ab
		50%	50%	14%	17%	43%	26%	3%	4%	12%	25%	25%	34%	22%	20%	81%	9%	6%	5%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	238	119	119	43	52	98	45	11	14	25	80	74	68	52	42	203	21	9	5
	10%	10%	10%	13% d	13% d	12% d	6%	7%	10%	11%	12%	12% d	11% d	10%	7%	10%	10%	8%	7%
		50%	50%	18%	22%	41%	19%	5%	6%	10%	34%	31%	29%	22%	18%	85%	9%	4%	2%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	228	113	116	40	45	102	41	9	17	21	69	65	82	44	38	188	25	7	8
	10%	10%	10%	12% d	11% d	13% d	5%	6%	11%	9%	11%	10% d	13% cd	9%	7%	10%	12% c	6%	12% c
		49%	51%	18%	19%	45%	18%	4%	7%	9%	30%	28%	36%	19%	17%	82%	11%	3%	4%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, SNAPCHAT)	165	75	89	23	20	78	43	5	8	20	46	42	47	41	35	129	20	8	7
	7%	7%	7%	7%	5%	10% bd	5%	3%	5%	9% a	7%	7%	8%	8%	6%	7%	10%	7%	12% a
		46%	54%	14%	12%	48%	26%	3%	5%	12%	28%	25%	29%	25%	21%	79%	12%	5%	5%
Columns Tested:	a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 62

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**SUMMARY OF ONLINE ACTIVITIES USED LESS THAN WEEKLY - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+								NI	
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
SEND/ RECEIVE EMAILS	163	78	85	30	26	51	55	15	7	17	26	31	45	39	48	134	12	8	9
	7%	7%	7%	9%	7%	6%	7%	10%	4%	7%	4%	5%	7%	8%	8%	7%	6%	7%	15%
								bd		d					a				abc
		48%	52%	18%	16%	32%	34%	9%	4%	10%	16%	19%	28%	24%	29%	82%	7%	5%	6%
GENERAL SURFING/ BROWSING THE INTERNET	139	75	64	19	14	48	58	6	8	17	26	26	33	31	48	117	9	6	7
	6%	7%	5%	6%	4%	6%	7%	4%	6%	7%	4%	4%	5%	6%	8%	6%	4%	5%	11%
							b			d					ab				abc
		54%	46%	13%	10%	35%	42%	5%	6%	12%	18%	19%	24%	22%	35%	84%	6%	4%	5%
TOTAL ONLINE TV/ VIDEO VIEWING	275	117	158	30	40	126	79	12	12	26	87	72	90	70	43	220	31	12	11
	12%	10%	13%	9%	10%	16%	10%	8%	8%	11%	13%	12%	14%	14%	7%	11%	15%	10%	18%
			a			abd						d	d	d					ac
		43%	57%	11%	15%	46%	29%	4%	4%	9%	31%	26%	33%	25%	16%	80%	11%	4%	4%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 62

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**SUMMARY OF ONLINE ACTIVITIES USED LESS THAN WEEKLY - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
MAKING VIDEO CALLS (E.G. FACETIME, SKYPE)	284	249	35	188	96	142	142
	12%	12%	12%	14% b	10%	12%	12%
		88%	12%	66%	34%	50%	50%
WATCHING TV PROGRAMMES/ FILM CONTENT ONLINE	255	209	46	186	68	139	116
	11%	10%	15% a	14% b	7%	12%	10%
		82%	18%	73%	26%	54%	46%
ACCESSING NEWS	251	211	39	161	88	135	116
	11%	10%	13%	12% b	9%	12%	10%
		84%	16%	64%	35%	54%	46%
WATCHING SHORT VIDEO CLIPS (E.G. ON YOUTUBE, DAILYMOTION, VIMEO OR FACEBOOK)	245	209	37	158	86	142	104
	11%	10%	12%	12% b	9%	12% b	9%
		85%	15%	64%	35%	58%	42%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SUMMARY OF ONLINE ACTIVITIES USED LESS THAN WEEKLY - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
INSTANT MESSAGING (E.G. WHATSAPP, FACEBOOK MESSENGER, SNAPCHAT)	242	205	37	155	86	123	120
	10%	10%	12%	11% b	9%	11%	10%
		85%	15%	64%	36%	51%	49%
AUDIO STREAMING (E.G. RADIO, PODCASTS, SPOTIFY, DEEZER)	238	200	38	162	74	121	117
	10%	10%	12%	12% b	8%	10%	10%
		84%	16%	68%	31%	51%	49%
MAKING VOICE CALLS USING A VOIP SERVICE (E.G. SKYPE)	228	199	30	145	83	103	125
	10%	10%	10%	11%	8%	9%	11%
		87%	13%	63%	36%	45%	55%
USING SOCIAL NETWORKING (E.G. FACEBOOK, TWITTER, LINKEDIN, SNAPCHAT)	165	144	21	111	53	83	81
	7%	7%	7%	8% b	5%	7%	7%
		87%	13%	67%	32%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 62

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**SUMMARY OF ONLINE ACTIVITIES USED LESS THAN WEEKLY - MOBILE (QD28A) OR ONLINE (QE5A)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
SEND/ RECEIVE EMAILS	163	139	24	79	84	81	82
	7%	7%	8%	6%	9%	7%	7%
		85%	15%	48%	a 52%	50%	50%
GENERAL SURFING/ BROWSING THE INTERNET	139	124	15	68	70	66	73
	6%	6%	5%	5%	7%	6%	6%
		89%	11%	49%	a 50%	48%	52%
TOTAL ONLINE TV/ VIDEO VIEWING	275	236	39	181	93	152	123
	12%	12%	13%	13%	10%	13%	11%
		86%	14%	b 66%	34%	55%	45%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE21 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with fixed broadband at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2243	1084	1159	295	330	825	792	86	122	219	653	591	731	478	439	1646	194	200	203
Effective Weighted Sample	1856	895	962	243	278	693	659	74	107	183	570	512	612	392	355	1461	185	186	186
Total	1877	920	957	265	323	699	589	69	98	180	612	579	538	398	360	1580	155	91	50
		49%	51%	14%	17%	37%	31%	**	5%	10%	33%	31%	29%	21%	19%	84%	8%	5%	3%
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	849	418	431	115	137	288	309	**	52	86	269	238	238	177	195	691	77	47	33
	45%	45%	45%	43%	42%	41%	52%	**	53%	48%	44%	41%	44%	45%	54%	44%	50%	52%	67%
		49%	51%	14%	16%	34%	abc	**	6%	10%	32%	28%	28%	21%	abc	81%	9%	a	abc
							36%								23%			6%	4%
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	728	366	362	96	133	302	198	**	34	76	254	245	217	152	113	623	68	29	9
	39%	40%	38%	36%	41%	43%	34%	**	34%	42%	42%	42%	40%	38%	32%	39%	44%	32%	17%
		50%	50%	13%	d	d	27%	**	5%	10%	35%	34%	30%	21%	16%	cd	cd	d	
					18%	41%										85%	9%	4%	1%
Ultrafast broadband - the download speed is 100MB/second or higher	114	66	49	9	25	61	19	**	4	3	57	49	27	22	14	107	-	7	*
	6%	7%	5%	4%	8%	9%	3%	**	4%	2%	9%	9%	5%	6%	4%	7%	-%	8%	8%
		58%	42%	8%	ad	ad	17%	**	3%	3%	50%	bd	24%	20%	12%	bd	-%	bd	6%
Columns Tested:		a,b	a,b,c,d	a,b,c,d	a,b,c,d	a,b,c,d	a,b,c,d												

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE21 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those with fixed broadband at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%	a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2243	1084	1159	295	330	825	792	86	122	219	653	591	731	478	439	1646	194	200	203
Effective Weighted Sample	1856	895	962	243	278	693	659	74	107	183	570	512	612	392	355	1461	185	186	186
Total	1877	920	957	265	323	699	589	69	98	180	612	579	538	398	360	1580	155	91	50
		49%	51%	14%	17%	37%	31%	**	5%	10%	33%	31%	29%	21%	19%	84%	8%	5%	3%
Don't know	185	70	115	45	29	49	63	**	8	15	31	46	55	46	38	160	10	8	8
	10%	8%	12%	17%	9%	7%	11%	**	8%	8%	5%	8%	10%	12%	11%	10%	7%	8%	16%
			a	bcd			c											abc	
		38%	62%	24%	15%	26%	34%	**	4%	8%	17%	25%	30%	25%	20%	86%	6%	4%	4%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE21 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with fixed broadband at home

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2243	1848	395	1301	939	1141	1102
Effective Weighted Sample	1856	1546	327	1083	794	947	909
Total	1877	1616	261	1185	688	970	907
		86%	14%	63%	37%	52%	48%
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	849	705	144	497	352	430	419
	45%	44%	55%	42%	51%	44%	46%
		83%	17%	59%	41%	51%	49%
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	728	640	88	491	235	379	349
	39%	40%	34%	41%	34%	39%	39%
		b	b	b	b	b	b
		88%	12%	67%	32%	52%	48%
Ultrafast broadband - the download speed is 100MB/second or higher	114	109	5	90	23	58	56
	6%	7%	2%	8%	3%	6%	6%
		b	b	b	b	b	b
		96%	4%	79%	20%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE21 (QE51). SHOWCARD Which of these fixed broadband services does your household have? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those with fixed broadband at home

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2243	1848	395	1301	939	1141	1102
Effective Weighted Sample	1856	1546	327	1083	794	947	909
Total	1877	1616	261	1185	688	970	907
		86%	14%	63%	37%	52%	48%
Don't know	185	162	23	107	79	103	83
	10%	10%	9%	9%	11%	11%	9%
		87%	13%	57%	43%	55%	45%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 64

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

QE22 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those without internet access at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	382	189	193	25	18	56	283	76	56	25	20	34	59	82	204	254	48	48	32
Effective Weighted Sample	310	152	158	21	15	46	235	61	49	22	16	29	49	65	168	220	45	45	30
Total	261	128	132	22	14	47	177	54	37	18	16	24	33	57	145	204	32	18	8
		49%	51%	**	**	**	68%	**	**	**	**	**	**	**	56%	78%	**	**	**
Certain to	16	6	10	**	**	**	2	**	**	**	**	**	**	**	7	13	**	**	**
	6%	5%	7%	**	**	**	1%	**	**	**	**	**	**	**	5%	7%	**	**	**
		40%	60%	**	**	**	15%	**	**	**	**	**	**	**	41%	85%	**	**	**
Very likely	9	7	2	**	**	**	1	**	**	**	**	**	**	**	5	7	**	**	**
	4%	6%	2%	**	**	**	9%	**	**	**	**	**	**	**	3%	4%	**	**	**
		75%	25%	**	**	**	7%	**	**	**	**	**	**	**	49%	79%	**	**	**
Likely	8	6	2	**	**	**	1	**	**	**	**	**	**	**	5	6	**	**	**
	3%	4%	1%	**	**	**	1%	**	**	**	**	**	**	**	4%	3%	**	**	**
		75%	25%	**	**	**	13%	**	**	**	**	**	**	**	67%	84%	**	**	**
TOTAL LIKELY	33	19	14	**	**	**	4	**	**	**	**	**	**	**	16	27	**	**	**
	13%	15%	10%	**	**	**	2%	**	**	**	**	**	**	**	11%	13%	**	**	**
		58%	42%	**	**	**	12%	**	**	**	**	**	**	**	49%	83%	**	**	**
Unlikely	25	11	14	**	**	**	16	**	**	**	**	**	**	**	14	19	**	**	**
	10%	9%	11%	**	**	**	9%	**	**	**	**	**	**	**	10%	9%	**	**	**
		43%	57%	**	**	**	64%	**	**	**	**	**	**	**	57%	73%	**	**	**
Very unlikely	43	23	20	**	**	**	35	**	**	**	**	**	**	**	24	34	**	**	**
	17%	18%	15%	**	**	**	20%	**	**	**	**	**	**	**	16%	17%	**	**	**
		54%	46%	**	**	**	80%	**	**	**	**	**	**	**	55%	79%	**	**	**
Certain not to	136	67	69	**	**	**	113	**	**	**	**	**	**	**	74	102	**	**	**
	52%	52%	52%	**	**	**	64%	**	**	**	**	**	**	**	51%	50%	**	**	**
		49%	51%	**	**	**	83%	**	**	**	**	**	**	**	54%	75%	**	**	**
TOTAL UNLIKELY	204	101	103	**	**	**	164	**	**	**	**	**	**	**	112	155	**	**	**
	78%	79%	78%	**	**	**	93%	**	**	**	**	**	**	**	77%	76%	**	**	**
		49%	51%	**	**	**	80%	**	**	**	**	**	**	**	55%	76%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 64

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

QE22 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those without internet access at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	382	189	193	25	18	56	283	76	56	25	20	34	59	82	204	254	48	48	32
Effective Weighted Sample	310	152	158	21	15	46	235	61	49	22	16	29	49	65	168	220	45	45	30
Total	261	128	132	22	14	47	177	54	37	18	16	24	33	57	145	204	32	18	8
		49%	51%	**	**	**	68%	**	**	**	**	**	**	**	56%	78%	**	**	**
Don't know	23	8	15	**	**	**	9	**	**	**	**	**	**	**	17	22	**	**	**
	9%	6%	12%	**	**	**	5%	**	**	**	**	**	**	**	12%	11%	**	**	**
		35%	65%	**	**	**	39%	**	**	**	**	**	**	**	73%	92%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 64

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QE22 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those without internet access at home

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~a	b	a	b
Unweighted total	382	333	49	69	313	145	237
Effective Weighted Sample	310	271	41	56	264	120	191
Total	261	234	27	64	197	109	152
		90%	**	**	75%	42%	58%
Certain to	16	13	**	**	7	10	6
	6%	6%	**	**	4%	9%	4%
		83%	**	**	45%	61%	39%
Very likely	9	9	**	**	3	1	8
	4%	4%	**	**	1%	1%	6%
		100%	**	**	31%	11%	a 89%
Likely	8	8	**	**	6	3	4
	3%	3%	**	**	3%	3%	3%
		100%	**	**	75%	44%	56%
TOTAL LIKELY	33	30	**	**	16	14	19
	13%	13%	**	**	8%	13%	12%
		92%	**	**	48%	43%	57%
Unlikely	25	24	**	**	15	19	6
	10%	10%	**	**	8%	18%	4%
		94%	**	**	59%	b 75%	25%
Very unlikely	43	40	**	**	33	18	25
	17%	17%	**	**	17%	16%	17%
		93%	**	**	77%	41%	59%
Certain not to	136	118	**	**	117	50	85
	52%	50%	**	**	60%	46%	56%
		87%	**	**	87%	37%	63%

Columns Tested: a,b - a,b - a,b

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QE22 (QE24). SHOWCARD How likely are you to get internet access at home in the next 12 months? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those without internet access at home

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~a	b	a	b
Unweighted total	382	333	49	69	313	145	237
Effective Weighted Sample	310	271	41	56	264	120	191
Total	261	234	27	64	197	109	152
		90%	**	**	75%	42%	58%
TOTAL UNLIKELY	204	182	**	**	166	87	117
	78%	78%	**	**	84%	80%	77%
		89%	**	**	81%	43%	57%
Don't know	23	22	**	**	15	7	16
	9%	9%	**	**	8%	7%	11%
		93%	**	**	65%	31%	69%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 65

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

QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

Base : Those unlikely to get internet access at home in the next 12 months

	GENDER		AGE GROUP				HOUSEHOLD INCOME					SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+								
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	321	159	162	11	11	33	266	65	47	22	10	28	52	71	167	207	43	41	30
Effective Weighted Sample	265	130	135	9	10	27	221	52	42	19	8	25	43	59	138	182	41	38	29
Total	204	101	103	10	8	23	164	42	30	16	7	18	28	45	112	155	28	15	7
		49%	51%	**	**	**	80%	**	**	**	**	**	**	**	55%	76%	**	**	**
No need	116	59	57	**	**	**	95	**	**	**	**	**	**	**	60	87	**	**	**
	57%	58%	55%	**	**	**	58%	**	**	**	**	**	**	**	54%	57%	**	**	**
		51%	49%	**	**	**	82%	**	**	**	**	**	**	**	52%	75%	**	**	**
Too old to use the internet	42	14	28	**	**	**	40	**	**	**	**	**	**	**	21	38	**	**	**
	21%	14%	27%	**	**	**	25%	**	**	**	**	**	**	**	19%	24%	**	**	**
		34%	66%	**	**	**	95%	**	**	**	**	**	**	**	51%	89%	**	**	**
Don't want a computer	41	21	20	**	**	**	35	**	**	**	**	**	**	**	21	34	**	**	**
	20%	20%	20%	**	**	**	22%	**	**	**	**	**	**	**	19%	22%	**	**	**
		50%	50%	**	**	**	86%	**	**	**	**	**	**	**	52%	82%	**	**	**
Don't know how you use computers	38	18	20	**	**	**	33	**	**	**	**	**	**	**	22	23	**	**	**
	18%	18%	19%	**	**	**	20%	**	**	**	**	**	**	**	19%	15%	**	**	**
		47%	53%	**	**	**	86%	**	**	**	**	**	**	**	57%	60%	**	**	**
Too expensive to set up	32	19	13	**	**	**	20	**	**	**	**	**	**	**	22	23	**	**	**
	16%	18%	13%	**	**	**	12%	**	**	**	**	**	**	**	19%	15%	**	**	**
		59%	41%	**	**	**	61%	**	**	**	**	**	**	**	68%	72%	**	**	**
Computer is too expensive to buy	11	7	3	**	**	**	8	**	**	**	**	**	**	**	8	10	**	**	**
	5%	7%	3%	**	**	**	5%	**	**	**	**	**	**	**	7%	6%	**	**	**
		67%	33%	**	**	**	74%	**	**	**	**	**	**	**	74%	93%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 65

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QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

Base : Those unlikely to get internet access at home in the next 12 months

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	321	159	162	11	11	33	266	65	47	22	10	28	52	71	167	207	43	41	30
Effective Weighted Sample	265	130	135	9	10	27	221	52	42	19	8	25	43	59	138	182	41	38	29
Total	204	101	103	10	8	23	164	42	30	16	7	18	28	45	112	155	28	15	7
		49%	51%	**	**	**	80%	**	**	**	**	**	**	**	55%	76%	**	**	**
Friends/ family member checks things on the internet for me	10	5	6	**	**	**	9	**	**	**	**	**	**	**	5	7	**	**	**
	5%	5%	5%	**	**	**	6%	**	**	**	**	**	**	**	5%	5%	**	**	**
		46%	54%	**	**	**	92%	**	**	**	**	**	**	**	53%	72%	**	**	**
Charges are too expensive	9	4	5	**	**	**	6	**	**	**	**	**	**	**	6	7	**	**	**
	4%	4%	5%	**	**	**	3%	**	**	**	**	**	**	**	6%	5%	**	**	**
		45%	55%	**	**	**	63%	**	**	**	**	**	**	**	69%	78%	**	**	**
Don't have a phone line	8	4	4	**	**	**	4	**	**	**	**	**	**	**	6	7	**	**	**
	4%	4%	4%	**	**	**	2%	**	**	**	**	**	**	**	5%	4%	**	**	**
		53%	47%	**	**	**	49%	**	**	**	**	**	**	**	71%	84%	**	**	**
Satisfied with using the internet elsewhere	8	4	4	**	**	**	8	**	**	**	**	**	**	**	4	7	**	**	**
	4%	4%	4%	**	**	**	5%	**	**	**	**	**	**	**	3%	4%	**	**	**
		53%	47%	**	**	**	94%	**	**	**	**	**	**	**	47%	86%	**	**	**
Worries/ concerns about privacy issues	7	4	2	**	**	**	4	**	**	**	**	**	**	**	3	4	**	**	**
	3%	4%	2%	**	**	**	2%	**	**	**	**	**	**	**	3%	2%	**	**	**
		68%	32%	**	**	**	56%	**	**	**	**	**	**	**	47%	58%	**	**	**
Concerned about security/ fraud	5	4	1	**	**	**	4	**	**	**	**	**	**	**	3	5	**	**	**
	3%	4%	1%	**	**	**	3%	**	**	**	**	**	**	**	3%	3%	**	**	**
		76%	24%	**	**	**	86%	**	**	**	**	**	**	**	61%	88%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 65

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QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

Base : Those unlikely to get internet access at home in the next 12 months

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	321	159	162	11	11	33	266	65	47	22	10	28	52	71	167	207	43	41	30
Effective Weighted Sample	265	130	135	9	10	27	221	52	42	19	8	25	43	59	138	182	41	38	29
Total	204	101	103	10	8	23	164	42	30	16	7	18	28	45	112	155	28	15	7
		49%	51%	**	**	**	80%	**	**	**	**	**	**	**	55%	76%	**	**	**
No time/ too busy	2	1	1	**	**	**	1	**	**	**	**	**	**	**	-	2	**	**	**
	1%	1%	1%	**	**	**	%	**	**	**	**	**	**	**	-%	1%	**	**	**
		62%	38%	**	**	**	38%	**	**	**	**	**	**	**	-%	100%	**	**	**
Satisfied with using the internet at work	1	-	1	**	**	**	1	**	**	**	**	**	**	**	1	-	**	**	**
	1%	-%	1%	**	**	**	%	**	**	**	**	**	**	**	1%	-%	**	**	**
		-%	100%	**	**	**	46%	**	**	**	**	**	**	**	46%	-%	**	**	**
My computer is out of date	1	1	1	**	**	**	1	**	**	**	**	**	**	**	1	1	**	**	**
	1%	1%	1%	**	**	**	%	**	**	**	**	**	**	**	%	%	**	**	**
		54%	46%	**	**	**	54%	**	**	**	**	**	**	**	46%	46%	**	**	**
Plan to move house in the near future	1	-	1	**	**	**	-	**	**	**	**	**	**	**	1	-	**	**	**
	%	-%	1%	**	**	**	-%	**	**	**	**	**	**	**	1%	-%	**	**	**
		-%	100%	**	**	**	-%	**	**	**	**	**	**	**	100%	-%	**	**	**
Reception not good enough/ in area	*	-	*	**	**	**	-	**	**	**	**	**	**	**	*	-	**	**	**
	%	-%	%	**	**	**	-%	**	**	**	**	**	**	**	%	-%	**	**	**
		-%	100%	**	**	**	-%	**	**	**	**	**	**	**	100%	-%	**	**	**
ANY INVOLUNTARY REASONS	105	49	56	**	**	**	83	**	**	**	**	**	**	**	63	77	**	**	**
	51%	49%	54%	**	**	**	51%	**	**	**	**	**	**	**	56%	50%	**	**	**
		47%	53%	**	**	**	79%	**	**	**	**	**	**	**	60%	74%	**	**	**
ANY VOLUNTARY REASONS	151	76	75	**	**	**	124	**	**	**	**	**	**	**	78	116	**	**	**
	74%	75%	73%	**	**	**	76%	**	**	**	**	**	**	**	69%	75%	**	**	**
		50%	50%	**	**	**	82%	**	**	**	**	**	**	**	51%	77%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 65

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

QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

Base : Those unlikely to get internet access at home in the next 12 months

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	321	159	162	11	11	33	266	65	47	22	10	28	52	71	167	207	43	41	30
Effective Weighted Sample	265	130	135	9	10	27	221	52	42	19	8	25	43	59	138	182	41	38	29
Total	204	101	103	10	8	23	164	42	30	16	7	18	28	45	112	155	28	15	7
		49%	51%	**	**	**	80%	**	**	**	**	**	**	**	55%	76%	**	**	**
ONLY VOLUNTARY REASONS	98	51	46	**	**	**	79	**	**	**	**	**	**	**	48	76	**	**	**
	48%	51%	45%	**	**	**	48%	**	**	**	**	**	**	**	42%	49%	**	**	**
		53%	47%	**	**	**	81%	**	**	**	**	**	**	**	49%	78%	**	**	**
Don't know	2	*	1	**	**	**	2	**	**	**	**	**	**	**	1	1	**	**	**
	1%	%	1%	**	**	**	1%	**	**	**	**	**	**	**	1%	1%	**	**	**
		26%	74%	**	**	**	100%	**	**	**	**	**	**	**	74%	74%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

Base : Those unlikely to get internet access at home in the next 12 months

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~a	b	a	b
Unweighted total	321	277	44	46	275	124	197
Effective Weighted Sample	265	230	36	37	234	104	162
Total	204	182	22	39	166	87	117
		89%	**	**	81%	43%	57%
No need	116	105	**	**	99	50	66
	57%	58%	**	**	60%	58%	56%
		91%	**	**	86%	43%	57%
Too old to use the internet	42	37	**	**	40	18	24
	21%	20%	**	**	24%	20%	21%
		88%	**	**	95%	42%	58%
Don't want a computer	41	38	**	**	36	18	23
	20%	21%	**	**	22%	21%	20%
		92%	**	**	88%	44%	56%
Don't know how you use computers	38	32	**	**	30	15	23
	18%	17%	**	**	18%	17%	20%
		84%	**	**	78%	39%	61%
Too expensive to set up	32	29	**	**	21	15	17
	16%	16%	**	**	13%	17%	15%
		90%	**	**	68%	46%	54%
Computer is too expensive to buy	11	10	**	**	9	5	6
	5%	6%	**	**	5%	6%	5%
		94%	**	**	83%	45%	55%

Columns Tested: a,b - a,b - a,b

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QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

Base : Those unlikely to get internet access at home in the next 12 months

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	~b	~a	b	a b
Unweighted total	321	277	44	46	275	124 197
Effective Weighted Sample	265	230	36	37	234	104 162
Total	204	182	22	39	166	87 117
		89%	**	**	81%	43% 57%
Friends/ family member checks things on the internet for me	10	9	**	**	10	7 4
	5%	5%	**	**	6%	7% 3%
		87%	**	**	100%	64% 36%
Charges are too expensive	9	8	**	**	7	5 4
	4%	4%	**	**	4%	5% 4%
		88%	**	**	72%	53% 47%
Don't have a phone line	8	8	**	**	5	3 6
	4%	4%	**	**	3%	3% 5%
		100%	**	**	56%	32% 68%
Satisfied with using the internet elsewhere	8	7	**	**	4	4 4
	4%	4%	**	**	3%	4% 4%
		87%	**	**	54%	46% 54%
Worries/ concerns about privacy issues	7	6	**	**	5	3 4
	3%	3%	**	**	3%	3% 3%
		90%	**	**	74%	41% 59%
Concerned about security/ fraud	5	5	**	**	5	3 3
	3%	3%	**	**	3%	3% 2%
		100%	**	**	100%	51% 49%

Columns Tested: a,b - a,b - a,b

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QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

Base : Those unlikely to get internet access at home in the next 12 months

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	~b	~a	b	a b
Unweighted total	321	277	44	46	275	124 197
Effective Weighted Sample	265	230	36	37	234	104 162
Total	204	182	22	39	166	87 117
		89%	**	**	81%	43% 57%
No time/ too busy	2	1	**	**	1	2 -
	1%	1%	**	**	*%	2% -%
		62%	**	**	38%	100% -%
Satisfied with using the internet at work	1	1	**	**	-	- 1
	1%	*%	**	**	-%	-% 1%
		46%	**	**	-%	-% 100%
My computer is out of date	1	1	**	**	1	1 1
	1%	1%	**	**	1%	1% *%
		100%	**	**	100%	54% 46%
Plan to move house in the near future	1	1	**	**	1	- 1
	*%	1%	**	**	1%	-% 1%
		100%	**	**	100%	-% 100%
Reception not good enough/ in area	*	-	**	**	-	- *
	*%	-%	**	**	-%	-% *%
		-%	**	**	-%	-% 100%
ANY INVOLUNTARY REASONS	105	93	**	**	83	43 61
	51%	51%	**	**	50%	50% 52%
		89%	**	**	80%	41% 59%

Columns Tested: a,b - a,b - a,b

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QE23 (QE25A). Why are you unlikely to get internet access at home in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

Base : Those unlikely to get internet access at home in the next 12 months

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~a	b	a	b
Unweighted total	321	277	44	46	275	124	197
Effective Weighted Sample	265	230	36	37	234	104	162
Total	204	182	22	39	166	87	117
		89%	**	**	81%	43%	57%
ANY VOLUNTARY REASONS	151	137	**	**	127	67	84
	74%	75%	**	**	77%	77%	72%
		90%	**	**	84%	44%	56%
ONLY VOLUNTARY REASONS	98	88	**	**	81	43	55
	48%	48%	**	**	49%	50%	47%
		90%	**	**	82%	44%	56%
Don't know	2	1	**	**	2	*	1
	1%	1%	**	**	1%	1%	1%
		74%	**	**	100%	26%	74%

Columns Tested: a,b - a,b - a,b

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QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those unlikely to get internet access at home in the next 12 months

	GENDER		AGE GROUP				HOUSEHOLD INCOME					SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+								
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	321	159	162	11	11	33	266	65	47	22	10	28	52	71	167	207	43	41	30
Effective Weighted Sample	265	130	135	9	10	27	221	52	42	19	8	25	43	59	138	182	41	38	29
Total	204	101	103	10	8	23	164	42	30	16	7	18	28	45	112	155	28	15	7
		49%	51%	**	**	**	80%	**	**	**	**	**	**	**	55%	76%	**	**	**
No need	88	42	46	**	**	**	72	**	**	**	**	**	**	**	46	68	**	**	**
	43%	42%	44%	**	**	**	44%	**	**	**	**	**	**	**	41%	44%	**	**	**
		48%	52%	**	**	**	81%	**	**	**	**	**	**	**	52%	77%	**	**	**
Too old to use the internet	26	10	16	**	**	**	25	**	**	**	**	**	**	**	13	24	**	**	**
	13%	9%	16%	**	**	**	15%	**	**	**	**	**	**	**	11%	15%	**	**	**
		37%	63%	**	**	**	96%	**	**	**	**	**	**	**	49%	92%	**	**	**
Don't want a computer	26	14	11	**	**	**	21	**	**	**	**	**	**	**	15	20	**	**	**
	13%	14%	11%	**	**	**	13%	**	**	**	**	**	**	**	13%	13%	**	**	**
		56%	44%	**	**	**	82%	**	**	**	**	**	**	**	58%	79%	**	**	**
Don't know how you use computers	22	11	11	**	**	**	19	**	**	**	**	**	**	**	13	13	**	**	**
	11%	11%	10%	**	**	**	11%	**	**	**	**	**	**	**	12%	8%	**	**	**
		51%	49%	**	**	**	86%	**	**	**	**	**	**	**	60%	58%	**	**	**
Too expensive to set up	20	11	9	**	**	**	11	**	**	**	**	**	**	**	15	15	**	**	**
	10%	11%	8%	**	**	**	7%	**	**	**	**	**	**	**	13%	10%	**	**	**
		57%	43%	**	**	**	54%	**	**	**	**	**	**	**	73%	75%	**	**	**
Satisfied with using the internet elsewhere	5	4	*	**	**	**	4	**	**	**	**	**	**	**	*	4	**	**	**
	2%	4%	%	**	**	**	3%	**	**	**	**	**	**	**	%	3%	**	**	**
		b																	
		90%	10%	**	**	**	90%	**	**	**	**	**	**	**	10%	90%	**	**	**
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

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QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those unlikely to get internet access at home in the next 12 months

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	321	159	162	11	11	33	266	65	47	22	10	28	52	71	167	207	43	41	30
Effective Weighted Sample	265	130	135	9	10	27	221	52	42	19	8	25	43	59	138	182	41	38	29
Total	204	101	103	10	8	23	164	42	30	16	7	18	28	45	112	155	28	15	7
		49%	51%	**	**	**	80%	**	**	**	**	**	**	**	55%	76%	**	**	**
Friends/family member checks things on the internet for me	4	2	2	**	**	**	4	**	**	**	**	**	**	**	2	2	**	**	**
	2%	2%	2%	**	**	**	3%	**	**	**	**	**	**	**	2%	1%	**	**	**
		50%	50%	**	**	**	100%	**	**	**	**	**	**	**	47%	45%	**	**	**
Computer is too expensive to buy	2	2	1	**	**	**	2	**	**	**	**	**	**	**	2	2	**	**	**
	1%	2%	1%	**	**	**	1%	**	**	**	**	**	**	**	2%	2%	**	**	**
		72%	28%	**	**	**	71%	**	**	**	**	**	**	**	72%	100%	**	**	**
Charges are too expensive	2	*	2	**	**	**	2	**	**	**	**	**	**	**	1	2	**	**	**
	1%	*%	2%	**	**	**	1%	**	**	**	**	**	**	**	1%	1%	**	**	**
		19%	81%	**	**	**	100%	**	**	**	**	**	**	**	66%	85%	**	**	**
Worries/ concerns about privacy issues	2	1	1	**	**	**	1	**	**	**	**	**	**	**	1	1	**	**	**
	1%	1%	1%	**	**	**	*%	**	**	**	**	**	**	**	1%	*%	**	**	**
		37%	63%	**	**	**	37%	**	**	**	**	**	**	**	39%	39%	**	**	**
No time/ too busy	2	1	1	**	**	**	1	**	**	**	**	**	**	**	-	2	**	**	**
	1%	1%	1%	**	**	**	*%	**	**	**	**	**	**	**	-%	1%	**	**	**
		62%	38%	**	**	**	38%	**	**	**	**	**	**	**	-%	100%	**	**	**
Don't have a phone line	2	2	-	**	**	**	1	**	**	**	**	**	**	**	1	1	**	**	**
	1%	2%	-%	**	**	**	*%	**	**	**	**	**	**	**	1%	1%	**	**	**
		100%	-%	**	**	**	36%	**	**	**	**	**	**	**	64%	64%	**	**	**

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QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those unlikely to get internet access at home in the next 12 months

	GENDER		AGE GROUP				HOUSEHOLD INCOME					SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+								
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	321	159	162	11	11	33	266	65	47	22	10	28	52	71	167	207	43	41	30
Effective Weighted Sample	265	130	135	9	10	27	221	52	42	19	8	25	43	59	138	182	41	38	29
Total	204	101	103	10	8	23	164	42	30	16	7	18	28	45	112	155	28	15	7
		49%	51%	**	**	**	80%	**	**	**	**	**	**	**	55%	76%	**	**	**
Satisfied with using the internet at work	1	-	1	**	**	**	1	**	**	**	**	**	**	**	1	-	**	**	**
	1%	-%	1%	**	**	**	%	**	**	**	**	**	**	**	1%	-%	**	**	**
		-%	100%	**	**	**	46%	**	**	**	**	**	**	**	46%	-%	**	**	**
Plan to move house in the near future	1	-	1	**	**	**	-	**	**	**	**	**	**	**	1	-	**	**	**
	%	-%	1%	**	**	**	-%	**	**	**	**	**	**	**	1%	-%	**	**	**
		-%	100%	**	**	**	-%	**	**	**	**	**	**	**	100%	-%	**	**	**
Reception not good enough/ in area	*	-	*	**	**	**	-	**	**	**	**	**	**	**	*	-	**	**	**
	%	-%	%	**	**	**	-%	**	**	**	**	**	**	**	%	-%	**	**	**
		-%	100%	**	**	**	-%	**	**	**	**	**	**	**	100%	-%	**	**	**
ANY INVOLUNTARY REASONS	38	18	20	**	**	**	32	**	**	**	**	**	**	**	23	31	**	**	**
	19%	18%	20%	**	**	**	20%	**	**	**	**	**	**	**	21%	20%	**	**	**
		47%	53%	**	**	**	85%	**	**	**	**	**	**	**	61%	81%	**	**	**
ANY VOLUNTARY REASONS	38	17	22	**	**	**	32	**	**	**	**	**	**	**	21	28	**	**	**
	19%	17%	21%	**	**	**	19%	**	**	**	**	**	**	**	19%	18%	**	**	**
		43%	57%	**	**	**	82%	**	**	**	**	**	**	**	56%	72%	**	**	**
Don't know	2	*	1	**	**	**	2	**	**	**	**	**	**	**	1	1	**	**	**
	1%	%	1%	**	**	**	1%	**	**	**	**	**	**	**	1%	1%	**	**	**
		26%	74%	**	**	**	100%	**	**	**	**	**	**	**	74%	74%	**	**	**

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OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those unlikely to get internet access at home in the next 12 months

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~a	b	a	b
Unweighted total	321	277	44	46	275	124	197
Effective Weighted Sample	265	230	36	37	234	104	162
Total	204	182	22	39	166	87	117
		89%	**	**	81%	43%	57%
No need	88	81	**	**	77	38	50
	43%	45%	**	**	46%	44%	43%
		93%	**	**	87%	43%	57%
Too old to use the internet	26	22	**	**	25	11	15
	13%	12%	**	**	15%	12%	13%
		84%	**	**	96%	42%	58%
Don't want a computer	26	23	**	**	21	9	17
	13%	13%	**	**	13%	10%	14%
		92%	**	**	83%	35%	65%
Don't know how you use computers	22	20	**	**	16	8	13
	11%	11%	**	**	10%	10%	11%
		92%	**	**	74%	39%	61%
Too expensive to set up	20	18	**	**	14	9	11
	10%	10%	**	**	8%	10%	10%
		89%	**	**	68%	43%	57%
Satisfied with using the internet elsewhere	5	4	**	**	2	3	2
	2%	2%	**	**	1%	4%	1%
		78%	**	**	36%	67%	33%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those unlikely to get internet access at home in the next 12 months

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~a	b	a	b
Unweighted total	321	277	44	46	275	124	197
Effective Weighted Sample	265	230	36	37	234	104	162
Total	204	182	22	39	166	87	117
		89%	**	**	81%	43%	57%
Friends/family member checks things on the internet for me	4	3	**	**	4	3	1
	2%	2%	**	**	3%	4%	1%
		80%	**	**	100%	75%	25%
Computer is too expensive to buy	2	2	**	**	1	1	1
	1%	1%	**	**	*%	1%	1%
		100%	**	**	29%	43%	57%
Charges are too expensive	2	1	**	**	1	1	1
	1%	1%	**	**	1%	1%	1%
		51%	**	**	53%	49%	51%
Worries/ concerns about privacy issues	2	1	**	**	1	1	1
	1%	1%	**	**	1%	1%	1%
		63%	**	**	61%	37%	63%
No time/ too busy	2	1	**	**	1	2	-
	1%	1%	**	**	*%	2%	-%
		62%	**	**	38%	100%	-%
Don't have a phone line	2	2	**	**	1	1	1
	1%	1%	**	**	*%	1%	*%
		100%	**	**	36%	64%	36%

Columns Tested: a,b - a,b - a,b

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QE24 (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those unlikely to get internet access at home in the next 12 months

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	~b	~a	b	a b
Unweighted total	321	277	44	46	275	124 197
Effective Weighted Sample	265	230	36	37	234	104 162
Total	204	182	22	39	166	87 117
		89%	**	**	81%	43% 57%
Satisfied with using the internet at work	1	1	**	**	-	- 1
	1%	*%	**	**	-%	-% 1%
		46%	**	**	-%	-% 100%
Plan to move house in the near future	1	1	**	**	1	- 1
	*%	1%	**	**	1%	-% 1%
		100%	**	**	100%	-% 100%
Reception not good enough/ in area	*	-	**	**	-	- *
	*%	-%	**	**	-%	-% *%
		-%	**	**	-%	-% 100%
ANY INVOLUNTARY REASONS	38	34	**	**	30	17 21
	19%	19%	**	**	18%	20% 18%
		89%	**	**	78%	45% 55%
ANY VOLUNTARY REASONS	38	35	**	**	34	18 21
	19%	19%	**	**	20%	20% 18%
		91%	**	**	87%	46% 54%
Don't know	2	1	**	**	2	* 1
	1%	1%	**	**	1%	1% 1%
		74%	**	**	100%	26% 74%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QE25 (QE22). SHOWCARD Thinking about personal computers or desktop PCs or laptops, do you ever have/ think you might have difficulties doing any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Using the mouse	51	23	28	3	2	11	35	5	9	3	7	9	10	7	25	37	6	6	1
	2%	2%	2%	1%	*%	1%	4%	3%	6%	1%	1%	1%	2%	1%	4%	2%	3%	5%	2%
							abc	d	cd						abc			ad	
		45%	55%	6%	3%	23%	68%	10%	18%	5%	14%	17%	20%	13%	49%	73%	13%	12%	2%
Using the keyboard	49	24	25	-	-	15	35	4	7	5	9	11	6	8	24	37	6	5	2
	2%	2%	2%	-%	-%	2%	4%	3%	5%	2%	1%	2%	1%	2%	4%	2%	3%	4%	3%
						ab	abc		d						abc			a	
		49%	51%	-%	-%	30%	70%	9%	15%	10%	19%	22%	13%	17%	48%	75%	13%	9%	3%
Seeing the letters and symbols on the keyboard	30	14	16	*	-	6	24	3	5	5	2	2	6	4	17	19	4	6	2
	1%	1%	1%	*%	-%	1%	3%	2%	4%	2%	*%	*%	1%	1%	3%	1%	2%	5%	3%
							abc	d	d	d					abc			ab	a
		46%	54%	1%	-%	19%	80%	11%	18%	15%	5%	8%	19%	14%	58%	62%	12%	19%	6%
Seeing the monitor display	30	13	17	1	3	4	22	4	4	4	3	4	6	4	16	22	3	4	1
	1%	1%	1%	*%	1%	*%	3%	3%	3%	2%	*%	1%	1%	1%	3%	1%	1%	4%	2%
						abc	d		d						abc			a	
		44%	56%	2%	11%	13%	74%	13%	13%	12%	10%	14%	19%	13%	54%	72%	10%	14%	4%
Any other difficulties	19	9	10	-	-	8	11	4	4	-	1	4	4	1	9	15	2	2	1
	1%	1%	1%	-%	-%	1%	1%	3%	2%	-%	*%	1%	1%	*%	2%	1%	1%	1%	1%
						ab	cd	cd	cd						c				
		47%	53%	-%	-%	42%	58%	24%	19%	-%	7%	23%	22%	8%	48%	79%	9%	9%	3%
No, none	2145	1041	1104	330	379	754	682	125	127	212	632	582	594	477	488	1806	183	100	57
	92%	92%	92%	98%	97%	94%	84%	85%	84%	94%	96%	94%	95%	94%	85%	93%	90%	87%	88%
				cd	cd	d				ab	ab	d	d	d		cd			
		49%	51%	15%	18%	35%	32%	6%	6%	10%	29%	27%	28%	22%	23%	84%	9%	5%	3%

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

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QE25 (QE22). SHOWCARD Thinking about personal computers or desktop PCs or laptops, do you ever have/ think you might have difficulties doing any of the following? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	79	41	38	4	5	14	56	11	9	5	4	13	12	15	39	60	10	4	5
	3%	4%	3%	1%	1%	2%	7%	8%	6%	2%	1%	2%	2%	3%	7%	3%	5%	4%	7%
							abc	cd	cd						abc				a
		52%	48%	4%	7%	18%	71%	14%	11%	6%	6%	17%	15%	19%	49%	76%	13%	5%	6%
Columns Tested:	a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																		

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

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QE25 (QE22). SHOWCARD Thinking about personal computers or desktop PCs or laptops, do you ever have/ think you might have difficulties doing any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Using the mouse	51	44	6	11	39	28	22
	2%	2%	2%	1%	4%	2%	2%
					a		
		87%	13%	22%	78%	56%	44%
Using the keyboard	49	42	7	13	37	29	21
	2%	2%	2%	1%	4%	2%	2%
					a		
		85%	15%	25%	75%	58%	42%
Seeing the letters and symbols on the keyboard	30	28	2	4	26	13	17
	1%	1%	1%	*%	3%	1%	1%
					a		
		94%	6%	14%	86%	42%	58%
Seeing the monitor display	30	27	3	3	27	11	19
	1%	1%	1%	*%	3%	1%	2%
					a		
		89%	11%	11%	89%	38%	62%
Any other difficulties	19	14	5	7	12	11	8
	1%	1%	2%	1%	1%	1%	1%
		73%	27%	36%	64%	57%	43%
No, none	2145	1869	276	1305	837	1068	1077
	92%	92%	90%	96%	86%	92%	92%
				b			
		87%	13%	61%	39%	50%	50%

Columns Tested: a,b - a,b - a,b

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QE25 (QE22). SHOWCARD Thinking about personal computers or desktop PCs or laptops, do you ever have/ think you might have difficulties doing any of the following? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Don't know	79	69	10	18	62	38	41
	3%	3%	3%	1%	6%	3%	4%
		87%	13%	22%	a 78%	48%	52%

Columns Tested: a,b - a,b - a,b

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QE26 (QE41). SHOWCARD Thinking about tablet computers (like an iPad), do you ever have/ think you might have difficulties doing any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION						
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES				
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI											
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d			
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260			
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240			
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64			
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%			
Using touch to open, close or move within the screen	50	22	28	-	2	9	39	7	6	5	11	8	9	7	25	38	6	5	2			
	2%	2%	2%	-%	*%	1%	5%	5%	4%	2%	2%	1%	1%	1%	4%	2%	3%	4%	3%			
		44%	56%	-%	4%	19%	abc	d	14%	12%	10%	22%	16%	18%	15%	abc	51%	76%	11%	a	9%	3%
Using the letters displayed on the on-screen keyboard	38	21	18	-	2	10	26	4	7	4	9	3	5	10	20	26	6	5	2			
	2%	2%	1%	-%	*%	1%	3%	3%	5%	2%	1%	*%	1%	2%	3%	1%	3%	4%	3%			
		54%	46%	-%	4%	a	abc	12%	18%	9%	24%	8%	14%	a	ab	69%	15%	a	12%	4%		
Seeing the screen display	34	14	21	1	3	6	24	5	3	6	6	4	7	7	17	23	4	5	1			
	1%	1%	2%	*%	1%	1%	3%	4%	2%	2%	1%	1%	1%	1%	3%	1%	2%	5%	2%			
		40%	60%	3%	8%	19%	abc	d	16%	10%	16%	16%	12%	20%	ab	49%	68%	a	16%	4%		
Seeing the letters and symbols on the on-screen keyboard	28	12	15	-	-	6	21	3	5	5	3	2	4	6	15	17	5	4	2			
	1%	1%	1%	-%	-%	1%	3%	2%	3%	2%	*%	*%	1%	1%	3%	1%	2%	3%	3%			
		44%	56%	-%	-%	23%	abc	d	12%	18%	16%	11%	7%	15%	ab	55%	a	a	6%			
Any other difficulties	21	10	11	-	-	10	11	2	3	1	5	5	5	5	7	17	2	2	*			
	1%	1%	1%	-%	-%	1%	1%	2%	2%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%			
		46%	54%	-%	-%	ab	ab	11%	14%	3%	23%	21%	25%	21%	32%	82%	10%	8%	1%			
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																						

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QE26 (QE41). SHOWCARD Thinking about tablet computers (like an iPad), do you ever have/ think you might have difficulties doing any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
No, none	2129	1032	1097	335	380	752	663	119	123	207	625	588	591	466	479	1791	182	100	56
	91%	91%	91%	99%	98%	94%	82%	81%	81%	92%	95%	95%	94%	92%	83%	92%	90%	87%	87%
		48%	52%	cd	cd	d				ab	abc	d	d	d		cd			
				16%	18%	35%	31%	6%	6%	10%	29%	28%	28%	22%	23%	84%	9%	5%	3%
Don't know	98	55	43	2	5	15	77	16	15	8	4	14	16	19	49	78	12	4	5
	4%	5%	4%	1%	1%	2%	10%	11%	10%	4%	1%	2%	3%	4%	8%	4%	6%	4%	8%
		56%	44%				abc	cd	cd	d				abc					a
				2%	5%	15%	78%	16%	15%	9%	4%	15%	16%	19%	50%	79%	12%	4%	5%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**QE26 (QE41). SHOWCARD Thinking about tablet computers (like an iPad), do you ever have/ think you might have difficulties doing any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Using touch to open, close or move within the screen	50	41	8	10	40	29	21
	2%	2%	3%	1%	4%	2%	2%
		83%	17%	19%	81%	58%	42%
Using the letters displayed on the on-screen keyboard	38	34	4	13	25	20	19
	2%	2%	1%	1%	3%	2%	2%
		89%	11%	34%	66%	51%	49%
Seeing the screen display	34	27	7	10	24	14	20
	1%	1%	2%	1%	2%	1%	2%
		79%	21%	30%	70%	40%	60%
Seeing the letters and symbols on the on-screen keyboard	28	25	3	4	23	14	13
	1%	1%	1%	*%	2%	1%	1%
		90%	10%	15%	85%	51%	49%
Any other difficulties	21	16	5	8	13	11	10
	1%	1%	2%	1%	1%	1%	1%
		75%	25%	40%	60%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE26 (QE41). SHOWCARD Thinking about tablet computers (like an iPad), do you ever have/ think you might have difficulties doing any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
No, none	2129	1860	269	1300	826	1061 1068
	91%	92%	88%	96%	85%	91% 91%
		b		b		
		87%	13%	61%	39%	50% 50%
Don't know	98	83	15	16	82	49 50
	4%	4%	5%	1%	8%	4% 4%
				a		
		85%	15%	17%	83%	49% 51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE27 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME					SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1978	956	1022	313	347	726	592	104	116	203	595	570	561	412	432	1666	167	93	52
	85%	84%	85%	93%	89%	91%	73%	71%	77%	90%	91%	92%	90%	81%	75%	85%	82%	81%	81%
		48%	52%	d	d	d	d	ab	ab	cd	ab	cd	cd	d	d	84%	8%	5%	3%
No	334	169	166	23	40	69	201	42	33	21	59	51	61	86	133	265	36	22	11
	14%	15%	14%	7%	10%	9%	25%	28%	22%	9%	9%	8%	10%	17%	23%	14%	18%	19%	17%
		50%	50%	abc	cd	cd	cd	cd	cd	ab	ab	cd	cd	ab	abc	79%	11%	a	3%
Don't know	23	11	12	1	2	3	16	2	2	2	1	1	4	8	11	20	1	1	1
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%
		46%	54%	bc	d	d	bc	d	d	a	a	a	a	a	ab	88%	3%	4%	5%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QE27 (QE29). EXPLAIN THAT PHONE CALLS CAN BE MADE USING THE INTERNET USING SERVICES SUCH AS SKYPE. Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
Yes	1978	1708	270	1219	755	997 981
	85%	84%	88%	90%	77%	85% 84%
			b			
		86%	14%	62%	38%	50% 50%
No	334	300	34	126	208	157 178
	14%	15%	11%	9%	21%	13% 15%
				a		
		90%	10%	38%	62%	47% 53%
Don't know	23	21	2	10	13	13 10
	1%	1%	1%	1%	1%	1% 1%
		90%	10%	44%	56%	56% 44%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 71

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

QE28 (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)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1300	627	673	235	263	514	289	51	61	130	458	428	394	245	231	1095	115	56	35
	56%	55%	56%	70%	67%	64%	36%	34%	41%	58%	70%	69%	63%	48%	40%	56%	56%	49%	54%
				d	d	d				ab	abc	bcd	cd	d		c			
		48%	52%	18%	20%	40%	22%	4%	5%	10%	35%	33%	30%	19%	18%	84%	9%	4%	3%
No never used	1014	497	518	99	127	279	509	97	89	93	191	188	226	256	342	840	87	58	29
	43%	44%	43%	29%	33%	35%	63%	66%	59%	41%	29%	30%	36%	50%	59%	43%	43%	51%	45%
							abc	cd	cd	d			a	ab	abc			a	
		49%	51%	10%	13%	27%	50%	10%	9%	9%	19%	19%	22%	25%	34%	83%	9%	6%	3%
Don't know	20	11	9	3	-	6	11	-	1	3	7	6	6	6	3	17	2	1	1
	1%	1%	1%	1%	-%	1%	1%	-%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
							b												
		56%	44%	16%	-%	30%	55%	-%	4%	15%	34%	29%	29%	29%	13%	83%	10%	3%	4%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 71

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QE28 (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)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
Yes	1300	1128	173	875	422	655 646
	56%	56%	56%	65%	43%	56% 55%
		87%	13%	b 67%	32%	50% 50%
No never used	1014	882	133	470	545	503 511
	43%	43%	43%	35%	56%	43% 44%
		87%	13%	a 46%	54%	50% 50%
Don't know	20	19	1	11	9	8 12
	1%	1%	*%	1%	1%	1% 1%
		93%	7%	54%	46%	41% 59%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 72

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

QE29 (QE50). SHOWCARD How often do you or does anyone in your household use these services? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who have ever used a service to make voice or video calls using the internet at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1502	712	790	267	269	590	376	59	76	157	473	437	514	282	266	1110	140	119	133
Effective Weighted Sample	1257	597	661	219	225	505	318	48	66	132	418	380	438	232	216	992	135	111	122
Total	1300	627	673	235	263	514	289	51	61	130	458	428	394	245	231	1095	115	56	35
		48%	52%	18%	20%	40%	22%	**	**	10%	35%	33%	30%	19%	18%	84%	9%	4%	3%
Every day	210	112	98	45	51	81	32	**	**	15	99	67	66	46	31	188	12	8	2
	16%	18%	14%	19%	19%	16%	11%	**	**	12%	22%	16%	17%	19%	13%	17%	10%	13%	7%
		53%	47%	d	d			**	**		c					bd			
				22%	24%	39%	15%	**	**	7%	47%	32%	32%	22%	15%	90%	6%	4%	1%
At least once a week	359	164	195	68	75	150	65	**	**	38	129	134	90	56	77	316	25	10	8
	28%	26%	29%	29%	29%	29%	23%	**	**	29%	28%	31%	23%	23%	33%	29%	22%	19%	23%
		46%	54%	19%	21%	42%	18%	**	**	11%	36%	bc	25%	16%	bc	c	7%	3%	2%
At least once a month	329	156	173	65	67	134	63	**	**	43	95	107	116	57	49	263	41	14	11
	25%	25%	26%	28%	26%	26%	22%	**	**	33%	21%	25%	29%	23%	21%	24%	36%	24%	31%
		47%	53%	20%	20%	41%	19%	**	**	d	29%	32%	d	17%	15%	80%	ac	4%	3%
A few times a year	250	120	130	35	39	93	83	**	**	15	104	88	75	51	35	204	23	13	10
	19%	19%	19%	15%	15%	18%	29%	**	**	12%	23%	21%	19%	21%	15%	19%	20%	23%	28%
		48%	52%	14%	16%	37%	abc	**	**	6%	c	42%	35%	30%	20%	82%	9%	5%	a
Less than once a year	137	69	68	20	26	50	42	**	**	17	30	28	42	30	37	113	11	9	4
	11%	11%	10%	8%	10%	10%	15%	**	**	13%	7%	6%	11%	12%	16%	10%	10%	17%	11%
		50%	50%	14%	19%	36%	ac	**	**	d		a	a	a	a		a	a	
							31%	**	**	13%	22%	20%	31%	22%	27%	83%	8%	7%	3%
Don't know	16	7	9	2	4	6	4	**	**	1	-	4	4	4	3	11	2	2	*
	1%	1%	1%	1%	2%	1%	1%	**	**	1%	-	1%	1%	2%	1%	1%	2%	4%	1%
		44%	56%	11%	25%	37%	26%	**	**	d	8%	-	27%	28%	28%	17%	71%	15%	a
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 72

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

QE29 (QE50). SHOWCARD How often do you or does anyone in your household use these services? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who have ever used a service to make voice or video calls using the internet at home

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1502	1241	261	942	557	745	757
Effective Weighted Sample	1257	1055	214	791	477	625	633
Total	1300	1128	173	875	422	655	646
		87%	13%	67%	32%	50%	50%
Every day	210	178	32	153	56	106	103
	16%	16%	18%	18%	13%	16%	16%
		85%	15%	73%	27%	51%	49%
At least once a week	359	315	44	248	110	196	163
	28%	28%	26%	28%	26%	30%	25%
		88%	12%	69%	31%	55%	45%
At least once a month	329	292	36	224	103	146	183
	25%	26%	21%	26%	24%	22%	28%
		89%	11%	68%	31%	44%	a 56%
A few times a year	250	207	43	157	93	134	116
	19%	18%	25%	18%	22%	21%	18%
		83%	a 17%	63%	37%	54%	46%
Less than once a year	137	120	17	83	53	66	71
	11%	11%	10%	9%	13%	10%	11%
		87%	13%	60%	39%	48%	52%
Don't know	16	15	*	10	6	6	9
	1%	1%	*%	1%	1%	1%	1%
		98%	2%	64%	36%	41%	59%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**SUMMARY - ACCESS TO/ USE OF INTERNET ACROSS ANY CONNECTION/ ANY DEVICE/ ANY LOCATION
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
ACCESS TO INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2151	1046	1105	332	387	776	655	108	120	215	652	605	604	466	473	1812	178	103	58
	92%	92%	92%	98%	99%	97%	81%	74%	79%	95%	99%	97%	97%	92%	82%	93%	87%	89%	90%
		49%	51%	d	cd	d	30%	5%	6%	ab	abc	cd	cd	d	22%	b	8%	5%	3%
USE INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2127	1033	1094	332	387	774	634	107	117	211	651	601	601	455	466	1793	176	102	57
	91%	91%	91%	98%	99%	97%	78%	73%	77%	93%	99%	97%	96%	90%	81%	92%	86%	88%	88%
		49%	51%	d	cd	d	30%	5%	5%	ab	abc	cd	cd	d	22%	bd	8%	5%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCEM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 73

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**SUMMARY - ACCESS TO/ USE OF INTERNET ACROSS ANY CONNECTION/ ANY DEVICE/ ANY LOCATION
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
ACCESS TO INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2151 92%	1865 92%	286 93%	1333 98%	815 84%	1088 93%	1063 91%
		87%	13%	b 62%	b 38%	b 51%	b 49%
USE INTERNET - ANY CONNECTION/ ANY DEVICE/ ANY LOCATION	2127 91%	1846 91%	281 92%	1331 98%	793 81%	1080 93%	1047 90%
		87%	13%	b 63%	b 37%	b 51%	b 49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**SUMMARY - ACCESS TO INTERNET
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K- £15.59K	£15.6K- £25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
ACCESS TO INTERNET AT HOME	2073	1007	1067	315	375	752	632	93	114	208	639	597	592	450	430	1748	171	98	56
	89%	89%	89%	93%	96%	94%	78%	63%	75%	92%	97%	96%	95%	89%	75%	90%	84%	85%	88%
				d	d	d			a	ab	abc	cd	cd	d		bc			
		49%	51%	15%	18%	36%	30%	5%	5%	10%	31%	29%	29%	22%	21%	84%	8%	5%	3%
ACCESS TO INTERNET AT HOME OR USES A MOBILE PHONE/ DEVICE TO CONNECT TO INTERNET	2114	1025	1088	328	383	765	638	100	115	214	648	600	600	457	453	1780	176	100	58
	91%	90%	91%	97%	98%	96%	79%	68%	76%	95%	99%	97%	96%	90%	79%	91%	87%	87%	89%
				d	cd	d				ab	abc	cd	cd	d		bc			
		49%	51%	16%	18%	36%	30%	5%	5%	10%	31%	28%	28%	22%	21%	84%	8%	5%	3%
MOBILE INTERNET (MOBILE BROADBAND OR VIA MOBILE PHONE)	1740	846	894	309	367	695	369	79	82	173	597	522	499	371	345	1483	130	80	48
	75%	75%	74%	92%	94%	87%	46%	54%	54%	76%	91%	84%	80%	73%	60%	76%	64%	70%	74%
				cd	cd	d				ab	abc	bcd	cd	d		bc			b
		49%	51%	18%	21%	40%	21%	5%	5%	10%	34%	30%	29%	21%	20%	85%	7%	5%	3%
MOBILE PHONE ACCESS ONLY	144	67	77	45	38	43	18	24	6	22	22	5	38	35	66	119	16	5	5
	6%	6%	6%	13%	10%	5%	2%	16%	4%	10%	3%	1%	6%	7%	11%	6%	8%	4%	7%
				cd	cd	d		bcd		bd			a	a	abc				
		46%	54%	31%	26%	30%	12%	17%	4%	15%	15%	4%	26%	24%	46%	82%	11%	3%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**SUMMARY - ACCESS TO INTERNET
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
ACCESS TO INTERNET AT HOME	2073	1794	280	1292	779	1057	1016
	89%	88%	91%	95%	80%	91%	87%
		87%	13%	b 62%	38%	b 51%	49%
ACCESS TO INTERNET AT HOME OR USES A MOBILE PHONE/ DEVICE TO CONNECT TO INTERNET	2114	1831	283	1317	793	1073	1040
	91%	90%	92%	97%	81%	92%	89%
		87%	13%	b 62%	38%	b 51%	49%
MOBILE INTERNET (MOBILE BROADBAND OR VIA MOBILE PHONE)	1740	1517	223	1189	548	857	883
	75%	75%	73%	88%	56%	73%	76%
		87%	13%	b 68%	32%	49%	51%
MOBILE PHONE ACCESS ONLY	144	136	9	85	60	57	87
	6%	7%	3%	6%	6%	5%	7%
		b 94%	6%	a 59%	41%	a 39%	61%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP1 (QP2). Before today, had you heard of digital radio? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	2027	1015	1012	271	344	713	699	115	128	199	615	570	556	438	459	1691	186	99	52
	87%	89%	84%	80%	88%	89%	86%	78%	85%	88%	94%	92%	89%	86%	80%	87%	91%	86%	80%
		b	a	a	a	a	a	a	a	a	abc	cd	d	d	d	d	ad		
		50%	50%	13%	17%	35%	34%	6%	6%	10%	30%	28%	27%	22%	23%	83%	9%	5%	3%
No	256	103	154	54	40	66	96	30	23	25	39	37	53	61	104	217	16	14	10
	11%	9%	13%	16%	10%	8%	12%	21%	15%	11%	6%	6%	8%	12%	18%	11%	8%	12%	15%
			a	bc			c	cd	d	d			ab	abc					b
		40%	60%	21%	16%	26%	37%	12%	9%	10%	15%	14%	21%	24%	41%	85%	6%	5%	4%
Unsure	51	17	34	13	5	19	15	2	1	2	1	15	16	7	13	44	2	2	3
	2%	2%	3%	4%	1%	2%	2%	1%	*%	1%	*%	2%	3%	1%	2%	2%	1%	2%	4%
			a	bd															ab
		33%	67%	25%	9%	37%	28%	4%	1%	4%	3%	29%	32%	14%	25%	85%	4%	5%	6%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QP1 (QP2). Before today, had you heard of digital radio? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
Yes	2027	1753	275	1209	815	1043 984
	87%	86%	89%	89%	83%	89% 84%
		86%	14%	b 60%	40%	b 51% 49%
No	256	226	30	116	141	97 159
	11%	11%	10%	9%	14%	8% 14%
		88%	12%	a 45%	55%	a 38% 62%
Unsure	51	49	2	31	21	27 25
	2%	2%	1%	2%	2%	2% 2%
		b 96%	4%	60%	40%	52% 48%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP2 (QP4). SHOWCARD I'm now going to ask about any radio sets that you have at home. In which of these rooms at home do you have any radios? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Kitchen/ kitchen diner	828	405	423	91	97	278	361	44	52	65	232	267	228	160	172	705	55	41	27
	35%	36%	35%	27%	25%	35%	45%	30%	34%	29%	35%	43%	36%	31%	30%	36%	27%	36%	42%
						ab	abc					bcd	d			b		b	b
		49%	51%	11%	12%	34%	44%	5%	6%	8%	28%	32%	28%	19%	21%	85%	7%	5%	3%
Living room/ lounge	571	302	269	52	64	175	279	36	51	65	160	155	151	116	146	497	42	23	9
	24%	27%	22%	15%	17%	22%	35%	24%	34%	29%	24%	25%	24%	23%	25%	25%	20%	20%	15%
		b				ab	abc		d							cd			
		53%	47%	9%	11%	31%	49%	6%	9%	11%	28%	27%	26%	20%	26%	87%	7%	4%	2%
Adult's bedroom	501	260	241	47	61	146	247	28	31	53	167	184	136	89	92	441	28	24	9
	21%	23%	20%	14%	16%	18%	31%	19%	21%	23%	25%	30%	22%	18%	16%	23%	14%	20%	14%
							abc					bcd	d			bd		b	
		52%	48%	9%	12%	29%	49%	6%	6%	10%	33%	37%	27%	18%	18%	88%	6%	5%	2%
Dining room	117	62	55	13	7	35	62	3	3	9	39	41	34	26	15	109	3	4	1
	5%	5%	5%	4%	2%	4%	8%	2%	2%	4%	6%	7%	5%	5%	3%	6%	1%	3%	2%
						b	abc				b	d	d	d		bd			
		53%	47%	11%	6%	30%	53%	3%	2%	8%	33%	35%	29%	22%	13%	93%	2%	3%	1%
Child's bedroom	80	33	47	12	14	42	12	4	2	8	28	36	18	13	12	74	2	1	2
	3%	3%	4%	4%	4%	5%	2%	3%	2%	3%	4%	6%	3%	3%	2%	4%	1%	1%	3%
				d	d	d						bcd				bc			
		41%	59%	15%	18%	52%	15%	5%	3%	10%	35%	45%	23%	17%	15%	93%	3%	1%	3%
Bathroom/ shower room/ WC	63	35	27	7	4	28	25	2	-	3	29	32	18	2	10	53	6	1	2
	3%	3%	2%	2%	1%	3%	3%	1%	-%	1%	4%	5%	3%	*%	2%	3%	3%	1%	3%
		56%	44%	10%	6%	44%	39%	3%	-%	5%	46%	50%	29%	3%	16%	85%	10%	2%	4%
Columns Tested:	a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QP2 (QP4). SHOWCARD I'm now going to ask about any radio sets that you have at home. In which of these rooms at home do you have any radios? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER					£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+												
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Conservatory	61	34	27	4	5	13	40	-	3	5	26	20	21	13	7	52	3	5	1
	3%	3%	2%	1%	1%	2%	5%	-	2%	2%	4%	3%	3%	3%	1%	3%	1%	5%	1%
							abc				a	d	d					bd	
		56%	44%	7%	7%	21%	65%	-	6%	8%	42%	32%	35%	22%	12%	86%	5%	8%	1%
Study/ home office	60	34	26	3	7	17	34	1	-	4	26	30	19	10	2	56	4	-	*
	3%	3%	2%	1%	2%	2%	4%	1%	-	2%	4%	5%	3%	2%	*%	3%	2%	-	1%
							abc				ab	cd	d	d		cd	c		
		56%	44%	5%	11%	28%	56%	1%	-	7%	43%	50%	31%	16%	3%	93%	7%	-	1%
Garage	58	37	21	5	4	22	27	5	1	6	27	14	12	23	9	53	2	1	1
	2%	3%	2%	1%	1%	3%	3%	3%	1%	3%	4%	2%	2%	4%	1%	3%	1%	1%	2%
		b					b				b			bd					
		64%	36%	9%	6%	39%	46%	8%	2%	10%	47%	25%	21%	39%	15%	92%	3%	3%	2%
Spare bedroom	38	25	13	2	3	7	28	1	1	3	15	14	13	5	6	33	4	*	*
	2%	2%	1%	1%	1%	1%	3%	1%	*%	1%	2%	2%	2%	1%	1%	2%	2%	*%	*%
		b					abc												
		66%	34%	4%	7%	17%	72%	4%	1%	8%	38%	36%	35%	14%	15%	87%	11%	1%	1%
Hallway/ Landing	24	14	10	3	3	6	13	1	*	2	12	11	7	6	1	24	-	-	-
	1%	1%	1%	1%	1%	1%	2%	1%	*%	1%	2%	2%	1%	1%	*%	1%	-	-	-
												d							
		59%	41%	11%	10%	27%	52%	3%	2%	7%	50%	43%	27%	24%	5%	100%	-	-	-
Move around as needed/ portable	69	33	36	6	6	23	34	1	3	8	19	26	23	9	11	63	3	1	1
	3%	3%	3%	2%	2%	3%	4%	1%	2%	3%	3%	4%	4%	2%	2%	3%	2%	1%	2%
							ab					cd							
		48%	52%	8%	9%	33%	50%	1%	4%	11%	28%	38%	33%	14%	16%	92%	5%	2%	1%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QP2 (QP4). SHOWCARD I'm now going to ask about any radio sets that you have at home. In which of these rooms at home do you have any radios? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Other	30	13	17	1	5	10	14	1	4	1	11	9	8	11	2	26	1	3	*
	1%	1%	1%	*%	1%	1%	2%	*%	2%	1%	2%	2%	1%	2%	*%	1%	*%	3%	*%
		44%	56%	5%	16%	33%	47%	2%	12%	4%	36%	32%	26%	36%	7%	87%	2%	10%	1%
None - do not have any radio sets at home	855	401	454	174	208	311	161	59	47	92	245	190	221	202	240	683	99	45	28
	37%	35%	38%	52%	53%	39%	20%	40%	31%	41%	37%	31%	35%	40%	42%	35%	48%	39%	44%
		47%	53%	cd	cd	d			b				a	ab		ac		a	
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d				20%	24%	36%	19%	7%	5%	11%	29%	22%	26%	24%	28%	80%	12%	5%	3%

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QP2 (QP4). SHOWCARD I'm now going to ask about any radio sets that you have at home. In which of these rooms at home do you have any radios? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Kitchen/ kitchen diner	828	696	131	479	347	483	345
	35%	34%	43%	35%	36%	41%	30%
		84%	a 16%	58%	42%	b 58%	42%
Living room/ lounge	571	497	74	278	293	277	294
	24%	24%	24%	21%	30%	24%	25%
		87%	13%	49%	a 51%	48%	52%
Adult's bedroom	501	426	75	280	220	269	231
	21%	21%	24%	21%	23%	23%	20%
		85%	15%	56%	44%	54%	46%
Dining room	117	95	22	65	51	81	36
	5%	5%	7%	5%	5%	7%	3%
		81%	a 19%	55%	44%	b 69%	31%
Child's bedroom	80	70	10	54	26	54	26
	3%	3%	3%	4%	3%	5%	2%
		87%	13%	68%	32%	b 67%	33%
Bathroom/ shower room/ WC	63	52	10	40	23	42	20
	3%	3%	3%	3%	2%	4%	2%
		84%	16%	63%	37%	b 67%	33%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP2 (QP4). SHOWCARD I'm now going to ask about any radio sets that you have at home. In which of these rooms at home do you have any radios? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Conservatory	61	44	17	30	31	38	23
	3%	2%	6%	2%	3%	3%	2%
			a			b	
		72%	28%	49%	51%	63%	37%
Study/ home office	60	50	10	38	22	43	17
	3%	2%	3%	3%	2%	4%	1%
						b	
		84%	16%	64%	36%	71%	29%
Garage	58	45	13	36	22	35	23
	2%	2%	4%	3%	2%	3%	2%
			a				
		78%	22%	62%	38%	61%	39%
Spare bedroom	38	32	6	21	18	24	15
	2%	2%	2%	2%	2%	2%	1%
		84%	16%	54%	46%	62%	38%
Hallway/ Landing	24	19	6	18	6	15	9
	1%	1%	2%	1%	1%	1%	1%
		77%	23%	74%	26%	63%	37%
Move around as needed/ portable	69	60	9	32	37	46	23
	3%	3%	3%	2%	4%	4%	2%
						b	
		86%	14%	47%	53%	67%	33%
Other	30	25	5	19	11	18	12
	1%	1%	2%	1%	1%	2%	1%
		84%	16%	65%	35%	59%	41%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QP2 (QP4). SHOWCARD I'm now going to ask about any radio sets that you have at home. In which of these rooms at home do you have any radios? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
None - do not have any radio sets at home	855	755	100	546	307	363	491
	37%	37%	32%	40%	31%	31%	42%
				b			a
		88%	12%	64%	36%	43%	57%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QP3 (QP19). In total, how many radio sets do you have in your home? Please include any mains or battery powered radio sets or wind-up radios. For now, please don't include car radios, radio listening through computers, TVs or phones. (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None	881	412	469	179	215	317	171	61	48	95	250	193	229	208	249	707	100	45	28
	38%	36%	39%	53%	55%	40%	21%	42%	32%	42%	38%	31%	37%	41%	43%	36%	49%	39%	44%
				cd	cd	d				b			a	a	ab		ac		a
		47%	53%	20%	24%	36%	19%	7%	5%	11%	28%	22%	26%	24%	28%	80%	11%	5%	3%
1	826	388	439	104	122	281	319	59	62	65	196	196	230	185	213	693	70	41	23
	35%	34%	37%	31%	31%	35%	39%	40%	41%	29%	30%	32%	37%	36%	37%	35%	34%	36%	36%
							ab	cd	cd				a						
		47%	53%	13%	15%	34%	39%	7%	7%	8%	24%	24%	28%	22%	26%	84%	8%	5%	3%
2-3	531	277	254	48	48	169	266	24	40	57	165	182	135	104	109	463	29	27	11
	23%	24%	21%	14%	12%	21%	33%	16%	27%	25%	25%	29%	22%	20%	19%	24%	14%	24%	18%
						ab	abc		a	a	a	bcd				bd		b	
		52%	48%	9%	9%	32%	50%	4%	8%	11%	31%	34%	25%	20%	21%	87%	5%	5%	2%
4-5	96	56	41	10	10	30	46	3	2	10	40	43	30	13	10	90	4	1	1
	4%	5%	3%	3%	3%	4%	6%	2%	1%	5%	6%	7%	5%	3%	2%	5%	2%	1%	2%
						b					b	cd	d			cd			
		58%	42%	11%	11%	31%	48%	3%	2%	11%	41%	45%	31%	14%	11%	93%	5%	1%	1%
6-10	21	11	9	1	-	6	14	1	*	1	8	9	8	2	2	19	1	1	*
	1%	1%	1%	*%	-%	1%	2%	1%	*%	*%	1%	1%	1%	*%	*%	1%	1%	1%	*%
						ab						d							
		55%	45%	3%	-%	28%	68%	5%	1%	3%	38%	42%	40%	8%	9%	90%	6%	3%	1%
11 or more	3	2	1	-	1	1	2	1	-	-	1	2	1	1	-	3	*	-	-
	*%	*%	*%	-%	*%	*%	*%	1%	-%	-%	*%	*%	*%	*%	-%	*%	*%	-%	-%
		64%	36%	-%	25%	25%	49%	25%	-%	-%	36%	49%	25%	25%	-%	87%	13%	-%	-%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 77

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QP3 (QP19). In total, how many radio sets do you have in your home? Please include any mains or battery powered radio sets or wind-up radios. For now, please don't include car radios, radio listening through computers, TVs or phones. (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
ANY RADIO SETS IN THE HOME	1474	734	740	160	179	490	645	86	105	132	414	431	401	306	333	1261	105	72	35
	63%	65%	62%	47%	46%	61%	80%	58%	69%	58%	63%	69%	64%	60%	58%	65%	52%	62%	55%
		50%	50%	11%	12%	ab	abc	6%	7%	9%	28%	bcd	d	21%	23%	bd	7%	b	
						33%	44%					29%	27%			86%		5%	2%
Don't know	3	*	2	*	-	1	1	-	-	1	1	-	1	1	1	2	-	1	*
	*%	*%	*%	*%	-%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%	-%	*%	1%
		7%	93%	12%	-%	53%	35%	-%	-%	35%	46%	-%	25%	21%	54%	60%	-%	21%	a
						ab	abc					bcd	cd			bcd			19%
Mean number of radio sets	1.1	1.2	1.1	.8	.7	1.1	1.5	1.0	1.1	1.0	1.2	1.4	1.2	1.0	.9	1.2	.8	.9	.9
		b																	
Standard deviation	1.33	1.43	1.21	1.06	1.08	1.30	1.44	1.66	.98	1.15	1.42	1.53	1.36	1.26	1.00	1.36	1.20	1.00	1.03
Standard error	.02	.04	.03	.05	.05	.04	.04	.12	.07	.07	.05	.06	.05	.05	.04	.03	.07	.06	.06
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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QP3 (QP19). In total, how many radio sets do you have in your home? Please include any mains or battery powered radio sets or wind-up radios. For now, please don't include car radios, radio listening through computers, TVs or phones. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
None	881	778	103	559	321	377	504
	38%	38%	34%	41%	33%	32%	43%
				b			a
		88%	12%	63%	36%	43%	57%
1	826	725	101	457	367	424	402
	35%	36%	33%	34%	38%	36%	34%
		88%	12%	55%	44%	51%	49%
2-3	531	448	84	280	252	305	226
	23%	22%	27%	21%	26%	26%	19%
			a		a	b	
		84%	16%	53%	47%	57%	43%
4-5	96	78	19	55	41	57	40
	4%	4%	6%	4%	4%	5%	3%
			a				
		81%	19%	58%	42%	59%	41%
6-10	21	17	3	14	7	14	6
	1%	1%	1%	1%	1%	1%	1%
		84%	16%	66%	34%	70%	30%
11 or more	3	3	*	2	2	3	1
	*%	*%	*%	*%	*%	*%	*%
		87%	13%	51%	49%	75%	25%
ANY RADIO SETS IN THE HOME	1474	1268	206	811	660	799	674
	63%	63%	67%	60%	68%	69%	58%
					a	b	
		86%	14%	55%	45%	54%	46%

Columns Tested: a,b - a,b - a,b

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QP3 (QP19). In total, how many radio sets do you have in your home? Please include any mains or battery powered radio sets or wind-up radios. For now, please don't include car radios, radio listening through computers, TVs or phones. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Don't know	3	2	*	1	1	-	3
	*%	*%	*%	*%	*%	-%	*%
		88%	12%	57%	43%	-%	100%
Mean number of radio sets	1.1	1.1	1.3	1.1	1.2	1.3	1.0
			a		a	b	
Standard deviation	1.33	1.31	1.44	1.34	1.30	1.40	1.23
Standard error	.02	.03	.07	.03	.04	.04	.03
Columns Tested: a,b - a,b - a,b							

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QP4 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER				£10.4K-£15.59K	£15.6K-£25.99K	£26K+		AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+												
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None	999	470	529	191	228	356	224	68	63	110	282	223	265	223	285	808	106	52	32
	43%	41%	44%	57%	58%	45%	28%	46%	41%	49%	43%	36%	42%	44%	49%	41%	52%	46%	50%
				cd	cd	d						a	a	ab	ab	a	a		a
		47%	53%	19%	23%	36%	22%	7%	6%	11%	28%	22%	27%	22%	29%	81%	11%	5%	3%
1	841	394	447	107	118	290	326	57	56	71	205	216	225	198	201	708	69	42	22
	36%	35%	37%	32%	30%	36%	40%	39%	37%	31%	31%	35%	36%	39%	35%	36%	34%	37%	34%
							ab												
		47%	53%	13%	14%	34%	39%	7%	7%	8%	24%	26%	27%	24%	24%	84%	8%	5%	3%
2-3	434	237	197	39	39	138	219	18	31	38	150	152	117	81	84	379	26	20	10
	19%	21%	16%	11%	10%	17%	27%	12%	21%	17%	23%	24%	19%	16%	15%	19%	13%	17%	16%
		b				ab	abc		a		a	bcd	d			b			
		55%	45%	9%	9%	32%	50%	4%	7%	9%	34%	35%	27%	19%	19%	87%	6%	5%	2%
4-5	49	27	23	1	5	10	34	2	1	7	14	26	13	4	7	47	2	*	*
	2%	2%	2%	*%	1%	1%	4%	2%	1%	3%	2%	4%	2%	1%	1%	2%	1%	*%	1%
							abc					bcd				c			
		54%	46%	2%	10%	21%	68%	5%	3%	14%	29%	53%	26%	8%	13%	94%	4%	1%	1%
6-10	11	7	4	-	-	5	6	1	-	1	5	5	5	2	-	10	1	*	-
	*%	1%	*%	-%	-%	1%	1%	1%	-%	*%	1%	1%	1%	*%	-%	1%	*%	*%	-%
												d	d						
		66%	34%	-%	-%	43%	57%	11%	-%	5%	46%	42%	41%	17%	-%	92%	5%	3%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1336	665	671	146	162	443	585	79	89	116	374	398	360	284	291	1144	97	63	32
	57%	59%	56%	43%	42%	55%	72%	54%	59%	51%	57%	64%	58%	56%	51%	59%	48%	54%	50%
						ab	abc					bcd	d			bd			
		50%	50%	11%	12%	33%	44%	6%	7%	9%	28%	30%	27%	21%	22%	86%	7%	5%	2%
Mean number of 'active' radio sets	.9	1.0	.8	.6	.6	.8	1.3	.8	.9	.8	1.0	1.1	.9	.8	.7	.9	.7	.8	.7
		b				ab	abc				a	bcd	d			bcd			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QP4 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	MALE						£10.4K	£15.59K	£15.6K-£25.99K	£26K+								
	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
1.08	1.14	1.01	.78	.81	1.02	1.24	1.00	.90	1.03	1.17	1.27	1.11	.92	.88	1.11	.89	.89	.90
.02	.03	.03	.04	.04	.03	.04	.07	.06	.06	.04	.05	.04	.04	.03	.02	.06	.06	.06

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QP4 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
None	999	888	111	616	380	435	564
	43%	44%	36%	45%	39%	37%	48%
		b		b			a
		89%	11%	62%	38%	44%	56%
1	841	732	109	468	372	445	396
	36%	36%	36%	35%	38%	38%	34%
						b	
		87%	13%	56%	44%	53%	47%
2-3	434	360	74	241	193	256	179
	19%	18%	24%	18%	20%	22%	15%
			a			b	
		83%	17%	56%	44%	59%	41%
4-5	49	39	11	22	28	24	25
	2%	2%	4%	2%	3%	2%	2%
			a		a		
		78%	22%	43%	57%	49%	51%
6-10	11	10	1	8	3	7	4
	*%	*%	*%	1%	*%	1%	*%
		88%	12%	72%	28%	62%	38%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1336	1140	196	739	596	732	604
	57%	56%	64%	55%	61%	63%	52%
			a		a	b	
		85%	15%	55%	45%	55%	45%
Mean number of 'active' radio sets	.9	.9	1.1	.9	1.0	1.0	.8
			a		a	b	

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP4 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
	a	b	a	b	a	b
Standard deviation	1.08	1.07	1.13	1.06	1.10	1.12
Standard error	.02	.02	.05	.03	.03	.03

Significance Level: 95%

Standard deviation

Standard error

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP4 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with any 'active' radio sets in the home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1629	808	821	154	154	507	814	97	120	148	395	418	485	352	370	1224	131	146	128
Effective Weighted Sample	1341	661	680	130	132	429	670	78	106	125	339	358	411	282	299	1075	125	133	118
Total	1336	665	671	146	162	443	585	79	89	116	374	398	360	284	291	1144	97	63	32
		50%	50%	11%	12%	33%	44%	**	7%	9%	28%	30%	27%	21%	22%	86%	7%	5%	2%
1	841	394	447	107	118	290	326	**	56	71	205	216	225	198	201	708	69	42	22
	63%	59%	67%	73%	73%	65%	56%	**	64%	61%	55%	54%	63%	70%	69%	62%	71%	67%	67%
			a	d	d	d						a	a	a					
		47%	53%	13%	14%	34%	39%	**	7%	8%	24%	26%	27%	24%	24%	84%	8%	5%	3%
2-3	434	237	197	39	39	138	219	**	31	38	150	152	117	81	84	379	26	20	10
	33%	36%	29%	26%	24%	31%	37%	**	35%	32%	40%	38%	33%	28%	29%	33%	26%	32%	31%
		b	b				abc					cd							
		55%	45%	9%	9%	32%	50%	**	7%	9%	34%	35%	27%	19%	19%	87%	6%	5%	2%
4-5	49	27	23	1	5	10	34	**	1	7	14	26	13	4	7	47	2	*	*
	4%	4%	3%	1%	3%	2%	6%	**	1%	6%	4%	7%	4%	1%	2%	4%	2%	*%	1%
							ac					cd				c			
		54%	46%	2%	10%	21%	68%	**	3%	14%	29%	53%	26%	8%	13%	94%	4%	1%	1%
6-10	11	7	4	-	-	5	6	**	-	1	5	5	5	2	-	10	1	*	-
	1%	1%	1%	-%	-%	1%	1%	**	-%	*%	1%	1%	1%	1%	-%	1%	1%	1%	-%
												d							
		66%	34%	-%	-%	43%	57%	**	-%	5%	46%	42%	41%	17%	-%	92%	5%	3%	-%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1336	665	671	146	162	443	585	**	89	116	374	398	360	284	291	1144	97	63	32
	100%	100%	100%	100%	100%	100%	100%	**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		50%	50%	11%	12%	33%	44%	**	7%	9%	28%	30%	27%	21%	22%	86%	7%	5%	2%
Mean number of 'active' radio sets	1.6	1.6	1.5	1.3	1.4	1.5	1.7	**	1.5	1.6	1.7	1.8	1.6	1.4	1.4	1.6	1.4	1.4	1.5
		b	b			a	abc				b	bcd	cd			bc			
Standard deviation	.98	1.04	.92	.62	.70	.92	1.14	**	.71	.91	1.08	1.17	1.04	.79	.74	1.01	.80	.73	.74
Standard error	.02	.04	.03	.05	.06	.04	.04	**	.06	.07	.05	.06	.05	.04	.04	.03	.07	.06	.07
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP4 (QP5). In total, how many radio sets do you have in your home that you, or someone in your household, listen to in most weeks? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those with any 'active' radio sets in the home

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1629	1325	304	782	846	861	768
Effective Weighted Sample	1341	1102	253	657	713	715	628
Total	1336	1140	196	739	596	732	604
		85%	15%	55%	45%	55%	45%
1	841	732	109	468	372	445	396
	63%	64%	56%	63%	62%	61%	66%
		b					
		87%	13%	56%	44%	53%	47%
2-3	434	360	74	241	193	256	179
	33%	32%	38%	33%	32%	35%	30%
						b	
		83%	17%	56%	44%	59%	41%
4-5	49	39	11	22	28	24	25
	4%	3%	6%	3%	5%	3%	4%
		78%	22%	43%	57%	49%	51%
6-10	11	10	1	8	3	7	4
	1%	1%	1%	1%	1%	1%	1%
		88%	12%	72%	28%	62%	38%
ANY 'ACTIVE' RADIO SETS IN THE HOME	1336	1140	196	739	596	732	604
	100%	100%	100%	100%	100%	100%	100%
		85%	15%	55%	45%	55%	45%
Mean number of 'active' radio sets	1.6	1.6	1.7	1.6	1.6	1.6	1.5
			a				
Standard deviation	.98	.98	.99	.98	1.00	1.02	.94
Standard error	.02	.03	.06	.03	.03	.03	.03
Columns Tested: a.b - a.b - a.b							

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 80

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QP5. You said earlier that you have (NUMBER AT QP4) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE) by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None	1414	662	753	237	277	460	440	107	101	142	351	308	361	327	413	1150	138	74	52
	61%	58%	63%	70%	71%	58%	54%	73%	67%	63%	53%	50%	58%	65%	72%	59%	68%	64%	81%
			a	cd	cd			cd	d	d			a	ab	abc		a		abc
		47%	53%	17%	20%	33%	31%	8%	7%	10%	25%	22%	26%	23%	29%	81%	10%	5%	4%
1	667	333	334	71	88	258	250	34	39	61	202	206	188	145	127	572	52	30	12
	29%	29%	28%	21%	23%	32%	31%	23%	26%	27%	31%	33%	30%	29%	22%	29%	26%	26%	18%
						ab	ab					d	d	d		d	d	d	
		50%	50%	11%	13%	39%	38%	5%	6%	9%	30%	31%	28%	22%	19%	86%	8%	5%	2%
2	196	106	90	27	22	63	84	5	10	19	80	77	62	27	30	175	10	10	1
	8%	9%	8%	8%	6%	8%	10%	3%	7%	8%	12%	12%	10%	5%	5%	9%	5%	8%	1%
						b	b			a	ab	cd	cd			bd	d	d	
		54%	46%	14%	11%	32%	43%	2%	5%	10%	41%	39%	32%	14%	16%	90%	5%	5%	*%
3	39	23	16	3	2	11	23	1	1	3	13	19	9	5	6	35	3	1	-
	2%	2%	1%	1%	*%	1%	3%	*%	1%	1%	2%	3%	2%	1%	1%	2%	1%	1%	-%
							bc					cd				d			
		60%	40%	8%	5%	27%	60%	1%	3%	8%	32%	49%	24%	12%	14%	89%	7%	4%	-%
4-5	15	9	6	-	1	6	8	1	-	1	8	9	3	2	-	15	-	-	-
	1%	1%	1%	-%	*%	1%	1%	1%	-%	*%	1%	1%	*%	*%	-%	1%	-%	-%	-%
												d							
		59%	41%	-%	5%	41%	55%	6%	-%	5%	55%	63%	21%	16%	-%	100%	-%	-%	-%
6-10	4	3	1	-	-	1	3	-	-	-	2	1	2	1	-	4	-	-	-
	*%	*%	*%	-%	-%	*%	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	-%	-%	-%
		73%	27%	-%	-%	27%	73%	-%	-%	-%	50%	32%	45%	23%	-%	100%	-%	-%	-%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP5. You said earlier that you have (NUMBER AT QP4) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE) by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	921	473	447	100	113	339	369	40	51	84	305	313	264	180	163	802	65	42	12
	39%	42%	37%	30%	29%	42%	46%	27%	33%	37%	47%	50%	42%	35%	28%	41%	32%	36%	19%
		b				ab	ab			a	abc	bcd	cd	d		bd	d	d	
		51%	49%	11%	12%	37%	40%	4%	5%	9%	33%	34%	29%	20%	18%	87%	7%	5%	1%
Mean number of 'active' digital radio sets	.5	.6	.5	.4	.4	.6	.7	.3	.4	.5	.7	.7	.6	.4	.4	.6	.4	.5	.2
		b				ab	abc			a	abc	bcd	cd	d		bd	d	d	
Standard deviation	.83	.89	.75	.67	.63	.79	.96	.61	.65	.73	.92	.95	.88	.72	.63	.85	.65	.71	.42
Standard error	.02	.02	.02	.03	.03	.03	.03	.04	.05	.04	.03	.04	.03	.03	.02	.02	.04	.04	.03
Columns Tested:	a, b - a, b, c, d - a, b, c, d - a, b, c, d - a, b, c, d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QP5. You said earlier that you have (NUMBER AT QP4) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE) by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
None	1414	1241	173	803	609	659	756
	61%	61%	57%	59%	62%	56%	65%
		88%	12%	57%	43%	47%	a 53%
1	667	586	81	410	257	348	319
	29%	29%	26%	30% b	26%	30%	27%
		88%	12%	62%	38%	52%	48%
2	196	156	39	110	85	124	72
	8%	8%	13% a	8%	9%	11% b	6%
		80%	20%	56%	44%	63%	37%
3	39	31	8	20	19	23	16
	2%	2%	3%	2%	2%	2%	1%
		78%	22%	52%	48%	59%	41%
4-5	15	10	5	9	6	10	5
	1%	*%	2% a	1%	1%	1%	*%
		68%	32%	62%	38%	67%	33%
6-10	4	4	-	3	1	3	1
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	68%	32%	73%	27%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 80

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QP5. You said earlier that you have (NUMBER AT QP4) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE) by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	921	787	133	553	368	508	413
	39%	39%	43%	41%	38%	44%	35%
		86%	14%	60%	40%	55%	45%
Mean number of 'active' digital radio sets	.5	.5	.7	.6	.5	.6	.5
			a			b	
Standard deviation	.83	.81	.92	.83	.82	.90	.73
Standard error	.02	.02	.04	.02	.02	.02	.02
Columns Tested: a,b - a,b - a,b							

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP5. You said earlier that you have (NUMBER AT QP4) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE) by MAIN CROSS-BREAKS

Base : Those who listen to radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
None	1101	529	572	161	225	364	352	71	80	115	310	265	295	260	278	898	105	54	44
	55%	53%	57%	63%	67%	52%	50%	65%	61%	58%	51%	46%	53%	60%	64%	53%	62%	57%	79%
				cd	cd			d	d				a	ab	ab		a		abc
		48%	52%	15%	20%	33%	32%	6%	7%	10%	28%	24%	27%	24%	25%	82%	10%	5%	4%
1	650	322	328	66	85	257	242	33	39	61	200	204	184	141	120	559	50	30	11
	33%	33%	32%	26%	26%	37%	34%	30%	30%	31%	33%	36%	33%	32%	28%	33%	30%	32%	20%
						ab	ab					d			d	d	d		
		50%	50%	10%	13%	39%	37%	5%	6%	9%	31%	31%	28%	22%	18%	86%	8%	5%	2%
2	193	104	88	25	22	63	84	5	10	19	79	75	60	27	30	172	10	10	1
	10%	11%	9%	10%	6%	9%	12%	4%	8%	10%	13%	13%	11%	6%	7%	10%	6%	10%	1%
						b	b				a	cd	cd		bd	d	d		
		54%	46%	13%	11%	33%	43%	2%	5%	10%	41%	39%	31%	14%	16%	90%	5%	5%	1%
3	37	22	15	3	2	10	22	1	1	3	13	17	9	5	6	32	3	1	-
	2%	2%	1%	1%	1%	1%	3%	1%	1%	2%	2%	3%	2%	1%	1%	2%	2%	1%	-
							bc					c			d				
		60%	40%	9%	5%	26%	60%	1%	3%	8%	34%	46%	26%	13%	15%	88%	8%	4%	-
4-5	15	9	6	-	1	6	8	1	-	1	8	9	3	2	-	15	-	-	-
	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	-	1%	-	-	-
												d							
		59%	41%	-	5%	41%	55%	6%	-	5%	55%	63%	21%	16%	-	100%	-	-	-
6-10	4	3	1	-	-	1	3	-	-	-	2	1	2	1	-	4	-	-	-
	1%	1%	1%	-	-	1%	1%	-	-	-	1%	1%	1%	1%	-	1%	-	-	-
		73%	27%	-	-	27%	73%	-	-	-	50%	32%	45%	23%	-	100%	-	-	-

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP5. You said earlier that you have (NUMBER AT QP4) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE) by MAIN CROSS-BREAKS

Base : Those who listen to radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	899	460	438	95	110	336	358	39	50	83	302	307	259	175	156	783	63	41	12
	45%	47%	43%	37%	33%	48%	50%	35%	39%	42%	49%	54%	47%	40%	36%	47%	38%	43%	21%
		51%	49%	11%	12%	ab	ab	4%	6%	9%	ab	bcd	cd	19%	17%	bd	d	d	1%
Mean number of 'active' digital radio sets	.6	.7	.6	.5	.4	.6	.7	.4	.5	.6	.7	.8	.7	.5	.5	.6	.5	.6	.2
		b				ab	abc				abc	bcd	cd			bd	d	d	
Standard deviation	.86	.92	.78	.72	.66	.81	.99	.67	.68	.76	.93	.96	.91	.76	.68	.88	.69	.74	.44
Standard error	.02	.03	.02	.04	.04	.03	.03	.06	.05	.05	.04	.04	.03	.03	.03	.02	.05	.05	.03
Columns Tested:	a, b - a, b, c, d - a, b, c, d - a, b, c, d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QP5. You said earlier that you have (NUMBER AT QP4) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE) by MAIN CROSS-BREAKS

Base : Those who listen to radio

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2432	1994	438	1312	1118	1221	1211
Effective Weighted Sample	1994	1652	363	1086	937	1009	986
Total	2000	1719	281	1198	800	1031	970
		86%	14%	60%	40%	52%	48%
None	1101	954	148	653	446	532	570
	55%	55%	53%	55%	56%	52%	59%
							a
		87%	13%	59%	40%	48%	52%
1	650	569	81	404	246	341	309
	33%	33%	29%	34%	31%	33%	32%
		88%	12%	62%	38%	52%	48%
2	193	153	39	110	82	123	70
	10%	9%	14%	9%	10%	12%	7%
			a			b	
		80%	20%	57%	43%	64%	36%
3	37	28	8	18	19	22	15
	2%	2%	3%	2%	2%	2%	2%
		77%	23%	49%	51%	60%	40%
4-5	15	10	5	9	6	10	5
	1%	1%	2%	1%	1%	1%	1%
			a				
		68%	32%	62%	38%	67%	33%
6-10	4	4	-	3	1	3	1
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	68%	32%	73%	27%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	899	765	133	545	354	499	400
	45%	45%	47%	45%	44%	48%	41%
						b	
		85%	15%	61%	39%	56%	44%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 81

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QP5. You said earlier that you have (NUMBER AT QP4) radio sets in your home that someone in the household listens to in most weeks. How many of these radio sets are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE) by MAIN CROSS-BREAKS

Base : Those who listen to radio

	URBANITY		WORKING		DEPRIVATION LEVEL	
Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH

Significance Level: 95%

Mean number of 'active' digital radio sets

.6	a	b	a	b	a	b
	.6	.7	.6	.6	.7	.5

Standard deviation

		a			b	
.86	.84	.94	.85	.86	.93	.77

Standard error

.02	.02	.04	.02	.03	.03	.02
-----	-----	-----	-----	-----	-----	-----

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP6. Moving on to radios in a vehicle... In most weeks, how many motor vehicles do you personally use - as a driver or a passenger? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER				£10.4K-£15.59K	£15.6K-£25.99K	£26K+		AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+												
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None	571	242	328	122	96	164	188	96	59	47	79	74	120	102	272	466	66	26	12
	24%	21%	27%	36%	25%	21%	23%	65%	39%	21%	12%	12%	19%	20%	47%	24%	32%	23%	19%
		a	a	bcd				bcd	cd	d		a	a	a	abc		acd		
		42%	58%	21%	17%	29%	33%	17%	10%	8%	14%	13%	21%	18%	48%	82%	11%	5%	2%
1	1219	616	604	135	220	399	465	48	76	145	329	340	348	285	243	1014	108	59	38
	52%	54%	50%	40%	57%	50%	57%	32%	50%	64%	50%	55%	56%	56%	42%	52%	53%	51%	59%
					ac	a	ac		a	abd	a	d	d	d				a	
		50%	50%	11%	18%	33%	38%	4%	6%	12%	27%	28%	29%	23%	20%	83%	9%	5%	3%
2	449	223	226	52	67	207	123	2	12	30	209	174	136	93	44	390	23	24	12
	19%	20%	19%	15%	17%	26%	15%	1%	8%	13%	32%	28%	22%	18%	8%	20%	11%	21%	19%
						abd			a	a	abc	bcd	d	d		b		b	b
		50%	50%	12%	15%	46%	27%	1%	3%	7%	46%	39%	30%	21%	10%	87%	5%	5%	3%
3	72	41	31	18	5	22	27	-	3	2	29	27	14	18	12	64	3	3	1
	3%	4%	3%	5%	1%	3%	3%	0%	2%	1%	4%	4%	2%	3%	2%	3%	2%	2%	2%
				bc			b				ac	bd							
		57%	43%	26%	6%	31%	37%	0%	4%	3%	40%	38%	20%	25%	17%	89%	5%	4%	2%
4 or more	24	13	11	9	1	7	6	2	1	1	10	5	7	9	4	18	3	3	*
	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	3%	1%
				bcd													ad		
		55%	45%	39%	6%	29%	26%	8%	4%	4%	42%	20%	28%	35%	17%	73%	14%	12%	1%
Mean number of motor vehicles	1.0	1.1	1.0	1.0	1.0	1.1	1.0	.4	.8	1.0	1.3	1.3	1.1	1.1	.7	1.1	.9	1.1	1.1
		b				abd			a	ab	abc	bcd	d	d		b		b	b
Standard deviation	.84	.86	.82	1.02	.72	.85	.80	.64	.78	.82	.83	.77	.82	.88	.78	.84	.91	.87	.71
Standard error	.02	.02	.02	.05	.04	.03	.02	.05	.06	.05	.03	.03	.03	.04	.03	.02	.06	.05	.04
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 82

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QP6. Moving on to radios in a vehicle... In most weeks, how many motor vehicles do you personally use - as a driver or a passenger? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
None	571	530	41	235	334	202	369
	24%	26%	13%	17%	34%	17%	32%
		b		a		a	
		93%	7%	41%	59%	35%	65%
1	1219	1058	161	702	517	613	606
	52%	52%	52%	52%	53%	53%	52%
		87%	13%	58%	42%	50%	50%
2	449	358	91	339	108	289	160
	19%	18%	30%	25%	11%	25%	14%
			a	b		b	
		80%	20%	75%	24%	64%	36%
3	72	62	9	57	15	50	22
	3%	3%	3%	4%	2%	4%	2%
				b		b	
		87%	13%	80%	20%	70%	30%
4 or more	24	19	5	22	2	12	12
	1%	1%	2%	2%	2%	1%	1%
				b			
		78%	22%	92%	8%	50%	50%
Mean number of motor vehicles	1.0	1.0	1.3	1.2	.8	1.2	.9
			a	b		b	
Standard deviation	.84	.84	.81	.89	.70	.85	.80
Standard error	.02	.02	.04	.02	.02	.02	.02
Columns Tested: a,b - a,b - a,b							

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP7. How many of these motor vehicles have a radio? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those who use at least one motor vehicle in most weeks

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER					£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	~a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2142	1068	1074	247	297	748	849	67	118	219	619	567	696	500	373	1557	176	202	207
Effective Weighted Sample	1750	869	882	199	247	624	701	56	102	180	536	486	576	404	297	1372	168	187	190
Total	1764	893	871	215	294	634	621	51	92	179	576	547	505	404	304	1486	138	89	52
		51%	49%	12%	17%	36%	35%	**	5%	10%	33%	31%	29%	23%	17%	84%	8%	5%	3%
None	17	7	9	1	2	8	5	**	1	2	2	4	1	5	7	13	2	2	*
	1%	1%	1%	*%	1%	1%	1%	**	1%	1%	*%	1%	*%	1%	2%	1%	1%	2%	*%
		44%	56%	5%	14%	48%	33%	**	7%	15%	15%	26%	4%	29%	41%	78%	11%	10%	1%
1	1221	619	601	135	219	400	467	**	76	144	332	343	350	285	240	1017	108	58	38
	69%	69%	69%	63%	75%	63%	75%	**	82%	80%	58%	63%	69%	70%	79%	68%	78%	65%	74%
		51%	49%	11%	18%	33%	38%	**	6%	12%	27%	28%	29%	23%	20%	83%	9%	5%	3%
2	438	218	220	55	66	199	119	**	13	30	205	171	136	89	40	379	24	23	12
	25%	24%	25%	25%	22%	31%	19%	**	14%	17%	36%	31%	27%	22%	13%	26%	17%	26%	24%
		50%	50%	12%	15%	45%	27%	**	3%	7%	47%	39%	31%	20%	9%	86%	5%	5%	3%
3	67	37	30	16	5	21	24	**	1	2	28	24	13	17	13	59	3	4	1
	4%	4%	3%	8%	2%	3%	4%	**	1%	1%	5%	4%	2%	4%	4%	4%	3%	4%	2%
		55%	45%	bcd	7%	32%	36%	**	2%	4%	41%	37%	19%	25%	19%	88%	5%	6%	1%
4 or more	21	11	10	8	1	7	5	**	1	1	9	4	5	9	3	18	1	2	*
	1%	1%	1%	4%	*%	1%	1%	**	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	*%
		54%	46%	bcd	5%	33%	25%	**	5%	5%	42%	20%	26%	40%	14%	83%	6%	9%	1%
Mean number of motor vehicles	1.4	1.4	1.3	1.5	1.3	1.4	1.3	**	1.2	1.2	1.5	1.4	1.4	1.4	1.2	1.4	1.2	1.4	1.3
				bd		bd					bc	d	d	d		b		b	
Standard deviation	.67	.70	.64	.80	.54	.70	.63	**	.60	.74	.70	.65	.62	.77	.62	.68	.60	.71	.52
Standard error	.01	.02	.02	.05	.03	.03	.02	**	.05	.05	.03	.03	.02	.03	.03	.02	.05	.05	.04
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 83

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QP7. How many of these motor vehicles have a radio? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those who use at least one motor vehicle in most weeks

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2142	1728	414	1237	903	1137	1005
Effective Weighted Sample	1750	1430	339	1018	758	938	813
Total	1764	1498	266	1120	642	965	800
		85%	15%	63%	36%	55%	45%
None	17	14	2	9	7	9	7
	1%	1%	1%	1%	1%	1%	1%
		86%	14%	57%	43%	55%	45%
1	1221	1060	161	708	512	617	604
	69%	71%	60%	63%	80%	64%	75%
		b		a			a
		87%	13%	58%	42%	51%	49%
2	438	348	90	328	108	280	159
	25%	23%	34%	29%	17%	29%	20%
			a	b		b	
		80%	20%	75%	25%	64%	36%
3	67	59	8	54	13	47	20
	4%	4%	3%	5%	2%	5%	3%
				b		b	
		88%	12%	81%	19%	70%	30%
4 or more	21	17	5	19	2	12	10
	1%	1%	2%	2%	1%	1%	1%
				b			
		78%	22%	90%	10%	55%	45%
Mean number of motor vehicles	1.4	1.3	1.4	1.4	1.2	1.4	1.3
			a	b		b	
Standard deviation	.67	.67	.67	.74	.49	.72	.59
Standard error	.01	.02	.03	.02	.02	.02	.02
Columns Tested: a,b - a,b - a,b							

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 84

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QP8/9. Is the radio in this vehicle a digital radio?/ How many of the radios in those vehicles are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who use at least one motor vehicle with a radio in most weeks

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2122	1059	1063	246	294	739	842	65	116	217	617	562	695	494	365	1543	174	199	206
Effective Weighted Sample	1733	861	873	198	244	616	695	54	100	178	534	481	575	399	290	1360	166	184	189
Total	1748	886	862	214	291	626	616	50	91	177	574	543	505	400	297	1472	136	87	52
		51%	49%	12%	17%	36%	35%	**	5%	10%	33%	31%	29%	23%	17%	84%	8%	5%	3%
None	695	367	328	75	115	265	240	**	44	75	232	182	199	181	132	574	60	36	25
	40%	41%	38%	35%	40%	42%	39%	**	48%	43%	40%	33%	39%	45%	44%	39%	44%	41%	48%
		53%	47%	11%	17%	38%	35%	**	6%	11%	33%	26%	29%	26%	19%	83%	9%	5%	4%
1	689	365	324	77	121	243	247	**	29	76	224	238	214	134	102	591	45	36	17
	39%	41%	38%	36%	42%	39%	40%	**	32%	43%	39%	44%	42%	33%	34%	40%	33%	41%	33%
		53%	47%	11%	18%	35%	36%	**	4%	11%	32%	35%	31%	19%	15%	86%	7%	5%	2%
2	148	67	80	24	21	65	38	**	4	7	77	64	44	28	11	129	9	7	3
	8%	8%	9%	11%	7%	10%	6%	**	4%	4%	13%	12%	9%	7%	4%	9%	7%	7%	6%
		45%	55%	16%	14%	44%	25%	**	3%	5%	52%	43%	30%	19%	7%	87%	6%	4%	2%
3	22	12	10	11	-	5	6	**	-	-	11	11	4	4	4	20	1	1	*
	1%	1%	1%	5%	-%	1%	1%	**	-%	-%	2%	2%	1%	1%	1%	1%	1%	2%	*%
		53%	47%	bcd	-%	24%	28%	**	-%	-%	49%	50%	17%	16%	17%	89%	4%	6%	1%
4 or more	8	4	4	4	-	3	2	**	-	1	3	2	2	5	-	7	1	1	-
	*%	*%	*%	2%	-%	*%	*%	**	-%	1%	1%	*%	*%	1%	-%	*%	*%	1%	-%
		46%	54%	bd	-%	32%	23%	**	-%	13%	42%	19%	22%	58%	-%	84%	7%	9%	-%
ANY DIGITAL RADIO IN VEHICLES	867	447	419	115	142	316	293	**	33	84	315	315	264	170	117	746	56	45	20
	50%	50%	49%	54%	49%	51%	48%	**	37%	47%	55%	58%	52%	43%	39%	51%	41%	51%	39%
		52%	48%	13%	16%	36%	34%	**	4%	10%	36%	36%	30%	20%	13%	86%	6%	5%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP8/9. Is the radio in this vehicle a digital radio?/ How many of the radios in those vehicles are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who use at least one motor vehicle with a radio in most weeks

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	MALE							£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2122	1059	1063	246	294	739	842	65	116	217	617	562	695	494	365	1543	174	199	206
Effective Weighted Sample	1733	861	873	198	244	616	695	54	100	178	534	481	575	399	290	1360	166	184	189
Total	1748	886	862	214	291	626	616	50	91	177	574	543	505	400	297	1472	136	87	52
		51%	49%	12%	17%	36%	35%	**	5%	10%	33%	31%	29%	23%	17%	84%	8%	5%	3%
Don't know	186	71	115	25	34	45	82	**	14	18	26	46	42	49	48	152	20	7	7
	11%	8%	13%	11%	12%	7%	13%	**	15%	10%	5%	8%	8%	12%	16%	10%	15%	8%	14%
		a	a	c	c	c	c	d	d	d	d	b	b	ab	ab	c	c	c	c
		38%	62%	13%	18%	24%	44%	**	7%	10%	14%	25%	23%	26%	26%	82%	11%	4%	4%
Mean number of 'ACTIVE' digital radios in vehicles	.7	.7	.7	.9	.6	.7	.7	**	.5	.6	.8	.8	.7	.6	.5	.7	.6	.7	.5
				bcd							bc	bcd	d			d	d	d	
Standard deviation	.77	.77	.76	.95	.63	.81	.69	**	.60	.89	.81	.76	.71	.89	.66	.77	.71	.77	.64
Standard error	.02	.02	.02	.06	.04	.03	.03	**	.06	.06	.03	.03	.03	.04	.04	.02	.06	.06	.05
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP8/9. Is the radio in this vehicle a digital radio?/ How many of the radios in those vehicles are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who use at least one motor vehicle with a radio in most weeks

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2122	1711	411	1226	894	1126	996
Effective Weighted Sample	1733	1416	336	1009	750	929	805
Total	1748	1484	264	1111	635	955	792
		85%	15%	64%	36%	55%	45%
None	695	601	94	458	235	384	311
	40%	41%	36%	41%	37%	40%	39%
		86%	14%	66%	34%	55%	45%
1	689	584	105	435	254	380	309
	39%	39%	40%	39%	40%	40%	39%
		85%	15%	63%	37%	55%	45%
2	148	114	34	106	41	88	59
	8%	8%	13%	10%	7%	9%	7%
			a	b			
		77%	23%	72%	28%	60%	40%
3	22	20	2	16	6	14	8
	1%	1%	1%	1%	1%	1%	1%
		90%	10%	74%	26%	63%	37%
4 or more	8	5	2	7	1	5	3
	*%	*%	1%	1%	*%	1%	*%
		69%	31%	84%	16%	61%	39%
ANY DIGITAL RADIO IN VEHICLES	867	723	144	564	302	487	380
	50%	49%	54%	51%	48%	51%	48%
		83%	17%	65%	35%	56%	44%
Don't know	186	160	26	89	97	84	102
	11%	11%	10%	8%	15%	9%	13%
			a	a			a
		86%	14%	48%	52%	45%	55%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP8/9. Is the radio in this vehicle a digital radio?/ How many of the radios in those vehicles are digital radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who use at least one motor vehicle with a radio in most weeks

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Mean number of 'ACTIVE' digital radios in vehicles	.7	.7	.8	.7	.7	.7	.7
			a				
Standard deviation	.77	.76	.79	.80	.68	.80	.72
Standard error	.02	.02	.04	.02	.02	.03	.02

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER					£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+												
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None	1031	475	555	182	185	332	332	98	81	104	220	186	244	244	352	821	116	53	40
	44%	42%	46%	54%	47%	42%	41%	67%	53%	46%	34%	30%	39%	48%	61%	42%	57%	46%	62%
		a	a	cd	d			bcd	d	d			a	ab	abc		ac		ac
		46%	54%	18%	18%	32%	32%	10%	8%	10%	21%	18%	24%	24%	34%	80%	11%	5%	4%
1	639	305	334	64	134	216	224	34	46	64	178	175	183	141	139	550	45	30	14
	27%	27%	28%	19%	34%	27%	28%	23%	30%	28%	27%	28%	29%	28%	24%	28%	22%	26%	22%
					acd	a	a						d			bd			
		48%	52%	10%	21%	34%	35%	5%	7%	10%	28%	27%	29%	22%	22%	86%	7%	5%	2%
2	425	227	199	56	51	162	157	13	21	40	151	154	124	84	63	369	26	20	9
	18%	20%	17%	16%	13%	20%	19%	9%	14%	18%	23%	25%	20%	17%	11%	19%	13%	18%	15%
		b				b	b			a	ab	bcd	d	d		b			
		53%	47%	13%	12%	38%	37%	3%	5%	9%	35%	36%	29%	20%	15%	87%	6%	5%	2%
3	151	81	70	16	13	65	57	1	3	13	59	63	52	21	14	126	14	9	1
	6%	7%	6%	5%	3%	8%	7%	1%	2%	6%	9%	10%	8%	4%	2%	6%	7%	8%	1%
						b	b			ab	ab	cd	cd			d	d	d	
		54%	46%	11%	8%	43%	38%	1%	2%	9%	39%	42%	35%	14%	9%	84%	9%	6%	1%
4 or more	89	47	42	19	7	24	39	1	1	5	47	43	22	17	8	85	2	2	*
	4%	4%	4%	6%	2%	3%	5%	1%	1%	2%	7%	7%	4%	3%	1%	4%	1%	2%	1%
				bc			b				abc	bcd	d	d		bd			
		53%	47%	21%	8%	27%	44%	1%	1%	5%	53%	48%	24%	19%	9%	95%	2%	3%	1%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	921	473	447	100	113	339	369	40	51	84	305	313	264	180	163	802	65	42	12
	39%	42%	37%	30%	29%	42%	46%	27%	33%	37%	47%	50%	42%	35%	28%	41%	32%	36%	19%
		b				ab	ab			a	abc	bcd	cd	d		bd	d	d	
		51%	49%	11%	12%	37%	40%	4%	5%	9%	33%	34%	29%	20%	18%	87%	7%	5%	1%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
ANY DIGITAL RADIO IN VEHICLES	867	447	419	115	142	316	293	19	33	84	315	315	264	170	117	746	56	45	20
	37%	39%	35%	34%	36%	40%	36%	13%	22%	37%	48%	51%	42%	34%	20%	38%	27%	39%	31%
		b						a	ab	abc	bcd	cd	d			bd		b	
		52%	48%	13%	16%	36%	34%	2%	4%	10%	36%	36%	30%	20%	13%	86%	6%	5%	2%
ANY DIGITAL RADIO SETS	1304	660	645	155	205	467	477	49	70	122	435	435	382	263	224	1131	87	62	25
	56%	58%	54%	46%	53%	58%	59%	33%	47%	54%	66%	70%	61%	52%	39%	58%	43%	54%	38%
		b				a	ab		a	a	abc	bcd	cd	d		bd		bd	
		51%	49%	12%	16%	36%	37%	4%	5%	9%	33%	33%	29%	20%	17%	87%	7%	5%	2%
Mean number of 'active' digital radio sets in home or vehicle	1.0	1.1	.9	.9	.8	1.1	1.1	.5	.7	.9	1.3	1.4	1.1	.9	.6	1.1	.7	1.0	.6
		b				ab	ab		a	ab	abc	bcd	cd	d		bd	d	bd	
Standard deviation	1.20	1.27	1.13	1.22	.93	1.21	1.28	.80	.85	1.16	1.34	1.34	1.20	1.16	.89	1.23	1.01	1.15	.81
Standard error	.02	.03	.03	.06	.05	.04	.04	.06	.06	.07	.05	.05	.04	.05	.03	.03	.06	.07	.05
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 85

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**SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
None	1031	913	117	545	482	453	578
	44%	45%	38%	40%	49%	39%	49%
		b		a		a	
		89%	11%	53%	47%	44%	56%
1	639	565	73	390	249	324	315
	27%	28%	24%	29%	25%	28%	27%
		89%	11%	61%	39%	51%	49%
2	425	367	59	268	157	242	184
	18%	18%	19%	20%	16%	21%	16%
			b	b		b	
		86%	14%	63%	37%	57%	43%
3	151	114	37	95	56	91	60
	6%	6%	12%	7%	6%	8%	5%
			a		b		
		75%	25%	63%	37%	60%	40%
4 or more	89	69	20	58	32	58	32
	4%	3%	7%	4%	3%	5%	3%
			a		b		
		77%	23%	64%	36%	64%	36%
ANY 'ACTIVE' DIGITAL RADIOS IN THE HOME	921	787	133	553	368	508	413
	39%	39%	43%	41%	38%	44%	35%
			b		b		
		86%	14%	60%	40%	55%	45%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 85

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**SUMMARY OF DIGITAL RADIO OWNERSHIP IN HOME OR IN VEHICLE
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
ANY DIGITAL RADIO IN VEHICLES	867	723	144	564	302	487	380
	37%	36%	47%	42%	31%	42%	32%
			a	b		b	
		83%	17%	65%	35%	56%	44%
ANY DIGITAL RADIO SETS	1304	1115	190	810	494	714	591
	56%	55%	62%	60%	51%	61%	51%
			a	b		b	
		85%	15%	62%	38%	55%	45%
Mean number of 'active' digital radio sets in home or vehicle	1.0	1.0	1.3	1.1	.9	1.2	.9
			a	b		b	
Standard deviation	1.20	1.17	1.37	1.23	1.14	1.29	1.08
Standard error	.02	.02	.06	.03	.03	.03	.03
Columns Tested: a,b - a,b - a,b							

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP10 (QP13). SHOWCARD Before today, were you aware that you can listen to radio programmes as they are broadcast in these ways? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER					£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Through a TV service - such as Freeview, Sky, Virgin, BT TV	1412	694	719	207	255	515	435	80	87	154	483	431	383	289	307	1226	96	59	31
	60%	61%	60%	61%	65%	65%	54%	54%	57%	68%	74%	69%	61%	57%	53%	63%	47%	52%	48%
		49%	51%	d	d	d				ab	ab	bcd	d			bcd			
				15%	18%	36%	31%	6%	6%	11%	34%	31%	27%	20%	22%	87%	7%	4%	2%
Using a computer connected to the internet	1297	673	624	214	261	479	344	60	73	134	469	418	376	255	245	1133	85	50	28
	56%	59%	52%	63%	67%	60%	42%	41%	48%	59%	72%	67%	60%	50%	43%	58%	42%	43%	44%
		b		d	cd	d				ab	abc	bcd	cd	d		bcd			
		52%	48%	16%	20%	37%	27%	5%	6%	10%	36%	32%	29%	20%	19%	87%	7%	4%	2%
Using a smartphone - such as an iPhone or BlackBerry	1274	644	630	221	282	481	291	64	73	133	467	401	363	256	252	1113	85	49	26
	55%	57%	53%	66%	72%	60%	36%	43%	48%	59%	71%	65%	58%	51%	44%	57%	42%	42%	41%
		b		d	cd	d				ab	abc	bcd	cd	d		bcd			
		51%	49%	17%	22%	38%	23%	5%	6%	10%	37%	31%	28%	20%	20%	87%	7%	4%	2%
Using an MP3 player - such as an iPod	756	382	374	134	156	280	186	36	39	76	279	253	206	158	139	662	45	30	19
	32%	34%	31%	40%	40%	35%	23%	24%	26%	34%	43%	41%	33%	31%	24%	34%	22%	26%	29%
				d	d	d				abc	bcd	bcd	d	d		bc			
		51%	49%	18%	21%	37%	25%	5%	5%	10%	37%	33%	27%	21%	18%	88%	6%	4%	2%
Using a games console - such as a PlayStation or Wii	583	310	272	118	128	202	134	34	28	54	201	181	164	121	117	508	38	23	13
	25%	27%	23%	35%	33%	25%	17%	23%	19%	24%	31%	29%	26%	24%	20%	26%	18%	20%	21%
		b		cd	cd	d					bc	d	d			b			
		53%	47%	20%	22%	35%	23%	6%	5%	9%	35%	31%	28%	21%	20%	87%	6%	4%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP10 (QP13). SHOWCARD Before today, were you aware that you can listen to radio programmes as they are broadcast in these ways? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
AWARE CAN LISTEN IN ANY OF THESE WAYS	1663	822	841	253	320	603	486	91	105	177	554	494	467	337	363	1431	124	70	38
	71%	72%	70%	75%	82%	76%	60%	62%	69%	78%	85%	80%	75%	66%	63%	73%	61%	61%	59%
				d	acd	d				ab	abc	bcd	cd			bcd			
		49%	51%	15%	19%	36%	29%	5%	6%	11%	33%	30%	28%	20%	22%	86%	7%	4%	2%
AWARE CAN LISTEN THROUGH COMPUTER & INTERNET, DIGITAL TV OR GAMES CONSOLE	1582	785	797	237	300	572	472	87	98	172	531	478	442	319	341	1369	113	64	35
	68%	69%	66%	70%	77%	72%	58%	59%	65%	76%	81%	77%	71%	63%	59%	70%	56%	56%	55%
				d	ad	d				ab	ab	bcd	cd			bcd			
		50%	50%	15%	19%	36%	30%	5%	6%	11%	34%	30%	28%	20%	22%	87%	7%	4%	2%
No, none of these	672	313	359	84	70	196	323	57	46	49	101	127	159	170	213	521	80	45	27
	29%	28%	30%	25%	18%	24%	40%	38%	31%	22%	15%	20%	25%	34%	37%	27%	39%	39%	41%
				b		b	abc	cd	cd	d			a	ab	ab		a	a	a
		47%	53%	12%	10%	29%	48%	8%	7%	7%	15%	19%	24%	25%	32%	77%	12%	7%	4%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QP10 (QP13). SHOWCARD Before today, were you aware that you can listen to radio programmes as they are broadcast in these ways? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Through a TV service - such as Freeview, Sky, Virgin, BT TV	1412	1227	185	883	527	718	694
	60%	60%	60%	65% b	54%	62%	59%
		87%	13%	63%	37%	51%	49%
Using a computer connected to the internet	1297	1126	171	845	450	647	650
	56%	56%	56%	62% b	46%	55%	56%
		87%	13%	65%	35%	50%	50%
Using a smartphone - such as an iPhone or BlackBerry	1274	1116	158	848	423	620	654
	55%	55%	51%	63% b	43%	53%	56%
		88%	12%	67%	33%	49%	51%
Using an MP3 player - such as an iPod	756	665	92	506	250	375	381
	32%	33%	30%	37% b	26%	32%	33%
		88%	12%	67%	33%	50%	50%
Using a games console - such as a PlayStation or Wii	583	517	66	386	196	275	308
	25%	25%	21%	29% b	20%	24%	26%
		89%	11%	66%	34%	47%	53%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 86

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QP10 (QP13). SHOWCARD Before today, were you aware that you can listen to radio programmes as they are broadcast in these ways? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
AWARE CAN LISTEN IN ANY OF THESE WAYS	1663	1450	213	1037	624	821	841
	71%	71%	69%	76%	64%	70%	72%
		87%	13%	b 62%	38%	49%	51%
AWARE CAN LISTEN THROUGH COMPUTER & INTERNET, DIGITAL TV OR GAMES CONSOLE	1582	1379	203	988	591	781	801
	68%	68%	66%	73%	61%	67%	69%
		87%	13%	b 62%	37%	49%	51%
No, none of these	672	578	94	319	353	345	327
	29%	29%	31%	24%	a 36%	30%	28%
		86%	14%	47%	52%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 87

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QP11 (QP17). SHOWCARD Before today, were you aware that you can listen to radio programmes after they are broadcast in these ways? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Via the 'listen again' function on radio apps such as Radio Player and BBC Radio Player	942	503	439	159	186	359	238	47	46	80	361	323	251	195	172	813	70	36	23
	40%	44%	37%	47%	48%	45%	29%	32%	31%	35%	55%	52%	40%	39%	30%	42%	34%	31%	36%
		b		d	d	d					abc	bcd	d	d		bc			
		53%	47%	17%	20%	38%	25%	5%	5%	9%	38%	34%	27%	21%	18%	86%	7%	4%	2%
Via radio station websites	871	457	414	148	177	332	215	37	53	91	346	290	246	188	148	768	55	30	18
	37%	40%	34%	44%	45%	42%	27%	25%	35%	40%	53%	47%	39%	37%	26%	39%	27%	26%	28%
		b		d	d	d				a	abc	bcd	d	d		bcd			
		52%	48%	17%	20%	38%	25%	4%	6%	10%	40%	33%	28%	22%	17%	88%	6%	3%	2%
Via radio station apps	826	438	388	147	182	312	184	31	46	85	340	271	233	177	145	729	55	26	16
	35%	39%	32%	44%	47%	39%	23%	21%	30%	37%	52%	44%	37%	35%	25%	37%	27%	23%	24%
		b		d	cd	d				a	abc	bcd	d	d		bcd			
		53%	47%	18%	22%	38%	22%	4%	6%	10%	41%	33%	28%	21%	18%	88%	7%	3%	2%
Via podcasts	773	415	358	137	162	303	170	34	40	68	319	272	215	151	133	689	47	25	12
	33%	37%	30%	41%	42%	38%	21%	23%	27%	30%	49%	44%	34%	30%	23%	35%	23%	21%	19%
		b		d	d	d					abc	bcd	d	d		bcd			
		54%	46%	18%	21%	39%	22%	4%	5%	9%	41%	35%	28%	20%	17%	89%	6%	3%	2%
AWARE CAN LISTEN IN ANY OF THESE WAYS	1244	644	600	215	251	466	313	64	70	122	451	391	350	262	240	1081	83	52	29
	53%	57%	50%	64%	64%	58%	39%	44%	46%	54%	69%	63%	56%	52%	42%	55%	41%	45%	44%
		b		d	d	d				a	abc	bcd	d	d		bcd			
		52%	48%	17%	20%	37%	25%	5%	6%	10%	36%	31%	28%	21%	19%	87%	7%	4%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 87

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QP11 (QP17). SHOWCARD Before today, were you aware that you can listen to radio programmes after they are broadcast in these ways? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None of these	1091	491	600	122	139	333	496	83	82	104	205	231	275	244	337	871	121	63	36
	47%	43%	50%	36%	36%	42%	61%	56%	54%	46%	31%	37%	44%	48%	58%	45%	59%	55%	56%
		a	a	a	a	a	abc	cd	d	d	a	a	a	a	abc	a	a	a	a
		45%	55%	11%	13%	31%	46%	8%	7%	10%	19%	21%	25%	22%	31%	80%	11%	6%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QP11 (QP17). SHOWCARD Before today, were you aware that you can listen to radio programmes after they are broadcast in these ways? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Via the 'listen again' function on radio apps such as Radio Player and BBC Radio Player	942	817	125	625	315	476	466
	40%	40%	41%	46%	32%	41%	40%
		87%	13%	b 66%	33%	51%	49%
Via radio station websites	871	757	114	587	284	422	449
	37%	37%	37%	b 43%	29%	36%	38%
		87%	13%	b 67%	33%	48%	52%
Via radio station apps	826	734	92	558	267	395	431
	35%	36%	30%	b 41%	27%	34%	37%
		b 89%	11%	b 68%	32%	48%	52%
Via podcasts	773	689	84	521	250	374	399
	33%	b 34%	27%	b 38%	26%	32%	34%
		89%	11%	67%	32%	48%	52%
AWARE CAN LISTEN IN ANY OF THESE WAYS	1244	1081	163	814	428	616	628
	53%	53%	53%	b 60%	44%	53%	54%
		87%	13%	b 65%	34%	50%	50%

Columns Tested: a,b - a,b - a,b

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QP11 (QP17). SHOWCARD Before today, were you aware that you can listen to radio programmes after they are broadcast in these ways? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
None of these	1091	947	144	542	548	550 541
	47%	47%	47%	40%	56%	47% 46%
		87%	13%	50%	a 50%	50% 50%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP12 (QP18). SHOWCARD And do you ever listen to radio programmes after they have been broadcast in any of these ways? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Via the 'listen again' function on radio apps such as Radio Player and BBC Radio Player	338	190	148	47	73	141	77	17	13	27	125	133	88	51	66	296	27	10	5
	14%	17%	12%	14%	19%	18%	10%	11%	8%	12%	19%	21%	14%	10%	11%	15%	14%	9%	7%
		b		d	d	d					abc	bcd	c			cd	d		
		56%	44%	14%	22%	42%	23%	5%	4%	8%	37%	39%	26%	15%	20%	88%	8%	3%	1%
Via radio station websites	233	132	101	38	55	83	56	12	11	27	96	91	64	38	40	213	12	7	2
	10%	12%	8%	11%	14%	10%	7%	8%	7%	12%	15%	15%	10%	7%	7%	11%	6%	6%	3%
		b		d	d	d					ab	bcd	d			bcd			
		57%	43%	16%	24%	36%	24%	5%	5%	11%	41%	39%	27%	16%	17%	91%	5%	3%	1%
Via podcasts	217	137	80	53	39	91	35	11	9	15	101	90	60	33	33	198	12	6	1
	9%	12%	7%	16%	10%	11%	4%	7%	6%	7%	15%	15%	10%	7%	6%	10%	6%	6%	2%
		b		bd	d	d					abc	bcd	d			bcd	d	d	
		63%	37%	24%	18%	42%	16%	5%	4%	7%	46%	42%	28%	15%	15%	91%	5%	3%	*%
Via radio station apps	211	117	95	39	60	80	33	10	8	20	92	85	53	33	41	190	14	6	2
	9%	10%	8%	11%	15%	10%	4%	7%	5%	9%	14%	14%	8%	7%	7%	10%	7%	5%	3%
		b		d	cd	d					abc	bcd				cd			
		55%	45%	18%	28%	38%	16%	5%	4%	9%	44%	40%	25%	16%	19%	90%	6%	3%	1%
EVER LISTEN IN ANY OF THESE WAYS	634	343	291	115	151	246	123	29	32	61	244	216	183	117	117	564	43	20	7
	27%	30%	24%	34%	39%	31%	15%	20%	21%	27%	37%	35%	29%	23%	20%	29%	21%	18%	11%
		b		d	cd	d					abc	bcd	cd			bcd	d	d	
		54%	46%	18%	24%	39%	19%	5%	5%	10%	38%	34%	29%	18%	18%	89%	7%	3%	1%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 88

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QP12 (QP18). SHOWCARD And do you ever listen to radio programmes after they have been broadcast in any of these ways? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	UNDER		16-24	25-34	35-54	55+	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
		MALE	FEMALE																
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None of these	1701	792	908	223	239	553	686	118	119	165	412	406	442	390	459	1388	161	95	57
	73%	70%	76%	66%	61%	69%	85%	80%	79%	73%	63%	65%	71%	77%	80%	71%	79%	82%	89%
		a	a	a	b	b	abc	d	d	d		a	ab	ab	ab	a	a	a	abc
		47%	53%	13%	14%	33%	40%	7%	7%	10%	24%	24%	26%	23%	27%	82%	9%	6%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QP12 (QP18). SHOWCARD And do you ever listen to radio programmes after they have been broadcast in any of these ways? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Via the 'listen again' function on radio apps such as Radio Player and BBC Radio Player	338	288	50	239	98	176	163
	14%	14%	16%	18%	10%	15%	14%
		85%	15%	b 71%	29%	52%	48%
Via radio station websites	233	203	30	168	65	92	141
	10%	10%	10%	12%	7%	8%	12%
		87%	13%	b 72%	28%	39%	a 61%
Via podcasts	217	194	24	153	63	103	115
	9%	10%	8%	11%	6%	9%	10%
		89%	11%	b 70%	29%	47%	53%
Via radio station apps	211	189	23	155	56	93	118
	9%	9%	7%	11%	6%	8%	10%
		89%	11%	b 73%	27%	44%	56%
EVER LISTEN IN ANY OF THESE WAYS	634	551	84	443	189	297	337
	27%	27%	27%	33%	19%	26%	29%
		87%	13%	b 70%	30%	47%	53%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QP12 (QP18). SHOWCARD And do you ever listen to radio programmes after they have been broadcast in any of these ways? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
None of these	1701	1478	223	912	788	869 832
	73%	73%	73%	67%	81%	74% 71%
		87%	13%	54%	a 46%	51% 49%

Columns Tested: a,b - a,b - a,b

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Table 89

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QP13 (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)
by MAIN CROSS-BREAKS

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
			MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%			a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total		2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample		2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total		2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
			49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
7 days a week	(7.0)	945	467	478	73	141	325	405	50	54	70	320	289	257	207	191	769	88	59	29
		40%	41%	40%	22%	36%	41%	50%	34%	36%	31%	49%	46%	41%	41%	33%	39%	43%	51%	45%
			49%	51%	8%	15%	34%	43%	5%	6%	7%	34%	31%	27%	22%	20%	81%	9%	6%	3%
6 days a week	(6.0)	109	54	55	10	19	40	40	5	9	10	34	38	27	20	24	92	10	4	3
		5%	5%	5%	3%	5%	5%	5%	3%	6%	4%	5%	6%	4%	4%	4%	5%	5%	3%	5%
			49%	51%	9%	18%	37%	37%	5%	8%	9%	31%	35%	25%	18%	22%	84%	9%	4%	3%
5 days a week	(5.0)	279	152	127	43	60	116	61	8	23	44	92	84	78	57	59	240	20	11	9
		12%	13%	11%	13%	15%	14%	7%	6%	15%	19%	14%	13%	12%	11%	10%	12%	10%	9%	13%
			b		d	d	d			a	a	a								
3 or 4 days a week	(3.5)	267	129	138	45	39	113	68	10	18	27	80	73	80	54	60	232	17	9	8
		11%	11%	11%	13%	10%	14%	8%	7%	12%	12%	12%	12%	13%	11%	10%	12%	9%	8%	12%
			48%	52%	d	17%	15%	43%	26%	4%	7%	10%	30%	27%	30%	20%	22%	87%	7%	3%
1 or 2 days a week	(1.5)	233	112	122	48	43	58	85	23	17	22	50	52	69	58	54	200	22	8	4
		10%	10%	10%	14%	11%	7%	10%	16%	11%	10%	8%	8%	11%	11%	9%	10%	11%	7%	6%
			48%	52%	c	21%	18%	25%	36%	10%	7%	9%	21%	22%	30%	25%	23%	d		
Less often	(0.5)	168	77	91	36	32	49	51	14	9	27	36	37	44	38	48	148	12	4	4
		7%	7%	8%	11%	8%	6%	6%	9%	6%	12%	6%	6%	7%	8%	8%	8%	6%	4%	6%
			46%	54%	cd	19%	29%	31%	8%	5%	16%	22%	22%	26%	23%	29%	c	7%	3%	2%
Columns Tested:		a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QP13 (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)
by MAIN CROSS-BREAKS

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		FEMALE		UNDER																
		Total	MALE	16-24	25-34	35-54	55+	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI		
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total		2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample		2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total		2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
			49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Never/ do not listen to the radio	(0.0)	322	140	181	79	53	93	97	36	22	26	44	46	68	70	136	261	33	20	8
		14%	12%	15%	23%	14%	12%	12%	25%	14%	12%	7%	7%	11%	14%	24%	13%	16%	17%	12%
			44%	56%	bcd	25%	16%	29%	30%	bcd	d	d	8%	14%	a	a	abc	81%	10%	6%
Don't know		13	5	8	3	3	5	2	1	-	2	*	3	3	1	6	10	3	*	*
		1%	*%	1%	1%	1%	1%	*%	1%	-%	1%	*%	1%	*%	*%	1%	1%	1%	*%	*%
			40%	60%	23%	20%	39%	17%	7%	-%	13%	1%	24%	22%	10%	44%	77%	19%	2%	1%
Mean number of days		4.3	4.4	4.2	3.1	4.2	4.5	4.7	3.4	4.2	4.0	5.0	4.9	4.4	4.3	3.7	4.3	4.3	4.7	4.7
					a		ab	ab		a	a	abc	bcd	d	d				a	a
Standard deviation		2.76	2.71	2.81	2.73	2.74	2.62	2.78	3.01	2.71	2.68	2.45	2.51	2.68	2.79	2.94	2.75	2.86	2.85	2.68
Standard error		.05	.07	.07	.14	.14	.09	.08	.22	.19	.16	.09	.10	.09	.11	.11	.06	.18	.18	.17
Columns Tested:		a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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QP13 (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)
by MAIN CROSS-BREAKS

Base : All respondents

		URBANITY			WORKING		DEPRIVATION LEVEL	
		Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	a	b	a	b
Unweighted total		2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample		2350	1976	395	1234	1153	1143	1209
Total		2335	2028	307	1356	976	1166	1169
			87%	13%	58%	42%	50%	50%
7 days a week	(7.0)	945	789	156	554	390	543	402
		40%	39%	51%	41%	40%	47%	34%
				a			b	
6 days a week	(6.0)		83%	17%	59%	41%	57%	43%
		109	97	12	70	38	49	60
		5%	5%	4%	5%	4%	4%	5%
			89%	11%	65%	35%	45%	55%
5 days a week	(5.0)	279	240	39	201	77	130	149
		12%	12%	13%	15%	8%	11%	13%
				b				
3 or 4 days a week	(3.5)		86%	14%	72%	27%	47%	53%
		267	234	32	161	106	129	137
		11%	12%	11%	12%	11%	11%	12%
			88%	12%	60%	40%	49%	51%
1 or 2 days a week	(1.5)	233	207	26	126	107	108	125
		10%	10%	9%	9%	11%	9%	11%
			89%	11%	54%	46%	46%	54%
Less often	(0.5)	168	153	15	85	82	71	97
		7%	8%	5%	6%	8%	6%	8%
				a			a	
			91%	9%	51%	49%	42%	58%

Columns Tested: a,b - a,b - a,b

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QP13 (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)
by MAIN CROSS-BREAKS

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL		
		Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	a	b	a	b
Unweighted total		2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample		2350	1976	395	1234	1153	1143	1209
Total		2335	2028	307	1356	976	1166	1169
			87%	13%	58%	42%	50%	50%
Never/ do not listen to the radio	(0.0)	322	297	25	150	171	128	194
		14%	15%	8%	11%	17%	11%	17%
		b			a		a	
Don't know			92%	8%	47%	53%	40%	60%
		13	12	1	8	6	8	5
		1%	1%	*%	1%	1%	1%	*%
Mean number of days			93%	7%	57%	43%	60%	40%
		4.3	4.2	5.0	4.5	4.0	4.7	4.0
				a	b		b	
Standard deviation		2.76	2.78	2.54	2.64	2.90	2.68	2.80
Standard error		.05	.06	.12	.07	.08	.07	.07
Columns Tested: a,b - a,b - a,b								

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Table 90

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QP14A (QP11A). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an AM station - either at home or on portable radio. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
Every day		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
	142	78	64	15	14	43	70	5	11	15	37	41	36	36	29	115	17	5	5
	7%	8%	6%	6%	4%	6%	10%	5%	9%	8%	6%	7%	6%	8%	7%	7%	10%	6%	8%
At least weekly		55%	45%	11%	10%	30%	50%	4%	8%	11%	26%	29%	25%	26%	21%	81%	12%	4%	3%
	260	147	113	33	42	91	94	5	20	30	101	81	78	48	51	229	20	5	6
	13%	15%	11%	13%	12%	13%	13%	4%	16%	15%	16%	14%	14%	11%	12%	14%	12%	6%	10%
At least monthly		b							a	a	a					c	c		
		56%	44%	13%	16%	35%	36%	2%	8%	11%	39%	31%	30%	19%	20%	88%	8%	2%	2%
	112	61	51	22	16	32	42	9	4	8	36	46	22	21	23	95	8	3	6
Have tried it once		6%	5%	9%	5%	5%	6%	8%	3%	4%	6%	8%	4%	5%	5%	6%	5%	3%	11%
		54%	46%	19%	14%	29%	38%	8%	3%	7%	32%	41%	20%	19%	20%	85%	7%	3%	abc
	95	56	39	14	16	37	28	6	6	11	30	24	30	20	20	87	3	1	5
EVER		5%	4%	5%	5%	5%	4%	5%	4%	5%	5%	4%	5%	5%	5%	5%	2%	1%	8%
		59%	41%	15%	17%	39%	29%	6%	6%	11%	32%	26%	31%	21%	21%	bc	91%	3%	bc
	609	342	267	84	88	203	234	25	41	63	203	192	166	126	124	526	47	15	21
Never		30%	26%	33%	26%	29%	33%	23%	32%	32%	33%	34%	30%	29%	28%	31%	28%	16%	38%
		b					b				a					c	c		bc
		56%	44%	14%	14%	33%	38%	4%	7%	10%	33%	32%	27%	21%	20%	86%	8%	3%	3%
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d	1194	561	632	141	197	431	425	73	74	104	354	332	326	267	268	985	107	68	33
	60%	57%	63%	55%	59%	62%	60%	66%	57%	52%	58%	58%	59%	61%	62%	59%	64%	72%	59%
		47%	a				c										ad		
			53%	12%	16%	36%	36%	6%	6%	9%	30%	28%	27%	22%	22%	83%	9%	6%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 90

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

QP14A (QP11A). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an AM station - either at home or on portable radio. (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
											NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
Do not have access to device	197	86	111	30	50	67	50	12	14	32	55	48	63	42	43	170	14	12	2
	10%	9%	11%	12%	15%	10%	7%	11%	11%	16%	9%	8%	11%	10%	10%	10%	8%	12%	4%
				d	cd					d						d		d	
		44%	56%	15%	25%	34%	26%	6%	7%	16%	28%	24%	32%	22%	22%	86%	7%	6%	1%
Columns Tested:	a, b - a, b, c, d - a, b, c, d - a, b, c, d - a, b, c, d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 90

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

QP14A (QP11A). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an AM station - either at home or on portable radio. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2432	1994	438	1312	1118	1221	1211
Effective Weighted Sample	1994	1652	363	1086	937	1009	986
Total	2000	1719	281	1198	800	1031	970
		86%	14%	60%	40%	52%	48%
Every day	142	114	28	73	68	81	60
	7%	7%	10%	6%	9%	8%	6%
		81%	a 19%	52%	a 48%	57%	43%
At least weekly	260	225	35	163	96	127	133
	13%	13%	12%	14%	12%	12%	14%
		87%	13%	63%	37%	49%	51%
At least monthly	112	96	16	62	50	63	49
	6%	6%	6%	5%	6%	6%	5%
		86%	14%	56%	44%	56%	44%
Have tried it once	95	89	6	66	29	38	57
	5%	5%	2%	5%	4%	4%	6%
		b 94%	6%	69%	31%	40%	a 60%
EVER	609	525	85	365	244	309	300
	30%	31%	30%	30%	30%	30%	31%
		86%	14%	60%	40%	51%	49%
Never	1194	1020	174	718	475	645	549
	60%	59%	62%	60%	59%	63%	57%
		85%	15%	60%	40%	b 54%	46%
Do not have access to device	197	174	23	116	81	76	121
	10%	10%	8%	10%	10%	7%	12%
		89%	11%	59%	41%	39%	a 61%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 91

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

QP14B (QP11B). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an FM station - either at home or on portable radio. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
Every day		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
	606	313	293	44	83	199	280	34	37	39	192	200	160	117	129	501	56	34	15
	30%	32%	29%	17%	25%	28%	39%	31%	28%	20%	31%	35%	29%	27%	30%	30%	33%	36%	27%
At least weekly		52%	48%	7%	14%	33%	46%	6%	6%	6%	32%	33%	26%	19%	21%	83%	9%	6%	2%
	513	268	245	77	71	184	180	26	39	56	149	133	149	112	117	439	41	19	14
	26%	27%	24%	30%	21%	26%	25%	24%	30%	28%	24%	23%	27%	26%	27%	26%	25%	20%	25%
At least monthly		52%	48%	15%	14%	36%	35%	5%	8%	11%	29%	26%	29%	22%	23%	86%	8%	4%	3%
	147	80	67	27	20	49	50	14	9	21	41	41	40	28	38	134	5	3	5
	7%	8%	7%	11%	6%	7%	7%	13%	7%	11%	7%	7%	7%	6%	9%	8%	3%	3%	9%
Have tried it once		54%	46%	19%	14%	34%	34%	9%	6%	14%	28%	28%	27%	19%	26%	91%	3%	2%	3%
	71	33	38	8	18	27	18	3	4	11	14	25	18	17	11	63	3	2	3
	4%	3%	4%	3%	5%	4%	3%	3%	3%	6%	2%	4%	3%	4%	3%	4%	2%	2%	6%
EVER		47%	53%	11%	26%	38%	25%	4%	5%	16%	20%	36%	25%	24%	16%	88%	4%	3%	4%
	1338	695	643	156	193	461	528	77	89	128	397	400	367	274	294	1137	105	59	37
	67%	70%	64%	61%	58%	66%	74%	70%	69%	64%	65%	70%	66%	63%	68%	68%	63%	62%	66%
Never		52%	48%	12%	14%	34%	39%	6%	7%	10%	30%	30%	27%	21%	22%	85%	8%	4%	3%
	493	225	268	72	97	180	143	23	29	41	163	129	136	123	104	400	50	26	17
	25%	23%	26%	28%	29%	26%	20%	21%	23%	21%	27%	23%	25%	28%	24%	24%	29%	28%	30%
		46%	54%	15%	20%	37%	29%	5%	6%	8%	33%	26%	28%	25%	21%	81%	10%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 91

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

QP14B (QP11B). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an FM station - either at home or on portable radio. (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
Do not have access to device	170	70	99	27	44	60	39	10	11	29	52	43	52	38	36	145	13	10	2
	8%	7%	10%	10%	13%	9%	5%	9%	9%	15%	9%	8%	9%	9%	8%	9%	8%	10%	4%
		a	a	d	cd	d				d						d		d	
		41%	59%	16%	26%	35%	23%	6%	7%	17%	31%	25%	31%	22%	21%	85%	8%	6%	1%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 91

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

QP14B (QP11B). SHOWCARD How often, if at all, do you listen to radio through a - Radio set to listen to an FM station - either at home or on portable radio. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2432	1994	438	1312	1118	1221 1211
Effective Weighted Sample	1994	1652	363	1086	937	1009 986
Total	2000	1719	281	1198	800	1031 970
		86%	14%	60%	40%	52% 48%
Every day	606	502	104	346	261	343 263
	30%	29%	37%	29%	33%	33% 27%
			a			b
		83%	17%	57%	43%	57% 43%
At least weekly	513	445	68	312	199	265 249
	26%	26%	24%	26%	25%	26% 26%
		87%	13%	61%	39%	52% 48%
At least monthly	147	128	18	78	69	69 78
	7%	7%	7%	6%	9%	7% 8%
		87%	13%	53%	47%	47% 53%
Have tried it once	71	64	7	49	23	37 35
	4%	4%	3%	4%	3%	4% 4%
		90%	10%	68%	32%	51% 49%
EVER	1338	1139	199	784	551	714 624
	67%	66%	71%	65%	69%	69% 64%
		85%	15%	59%	41%	53% 47%
Never	493	428	64	307	186	252 241
	25%	25%	23%	26%	23%	24% 25%
		87%	13%	62%	38%	51% 49%
Do not have access to device	170	152	18	107	63	66 104
	8%	9%	6%	9%	8%	6% 11%
		89%	11%	63%	37%	39% a
						61%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 92

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

QP14C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME					SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
Every day		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
	89	56	34	15	28	31	15	7	9	4	33	21	23	19	26	78	8	3	1
	4%	6%	3%	6%	8%	4%	2%	6%	7%	2%	5%	4%	4%	4%	6%	5%	5%	3%	2%
At least weekly		b		d	cd	d			c		c					d	d		
		62%	38%	17%	31%	35%	17%	7%	10%	4%	37%	23%	26%	21%	30%	87%	9%	3%	1%
	253	135	119	47	63	118	25	14	10	23	107	87	75	50	40	224	18	10	2
At least monthly		13%	14%	12%	18%	19%	17%	4%	13%	8%	11%	15%	13%	11%	9%	13%	11%	10%	3%
				d	d	d					bc	d	d			d	d	d	
		53%	47%	19%	25%	47%	10%	6%	4%	9%	42%	34%	30%	20%	16%	88%	7%	4%	1%
Have tried it once	166	91	75	34	38	68	27	4	15	15	70	58	44	33	31	147	14	3	2
	8%	9%	7%	13%	11%	10%	4%	4%	11%	7%	11%	10%	8%	7%	7%	9%	8%	3%	4%
				d	d	d			a		a					cd	c		
EVER		55%	45%	20%	23%	41%	16%	3%	9%	9%	42%	35%	27%	20%	19%	88%	8%	2%	1%
	147	77	70	26	36	65	20	6	2	19	62	55	46	30	16	129	8	5	6
	7%	8%	7%	10%	11%	9%	3%	5%	1%	10%	10%	10%	8%	7%	4%	8%	5%	5%	10%
Never				d	d	d				b	b	d	d	d					b
		52%	48%	17%	25%	44%	14%	4%	1%	13%	42%	37%	32%	20%	11%	88%	5%	3%	4%
	656	358	298	122	166	281	87	31	35	60	272	221	189	132	114	578	48	20	10
		33%	36%	30%	48%	50%	40%	12%	28%	27%	30%	44%	39%	34%	30%	26%	34%	29%	21%
		b		cd	cd	d					abc	cd	d			cd	d		
		55%	45%	19%	25%	43%	13%	5%	5%	9%	41%	34%	29%	20%	17%	88%	7%	3%	2%
	1257	585	672	130	164	405	558	68	77	129	330	340	343	284	288	1030	114	70	43
	63%	59%	66%	51%	49%	58%	79%	62%	60%	65%	54%	60%	62%	65%	66%	61%	68%	74%	76%
			a			b	abc			d					a			a	a
		47%	53%	10%	13%	32%	44%	5%	6%	10%	26%	27%	27%	23%	23%	82%	9%	6%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 92

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

QP14C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K- £15.59K	£15.6K- £25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
Do not have access to device	87	47	41	3	5	14	65	11	17	9	10	10	22	20	33	74	6	5	3
	4%	5%	4%	1%	1%	2%	9%	10%	13%	5%	2%	2%	4%	5%	8%	4%	3%	5%	5%
							abc	d	cd	d			a	a	ab				
		53%	47%	4%	6%	16%	75%	12%	19%	10%	11%	12%	26%	23%	38%	85%	7%	5%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 92

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QP14C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2432	1994	438	1312	1118	1221	1211
Effective Weighted Sample	1994	1652	363	1086	937	1009	986
Total	2000	1719	281	1198	800	1031	970
		86%	14%	60%	40%	52%	48%
Every day	89	76	13	64	26	44	46
	4%	4%	5%	5%	3%	4%	5%
				b			
		85%	15%	71%	29%	49%	51%
At least weekly	253	212	42	192	59	127	127
	13%	12%	15%	16%	7%	12%	13%
				b			
		84%	16%	76%	23%	50%	50%
At least monthly	166	143	24	115	52	78	88
	8%	8%	8%	10%	6%	8%	9%
				b			
		86%	14%	69%	31%	47%	53%
Have tried it once	147	132	15	107	40	65	82
	7%	8%	5%	9%	5%	6%	8%
				b			
		90%	10%	73%	27%	44%	56%
EVER	656	562	94	477	177	314	343
	33%	33%	33%	40%	22%	30%	35%
				b			a
		86%	14%	73%	27%	48%	52%
Never	1257	1083	173	697	559	671	585
	63%	63%	62%	58%	70%	65%	60%
				a		b	
		86%	14%	55%	45%	53%	47%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 92

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QP14C (QP11C). SHOWCARD How often, if at all, do you listen to radio through a - Mobile phone. (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2432	1994	438	1312	1118	1221	1211
Effective Weighted Sample	1994	1652	363	1086	937	1009	986
Total	2000	1719	281	1198	800	1031	970
		86%	14%	60%	40%	52%	48%
Do not have access to device	87	74	13	23	64	46	42
	4%	4%	5%	2%	8%	4%	4%
		85%	15%	27%	a 73%	52%	48%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14D (QP11D). SHOWCARD How often, if at all, do you listen to radio through a - Digital radio through TV. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
Every day		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
	118	52	66	15	21	47	35	14	3	10	39	34	35	23	27	96	17	4	1
	6%	5%	7%	6%	6%	7%	5%	13%	3%	5%	6%	6%	6%	5%	6%	6%	10%	4%	2%
At least weekly								bcd								d	acd		
		44%	56%	13%	18%	40%	29%	12%	3%	9%	33%	28%	29%	19%	23%	81%	15%	3%	1%
	300	158	142	43	52	114	91	16	18	29	104	88	83	65	63	256	22	18	3
At least monthly		15%	16%	14%	17%	15%	16%	13%	14%	14%	15%	15%	15%	15%	15%	15%	13%	19%	5%
																d	d	d	
		53%	47%	14%	17%	38%	30%	5%	6%	10%	35%	29%	28%	22%	21%	86%	7%	6%	1%
Have tried it once	238	120	119	41	41	89	67	8	22	17	101	82	69	48	40	205	15	12	6
	12%	12%	12%	16%	12%	13%	9%	7%	17%	9%	16%	14%	12%	11%	9%	12%	9%	12%	10%
				d		d			ac		ac	d							
EVER		50%	50%	17%	17%	38%	28%	3%	9%	7%	42%	34%	29%	20%	17%	86%	6%	5%	2%
	214	104	110	19	31	88	75	15	9	48	64	69	60	41	43	191	12	6	5
	11%	10%	11%	8%	9%	13%	11%	14%	7%	24%	10%	12%	11%	10%	10%	11%	7%	6%	10%
Never					a					abd						c			
		48%	52%	9%	15%	41%	35%	7%	4%	22%	30%	32%	28%	19%	20%	89%	5%	3%	3%
	870	433	437	119	145	339	267	53	52	104	308	272	246	177	174	748	67	40	15
Columns Tested:		43%	44%	43%	46%	43%	48%	48%	40%	52%	50%	48%	44%	41%	40%	44%	40%	42%	27%
				d		d				b	b	cd				d	d	d	
		50%	50%	14%	17%	39%	31%	6%	6%	12%	35%	31%	28%	20%	20%	86%	8%	5%	2%
Columns Tested:	1092	542	550	132	186	354	420	52	72	89	297	293	299	251	247	903	97	53	39
	55%	55%	54%	52%	56%	51%	59%	47%	55%	45%	49%	51%	54%	58%	57%	54%	58%	56%	69%
							ac							a					abc
Columns Tested:		50%	50%	12%	17%	32%	38%	5%	7%	8%	27%	27%	27%	23%	23%	83%	9%	5%	4%
	a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14D (QP11D). SHOWCARD How often, if at all, do you listen to radio through a - Digital radio through TV. (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K- £15.59K	£15.6K- £25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
Do not have access to device	39	15	24	4	3	7	24	5	6	5	6	8	9	8	14	30	4	2	2
	2%	2%	2%	2%	1%	1%	3%	4%	5%	3%	1%	1%	2%	2%	3%	2%	2%	2%	4%
							bc	d	d										
Columns Tested:		39%	61%	12%	9%	19%	61%	12%	15%	14%	17%	19%	23%	20%	36%	78%	10%	6%	6%
a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14D (QP11D). SHOWCARD How often, if at all, do you listen to radio through a - Digital radio through TV. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2432	1994	438	1312	1118	1221	1211
Effective Weighted Sample	1994	1652	363	1086	937	1009	986
Total	2000	1719	281	1198	800	1031	970
		86%	14%	60%	40%	52%	48%
Every day	118	110	8	71	47	61	57
	6%	6%	3%	6%	6%	6%	6%
		b					
		93%	7%	60%	40%	52%	48%
At least weekly	300	244	55	195	102	167	133
	15%	14%	20%	16%	13%	16%	14%
		a	b				
		82%	18%	65%	34%	56%	44%
At least monthly	238	205	33	163	75	127	111
	12%	12%	12%	14%	9%	12%	11%
			b				
		86%	14%	68%	32%	53%	47%
Have tried it once	214	183	30	130	83	104	110
	11%	11%	11%	11%	10%	10%	11%
		86%	14%	61%	39%	49%	51%
EVER	870	743	127	559	308	460	410
	43%	43%	45%	47%	38%	45%	42%
			b				
		85%	15%	64%	35%	53%	47%
Never	1092	943	149	627	465	552	540
	55%	55%	53%	52%	58%	54%	56%
			a				
		86%	14%	57%	43%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14D (QP11D). SHOWCARD How often, if at all, do you listen to radio through a - Digital radio through TV. (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2432	1994	438	1312	1118	1221 1211
Effective Weighted Sample	1994	1652	363	1086	937	1009 986
Total	2000	1719	281	1198	800	1031 970
		86%	14%	60%	40%	52% 48%
Do not have access to device	39	33	5	12	27	19 19
	2%	2%	2%	1%	3%	2% 2%
		86%	14%	31%	a 69%	50% 50%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14E (QP11E). SHOWCARD How often, if at all, do you listen to radio through a - Digital radio through the internet. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
Every day	87	50	37	10	21	37	19	4	2	5	46	27	35	13	13	75	9	2	1
	4%	5%	4%	4%	6%	5%	3%	4%	2%	2%	8%	5%	6%	3%	3%	4%	5%	3%	1%
					d	d					bc		cd			d	d		
		58%	42%	12%	24%	43%	22%	5%	2%	6%	53%	31%	40%	15%	15%	86%	10%	3%	1%
At least weekly	248	142	105	30	61	107	49	8	12	20	101	93	69	43	42	223	14	8	2
	12%	14%	10%	12%	18%	15%	7%	7%	9%	10%	16%	16%	12%	10%	10%	13%	9%	8%	4%
		b		d	ad	d					abc	cd				d	d		
		57%	43%	12%	25%	43%	20%	3%	5%	8%	41%	37%	28%	17%	17%	90%	6%	3%	1%
At least monthly	213	123	91	54	39	72	48	7	15	17	91	89	55	35	34	199	7	5	3
	11%	12%	9%	21%	12%	10%	7%	6%	12%	9%	15%	16%	10%	8%	8%	12%	4%	5%	5%
		b		bcd	d	d					ac	bcd				bcd			
		57%	43%	25%	18%	34%	23%	3%	7%	8%	43%	42%	26%	16%	16%	93%	3%	2%	1%
Have tried it once	163	82	82	24	33	64	43	7	7	25	58	55	55	27	26	135	17	5	6
	8%	8%	8%	9%	10%	9%	6%	7%	5%	12%	9%	10%	10%	6%	6%	8%	10%	5%	11%
					d	d				b		d	cd						
		50%	50%	15%	20%	39%	26%	5%	4%	15%	35%	34%	34%	17%	16%	83%	10%	3%	4%
EVER	712	397	315	119	153	281	159	26	36	67	296	264	214	118	114	633	47	20	12
	36%	40%	31%	47%	46%	40%	22%	24%	28%	34%	48%	46%	39%	27%	26%	38%	28%	21%	21%
		b		d	d	d					abc	bcd	cd			bcd			
		56%	44%	17%	22%	39%	22%	4%	5%	9%	42%	37%	30%	17%	16%	89%	7%	3%	2%
Never	1216	563	653	130	178	407	501	66	80	126	306	299	331	299	286	986	117	72	42
	61%	57%	65%	51%	53%	58%	71%	60%	62%	63%	50%	52%	60%	69%	66%	59%	70%	75%	75%
			a				abc		d	d			a	ab	ab		a	a	a
		46%	54%	11%	15%	33%	41%	5%	7%	10%	25%	25%	27%	25%	23%	81%	10%	6%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14E (QP11E). SHOWCARD How often, if at all, do you listen to radio through a - Digital radio through the internet. (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
Do not have access to device	72	30	42	7	3	13	50	17	13	6	10	9	10	18	35	62	4	3	2
	4%	3%	4%	3%	1%	2%	7%	16%	10%	3%	2%	2%	2%	4%	8%	4%	2%	4%	4%
							abc	cd	cd					ab	abc				
		42%	58%	9%	4%	17%	69%	24%	19%	8%	13%	12%	13%	25%	48%	87%	5%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14E (QP11E). SHOWCARD How often, if at all, do you listen to radio through a - Digital radio through the internet. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2432	1994	438	1312	1118	1221 1211
Effective Weighted Sample	1994	1652	363	1086	937	1009 986
Total	2000	1719	281	1198	800	1031 970
		86%	14%	60%	40%	52% 48%
Every day	87	73	14	60	26	54 34
	4%	4%	5%	5%	3%	5% 3%
		83%	17%	69%	30%	61% 39%
At least weekly	248	215	33	183	64	134 114
	12%	12%	12%	15%	8%	13% 12%
		87%	13%	74%	26%	54% 46%
At least monthly	213	185	28	155	58	100 113
	11%	11%	10%	13%	7%	10% 12%
		87%	13%	73%	27%	47% 53%
Have tried it once	163	142	21	115	49	76 88
	8%	8%	7%	10%	6%	7% 9%
		87%	13%	70%	30%	46% 54%
EVER	712	615	97	513	197	364 348
	36%	36%	35%	43%	25%	35% 36%
		86%	14%	72%	28%	51% 49%
Never	1216	1041	175	669	547	635 582
	61%	61%	62%	56%	68%	62% 60%
		86%	14%	55%	45%	52% 48%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14E (QP11E). SHOWCARD How often, if at all, do you listen to radio through a - Digital radio through the internet. (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2432	1994	438	1312	1118	1221	1211
Effective Weighted Sample	1994	1652	363	1086	937	1009	986
Total	2000	1719	281	1198	800	1031	970
		86%	14%	60%	40%	52%	48%
Do not have access to device	72	63	9	16	56	32	40
	4%	4%	3%	1%	7%	3%	4%
		88%	12%	22%	a 78%	45%	55%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14F (QP11F). SHOWCARD How often, if at all, do you listen to radio through a - DAB radio set. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
Every day	492	258	233	28	61	187	216	16	28	36	163	175	150	87	79	417	42	28	5
	25%	26%	23%	11%	18%	27%	30%	15%	22%	18%	27%	31%	27%	20%	18%	25%	25%	30%	8%
					a	ab	ab				ac	cd	cd			d	d	d	
		53%	47%	6%	12%	38%	44%	3%	6%	7%	33%	36%	30%	18%	16%	85%	8%	6%	1%
At least weekly	329	168	161	52	51	114	111	14	18	38	119	120	95	66	48	291	20	13	5
	16%	17%	16%	20%	15%	16%	16%	13%	14%	19%	20%	21%	17%	15%	11%	17%	12%	14%	9%
												cd	d			bd			
		51%	49%	16%	16%	35%	34%	4%	5%	12%	36%	37%	29%	20%	14%	88%	6%	4%	2%
At least monthly	71	35	35	13	8	29	21	2	4	11	19	28	15	15	12	65	3	1	1
	4%	4%	4%	5%	2%	4%	3%	1%	3%	5%	3%	5%	3%	4%	3%	4%	2%	2%	2%
												b							
Have tried it once	55	35	20	8	14	20	14	1	4	5	18	18	13	15	10	51	-	*	3
	3%	4%	2%	3%	4%	3%	2%	1%	3%	3%	3%	3%	2%	3%	2%	3%	-%	*%	5%
		b														bc			bc
		64%	36%	14%	25%	36%	26%	1%	6%	10%	33%	32%	23%	27%	18%	94%	-%	1%	6%
EVER	946	497	449	100	134	350	362	32	54	90	319	342	272	183	149	825	64	43	14
	47%	50%	44%	39%	40%	50%	51%	29%	41%	45%	52%	60%	49%	42%	34%	49%	38%	46%	24%
		b				ab	ab		a	a	ab	bcd	cd	d		bd	d	d	
		53%	47%	11%	14%	37%	38%	3%	6%	10%	34%	36%	29%	19%	16%	87%	7%	5%	1%
Never	655	308	348	93	127	220	215	43	39	55	193	144	177	156	179	516	78	31	31
	33%	31%	34%	36%	38%	31%	30%	39%	30%	28%	32%	25%	32%	36%	41%	31%	46%	33%	55%
					cd			c					a	a	ab		ac		ac
		47%	53%	14%	19%	34%	33%	7%	6%	8%	29%	22%	27%	24%	27%	79%	12%	5%	5%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14F (QP11F). SHOWCARD How often, if at all, do you listen to radio through a - DAB radio set. (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
Do not have access to device	398	185	214	62	73	131	133	34	37	53	99	87	105	97	107	340	26	21	12
	20%	19%	21%	24%	22%	19%	19%	31%	29%	27%	16%	15%	19%	22%	25%	20%	15%	22%	21%
								d	d	d				a	ab				
		46%	54%	16%	18%	33%	33%	9%	9%	13%	25%	22%	26%	24%	27%	85%	7%	5%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14F (QP11F). SHOWCARD How often, if at all, do you listen to radio through a - DAB radio set. (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2432	1994	438	1312	1118	1221	1211
Effective Weighted Sample	1994	1652	363	1086	937	1009	986
Total	2000	1719	281	1198	800	1031	970
		86%	14%	60%	40%	52%	48%
Every day	492	415	77	300	192	292	199
	25%	24%	27%	25%	24%	28%	21%
						b	
		84%	16%	61%	39%	59%	41%
At least weekly	329	286	43	215	114	167	162
	16%	17%	15%	18%	14%	16%	17%
				b			
		87%	13%	65%	35%	51%	49%
At least monthly	71	58	12	40	31	47	23
	4%	3%	4%	3%	4%	5%	2%
						b	
		83%	17%	57%	43%	67%	33%
Have tried it once	55	48	7	34	21	25	30
	3%	3%	2%	3%	3%	2%	3%
		88%	12%	61%	39%	46%	54%
EVER	946	808	139	588	358	532	414
	47%	47%	49%	49%	45%	52%	43%
						b	
		85%	15%	62%	38%	56%	44%
Never	655	558	98	384	271	338	318
	33%	32%	35%	32%	34%	33%	33%
		85%	15%	59%	41%	52%	48%
Do not have access to device	398	354	44	225	171	161	237
	20%	21%	16%	19%	21%	16%	24%
		b					a
		89%	11%	57%	43%	40%	60%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14G (QP11G) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an FM station. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
Every day		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
	566	287	279	48	109	224	185	15	25	51	219	190	163	129	83	454	54	35	23
	28%	29%	28%	19%	33%	32%	26%	14%	19%	26%	36%	33%	29%	30%	19%	27%	32%	37%	41%
At least weekly		51%	49%	8%	19%	40%	33%	3%	4%	9%	39%	34%	29%	23%	15%	80%	10%	6%	4%
	732	372	360	104	106	264	258	24	49	77	223	214	206	175	135	645	49	21	17
	37%	38%	36%	41%	32%	38%	36%	22%	38%	39%	37%	37%	37%	40%	31%	38%	29%	22%	31%
At least monthly		51%	49%	14%	14%	36%	35%	3%	7%	11%	31%	29%	28%	24%	18%	88%	7%	3%	2%
	129	74	55	25	21	39	43	5	5	18	36	40	36	22	31	107	8	9	5
	6%	7%	5%	10%	6%	6%	6%	4%	4%	9%	6%	7%	7%	5%	7%	6%	5%	9%	8%
Have tried it once		57%	43%	20%	16%	31%	34%	4%	4%	14%	28%	31%	28%	17%	24%	83%	6%	7%	4%
	59	32	27	9	13	25	12	5	4	6	21	14	21	14	9	55	2	1	2
	3%	3%	3%	4%	4%	4%	2%	5%	3%	3%	3%	2%	4%	3%	2%	3%	1%	1%	3%
EVER		54%	46%	15%	22%	42%	20%	9%	7%	10%	35%	24%	36%	24%	15%	93%	3%	1%	3%
	1485	764	721	186	249	552	498	49	82	153	498	459	426	340	258	1261	113	65	47
	74%	77%	71%	73%	74%	79%	70%	44%	64%	77%	81%	80%	77%	78%	59%	75%	67%	68%	83%
Never		b				d			a	ab	ab	d	d	d		bc			abc
		51%	49%	13%	17%	37%	34%	3%	6%	10%	34%	31%	29%	23%	17%	85%	8%	4%	3%
	375	164	211	41	69	112	154	38	30	34	92	87	94	79	114	304	44	20	7
	19%	17%	21%	16%	21%	16%	22%	34%	23%	17%	15%	15%	17%	18%	26%	18%	26%	21%	12%
		a					c	cd	d					abc		d	ad	d	
		44%	56%	11%	18%	30%	41%	10%	8%	9%	24%	23%	25%	21%	30%	81%	12%	5%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14G (QP11G) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an FM station. (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
Do not have access to device	140	61	78	29	17	36	58	24	17	11	22	26	35	16	63	116	11	10	3
	7%	6%	8%	11%	5%	5%	8%	21%	13%	6%	4%	5%	6%	4%	15%	7%	6%	11%	5%
				bc			c	cd	cd						abc			d	
		44%	56%	20%	12%	26%	41%	17%	12%	8%	16%	19%	25%	11%	45%	83%	8%	7%	2%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14G (QP11G) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an FM station. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2432	1994	438	1312	1118	1221	1211
Effective Weighted Sample	1994	1652	363	1086	937	1009	986
Total	2000	1719	281	1198	800	1031	970
		86%	14%	60%	40%	52%	48%
Every day	566	464	102	424	142	338	228
	28%	27%	36%	35%	18%	33%	23%
			a	b		b	
		82%	18%	75%	25%	60%	40%
At least weekly	732	630	102	431	300	373	360
	37%	37%	36%	36%	38%	36%	37%
		86%	14%	59%	41%	51%	49%
At least monthly	129	116	12	75	54	63	66
	6%	7%	4%	6%	7%	6%	7%
		90%	10%	58%	42%	49%	51%
Have tried it once	59	51	8	35	24	24	35
	3%	3%	3%	3%	3%	2%	4%
		87%	13%	60%	40%	41%	59%
EVER	1485	1261	225	964	520	798	687
	74%	73%	80%	81%	65%	77%	71%
			a	b		b	
		85%	15%	65%	35%	54%	46%
Never	375	328	47	179	197	178	197
	19%	19%	17%	15%	25%	17%	20%
				a			
		87%	13%	48%	52%	47%	53%
Do not have access to device	140	130	9	55	84	55	85
	7%	8%	3%	5%	10%	5%	9%
		b		a		a	
		94%	6%	39%	60%	39%	61%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14H (QP11H) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an AM station. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
Every day	113	61	53	11	22	46	34	3	5	13	39	44	22	32	14	86	17	2	7
	6%	6%	5%	4%	6%	7%	5%	3%	4%	7%	6%	8%	4%	7%	3%	5%	10%	3%	13%
												bd		bd			ac		ac
		54%	46%	10%	19%	41%	30%	3%	4%	11%	35%	39%	20%	28%	13%	76%	15%	2%	7%
At least weekly	316	166	150	41	48	121	106	5	20	34	114	96	99	75	47	282	22	4	7
	16%	17%	15%	16%	14%	17%	15%	4%	15%	17%	19%	17%	18%	17%	11%	17%	13%	5%	13%
									a	a	a	d	d	d		c	c		c
		52%	48%	13%	15%	38%	34%	1%	6%	11%	36%	30%	31%	24%	15%	89%	7%	1%	2%
At least monthly	115	65	49	17	24	30	44	4	2	15	37	41	28	23	23	91	9	8	6
	6%	7%	5%	7%	7%	4%	6%	3%	2%	8%	6%	7%	5%	5%	5%	5%	6%	9%	11%
									b	b									a
		57%	43%	15%	21%	26%	38%	3%	2%	13%	33%	36%	24%	20%	20%	79%	8%	7%	5%
Have tried it once	73	43	30	11	9	31	22	7	3	4	26	28	17	13	14	66	2	3	2
	4%	4%	3%	4%	3%	4%	3%	6%	2%	2%	4%	5%	3%	3%	3%	4%	1%	3%	4%
																b			b
		59%	41%	15%	12%	42%	31%	9%	4%	6%	36%	39%	24%	18%	19%	90%	3%	4%	3%
EVER	616	334	282	80	102	227	207	18	30	66	216	209	166	142	98	525	51	18	23
	31%	34%	28%	31%	31%	32%	29%	16%	23%	33%	35%	37%	30%	33%	23%	31%	30%	19%	41%
		b								ab	ab	bd	d	d		c	c		abc
		54%	46%	13%	17%	37%	34%	3%	5%	11%	35%	34%	27%	23%	16%	85%	8%	3%	4%
Never	1211	574	637	142	207	428	434	67	76	119	365	327	343	267	270	1015	103	64	30
	61%	58%	63%	56%	62%	61%	61%	61%	58%	60%	60%	57%	62%	61%	62%	60%	61%	67%	53%
			a													d		d	
		47%	53%	12%	17%	35%	36%	6%	6%	10%	30%	27%	28%	22%	22%	84%	9%	5%	2%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 97

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QP14H (QP11H) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an AM station. (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
Do not have access to device	173	82	91	33	25	45	69	25	24	14	31	36	46	26	66	142	14	13	4
	9%	8%	9%	13%	8%	6%	10%	22%	18%	7%	5%	6%	8%	6%	15%	8%	8%	14%	7%
		47%	53%	bc			c	cd	cd						abc			ad	
Columns Tested:				19%	15%	26%	40%	14%	14%	8%	18%	21%	26%	15%	38%	82%	8%	8%	2%
a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 97

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QP14H (QP11H) SHOWCARD How often, if at all, do you listen to radio through a - Car radio to listen to an AM station. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2432	1994	438	1312	1118	1221	1211
Effective Weighted Sample	1994	1652	363	1086	937	1009	986
Total	2000	1719	281	1198	800	1031	970
		86%	14%	60%	40%	52%	48%
Every day	113	89	24	89	24	72	41
	6%	5%	9%	7%	3%	7%	4%
			a	b		b	
		79%	21%	78%	22%	63%	37%
At least weekly	316	278	38	202	113	151	164
	16%	16%	14%	17%	14%	15%	17%
		88%	12%	64%	36%	48%	52%
At least monthly	115	97	18	74	41	61	53
	6%	6%	6%	6%	5%	6%	6%
		85%	15%	64%	36%	53%	47%
Have tried it once	73	65	7	43	30	30	43
	4%	4%	3%	4%	4%	3%	4%
		90%	10%	59%	41%	41%	59%
EVER	616	529	87	408	208	314	302
	31%	31%	31%	34%	26%	30%	31%
		86%	14%	66%	34%	51%	49%
Never	1211	1029	181	714	495	638	573
	61%	60%	65%	60%	62%	62%	59%
		85%	15%	59%	41%	53%	47%
Do not have access to device	173	161	13	76	96	78	95
	9%	9%	4%	6%	12%	8%	10%
		b		a			
		93%	7%	44%	55%	45%	55%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14I (QP11I) SHOWCARD How often, if at all, do you listen to radio through a - Car radio with DAB. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
Every day		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
	353	184	169	31	65	144	114	6	16	24	138	144	101	66	42	282	34	26	11
	18%	19%	17%	12%	19%	20%	16%	6%	12%	12%	23%	25%	18%	15%	10%	17%	20%	27%	20%
At least weekly		52%	48%	9%	18%	41%	32%	2%	5%	7%	39%	41%	29%	19%	12%	80%	10%	7%	3%
	344	168	176	53	52	116	122	9	13	36	125	127	107	67	43	305	16	16	6
	17%	17%	17%	21%	16%	17%	17%	8%	10%	18%	20%	22%	19%	15%	10%	18%	10%	17%	11%
At least monthly		49%	51%	15%	15%	34%	36%	2%	4%	10%	36%	37%	31%	19%	12%	89%	5%	5%	2%
	66	38	28	14	13	24	16	3	3	6	23	20	25	12	10	62	2	2	1
	3%	4%	3%	5%	4%	3%	2%	3%	2%	3%	4%	3%	4%	3%	2%	4%	1%	2%	1%
Have tried it once		57%	43%	21%	19%	36%	24%	5%	4%	9%	34%	30%	38%	18%	15%	94%	3%	3%	1%
	46	25	21	5	14	16	11	1	-	10	14	10	14	16	6	44	-	*	2
	2%	2%	2%	2%	4%	2%	2%	*%	-%	5%	2%	2%	3%	4%	1%	3%	-%	*%	3%
EVER		54%	46%	11%	31%	34%	24%	1%	-%	21%	31%	22%	31%	35%	12%	95%	-%	1%	4%
	809	415	395	103	144	300	263	18	32	76	300	301	247	160	101	694	52	44	20
	40%	42%	39%	40%	43%	43%	37%	17%	25%	38%	49%	53%	44%	37%	23%	41%	31%	46%	35%
Never		51%	49%	13%	18%	37%	32%	2%	4%	9%	37%	37%	30%	20%	12%	86%	6%	5%	2%
	655	319	336	83	109	204	259	48	48	65	164	143	157	162	191	514	92	27	22
	33%	32%	33%	32%	33%	29%	37%	44%	37%	33%	27%	25%	28%	37%	44%	31%	55%	28%	39%
		49%	51%	13%	17%	31%	40%	7%	7%	10%	25%	22%	24%	25%	29%	79%	14%	4%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP14I (QP11I) SHOWCARD How often, if at all, do you listen to radio through a - Car radio with DAB. (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
Do not have access to device	536	256	280	70	81	197	188	43	50	58	148	128	151	114	143	473	24	24	14
	27%	26%	28%	27%	24%	28%	26%	39%	38%	29%	24%	22%	27%	26%	33%	28%	15%	26%	25%
								d	d						abc	b		b	b
		48%	52%	13%	15%	37%	35%	8%	9%	11%	28%	24%	28%	21%	27%	88%	5%	5%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QP14I (QP11I) SHOWCARD How often, if at all, do you listen to radio through a - Car radio with DAB. (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2432	1994	438	1312	1118	1221	1211
Effective Weighted Sample	1994	1652	363	1086	937	1009	986
Total	2000	1719	281	1198	800	1031	970
		86%	14%	60%	40%	52%	48%
Every day	353	286	67	259	94	226	127
	18%	17%	24%	22%	12%	22%	13%
			a	b		b	
		81%	19%	73%	27%	64%	36%
At least weekly	344	291	53	208	136	189	155
	17%	17%	19%	17%	17%	18%	16%
		85%	15%	60%	40%	55%	45%
At least monthly	66	59	7	41	26	32	34
	3%	3%	3%	3%	3%	3%	4%
		89%	11%	61%	39%	48%	52%
Have tried it once	46	42	4	30	16	16	30
	2%	2%	1%	3%	2%	2%	3%
			a				
		92%	8%	65%	35%	35%	65%
EVER	809	678	131	537	272	463	346
	40%	39%	47%	45%	34%	45%	36%
			a	b		b	
		84%	16%	66%	34%	57%	43%
Never	655	556	99	357	298	325	329
	33%	32%	35%	30%	37%	32%	34%
			a				
		85%	15%	55%	45%	50%	50%
Do not have access to device	536	485	51	304	230	242	294
	27%	28%	18%	25%	29%	24%	30%
		b					a
		90%	10%	57%	43%	45%	55%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 99

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**SUMMARY - EVER USE DIGITAL RADIO
by MAIN CROSS-BREAKS**

Base : Those who listen to radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME					SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K-£15.59K	£15.6K-£25.99K	£26K+		AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2432	1193	1239	285	336	827	983	136	170	240	648	593	760	531	542	1772	216	216	228
Effective Weighted Sample	1994	971	1023	234	282	691	810	112	149	198	564	510	636	427	434	1562	205	200	211
Total	2000	990	1010	255	334	700	710	110	130	198	612	572	555	435	435	1681	168	95	56
		49%	51%	13%	17%	35%	36%	5%	6%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
YES, EVER USED	1534	762	773	195	268	554	517	77	98	155	515	481	445	312	293	1318	112	74	30
	77%	77%	76%	76%	80%	79%	73%	70%	76%	78%	84%	84%	80%	72%	67%	78%	67%	78%	54%
					d	d					abc	cd	cd			bd	d	bd	
		50%	50%	13%	17%	36%	34%	5%	6%	10%	34%	31%	29%	20%	19%	86%	7%	5%	2%
YES, USE AT LEAST MONTHLY	1438	717	721	182	245	521	490	68	93	138	490	460	421	287	267	1231	108	72	27
	72%	72%	71%	71%	73%	74%	69%	62%	72%	70%	80%	80%	76%	66%	62%	73%	64%	76%	48%
						d					abc	cd	cd			bd	d	bd	
		50%	50%	13%	17%	36%	34%	5%	6%	10%	34%	32%	29%	20%	19%	86%	8%	5%	2%
YES, USE AT LEAST WEEKLY	1274	635	638	147	208	472	446	56	78	122	441	416	372	254	229	1088	99	65	22
	64%	64%	63%	58%	62%	67%	63%	51%	60%	62%	72%	73%	67%	58%	53%	65%	59%	69%	39%
						a					abc	bcd	cd			d	d	bd	
		50%	50%	12%	16%	37%	35%	4%	6%	10%	35%	33%	29%	20%	18%	85%	8%	5%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**SUMMARY - EVER USE DIGITAL RADIO
by MAIN CROSS-BREAKS**

Base : Those who listen to radio

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2432	1994	438	1312	1118	1221 1211
Effective Weighted Sample	1994	1652	363	1086	937	1009 986
Total	2000	1719	281	1198	800	1031 970
		86%	14%	60%	40%	52% 48%
YES, EVER USED	1534	1323	211	965	566	801 733
	77%	77%	75%	81%	71%	78% 76%
			b			
		86%	14%	63%	37%	52% 48%
YES, USE AT LEAST MONTHLY	1438	1239	199	911	525	766 672
	72%	72%	71%	76%	66%	74% 69%
			b			
		86%	14%	63%	36%	53% 47%
YES, USE AT LEAST WEEKLY	1274	1090	184	810	462	690 584
	64%	63%	66%	68%	58%	67% 60%
			b			
		86%	14%	64%	36%	54% 46%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**SUMMARY - EVER USE DIGITAL RADIO
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
YES, EVER USED	1534	762	773	195	268	554	517	77	98	155	515	481	445	312	293	1318	112	74	30
	66%	67%	64%	58%	69%	69%	64%	52%	65%	68%	78%	77%	71%	62%	51%	68%	55%	64%	47%
		50%	50%	13%	a	ad			a	a	abc	bcd	cd	d		bd		bd	
					17%	36%	34%	5%	6%	10%	34%	31%	29%	20%	19%	86%	7%	5%	2%
YES, USE AT LEAST MONTHLY	1438	717	721	182	245	521	490	68	93	138	490	460	421	287	267	1231	108	72	27
	62%	63%	60%	54%	63%	65%	61%	46%	62%	61%	75%	74%	67%	57%	46%	63%	53%	62%	42%
					a	a	a		a	a	abc	bcd	cd	d		bd	d	bd	
		50%	50%	13%	17%	36%	34%	5%	6%	10%	34%	32%	29%	20%	19%	86%	8%	5%	2%
YES, USE AT LEAST WEEKLY	1274	635	638	147	208	472	446	56	78	122	441	416	372	254	229	1088	99	65	22
	55%	56%	53%	44%	53%	59%	55%	38%	51%	54%	67%	67%	59%	50%	40%	56%	49%	57%	34%
					a	a	a		a	a	abc	bcd	cd	d		bd	d	d	
		50%	50%	12%	16%	37%	35%	4%	6%	10%	35%	33%	29%	20%	18%	85%	8%	5%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**SUMMARY - EVER USE DIGITAL RADIO
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
YES, EVER USED	1534	1323	211	965	566	801 733
	66%	65%	69%	71%	58%	69% 63%
				b		b
		86%	14%	63%	37%	52% 48%
YES, USE AT LEAST MONTHLY	1438	1239	199	911	525	766 672
	62%	61%	65%	67%	54%	66% 57%
				b		b
		86%	14%	63%	36%	53% 47%
YES, USE AT LEAST WEEKLY	1274	1090	184	810	462	690 584
	55%	54%	60%	60%	47%	59% 50%
			a	b		b
		86%	14%	64%	36%	54% 46%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**SUMMARY - EVER LISTEN TO RADIO
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K- £15.59K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
YES, EVER USED	1977	980	998	249	331	696	702	109	129	196	609	569	550	429	427	1661	166	95	55
	85%	86%	83%	74%	85%	87%	87%	74%	85%	86%	93%	92%	88%	85%	74%	85%	82%	83%	86%
		b			a	a	a		a	a	abc	bcd	d	d					
		50%	50%	13%	17%	35%	35%	5%	7%	10%	31%	29%	28%	22%	22%	84%	8%	5%	3%
YES, USE AT LEAST MONTHLY	1946	965	981	248	319	684	694	105	127	190	605	563	542	418	420	1634	163	94	55
	83%	85%	82%	74%	82%	86%	86%	72%	84%	84%	92%	91%	87%	83%	73%	84%	80%	81%	85%
		b			a	a	a		a	a	abc	bcd	d	d					
		50%	50%	13%	16%	35%	36%	5%	7%	10%	31%	29%	28%	21%	22%	84%	8%	5%	3%
YES, USE AT LEAST WEEKLY	1844	918	925	226	302	658	658	94	120	175	586	545	513	396	386	1544	158	91	52
	79%	81%	77%	67%	78%	82%	81%	64%	79%	77%	89%	88%	82%	78%	67%	79%	77%	79%	80%
		b			a	a	a		a	a	abc	bcd	d	d					
		50%	50%	12%	16%	36%	36%	5%	7%	9%	32%	30%	28%	21%	21%	84%	9%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**SUMMARY - EVER LISTEN TO RADIO
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
YES, EVER USED	1977	1701	277	1187	788	1021 957
	85%	84%	90%	88%	81%	88% 82%
			a	b		b
		86%	14%	60%	40%	52% 48%
YES, USE AT LEAST MONTHLY	1946	1672	274	1167	776	1009 937
	83%	82%	89%	86%	80%	86% 80%
			a	b		b
		86%	14%	60%	40%	52% 48%
YES, USE AT LEAST WEEKLY	1844	1581	263	1121	720	965 879
	79%	78%	86%	83%	74%	83% 75%
			a	b		b
		86%	14%	61%	39%	52% 48%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP15 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio via a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+								
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Unweighted total	705	381	324	133	157	315	100	31	38	67	272	206	236	143	119	563	56	42	44
Effective Weighted Sample	601	325	276	112	138	269	84	26	34	57	244	183	203	122	99	504	54	40	39
Total	656	358	298	122	166	281	87	31	35	60	272	221	189	132	114	578	48	20	10
		55%	45%	19%	25%	43%	13%	**	**	**	41%	34%	29%	20%	17%	88%	**	**	**
Live via a built in FM radio app	272	139	132	55	70	113	34	**	**	**	118	90	76	51	55	249	**	**	**
	41%	39%	44%	45%	42%	40%	38%	**	**	**	44%	41%	40%	39%	48%	43%	**	**	**
		51%	49%	20%	26%	42%	12%	**	**	**	44%	33%	28%	19%	20%	91%	**	**	**
Live via a station website	241	138	104	55	61	99	26	**	**	**	97	80	76	42	42	221	**	**	**
	37%	38%	35%	45%	37%	35%	30%	**	**	**	36%	36%	40%	32%	37%	38%	**	**	**
		57%	43%	d	25%	41%	11%	**	**	**	40%	33%	32%	17%	17%	91%	**	**	**
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer or Tunein	198	118	80	32	58	87	21	**	**	**	87	71	53	38	36	177	**	**	**
	30%	33%	27%	27%	35%	31%	24%	**	**	**	32%	32%	28%	29%	32%	31%	**	**	**
		60%	40%	16%	29%	44%	11%	**	**	**	44%	36%	26%	19%	18%	89%	**	**	**
Via podcasts	136	89	47	35	27	55	19	**	**	**	65	54	41	22	18	123	**	**	**
	21%	25%	16%	28%	17%	20%	22%	**	**	**	24%	24%	22%	17%	16%	21%	**	**	**
		b	b	b				**	**	**	48%	40%	30%	16%	13%	91%	**	**	**
Other ways	3	2	1	-	-	3	1	**	**	**	1	1	1	1	1	3	**	**	**
	%	1%	%	-%	-%	1%	1%	**	**	**	%	%	%	1%	1%	1%	**	**	**
		64%	36%	-%	-%	82%	18%	**	**	**	18%	18%	19%	23%	40%	100%	**	**	**
Don't know	58	28	30	4	11	33	10	**	**	**	22	20	20	8	10	46	**	**	**
	9%	8%	10%	3%	6%	12%	12%	**	**	**	8%	9%	11%	6%	9%	8%	**	**	**
		48%	52%	6%	19%	57%	18%	**	**	**	37%	35%	35%	14%	17%	80%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP15 (QP16). SHOWCARD In which of these ways do you listen to radio on your mobile phone? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio via a mobile phone

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	705	584	121	484	219	329	376
Effective Weighted Sample	601	500	105	416	188	278	323
Total	656	562	94	477	177	314	343
		86%	14%	73%	27%	48%	52%
Live via a built in FM radio app	272	240	32	194	78	122	149
	41%	43%	34%	41%	44%	39%	44%
		88%	12%	71%	29%	45%	55%
Live via a station website	241	195	46	172	67	117	125
	37%	35%	49%	36%	38%	37%	36%
			a				
		81%	19%	71%	28%	48%	52%
Via a downloaded app such as RadioPlayer, BBC Radio iPlayer or Tunein	198	172	27	156	41	102	96
	30%	31%	28%	33%	23%	33%	28%
			b				
		87%	13%	79%	21%	52%	48%
Via podcasts	136	122	13	94	40	58	77
	21%	22%	14%	20%	23%	19%	23%
		90%	10%	69%	30%	43%	57%
Other ways	3	2	1	-	3	1	2
	*%	*%	1%	-%	2%	*%	1%
				a			
		77%	23%	-%	100%	41%	59%
Don't know	58	51	7	37	21	32	26
	9%	9%	7%	8%	12%	10%	8%
		88%	12%	64%	36%	55%	45%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**QP16 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2633	1292	1341	345	379	899	1009	158	178	261	681	625	807	572	623	1938	242	233	220
Effective Weighted Sample	2178	1064	1115	284	318	756	842	133	157	218	594	539	679	467	506	1711	231	217	203
Total	2184	1078	1106	310	369	762	743	129	138	217	639	601	597	474	508	1835	189	104	55
		49%	51%	14%	17%	35%	34%	6%	6%	10%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Clear and high quality sound/ interference free	1239	668	571	145	210	481	402	55	75	129	409	398	359	261	220	1077	80	54	27
	57%	62%	52%	47%	57%	63%	54%	42%	54%	59%	64%	66%	60%	55%	43%	59%	42%	52%	50%
		b			a	ad	a		a	a	ab	bcd	d	d		bd		b	
		54%	46%	12%	17%	39%	32%	4%	6%	10%	33%	32%	29%	21%	18%	87%	6%	4%	2%
A wider choice of radio stations/ digital-only radio stations	1158	612	546	157	211	462	329	62	54	104	392	368	344	233	212	995	90	53	20
	53%	57%	49%	51%	57%	61%	44%	48%	39%	48%	61%	61%	58%	49%	42%	54%	48%	51%	36%
		b			d	ad					abc	cd	cd	d		d	d	d	
		53%	47%	14%	18%	40%	28%	5%	5%	9%	34%	32%	30%	20%	18%	86%	8%	5%	2%
Ease of use (e.g. find your station by name, not frequency)	655	372	283	88	119	277	172	30	31	65	233	234	193	125	103	585	35	24	11
	30%	34%	26%	28%	32%	36%	23%	23%	22%	30%	36%	39%	32%	26%	20%	32%	18%	23%	20%
		b			d	ad					ab	bcd	cd	d		bcd			
		57%	43%	13%	18%	42%	26%	5%	5%	10%	36%	36%	29%	19%	16%	89%	5%	4%	2%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	602	356	246	75	115	253	159	19	30	60	226	219	174	127	82	534	38	21	9
	28%	33%	22%	24%	31%	33%	21%	15%	22%	28%	35%	36%	29%	27%	16%	29%	20%	20%	16%
		b			d	ad				a	abc	bcd	d	d		bcd			
		59%	41%	12%	19%	42%	26%	3%	5%	10%	38%	36%	29%	21%	14%	89%	6%	4%	1%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP16 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME					SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2633	1292	1341	345	379	899	1009	158	178	261	681	625	807	572	623	1938	242	233	220
Effective Weighted Sample	2178	1064	1115	284	318	756	842	133	157	218	594	539	679	467	506	1711	231	217	203
Total	2184	1078	1106	310	369	762	743	129	138	217	639	601	597	474	508	1835	189	104	55
		49%	51%	14%	17%	35%	34%	6%	6%	10%	29%	28%	27%	22%	23%	84%	9%	5%	3%
Extra features (including ability to pause and rewind live radio, programme guides)	566	339	227	84	102	241	138	26	26	51	206	193	163	122	88	498	37	24	7
	26%	31%	21%	27%	28%	32%	19%	20%	19%	23%	32%	32%	27%	26%	17%	27%	19%	23%	13%
		b		d	d	d					abc	cd	d	d		bd		d	
		60%	40%	15%	18%	43%	24%	5%	5%	9%	36%	34%	29%	22%	16%	88%	6%	4%	1%
Future-proof/ ready for switchover	285	166	119	30	61	122	72	17	10	28	111	103	79	60	44	251	20	10	5
	13%	15%	11%	10%	16%	16%	10%	13%	7%	13%	17%	17%	13%	13%	9%	14%	11%	9%	9%
		b			ad	ad					b	d	d	d					
		58%	42%	11%	21%	43%	25%	6%	4%	10%	39%	36%	28%	21%	15%	88%	7%	3%	2%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1655	867	788	221	296	621	517	92	94	163	539	504	475	351	323	1424	118	74	39
	76%	80%	71%	71%	80%	82%	70%	71%	68%	75%	84%	84%	80%	74%	64%	78%	62%	71%	72%
		b			ad	ad					abc	cd	cd	d		bc		b	
		52%	48%	13%	18%	38%	31%	6%	6%	10%	33%	30%	29%	21%	20%	86%	7%	4%	2%
None of these	528	211	318	89	73	141	226	37	44	54	101	97	122	123	185	411	72	31	15
	24%	20%	29%	29%	20%	18%	30%	29%	32%	25%	16%	16%	20%	26%	36%	22%	38%	29%	28%
			a	bc			bc	d	d	d				ab	abc		ad	a	
		40%	60%	17%	14%	27%	43%	7%	8%	10%	19%	18%	23%	23%	35%	78%	14%	6%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP16 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2633	2186	447	1410	1220	1289	1344
Effective Weighted Sample	2178	1827	371	1177	1031	1073	1107
Total	2184	1892	291	1297	884	1101	1083
		87%	13%	59%	40%	50%	50%
Clear and high quality sound/ interference free	1239	1069	170	802	434	649	590
	57%	56%	58%	62%	49%	59%	55%
		86%	14%	b 65%	35%	b 52%	48%
A wider choice of radio stations/ digital-only radio stations	1158	1013	145	775	381	598	560
	53%	54%	50%	60%	43%	54%	52%
		87%	13%	b 67%	33%	52%	48%
Ease of use (e.g. find your station by name, not frequency)	655	581	74	445	209	339	316
	30%	31%	25%	34%	24%	31%	29%
		b 89%	11%	b 68%	32%	52%	48%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	602	527	75	423	179	311	291
	28%	28%	26%	33%	20%	28%	27%
		87%	13%	b 70%	30%	52%	48%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP16 (QP14). SHOWCARD Which, if any, of these features did you associate with digital radio before today? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All aware of digital radio, with experience of listening to digital radio or aware of ways of listening to digital radio

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2633	2186	447	1410	1220	1289	1344
Effective Weighted Sample	2178	1827	371	1177	1031	1073	1107
Total	2184	1892	291	1297	884	1101	1083
		87%	13%	59%	40%	50%	50%
Extra features (including ability to pause and rewind live radio, programme guides)	566	499	67	393	171	274	292
	26%	26%	23%	30%	19%	25%	27%
		88%	12%	69%	30%	48%	52%
Future-proof/ ready for switchover	285	252	33	199	86	144	141
	13%	13%	11%	15%	10%	13%	13%
		88%	12%	70%	30%	51%	49%
ANY FEATURES ASSOCIATED WITH DIGITAL RADIO	1655	1441	214	1058	595	855	800
	76%	76%	73%	82%	67%	78%	74%
		87%	13%	64%	36%	52%	48%
None of these	528	451	77	239	289	245	283
	24%	24%	27%	18%	33%	22%	26%
		85%	15%	45%	55%	46%	54%
Columns Tested: a.b - a.b - a.b							

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP17 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All with any type of digital radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	~d
Unweighted total	1526	772	754	168	194	529	635	58	91	149	463	446	503	315	260	1183	113	136	94
Effective Weighted Sample	1279	640	639	139	166	456	534	49	80	126	402	385	429	260	215	1046	108	125	87
Total	1304	660	645	155	205	467	477	49	70	122	435	435	382	263	224	1131	87	62	25
		51%	49%	12%	16%	36%	37%	**	**	9%	33%	33%	29%	20%	17%	87%	7%	5%	**
Clear and high quality sound/ interference free	817	432	385	92	126	313	286	**	**	81	276	286	245	150	136	717	48	38	**
	63%	66%	60%	59%	61%	67%	60%	**	**	66%	63%	66%	64%	57%	61%	63%	55%	61%	**
		b				d						c							
		53%	47%	11%	15%	38%	35%	**	**	10%	34%	35%	30%	18%	17%	88%	6%	5%	**
A wider choice of radio stations/ digital-only radio stations	737	374	363	82	132	296	228	**	**	61	263	264	219	150	104	644	51	31	**
	57%	57%	56%	53%	64%	63%	48%	**	**	49%	60%	61%	57%	57%	47%	57%	59%	51%	**
					ad	ad					c	d	d	d					
		51%	49%	11%	18%	40%	31%	**	**	8%	36%	36%	30%	20%	14%	87%	7%	4%	**
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	437	244	193	56	80	192	109	**	**	45	164	168	126	86	57	392	20	18	**
	34%	37%	30%	36%	39%	41%	23%	**	**	37%	38%	39%	33%	33%	25%	35%	23%	30%	**
		b		d	d	d						d	d			b			
		56%	44%	13%	18%	44%	25%	**	**	10%	37%	39%	29%	20%	13%	90%	5%	4%	**
Ease of use (e.g. find your station by name, not frequency)	435	231	205	50	78	192	116	**	**	48	166	168	136	74	58	395	16	16	**
	33%	35%	32%	32%	38%	41%	24%	**	**	40%	38%	39%	36%	28%	26%	35%	18%	26%	**
					d	d						cd	cd			bc			
		53%	47%	11%	18%	44%	27%	**	**	11%	38%	39%	31%	17%	13%	91%	4%	4%	**
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP17 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All with any type of digital radio

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	~d
Unweighted total	1526	772	754	168	194	529	635	58	91	149	463	446	503	315	260	1183	113	136	94
Effective Weighted Sample	1279	640	639	139	166	456	534	49	80	126	402	385	429	260	215	1046	108	125	87
Total	1304	660	645	155	205	467	477	49	70	122	435	435	382	263	224	1131	87	62	25
		51%	49%	12%	16%	36%	37%	**	**	9%	33%	33%	29%	20%	17%	87%	7%	5%	**
Extra features (including ability to pause and rewind live radio, programme guides)	360	217	142	53	61	153	93	**	**	35	127	126	108	69	57	309	28	17	**
	28%	33%	22%	34%	30%	33%	19%	**	**	28%	29%	29%	28%	26%	26%	27%	32%	27%	**
		b		d	d	d													
		60%	40%	15%	17%	43%	26%	**	**	10%	35%	35%	30%	19%	16%	86%	8%	5%	**
EXPERIENCED ANY FEATURES WHEN LISTENING	1072	558	514	126	174	409	362	**	**	95	374	380	316	207	168	933	67	52	**
	82%	85%	80%	81%	85%	88%	76%	**	**	77%	86%	87%	83%	79%	75%	82%	76%	83%	**
		b		d	d	ad					c	cd	d						
		52%	48%	12%	16%	38%	34%	**	**	9%	35%	35%	29%	19%	16%	87%	6%	5%	**
None of these	233	102	131	30	30	58	115	**	**	28	61	55	66	55	56	198	21	10	**
	18%	15%	20%	19%	15%	12%	24%	**	**	23%	14%	13%	17%	21%	25%	18%	24%	17%	**
			a	c			bc			d				a	ab				
		44%	56%	13%	13%	25%	49%	**	**	12%	26%	24%	28%	24%	24%	85%	9%	4%	**
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**QP17 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All with any type of digital radio

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1526	1242	284	853	673	829	697
Effective Weighted Sample	1279	1056	235	723	578	695	584
Total	1304	1115	190	810	494	714	591
		85%	15%	62%	38%	55%	45%
Clear and high quality sound/ interference free	817	716	102	523	295	438	379
	63%	64%	54%	65%	60%	61%	64%
		b					
		88%	12%	64%	36%	54%	46%
A wider choice of radio stations/ digital-only radio stations	737	631	106	500	237	403	334
	57%	57%	56%	62%	48%	56%	57%
				b			
		86%	14%	68%	32%	55%	45%
Scrolling text information about the programme (e.g. track and artist name, phone numbers, topics, guests)	437	376	61	303	134	236	201
	34%	34%	32%	37%	27%	33%	34%
				b			
		86%	14%	69%	31%	54%	46%
Ease of use (e.g. find your station by name, not frequency)	435	389	46	295	141	216	219
	33%	35%	24%	36%	28%	30%	37%
		b		b			a
		89%	11%	68%	32%	50%	50%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 105

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QP17 (QP15). SHOWCARD As a digital radio listener, which, if any, of these features of digital radio have you had experience of when listening to digital radio? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All with any type of digital radio

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	1526	1242	284	853	673	829 697
Effective Weighted Sample	1279	1056	235	723	578	695 584
Total	1304	1115	190	810	494	714 591
		85%	15%	62%	38%	55% 45%
Extra features (including ability to pause and rewind live radio, programme guides)	360	318	41	240	119	176 184
	28%	29%	22%	30%	24%	25% 31%
		b		b		a
		89%	11%	67%	33%	49% 51%
EXPERIENCED ANY FEATURES WHEN LISTENING	1072	923	148	702	369	581 490
	82%	83%	78%	87%	75%	81% 83%
				b		
		86%	14%	66%	34%	54% 46%
None of these	233	192	41	108	125	132 100
	18%	17%	22%	13%	25%	19% 17%
				a		
		82%	18%	46%	54%	57% 43%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 106

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QP18 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio but do not have any DAB sets at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	~d	~a	b	c	d	a	~b	~c	~d
Unweighted total	507	238	269	41	49	123	294	49	51	38	72	91	122	133	160	348	41	49	69
Effective Weighted Sample	400	187	213	34	39	97	235	38	43	32	60	75	100	101	126	302	39	45	65
Total	383	178	205	38	45	99	200	38	36	29	67	80	87	99	116	317	29	20	17
		47%	53%	**	**	26%	52%	**	**	**	**	**	23%	26%	30%	83%	**	**	**
Certain to	23	9	13	**	**	6	10	**	**	**	**	**	5	7	1	21	**	**	**
	6%	5%	7%	**	**	6%	5%	**	**	**	**	**	6%	7%	1%	7%	**	**	**
		41%	59%	**	**	28%	46%	**	**	**	**	**	d	d					
													23%	32%	3%	93%	**	**	**
Very likely	10	4	6	**	**	4	3	**	**	**	**	**	-	3	2	9	**	**	**
	3%	2%	3%	**	**	4%	1%	**	**	**	**	**	-%	3%	1%	3%	**	**	**
		36%	64%	**	**	41%	27%	**	**	**	**	**	-%	34%	16%	90%	**	**	**
Likely	26	15	11	**	**	8	9	**	**	**	**	**	4	7	8	23	**	**	**
	7%	8%	5%	**	**	8%	4%	**	**	**	**	**	5%	7%	7%	7%	**	**	**
		57%	43%	**	**	31%	33%	**	**	**	**	**	17%	28%	33%	88%	**	**	**
TOTAL LIKELY	58	28	30	**	**	18	22	**	**	**	**	**	10	18	11	52	**	**	**
	15%	15%	15%	**	**	18%	11%	**	**	**	**	**	11%	18%	9%	17%	**	**	**
		48%	52%	**	**	32%	37%	**	**	**	**	**	17%	30%	18%	90%	**	**	**
Unlikely	54	25	29	**	**	13	28	**	**	**	**	**	13	18	16	46	**	**	**
	14%	14%	14%	**	**	13%	14%	**	**	**	**	**	15%	18%	14%	15%	**	**	**
		46%	54%	**	**	24%	52%	**	**	**	**	**	23%	33%	29%	85%	**	**	**
Very unlikely	77	34	42	**	**	24	39	**	**	**	**	**	20	20	23	66	**	**	**
	20%	19%	21%	**	**	24%	19%	**	**	**	**	**	23%	20%	20%	21%	**	**	**
		45%	55%	**	**	31%	51%	**	**	**	**	**	26%	26%	30%	86%	**	**	**
Certain not to	108	46	62	**	**	19	73	**	**	**	**	**	25	29	30	82	**	**	**
	28%	26%	30%	**	**	19%	37%	**	**	**	**	**	29%	29%	26%	26%	**	**	**
		42%	58%	**	**	17%	68%	**	**	**	**	**	23%	27%	28%	76%	**	**	**
TOTAL UNLIKELY	239	105	134	**	**	56	140	**	**	**	**	**	57	67	69	194	**	**	**
	63%	59%	65%	**	**	56%	70%	**	**	**	**	**	66%	68%	59%	61%	**	**	**
		44%	56%	**	**	23%	59%	**	**	**	**	**	24%	28%	29%	81%	**	**	**
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP18 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio but do not have any DAB sets at home

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K- £15.59K	£15.6K- £25.99K	£26K+									
Significance Level: 95%	a	b	~a	~b	c	d	~a	~b	~c	~d	~a	b	c	d	a	~b	~c	~d	
Unweighted total	507	238	269	41	49	123	294	49	51	38	72	91	122	133	160	348	41	49	69
Effective Weighted Sample	400	187	213	34	39	97	235	38	43	32	60	75	100	101	126	302	39	45	65
Total	383	178	205	38	45	99	200	38	36	29	67	80	87	99	116	317	29	20	17
		47%	53%	**	**	26%	52%	**	**	**	**	**	23%	26%	30%	83%	**	**	**
Don't know	85	45	40	**	**	25	38	**	**	**	**	**	20	14	36	70	**	**	**
	22%	25%	20%	**	**	25%	19%	**	**	**	**	**	23%	15%	31%	22%	**	**	**
		53%	47%	**	**	29%	45%	**	**	**	**	**	23%	17%	c 43%	83%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP18 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those who listen to radio but do not have any DAB sets at home

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	507	404	103	195	311	252	255
Effective Weighted Sample	400	321	87	153	254	204	198
Total	383	324	59	171	210	208	174
		85%	15%	45%	55%	54%	46%
Certain to	23	20	3	12	10	15	8
	6%	6%	4%	7%	5%	7%	4%
		88%	12%	55%	45%	67%	33%
Very likely	10	8	1	6	4	4	5
	3%	3%	2%	3%	2%	2%	3%
		86%	14%	61%	39%	46%	54%
Likely	26	22	4	13	13	17	9
	7%	7%	7%	7%	6%	8%	5%
		85%	15%	49%	51%	66%	34%
TOTAL LIKELY	58	50	8	31	27	37	21
	15%	15%	13%	18%	13%	18%	12%
		86%	14%	53%	47%	63%	37%
Unlikely	54	47	7	28	27	31	24
	14%	15%	12%	16%	13%	15%	14%
		87%	13%	51%	49%	57%	43%
Very unlikely	77	66	11	36	41	44	33
	20%	20%	19%	21%	19%	21%	19%
		86%	14%	47%	53%	57%	43%
Certain not to	108	89	20	35	72	54	54
	28%	27%	33%	21%	34%	26%	31%
		82%	18%	32%	a 67%	50%	50%
TOTAL UNLIKELY	239	202	38	99	140	129	110
	63%	62%	64%	58%	66%	62%	63%
		84%	16%	41%	58%	54%	46%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 106

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QP18 (QP12). SHOWCARD How likely is it that your household will get a DAB radio in the next 12 months? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio but do not have any DAB sets at home

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	507	404	103	195	311	252	255
Effective Weighted Sample	400	321	87	153	254	204	198
Total	383	324	59	171	210	208	174
		85%	15%	45%	55%	54%	46%
Don't know	85	72	13	41	44	43	43
	22%	22%	23%	24%	21%	20%	25%
		84%	16%	49%	51%	50%	50%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 107

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QP19 (QP14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

Base : Those who listen to radio who are unlikely to get DAB radio in the next 12 months

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	335	146	189	21	27	72	215	35	40	23	49	56	84	91	103	223	29	35	48
Effective Weighted Sample	264	114	150	18	22	57	172	27	33	19	41	45	68	72	79	194	27	32	45
Total	239	105	134	21	22	56	140	24	28	15	45	46	57	67	69	194	20	14	12
		44%	56%	**	**	**	59%	**	**	**	**	**	**	**	29%	81%	**	**	**
No need	141	62	79	**	**	**	84	**	**	**	**	**	**	**	38	109	**	**	**
	59%	59%	59%	**	**	**	60%	**	**	**	**	**	**	**	56%	56%	**	**	**
		44%	56%	**	**	**	59%	**	**	**	**	**	**	**	27%	78%	**	**	**
Happy to use existing service	99	46	53	**	**	**	63	**	**	**	**	**	**	**	31	82	**	**	**
	42%	44%	40%	**	**	**	45%	**	**	**	**	**	**	**	44%	42%	**	**	**
		46%	54%	**	**	**	63%	**	**	**	**	**	**	**	31%	82%	**	**	**
Happy to use analogue radio service	21	9	12	**	**	**	15	**	**	**	**	**	**	**	5	16	**	**	**
	9%	8%	9%	**	**	**	11%	**	**	**	**	**	**	**	7%	8%	**	**	**
		42%	58%	**	**	**	72%	**	**	**	**	**	**	**	24%	77%	**	**	**
Don't know why I should	11	6	5	**	**	**	6	**	**	**	**	**	**	**	5	8	**	**	**
	5%	6%	4%	**	**	**	4%	**	**	**	**	**	**	**	7%	4%	**	**	**
		57%	43%	**	**	**	53%	**	**	**	**	**	**	**	43%	72%	**	**	**
Poor reception in our area	11	5	5	**	**	**	8	**	**	**	**	**	**	**	2	9	**	**	**
	4%	5%	4%	**	**	**	6%	**	**	**	**	**	**	**	2%	5%	**	**	**
		50%	50%	**	**	**	73%	**	**	**	**	**	**	**	14%	83%	**	**	**
Would never listen	9	2	7	**	**	**	4	**	**	**	**	**	**	**	3	7	**	**	**
	4%	2%	5%	**	**	**	3%	**	**	**	**	**	**	**	4%	4%	**	**	**
		21%	79%	**	**	**	47%	**	**	**	**	**	**	**	33%	80%	**	**	**
Too expensive generally	7	2	5	**	**	**	3	**	**	**	**	**	**	**	2	5	**	**	**
	3%	2%	4%	**	**	**	2%	**	**	**	**	**	**	**	3%	2%	**	**	**
		28%	72%	**	**	**	39%	**	**	**	**	**	**	**	34%	70%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 107

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QP19 (QP14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

Base : Those who listen to radio who are unlikely to get DAB radio in the next 12 months

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	d	a	~b	~c	~d
Unweighted total	335	146	189	21	27	72	215	35	40	23	49	56	84	91	103	223	29	35	48
Effective Weighted Sample	264	114	150	18	22	57	172	27	33	19	41	45	68	72	79	194	27	32	45
Total	239	105	134	21	22	56	140	24	28	15	45	46	57	67	69	194	20	14	12
		44%	56%	**	**	**	59%	**	**	**	**	**	**	**	29%	81%	**	**	**
Can receive through digital TV service	7	4	2	**	**	**	6	**	**	**	**	**	**	**	2	7	**	**	**
	3%	4%	2%	**	**	**	4%	**	**	**	**	**	**	**	2%	3%	**	**	**
		62%	38%	**	**	**	90%	**	**	**	**	**	**	**	26%	100%	**	**	**
Can't afford it	4	2	2	**	**	**	3	**	**	**	**	**	**	**	3	3	**	**	**
	2%	2%	2%	**	**	**	2%	**	**	**	**	**	**	**	4%	1%	**	**	**
		49%	51%	**	**	**	61%	**	**	**	**	**	**	**	70%	61%	**	**	**
Other	12	5	7	**	**	**	5	**	**	**	**	**	**	**	5	9	**	**	**
	5%	5%	5%	**	**	**	4%	**	**	**	**	**	**	**	7%	5%	**	**	**
		41%	59%	**	**	**	42%	**	**	**	**	**	**	**	42%	79%	**	**	**
ANY INVOLUNTARY REASONS	20	8	12	**	**	**	13	**	**	**	**	**	**	**	6	15	**	**	**
	8%	8%	9%	**	**	**	9%	**	**	**	**	**	**	**	8%	8%	**	**	**
		42%	58%	**	**	**	64%	**	**	**	**	**	**	**	29%	75%	**	**	**
ANY VOLUNTARY REASONS	218	99	119	**	**	**	129	**	**	**	**	**	**	**	62	178	**	**	**
	91%	94%	89%	**	**	**	92%	**	**	**	**	**	**	**	90%	92%	**	**	**
		45%	55%	**	**	**	59%	**	**	**	**	**	**	**	28%	82%	**	**	**
ONLY VOLUNTARY REASONS	212	95	117	**	**	**	125	**	**	**	**	**	**	**	60	173	**	**	**
	89%	90%	87%	**	**	**	89%	**	**	**	**	**	**	**	87%	89%	**	**	**
		45%	55%	**	**	**	59%	**	**	**	**	**	**	**	28%	82%	**	**	**
Don't know	2	1	1	**	**	**	1	**	**	**	**	**	**	**	1	2	**	**	**
	1%	1%	1%	**	**	**	1%	**	**	**	**	**	**	**	1%	1%	**	**	**
		59%	41%	**	**	**	61%	**	**	**	**	**	**	**	31%	90%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QP19 (QP14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio who are unlikely to get DAB radio in the next 12 months

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	335	270	65	116	218	163	172
Effective Weighted Sample	264	212	56	92	177	133	132
Total	239	202	38	99	140	129	110
		84%	**	41%	58%	54%	46%
No need	141	122	**	57	83	81	60
	59%	61%	**	57%	59%	62%	55%
		87%	**	40%	59%	57%	43%
Happy to use existing service	99	88	**	38	62	46	53
	42%	44%	**	38%	44%	36%	48%
		89%	**	38%	62%	46%	a 54%
Happy to use analogue radio service	21	18	**	9	12	13	8
	9%	9%	**	9%	8%	10%	7%
		87%	**	44%	56%	62%	38%
Don't know why I should	11	10	**	3	8	4	7
	5%	5%	**	3%	6%	3%	7%
		92%	**	26%	74%	36%	64%
Poor reception in our area	11	9	**	7	4	8	2
	4%	4%	**	7%	3%	6%	2%
		80%	**	62%	38%	77%	23%
Would never listen	9	7	**	4	5	6	3
	4%	4%	**	4%	3%	4%	3%
		83%	**	45%	55%	66%	34%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QP19 (QP14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED
by MAIN CROSS-BREAKS

Base : Those who listen to radio who are unlikely to get DAB radio in the next 12 months

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	335	270	65	116	218	163	172
Effective Weighted Sample	264	212	56	92	177	133	132
Total	239	202	38	99	140	129	110
		84%	**	41%	58%	54%	46%
Too expensive generally	7	5	**	3	4	3	3
	3%	2%	**	3%	3%	3%	3%
		72%	**	39%	61%	49%	51%
Can receive through digital TV service	7	5	**	3	3	4	3
	3%	3%	**	4%	2%	3%	3%
		82%	**	54%	46%	54%	46%
Can't afford it	4	3	**	1	3	2	2
	2%	1%	**	1%	3%	2%	2%
		66%	**	16%	84%	47%	53%
Other	12	10	**	7	5	6	6
	5%	5%	**	7%	3%	5%	5%
		86%	**	61%	39%	50%	50%
ANY INVOLUNTARY REASONS	20	15	**	10	10	13	7
	8%	8%	**	10%	7%	10%	6%
		76%	**	49%	51%	64%	36%
ANY VOLUNTARY REASONS	218	185	**	87	130	118	100
	91%	92%	**	89%	93%	91%	91%
		85%	**	40%	59%	54%	46%
ONLY VOLUNTARY REASONS	212	180	**	84	127	114	98
	89%	89%	**	85%	91%	88%	89%
		85%	**	40%	60%	54%	46%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 107

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QP19 (QP14). Why are you unlikely to get digital radio in the next 12 months? (MULTI CODE) UNPROMPTED
by **MAIN CROSS-BREAKS**

Base : Those who listen to radio who are unlikely to get DAB radio in the next 12 months

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	335	270	65	116	218	163	172
Effective Weighted Sample	264	212	56	92	177	133	132
Total	239	202	38	99	140	129	110
		84%	**	41%	58%	54%	46%
Don't know	2	2	**	1	1	1	2
	1%	1%	**	1%	1%	1%	1%
		90%	**	40%	60%	29%	71%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 108

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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)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Virgin Media (cable TV)	383	187	196	60	60	151	112	13	19	32	124	110	104	96	71	332	39	5	7
	16%	16%	16%	18%	16%	19%	14%	9%	13%	14%	19%	18%	17%	19%	12%	17%	19%	4%	11%
						d					a	d	d	d		cd	cd	c	
		49%	51%	16%	16%	39%	29%	3%	5%	8%	32%	29%	27%	25%	18%	87%	10%	1%	2%
Sky satellite TV	831	401	429	128	142	338	223	29	44	81	277	240	232	179	179	692	64	48	26
	36%	35%	36%	38%	36%	42%	28%	20%	29%	36%	42%	39%	37%	35%	31%	35%	31%	41%	41%
				d	d	d			a	a	ab	d	d					b	b
		48%	52%	15%	17%	41%	27%	3%	5%	10%	33%	29%	28%	21%	22%	83%	8%	6%	3%
Freesat satellite TV	116	67	49	15	12	35	54	9	9	11	37	36	24	29	27	96	8	8	4
	5%	6%	4%	4%	3%	4%	7%	6%	6%	5%	6%	6%	4%	6%	5%	5%	4%	7%	6%
		b					bc												
		58%	42%	13%	10%	30%	46%	8%	8%	10%	32%	31%	21%	25%	23%	83%	7%	7%	3%
Other satellite TV	11	8	4	2	2	3	4	-	-	3	4	6	2	3	1	9	1	*	1
	*%	1%	*%	1%	*%	*%	1%	-%	-%	1%	1%	1%	*%	1%	*%	*%	*%	*%	1%
												d							
		69%	31%	19%	15%	30%	36%	-%	-%	26%	38%	54%	14%	27%	6%	83%	8%	4%	6%
Freeview (through a set-top box or television set)	932	458	474	106	149	261	416	88	75	97	234	226	242	187	275	771	84	49	28
	40%	40%	39%	31%	38%	33%	51%	60%	50%	43%	36%	36%	39%	37%	48%	39%	42%	43%	43%
							abc	cd	d						abc				
		49%	51%	11%	16%	28%	45%	9%	8%	10%	25%	24%	26%	20%	30%	83%	9%	5%	3%
BT TV (formerly BT Vision)	146	71	75	15	9	52	69	1	7	11	39	54	42	35	14	119	8	6	12
	6%	6%	6%	5%	2%	7%	9%	1%	5%	5%	6%	9%	7%	7%	2%	6%	4%	6%	18%
						b	ab		a	a	a	d	d	d					abc
		49%	51%	11%	6%	36%	48%	1%	5%	7%	26%	37%	29%	24%	9%	82%	6%	4%	8%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 108

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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)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
TalkTalk TV	70	32	38	8	11	22	29	4	6	6	18	17	14	19	20	61	5	2	2
	3%	3%	3%	2%	3%	3%	4%	3%	4%	2%	3%	3%	2%	4%	3%	3%	3%	2%	3%
		46%	54%	12%	16%	31%	41%	6%	8%	8%	25%	24%	20%	28%	29%	87%	8%	3%	2%
EE TV	13	8	6	2	4	5	2	1	-	2	6	4	4	5	1	13	-	-	-
	1%	1%	*%	1%	1%	1%	*%	1%	-%	1%	1%	1%	1%	1%	*%	1%	-%	-%	-%
		58%	42%	17%	31%	38%	14%	8%	-%	13%	43%	28%	27%	37%	8%	100%	-%	-%	-%
NOW TV	81	39	42	7	26	29	19	4	3	6	30	32	18	16	15	77	1	3	1
	3%	3%	3%	2%	7%	4%	2%	3%	2%	3%	5%	5%	3%	3%	3%	4%	*%	3%	2%
		48%	52%	9%	acd	31%	23%	5%	3%	8%	37%	bd	39%	22%	20%	94%	1%	b	4%
YouView	18	10	8	1	5	7	6	1	-	3	5	5	4	5	4	17	1	-	*
	1%	1%	1%	*%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	-%	*%
		56%	44%	4%	25%	40%	31%	4%	-%	14%	29%	29%	23%	27%	20%	92%	7%	-%	1%
No TV in household	51	34	17	15	15	17	5	9	1	5	8	13	15	4	18	39	9	2	*
	2%	3%	1%	4%	4%	2%	1%	6%	1%	2%	1%	2%	2%	1%	3%	2%	5%	2%	1%
		b		cd	d	d		bd					c		c		ad		
		66%	34%	29%	29%	32%	9%	17%	3%	11%	15%	26%	30%	8%	36%	77%	18%	4%	1%
Don't know	29	11	18	11	6	7	6	-	1	-	5	5	9	9	6	27	1	1	-
	1%	1%	2%	3%	2%	1%	1%	-%	1%	-%	1%	1%	1%	2%	1%	1%	*%	1%	-%
		39%	61%	36%	21%	23%	20%	-%	3%	-%	19%	18%	31%	31%	20%	93%	3%	4%	-%
Columns Tested:	a.b - a.b,c,d - a.b,c,d - a.b,c,d - a.b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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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)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Virgin Media (cable TV)	383	367	16	251	130	187	196
	16%	18%	5%	19%	13%	16%	17%
		b		b			
		96%	4%	66%	34%	49%	51%
Sky satellite TV	831	704	127	550	280	433	397
	36%	35%	41%	41%	29%	37%	34%
		a	b				
		85%	15%	66%	34%	52%	48%
Freesat satellite TV	116	90	26	63	53	71	45
	5%	4%	9%	5%	5%	6%	4%
		a	b				
		77%	23%	54%	46%	61%	39%
Other satellite TV	11	10	1	8	3	7	4
	*%	*%	*%	1%	*%	1%	*%
		89%	11%	73%	27%	64%	36%
Freeview (through a set-top box or television set)	932	798	133	460	470	472	460
	40%	39%	43%	34%	48%	40%	39%
		a					
		86%	14%	49%	50%	51%	49%
BT TV (formerly BT Vision)	146	115	31	85	61	101	44
	6%	6%	10%	6%	6%	9%	4%
		a	b				
		79%	21%	58%	42%	70%	30%

Columns Tested: a,b - a,b - a,b

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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)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
TalkTalk TV	70	66	5	37	33	32	39
	3%	3%	2%	3%	3%	3%	3%
		93%	7%	53%	47%	45%	55%
EE TV	13	13	-	9	5	6	8
	1%	1%	-%	1%	-%	1%	1%
		100%	-%	65%	35%	44%	56%
NOW TV	81	77	4	54	27	52	29
	3%	4%	1%	4%	3%	4%	2%
		b				b	
		95%	5%	66%	33%	64%	36%
YouView	18	18	1	11	8	10	8
	1%	1%	-%	1%	1%	1%	1%
		96%	4%	57%	43%	55%	45%
No TV in household	51	47	4	29	21	12	39
	2%	2%	1%	2%	2%	1%	3%
							a
		91%	9%	57%	41%	24%	76%
Don't know	29	27	3	14	15	16	14
	1%	1%	1%	1%	2%	1%	1%
		91%	9%	49%	51%	54%	46%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 110

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K-£15.59K	£15.6K-£25.99K	£26K+		AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Virgin Media (cable TV)	368	178	190	59	60	142	107	11	19	32	116	107	98	94	68	318	39	5	7
	16%	16%	16%	17%	15%	18%	13%	7%	13%	14%	18%	17%	16%	19%	12%	16%	19%	4%	11%
				d		d				a	a	d	d	d		cd	cd		c
		48%	52%	16%	16%	39%	29%	3%	5%	9%	32%	29%	27%	26%	18%	86%	10%	1%	2%
Sky satellite TV	813	395	418	126	140	334	213	28	43	81	273	236	227	174	176	676	63	48	26
	35%	35%	35%	37%	36%	42%	26%	19%	28%	36%	42%	38%	36%	34%	31%	35%	31%	41%	41%
				d	d	d			a	a	ab	d	d					ab	ab
		49%	51%	15%	17%	41%	26%	3%	5%	10%	34%	29%	28%	21%	22%	83%	8%	6%	3%
Freesat satellite TV	81	47	34	13	8	21	40	7	6	7	23	22	19	18	22	67	6	7	2
	3%	4%	3%	4%	2%	3%	5%	5%	4%	3%	3%	3%	3%	4%	4%	3%	3%	6%	2%
						bc												ad	
		58%	42%	16%	9%	26%	49%	9%	7%	9%	28%	27%	24%	22%	27%	82%	7%	9%	2%
Other satellite TV	8	4	3	2	1	3	2	-	-	2	3	4	1	2	1	6	1	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		57%	43%	28%	8%	42%	22%	-	-	25%	43%	48%	18%	26%	8%	78%	11%	6%	5%
Freeview (through a set-top box or television set)	752	357	395	87	125	197	344	84	70	81	164	162	189	149	251	624	70	42	15
	32%	31%	33%	26%	32%	25%	42%	57%	46%	36%	25%	26%	30%	29%	44%	32%	34%	37%	24%
				c			abc	bcd	cd	d					abc	d	d	d	
		47%	53%	12%	17%	26%	46%	11%	9%	11%	22%	22%	25%	20%	33%	83%	9%	6%	2%
BT TV (formerly BT Vision)	121	55	66	12	9	40	60	1	6	9	33	44	38	26	11	96	8	6	11
	5%	5%	6%	4%	2%	5%	7%	1%	4%	4%	5%	7%	6%	5%	2%	5%	4%	5%	17%
						b	abc		a	a	a	d	d	d				abc	
		45%	55%	10%	7%	33%	50%	1%	5%	7%	27%	37%	32%	21%	9%	79%	7%	5%	9%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 110

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
TalkTalk TV	64	30	35	8	10	19	27	3	5	4	17	17	11	19	18	56	4	2	2
	3%	3%	3%	2%	3%	2%	3%	2%	3%	2%	3%	3%	2%	4%	3%	3%	2%	2%	3%
		46%	54%	12%	16%	30%	42%	5%	8%	6%	26%	26%	17%	29%	27%	88%	7%	3%	3%
EE TV	10	6	4	2	3	2	2	-	-	1	6	2	4	4	-	10	-	-	-
	*%	1%	*%	1%	1%	*%	*%	-%	-%	*%	1%	*%	1%	1%	-%	1%	-%	-%	-%
		61%	39%	24%	35%	22%	19%	-%	-%	10%	58%	20%	36%	44%	-%	100%	-%	-%	-%
NOW TV	29	12	17	4	11	12	2	4	1	3	5	6	11	6	5	26	1	2	1
	1%	1%	1%	1%	3%	1%	*%	2%	*%	1%	1%	1%	2%	1%	1%	1%	*%	2%	1%
		42%	58%	12%	39%	41%	7%	13%	2%	10%	17%	21%	37%	19%	18%	88%	3%	7%	2%
YouView	9	6	3	-	2	5	2	-	-	1	3	4	3	2	-	7	1	-	-
	*%	*%	*%	-	*%	1%	*%	-%	-%	*%	*%	1%	1%	*%	-%	*%	1%	-%	-%
		64%	36%	-	22%	54%	24%	-	-	13%	36%	41%	38%	21%	-	85%	15%	-	-
No TV in household	51	34	17	15	15	17	5	9	1	5	8	13	15	4	18	39	9	2	*
	2%	3%	1%	4%	4%	2%	1%	6%	1%	2%	1%	2%	2%	1%	3%	2%	5%	2%	1%
		b		cd	d	d		bd		3%	11%	26%	c		c		ad		
		66%	34%	29%	29%	32%	9%	17%	3%	11%	15%	26%	30%	8%	36%	77%	18%	4%	1%
Don't know	29	11	18	11	6	7	6	-	1	-	5	5	9	9	6	27	1	1	-
	1%	1%	2%	3%	2%	1%	1%	-%	1%	-%	1%	1%	1%	2%	1%	1%	*%	1%	-%
		39%	61%	36%	21%	23%	20%	-%	3%	-%	19%	18%	31%	31%	20%	93%	3%	4%	-%
Columns Tested:	a.b - a.b,c,d - a.b,c,d - a.b,c,d - a.b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 110

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+							c	d
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
MAIN TV PLATFORM																			
ALL TV	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
	97%	96%	97%	92%	95%	97%	99%	94%	98%	98%	98%	97%	96%	97%	96%	97%	95%	97%	99%
						ab	abc		a		a								ab
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
ANY PAID-FOR TV	1366	661	705	197	228	540	401	43	70	126	446	406	381	311	264	1152	113	57	43
	59%	58%	59%	58%	59%	68%	50%	30%	47%	56%	68%	65%	61%	61%	46%	59%	56%	50%	67%
				d	d	abd			a	a	abc	d	d	d		c			abc
		48%	52%	14%	17%	40%	29%	3%	5%	9%	33%	30%	28%	23%	19%	84%	8%	4%	3%
ANY FREE TV	888	429	459	115	140	236	398	95	79	95	197	197	220	183	288	733	80	55	21
	38%	38%	38%	34%	36%	30%	49%	65%	52%	42%	30%	32%	35%	36%	50%	38%	39%	47%	32%
				c			abc	bcd	cd	d					abc			ad	
		48%	52%	13%	16%	27%	45%	11%	9%	11%	22%	22%	25%	21%	32%	83%	9%	6%	2%
CABLE	368	178	190	59	60	142	107	11	19	32	116	107	98	94	68	318	39	5	7
	16%	16%	16%	17%	15%	18%	13%	7%	13%	14%	18%	17%	16%	19%	12%	16%	19%	4%	11%
				d						a	a	d	d	d		cd	cd		c
		48%	52%	16%	16%	39%	29%	3%	5%	9%	32%	29%	27%	26%	18%	86%	10%	1%	2%
SATELLITE	902	447	455	140	148	358	255	36	49	90	299	261	247	194	199	748	70	55	28
	39%	39%	38%	42%	38%	45%	31%	24%	32%	40%	46%	42%	40%	38%	34%	38%	34%	48%	44%
				d	d	bd				a	ab	d						ab	b
		50%	50%	16%	16%	40%	28%	4%	5%	10%	33%	29%	27%	22%	22%	83%	8%	6%	3%
TV VIA BROADBAND	233	108	125	26	36	78	93	8	12	18	63	73	67	56	34	195	15	10	13
	10%	10%	10%	8%	9%	10%	12%	5%	8%	8%	10%	12%	11%	11%	6%	10%	7%	9%	21%
		46%	54%	11%	15%	33%	40%	3%	5%	8%	27%	d	d	d					abc
Columns Tested:		a,b	a,b,c,d	a,b,c,d	a,b,c,d	a,b,c,d	a,b,c,d					31%	29%	24%	15%	84%	6%	4%	6%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Virgin Media (cable TV)	368	352	15	242	125	177	191
	16%	17%	5%	18%	13%	15%	16%
		b		b			
		96%	4%	66%	34%	48%	52%
Sky satellite TV	813	690	124	544	270	422	391
	35%	34%	40%	40%	28%	36%	33%
			a	b			
		85%	15%	67%	33%	52%	48%
Freesat satellite TV	81	62	18	41	40	47	33
	3%	3%	6%	3%	4%	4%	3%
			a				
		77%	23%	50%	50%	59%	41%
Other satellite TV	8	8	-	6	2	4	4
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	79%	21%	47%	53%
Freeview (through a set-top box or television set)	752	644	109	345	406	353	399
	32%	32%	35%	25%	42%	30%	34%
				a			a
		86%	14%	46%	54%	47%	53%
BT TV (formerly BT Vision)	121	94	27	69	52	80	41
	5%	5%	9%	5%	5%	7%	3%
			a			b	
		77%	23%	57%	43%	66%	34%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
TalkTalk TV	64	60	5	33	31	30	35
	3%	3%	2%	2%	3%	3%	3%
		93%	7%	52%	48%	46%	54%
EE TV	10	10	-	6	4	4	6
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	63%	37%	41%	59%
NOW TV	29	28	1	19	9	17	12
	1%	1%	*%	1%	1%	1%	1%
		96%	4%	66%	30%	58%	42%
YouView	9	8	1	6	3	5	3
	*%	*%	*%	*%	*%	*%	*%
		94%	6%	69%	31%	62%	38%
No TV in household	51	47	4	29	21	12	39
	2%	2%	1%	2%	2%	1%	3%
		91%	9%	57%	41%	24%	a 76%
Don't know	29	27	3	14	15	16	14
	1%	1%	1%	1%	2%	1%	1%
		91%	9%	49%	51%	54%	46%
MAIN TV PLATFORM							
ALL TV	2254	1955	300	1312	940	1138	1116
	97%	96%	98%	97%	96%	98%	96%
		87%	13%	58%	42%	b 50%	50%

Columns Tested: a,b - a,b - a,b

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**QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
ANY PAID-FOR TV	1366	1202	164	888	477	709	657
	59%	59%	54%	65%	49%	61%	56%
		b		b		b	
		88%	12%	65%	35%	52%	48%
ANY FREE TV	888	753	135	424	463	429	459
	38%	37%	44%	31%	47%	37%	39%
			a		a		
		85%	15%	48%	52%	48%	52%
CABLE	368	352	15	242	125	177	191
	16%	17%	5%	18%	13%	15%	16%
		b		b			
		96%	4%	66%	34%	48%	52%
SATELLITE	902	760	142	590	311	473	429
	39%	37%	46%	44%	32%	41%	37%
			a	b			
		84%	16%	65%	35%	52%	48%
TV VIA BROADBAND	233	199	34	134	98	136	97
	10%	10%	11%	10%	10%	12%	8%
						b	
		86%	14%	57%	42%	58%	42%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 111

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

**TV MULTI-PLATFORM OWNERSHIP
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
CABLE ONLY	327	154	173	51	50	126	99	10	19	29	95	89	87	84	65	285	34	4	4
	14%	14%	14%	15%	13%	16%	12%	7%	12%	13%	15%	14%	14%	17%	11%	15%	17%	3%	7%
		47%	53%	16%	15%	39%	30%	3%	6%	9%	29%	27%	27%	26%	20%	87%	10%	1%	1%
CABLE AND FREEVIEW	34	21	14	6	7	14	7	3	*	1	13	11	10	9	5	28	5	*	1
	1%	2%	1%	2%	2%	2%	1%	2%	*%	1%	2%	2%	2%	2%	1%	1%	2%	*%	2%
		60%	40%	19%	20%	40%	21%	9%	1%	4%	39%	31%	28%	26%	15%	81%	13%	1%	4%
FREEVIEW ONLY	706	332	374	84	116	181	324	82	65	77	149	149	179	137	239	580	69	42	15
	30%	29%	31%	25%	30%	23%	40%	56%	43%	34%	23%	24%	29%	27%	42%	30%	34%	37%	23%
		47%	53%	12%	16%	26%	46%	12%	9%	11%	21%	21%	25%	19%	34%	82%	10%	6%	2%
SATELLITE AND FREEVIEW	123	66	57	10	16	38	58	2	7	12	47	38	38	26	20	97	11	6	8
	5%	6%	5%	3%	4%	5%	7%	1%	5%	5%	7%	6%	6%	5%	4%	5%	6%	5%	12%
		54%	46%	8%	13%	31%	47%	2%	6%	10%	38%	31%	31%	21%	16%	79%	9%	5%	6%
SATELLITE ONLY	766	371	395	127	131	310	198	34	42	78	243	217	205	164	179	638	60	48	20
	33%	33%	33%	38%	34%	39%	25%	23%	28%	35%	37%	35%	33%	32%	31%	33%	30%	41%	31%
		48%	52%	17%	17%	40%	26%	4%	6%	10%	32%	28%	27%	21%	23%	83%	8%	6%	3%
NO TV	51	34	17	15	15	17	5	9	1	5	8	13	15	4	18	39	9	2	*
	2%	3%	1%	4%	4%	2%	1%	6%	1%	2%	1%	2%	2%	1%	3%	2%	5%	2%	1%
		b		cd	d	d		bd				c		c		ad			
		66%	34%	29%	29%	32%	9%	17%	3%	11%	15%	26%	30%	8%	36%	77%	18%	4%	1%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 111

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**TV MULTI-PLATFORM OWNERSHIP
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	MALE		£10.4K-£15.59K					£15.6K-£25.99K	£26K+										
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
OTHER	299	146	153	33	48	106	111	8	15	24	94	98	81	73	44	257	15	11	16
	13%	13%	13%	10%	12%	13%	14%	6%	10%	10%	14%	16%	13%	14%	8%	13%	7%	10%	24%
		49%	51%	11%	16%	35%	37%	3%	5%	8%	32%	33%	27%	24%	15%	86%	5%	4%	5%
Mean TV platforms	1.1	1.1	1.1	1.0	1.1	1.1	1.1	1.0	1.1	1.1	1.2	1.2	1.1	1.1	1.0	1.1	1.0	1.1	1.2
						ab	ab			a	abc	bd	d	d		b			abc
Standard deviation	.47	.50	.44	.43	.47	.48	.47	.42	.34	.46	.50	.54	.44	.46	.40	.48	.40	.33	.46
Standard error	.01	.01	.01	.02	.02	.02	.01	.03	.02	.03	.02	.02	.02	.02	.01	.01	.02	.02	.03
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**TV MULTI-PLATFORM OWNERSHIP
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
CABLE ONLY	327	312	15	213	114	154	173
	14%	15%	5%	16%	12%	13%	15%
		b		b			
		96%	4%	65%	35%	47%	53%
CABLE AND FREEVIEW	34	34	*	22	12	18	16
	1%	2%	*%	2%	1%	2%	1%
		b					
		99%	1%	64%	36%	52%	48%
FREEVIEW ONLY	706	601	104	326	379	322	383
	30%	30%	34%	24%	39%	28%	33%
		85%	15%	46%	a	46%	a
					54%		54%
SATELLITE AND FREEVIEW	123	101	22	74	49	84	39
	5%	5%	7%	5%	5%	7%	3%
						b	
		82%	18%	60%	40%	68%	32%
SATELLITE ONLY	766	648	118	503	263	377	389
	33%	32%	39%	37%	27%	32%	33%
			a	b			
		85%	15%	66%	34%	49%	51%
NO TV	51	47	4	29	21	12	39
	2%	2%	1%	2%	2%	1%	3%
							a
		91%	9%	57%	41%	24%	76%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**TV MULTI-PLATFORM OWNERSHIP
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
OTHER	299	258	41	173	124	183	115
	13%	13%	13%	13%	13%	16%	10%
						b	
		86%	14%	58%	42%	61%	39%
Mean TV platforms	1.1	1.1	1.1	1.1	1.1	1.2	1.0
						b	
Standard deviation	.47	.47	.44	.49	.44	.52	.40
Standard error	.01	.01	.02	.01	.01	.01	.01
Columns Tested: a.b - a.b - a.b							

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE
Significance Level: 95%	a	b	a					b	c	d	a	b	c	d	a
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%
NO TV															
	81	45	35	26	21	23	10	9	2	5	13	19	24	13	24
	3%	4%	3%	8%	5%	3%	1%	6%	2%	2%	2%	3%	4%	3%	4%
				cd	cd	d		bd							
		56%	44%	32%	26%	29%	13%	11%	3%	7%	16%	23%	30%	17%	30%
ANY TRADITIONAL PAY TV															
	1148	559	589	172	195	466	315	38	60	108	387	336	319	257	233
	49%	49%	49%	51%	50%	58%	39%	26%	40%	48%	59%	54%	51%	51%	40%
				d	d	abd			a	a	abc	d	d	d	
		49%	51%	15%	17%	41%	27%	3%	5%	9%	34%	29%	28%	22%	20%
SKY	774	377	397	114	134	320	205	25	41	77	270	228	220	163	163
	33%	33%	33%	34%	34%	40%	25%	17%	27%	34%	41%	37%	35%	32%	28%
				d	d	d			a	a	ab	d	d		
		49%	51%	15%	17%	41%	26%	3%	5%	10%	35%	30%	28%	21%	21%
VIRGIN MEDIA	383	187	196	60	60	151	112	13	19	32	124	110	104	96	71
	16%	16%	16%	18%	16%	19%	14%	9%	13%	14%	19%	18%	17%	19%	12%
						d					a	d	d	d	
		49%	51%	16%	16%	39%	29%	3%	5%	8%	32%	29%	27%	25%	18%
ANY HYBRID IPTV															
	243	119	123	26	29	84	103	6	13	20	66	78	63	62	39
	10%	11%	10%	8%	7%	11%	13%	4%	9%	9%	10%	13%	10%	12%	7%
							ab				a	d	d	d	
		49%	51%	11%	12%	35%	43%	2%	5%	8%	27%	32%	26%	26%	16%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE
	MALE														
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%
BT TV	146	71	75	15	9	52	69	1	7	11	39	54	42	35	14
	6%	6%	6%	5%	2%	7%	9%	1%	5%	5%	6%	9%	7%	7%	2%
						b	ab		a	a	a	d	d	d	
		49%	51%	11%	6%	36%	48%	1%	5%	7%	26%	37%	29%	24%	9%
TALKTALK TV	70	32	38	8	11	22	29	4	6	6	18	17	14	19	20
	3%	3%	3%	2%	3%	3%	4%	3%	4%	2%	3%	3%	2%	4%	3%
		46%	54%	12%	16%	31%	41%	6%	8%	8%	25%	24%	20%	28%	29%
YOUVIEW	18	10	8	1	5	7	6	1	-	3	5	5	4	5	4
	1%	1%	1%	*%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%
		56%	44%	4%	25%	40%	31%	4%	-%	14%	29%	29%	23%	27%	20%
EE TV	13	8	6	2	4	5	2	1	-	2	6	4	4	5	1
	1%	1%	*%	1%	1%	1%	*%	1%	-%	1%	1%	1%	1%	1%	*%
		58%	42%	17%	d 31%	38%	14%	8%	-%	13%	43%	28%	27%	37%	8%
ANY OTT															
	894	422	472	182	220	347	145	28	41	65	347	292	270	174	156
	38%	37%	39%	54%	56%	43%	18%	19%	27%	29%	53%	47%	43%	34%	27%
				cd	cd	d				a	abc	cd	cd	d	
		47%	53%	20%	25%	39%	16%	3%	5%	7%	39%	33%	30%	19%	17%
NETFLIX	726	333	393	166	183	278	99	23	35	55	278	226	223	148	127
	31%	29%	33%	49%	47%	35%	12%	16%	23%	24%	42%	36%	36%	29%	22%
				cd	cd	d				a	abc	cd	cd	d	
		46%	54%	23%	25%	38%	14%	3%	5%	8%	38%	31%	31%	20%	18%
AMAZON PRIME VIDEO	375	193	182	71	91	153	59	10	16	25	168	143	121	72	38
	16%	17%	15%	21%	23%	19%	7%	7%	11%	11%	26%	23%	19%	14%	7%
				d	d	d					abc	cd	cd	d	
		52%	48%	19%	24%	41%	16%	3%	4%	7%	45%	38%	32%	19%	10%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%
NOW TV	81	39	42	7	26	29	19	4	3	6	30	32	18	16	15
	3%	3%	3%	2%	7%	4%	2%	3%	2%	3%	5%	5%	3%	3%	3%
					acd							bd			
		48%	52%	9%	31%	36%	23%	5%	3%	8%	37%	39%	22%	20%	18%
DISNEY LIFE	27	12	15	3	10	7	7	2	1	1	7	8	10	8	2
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%
					cd								d	d	
		45%	55%	12%	36%	26%	26%	8%	5%	4%	24%	28%	35%	30%	7%
HAYU	15	2	13	2	9	1	5	2	*	-	4	7	4	5	-
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			a		cd							d	d	d	
		14%	86%	10%	55%	4%	31%	14%	3%	-	26%	42%	28%	30%	-
ANY OTHER OTT	30	11	19	2	7	12	8	-	-	4	15	12	11	3	3
	1%	1%	2%	1%	2%	2%	1%	-	-	2%	2%	2%	2%	1%	1%
		37%	63%	7%	23%	41%	29%	-	-	13%	51%	42%	38%	10%	10%
ANY FREE TV															
	1060	525	535	132	165	300	463	100	83	110	264	259	271	219	309
	45%	46%	45%	39%	42%	38%	57%	68%	55%	49%	40%	42%	43%	43%	54%
							abc	bcd	d	d					abc
		49%	51%	12%	16%	28%	44%	9%	8%	10%	25%	24%	26%	21%	29%
FREEVIEW	932	458	474	106	149	261	416	88	75	97	234	226	242	187	275
	40%	40%	39%	31%	38%	33%	51%	60%	50%	43%	36%	36%	39%	37%	48%
							abc	cd	d						abc
		49%	51%	11%	16%	28%	45%	9%	8%	10%	25%	24%	26%	20%	30%

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

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE
		MALE													
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%
FREE SATELLITE	155	79	76	29	17	44	66	11	11	14	38	42	35	38	41
	7%	7%	6%	9%	4%	5%	8%	8%	7%	6%	6%	7%	6%	7%	7%
		51%	49%	b	b	c	bc	7%	7%	9%	25%	27%	23%	24%	26%
Mean number of TV services (out of 4)	1.4	1.4	1.4	1.5	1.6	1.5	1.3	1.2	1.3	1.3	1.6	1.6	1.5	1.4	1.3
				d	d	d			a	a	abc	bcd	cd	d	
Standard deviation	.63	.64	.61	.67	.66	.66	.52	.55	.50	.58	.63	.65	.64	.61	.57
Standard error	.01	.02	.02	.03	.03	.02	.02	.04	.04	.04	.02	.03	.02	.02	.02
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d														

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	NATION				
	Total	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d
Unweighted total	2861	2077	262	262	260
Effective Weighted Sample	2350	1830	249	243	240
Total	2335	1952	203	115	64
		84%	9%	5%	3%
NO TV					
	81	67	10	3	*
	3%	3%	5%	3%	1%
		d	d		
		83%	13%	4%	1%
ANY TRADITIONAL PAY TV					
	1148	970	100	48	30
	49%	50%	49%	41%	47%
		c			
		85%	9%	4%	3%
SKY	774	648	61	43	23
	33%	33%	30%	37%	36%
		84%	8%	6%	3%
VIRGIN MEDIA	383	332	39	5	7
	16%	17%	19%	4%	11%
		cd	cd		c
		87%	10%	1%	2%
ANY HYBRID IPTV					
	243	205	15	9	14
	10%	11%	7%	7%	21%
					abc
		85%	6%	4%	6%
BT TV	146	119	8	6	12
	6%	6%	4%	6%	18%
					abc
		82%	6%	4%	8%

Columns Tested: a,b,c,d

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	NATION				
	Total	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d
Unweighted total	2861	2077	262	262	260
Effective Weighted Sample	2350	1830	249	243	240
Total	2335	1952	203	115	64
		84%	9%	5%	3%
TALKTALK TV	70	61	5	2	2
	3%	3%	3%	2%	3%
		87%	8%	3%	2%
YOUVIEW	18	17	1	-	*
	1%	1%	1%	-%	*%
		92%	7%	-%	1%
EE TV	13	13	-	-	-
	1%	1%	-%	-%	-%
		100%	-%	-%	-%
ANY OTT					
	894	750	81	40	23
	38%	38%	40%	35%	35%
		84%	9%	5%	3%
NETFLIX	726	602	71	32	22
	31%	31%	35%	27%	34%
		83%	10%	4%	3%
AMAZON PRIME VIDEO	375	325	34	14	2
	16%	17%	17%	12%	3%
		d	d	d	
		87%	9%	4%	1%
NOW TV	81	77	1	3	1
	3%	4%	*%	3%	2%
		b	b	b	
		94%	1%	4%	1%

Columns Tested: a,b,c,d

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 112

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

**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	NATION				
	Total	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d
Unweighted total	2861	2077	262	262	260
Effective Weighted Sample	2350	1830	249	243	240
Total	2335	1952	203	115	64
		84%	9%	5%	3%
DISNEY LIFE	27	25	1	*	*
	1%	1%	1%	*%	1%
		92%	5%	1%	1%
HAYU	15	15	1	-	-
	1%	1%	*%	-%	-%
		95%	5%	-%	-%
ANY OTHER OTT	30	26	3	1	1
	1%	1%	1%	1%	1%
		86%	10%	2%	2%
ANY FREE TV					
	1060	874	93	60	33
	45%	45%	46%	52%	51%
		82%	9%	a 6%	3%
FREEVIEW	932	771	84	49	28
	40%	39%	42%	43%	43%
		83%	9%	5%	3%
FREE SATELLITE	155	125	11	13	7
	7%	6%	5%	11%	10%
		81%	7%	ab 8%	ab 4%
Mean number of TV services (out of 4)	1.4	1.4	1.4	1.4	1.5
					abc
Standard deviation	.63	.62	.67	.56	.73
Standard error	.01	.01	.04	.03	.05
Columns Tested: a,b,c,d					

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 112

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

**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
NO TV						
	81	73	7	44	36	28 52
	3%	4%	2%	3%	4%	2% 4%
		91%	9%	54%	44%	35% a 65%
ANY TRADITIONAL PAY TV						
	1148	1016	132	758	388	581 567
	49%	50%	43%	56%	40%	50% 49%
		b		b		
		89%	11%	66%	34%	51% 49%
SKY	774	658	116	516	258	403 371
	33%	32%	38%	38%	26%	35% 32%
		a		b		
		85%	15%	67%	33%	52% 48%
VIRGIN MEDIA	383	367	16	251	130	187 196
	16%	18%	5%	19%	13%	16% 17%
		b		b		
		96%	4%	66%	34%	49% 51%
ANY HYBRID IPTV						
	243	206	37	138	105	146 96
	10%	10%	12%	10%	11%	13% 8%
		b				
		85%	15%	57%	43%	60% 40%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 112

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

**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
BT TV	146	115	31	85	61	101	44
	6%	6%	10%	6%	6%	9%	4%
			a			b	
		79%	21%	58%	42%	70%	30%
TALKTALK TV	70	66	5	37	33	32	39
	3%	3%	2%	3%	3%	3%	3%
		93%	7%	53%	47%	45%	55%
YOUVIEW	18	18	1	11	8	10	8
	1%	1%	*%	1%	1%	1%	1%
		96%	4%	57%	43%	55%	45%
EE TV	13	13	-	9	5	6	8
	1%	1%	-%	1%	*%	1%	1%
		100%	-%	65%	35%	44%	56%
ANY OTT							
	894	777	117	631	260	474	420
	38%	38%	38%	47%	27%	41%	36%
				b		b	
		87%	13%	71%	29%	53%	47%
NETFLIX	726	641	85	512	212	367	359
	31%	32%	28%	38%	22%	31%	31%
				b			
		88%	12%	71%	29%	51%	49%
AMAZON PRIME VIDEO	375	319	56	274	100	210	165
	16%	16%	18%	20%	10%	18%	14%
				b		b	
		85%	15%	73%	27%	56%	44%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 112

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

**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
NOW TV	81	77	4	54	27	52	29
	3%	4%	1%	4%	3%	4%	2%
		b				b	
		95%	5%	66%	33%	64%	36%
DISNEY LIFE	27	23	3	20	7	12	15
	1%	1%	1%	1%	1%	1%	1%
		87%	13%	75%	25%	45%	55%
HAYU	15	14	2	11	4	13	3
	1%	1%	1%	1%	*%	1%	*%
						b	
		89%	11%	72%	28%	83%	17%
ANY OTHER OTT	30	23	7	23	6	20	10
	1%	1%	2%	2%	1%	2%	1%
				b		b	
		76%	24%	78%	22%	68%	32%
ANY FREE TV							
	1060	903	157	532	527	540	520
	45%	45%	51%	39%	54%	46%	45%
			a		a		
		85%	15%	50%	50%	51%	49%
FREEVIEW	932	798	133	460	470	472	460
	40%	39%	43%	34%	48%	40%	39%
				a			
		86%	14%	49%	50%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
FREE SATELLITE	155	126	30	86	69	86	69
	7%	6%	10%	6%	7%	7%	6%
		a	a				
		81%	19%	55%	45%	56%	44%
Mean number of TV services (out of 4)	1.4	1.4	1.4	1.5	1.3	1.5	1.4
				b		b	
Standard deviation	.63	.63	.62	.65	.58	.64	.61
Standard error	.01	.01	.03	.02	.02	.02	.02
Columns Tested: a.b - a.b - a.b							

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**COUNT OF TV SERVICES - ANY TRADITIONAL PAY TV, ANY HYBRID IPTV, ANY OTT, ANY FREE TV
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%
NO TV SERVICES	59	33	26	17	15	16	10	8	1	5	7	11	17	10	21
	3%	3%	2%	5%	4%	2%	1%	5%	1%	2%	1%	2%	3%	2%	4%
				cd	d			bd							
		56%	44%	29%	26%	28%	17%	13%	2%	9%	12%	19%	28%	17%	35%
ONE TV SERVICE	1315	640	675	141	162	420	592	110	104	144	278	295	326	303	388
	56%	56%	56%	42%	42%	53%	73%	74%	69%	64%	42%	47%	52%	60%	67%
		49%	51%	11%	12%	ab	abc	cd	d	d	21%	22%	25%	ab	abc
						32%	45%	8%	8%	11%				23%	29%
TWO TV SERVICES	860	406	453	165	190	316	188	28	44	70	329	275	254	172	155
	37%	36%	38%	49%	49%	40%	23%	19%	29%	31%	50%	44%	41%	34%	27%
				cd	cd	d			a	a	abc	cd	cd	d	
		47%	53%	19%	22%	37%	22%	3%	5%	8%	38%	32%	30%	20%	18%
THREE TV SERVICES	96	53	44	12	22	43	19	1	1	7	40	38	27	21	11
	4%	5%	4%	4%	6%	5%	2%	*%	1%	3%	6%	6%	4%	4%	2%
					d	d					ab	d	d	d	
		55%	45%	13%	23%	44%	20%	1%	1%	7%	42%	39%	28%	22%	11%
ALL FOUR TV SERVICES	5	4	2	1	-	4	-	1	-	*	2	1	2	1	2
	*%	*%	*%	*%	-%	1%	-%	1%	-%	*%	*%	*%	*%	*%	*%
		69%	31%	18%	-%	82%	-%	19%	-%	4%	31%	27%	34%	10%	30%
Mean number of TV services (out of 4)	1.4	1.4	1.4	1.5	1.6	1.5	1.3	1.2	1.3	1.3	1.6	1.6	1.5	1.4	1.3
				d	d	d			a	a	abc	bcd	cd	d	
Standard deviation	.63	.64	.61	.67	.66	.66	.52	.55	.50	.58	.63	.65	.64	.61	.57
Standard error	.01	.02	.02	.03	.03	.02	.02	.04	.04	.04	.02	.03	.02	.02	.02
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d														

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**COUNT OF TV SERVICES - ANY TRADITIONAL PAY TV, ANY HYBRID IPTV, ANY OTT, ANY FREE TV
by MAIN CROSS-BREAKS**

Base : All respondents

	NATION				
	Total	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d
Unweighted total	2861	2077	262	262	260
Effective Weighted Sample	2350	1830	249	243	240
Total	2335	1952	203	115	64
		84%	9%	5%	3%
NO TV SERVICES	59	46	10	2	*
	3%	2%	5%	2%	1%
			ad		
		78%	17%	4%	1%
ONE TV SERVICE	1315	1100	107	71	36
	56%	56%	53%	62%	56%
		84%	8%	b	
				5%	3%
TWO TV SERVICES	860	722	77	40	20
	37%	37%	38%	34%	32%
		84%	9%	5%	2%
THREE TV SERVICES	96	80	7	2	7
	4%	4%	4%	2%	11%
					abc
		83%	8%	2%	7%
ALL FOUR TV SERVICES	5	4	1	-	1
	*%	*%	1%	-%	1%
		69%	21%	-%	10%
Mean number of TV services (out of 4)	1.4	1.4	1.4	1.4	1.5
					abc
Standard deviation	.63	.62	.67	.56	.73
Standard error	.01	.01	.04	.03	.05
Columns Tested: a,b,c,d					

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 114

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**COUNT OF TV SERVICES - ANY TRADITIONAL PAY TV, ANY HYBRID IPTV, ANY OTT, ANY FREE TV
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
NO TV SERVICES	59	53	6	31	28	19 40
	3%	3%	2%	2%	3%	2% 3%
		90%	10%	52%	48%	32% 68%
ONE TV SERVICE	1315	1141	173	670	643	624 691
	56%	56%	56%	49%	66%	54% 59%
		87%	13%	51%	49%	47% 53%
TWO TV SERVICES	860	746	114	580	279	457 403
	37%	37%	37%	43%	29%	39% 34%
		87%	13%	67%	32%	53% 47%
THREE TV SERVICES	96	83	13	71	25	64 33
	4%	4%	4%	5%	3%	5% 3%
		86%	14%	74%	26%	66% 34%
ALL FOUR TV SERVICES	5	5	1	4	2	3 2
	*%	*%	*%	*%	*%	*% *%
		90%	10%	70%	30%	58% 42%
Mean number of TV services (out of 4)	1.4	1.4	1.4	1.5	1.3	1.5 1.4
				b		b
Standard deviation	.63	.63	.62	.65	.58	.64 .61
Standard error	.01	.01	.03	.02	.02	.02 .02
Columns Tested: a,b - a,b - a,b						

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : Those with multichannel TV

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE
	MALE														
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%
ANY TRADITIONAL PAY TV															
	1148	559	589	172	195	466	315	38	60	108	387	336	319	257	233
	51%	51%	51%	55%	53%	60%	39%	27%	40%	49%	60%	56%	53%	52%	42%
				d	d	bd			a	a	abc	d	d	d	
		49%	51%	15%	17%	41%	27%	3%	5%	9%	34%	29%	28%	22%	20%
SKY	774	377	397	114	134	320	205	25	41	77	270	228	220	163	163
	34%	35%	34%	37%	36%	41%	26%	18%	27%	35%	42%	38%	37%	33%	29%
				d	d	d			a	a	ab	d	d		
		49%	51%	15%	17%	41%	26%	3%	5%	10%	35%	30%	28%	21%	21%
VIRGIN MEDIA	383	187	196	60	60	151	112	13	19	32	124	110	104	96	71
	17%	17%	17%	19%	16%	19%	14%	9%	13%	14%	19%	18%	17%	20%	13%
				d		d					a	d	d	d	
		49%	51%	16%	16%	39%	29%	3%	5%	8%	32%	29%	27%	25%	18%
ANY HYBRID IPTV															
	243	119	123	26	29	84	103	6	13	20	66	78	63	62	39
	11%	11%	11%	8%	8%	11%	13%	4%	9%	9%	10%	13%	10%	13%	7%
							ab				a	d	d	d	
		49%	51%	11%	12%	35%	43%	2%	5%	8%	27%	32%	26%	26%	16%
BT TV	146	71	75	15	9	52	69	1	7	11	39	54	42	35	14
	6%	6%	6%	5%	2%	7%	9%	1%	5%	5%	6%	9%	7%	7%	2%
						b	ab		a	a	a	d	d	d	
		49%	51%	11%	6%	36%	48%	1%	5%	7%	26%	37%	29%	24%	9%
TALKTALK TV	70	32	38	8	11	22	29	4	6	6	18	17	14	19	20
	3%	3%	3%	3%	3%	3%	4%	3%	4%	3%	3%	3%	2%	4%	4%
		46%	54%	12%	16%	31%	41%	6%	8%	8%	25%	24%	20%	28%	29%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 116

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : Those with multichannel TV

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE
	MALE														
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%
YOUVIEW	18	10	8	1	5	7	6	1	-	3	5	5	4	5	4
	1%	1%	1%	*%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%
		56%	44%	4%	25%	40%	31%	4%	-%	14%	29%	29%	23%	27%	20%
EE TV	13	8	6	2	4	5	2	1	-	2	6	4	4	5	1
	1%	1%	*%	1%	1%	1%	*%	1%	-%	1%	1%	1%	1%	1%	*%
		58%	42%	17%	d 31%	38%	14%	8%	-%	13%	43%	28%	27%	37%	8%
ANY OTT															
	872	409	463	174	214	340	144	28	40	65	340	285	262	171	152
	39%	38%	40%	56%	58%	44%	18%	20%	27%	29%	53%	47%	44%	35%	28%
				cd	cd	d				a	abc	cd	cd	d	
		47%	53%	20%	25%	39%	17%	3%	5%	7%	39%	33%	30%	20%	17%
NETFLIX	707	324	383	159	178	271	98	22	34	55	273	220	215	145	125
	31%	30%	33%	51%	48%	35%	12%	16%	23%	25%	43%	36%	36%	29%	23%
				cd	cd	d				a	abc	cd	cd	d	
		46%	54%	23%	25%	38%	14%	3%	5%	8%	39%	31%	30%	21%	18%
AMAZON PRIME VIDEO	367	187	180	68	89	150	59	10	15	25	164	138	120	71	36
	16%	17%	15%	22%	24%	19%	7%	7%	10%	11%	26%	23%	20%	14%	7%
				d	d	d					abc	cd	cd	d	
		51%	49%	19%	24%	41%	16%	3%	4%	7%	45%	38%	33%	19%	10%
NOW TV	81	39	42	7	26	29	19	4	3	6	30	32	18	16	15
	4%	4%	4%	2%	7%	4%	2%	3%	2%	3%	5%	5%	3%	3%	3%
					acd							bd			
		48%	52%	9%	31%	36%	23%	5%	3%	8%	37%	39%	22%	20%	18%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 116

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : Those with multichannel TV

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER	£10.4K-	£15.6K-	£26K+	AB	C1	C2	DE
		MALE						£10.4K	£15.59K	£25.99K					
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%
DISNEY LIFE	27	12	15	3	10	7	7	2	1	1	7	8	10	8	2
	1%	1%	1%	1%	3%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%
					cd								d	d	
		45%	55%	12%	36%	26%	26%	8%	5%	4%	24%	28%	35%	30%	7%
HAYU	15	2	13	2	9	1	5	2	*	-	4	7	4	5	-
	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
			a		cd							d	d	d	
		14%	86%	10%	55%	4%	31%	14%	3%	1%	26%	42%	28%	30%	1%
ANY OTHER OTT	30	11	19	2	7	12	8	-	-	4	15	12	11	3	3
	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%	2%	2%	1%	1%
		37%	63%	7%	23%	41%	29%	1%	1%	13%	51%	42%	38%	10%	10%
ANY FREE TV															
	1060	525	535	132	165	300	463	100	83	110	264	259	271	219	309
	47%	48%	46%	42%	45%	39%	58%	72%	56%	50%	41%	43%	45%	44%	56%
							abc	bcd	d	d					abc
		49%	51%	12%	16%	28%	44%	9%	8%	10%	25%	24%	26%	21%	29%
FREEVIEW	932	458	474	106	149	261	416	88	75	97	234	226	242	187	275
	41%	42%	41%	34%	40%	34%	52%	64%	51%	44%	36%	38%	40%	38%	50%
					c		abc	bcd	d						abc
		49%	51%	11%	16%	28%	45%	9%	8%	10%	25%	24%	26%	20%	30%
FREE SATELLITE	155	79	76	29	17	44	66	11	11	14	38	42	35	38	41
	7%	7%	7%	9%	5%	6%	8%	8%	7%	6%	6%	7%	6%	8%	7%
				bc			bc								
		51%	49%	19%	11%	28%	42%	7%	7%	9%	25%	27%	23%	24%	26%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 116

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : Those with multichannel TV

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d
Mean number of TV services (out of 4)	1.5	1.5	1.5	1.6	1.6	1.5	1.3	1.2	1.3	1.4	1.6	1.6	1.5	1.4	1.3
				cd	cd	d				a	abc	bcd	cd	d	
Standard deviation	.59	.61	.58	.58	.59	.63	.50	.49	.48	.55	.61	.62	.60	.58	.53
Standard error	.01	.02	.02	.03	.03	.02	.01	.04	.03	.03	.02	.02	.02	.02	.02
Columns Tested:	a, b - a, b, c, d - a, b, c, d - a, b, c, d														

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : Those with multichannel TV

	NATION				
	Total	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d
Unweighted total	2770	2007	250	255	258
Effective Weighted Sample	2271	1768	237	236	238
Total	2254	1885	193	112	64
		84%	9%	5%	3%
ANY TRADITIONAL PAY TV					
	1148	970	100	48	30
	51%	51%	52%	42%	47%
		c	c		
		85%	9%	4%	3%
SKY	774	648	61	43	23
	34%	34%	31%	38%	36%
		84%	8%	6%	3%
VIRGIN MEDIA	383	332	39	5	7
	17%	18%	20%	4%	11%
		cd	cd		c
		87%	10%	1%	2%
ANY HYBRID IPTV					
	243	205	15	9	14
	11%	11%	8%	8%	21%
					abc
		85%	6%	4%	6%
BT TV	146	119	8	6	12
	6%	6%	4%	6%	18%
					abc
		82%	6%	4%	8%
TALKTALK TV	70	61	5	2	2
	3%	3%	3%	2%	3%
		87%	8%	3%	2%

Columns Tested: a,b,c,d

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 116

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : Those with multichannel TV

	NATION				
	Total	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d
Unweighted total	2770	2007	250	255	258
Effective Weighted Sample	2271	1768	237	236	238
Total	2254	1885	193	112	64
		84%	9%	5%	3%
YOUVIEW	18	17	1	-	*
	1%	1%	1%	-%	*%
		92%	7%	-%	1%
EE TV	13	13	-	-	-
	1%	1%	-%	-%	-%
		100%	-%	-%	-%
ANY OTT					
	872	729	81	39	23
	39%	39%	42%	35%	36%
		84%	9%	5%	3%
NETFLIX	707	583	71	31	22
	31%	31%	37%	27%	34%
			c		
		83%	10%	4%	3%
AMAZON PRIME VIDEO	367	317	34	14	2
	16%	17%	17%	13%	3%
		d	d	d	
		86%	9%	4%	1%
NOW TV	81	77	1	3	1
	4%	4%	*%	3%	2%
		b		b	
		94%	1%	4%	1%
DISNEY LIFE	27	25	1	*	*
	1%	1%	1%	*%	1%
		92%	5%	1%	1%

Columns Tested: a,b,c,d

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : Those with multichannel TV

	NATION				
	Total	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d
Unweighted total	2770	2007	250	255	258
Effective Weighted Sample	2271	1768	237	236	238
Total	2254	1885	193	112	64
		84%	9%	5%	3%
HAYU	15	15	1	-	-
	1%	1%	*%	-%	-%
		95%	5%	-%	-%
ANY OTHER OTT	30	26	3	1	1
	1%	1%	1%	1%	1%
		86%	10%	2%	2%
ANY FREE TV					
	1060	874	93	60	33
	47%	46%	48%	54%	52%
		82%	9%	a 6%	3%
FREEVIEW	932	771	84	49	28
	41%	41%	44%	44%	43%
		83%	9%	5%	3%
FREE SATELLITE	155	125	11	13	7
	7%	7%	6%	11%	10%
		81%	7%	ab 8%	a 4%
Mean number of TV services (out of 4)	1.5	1.5	1.5	1.4	1.6
		c	c		ac
Standard deviation	.59	.59	.60	.53	.72
Standard error	.01	.01	.04	.03	.04
Columns Tested:	a,b,c,d				

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 116

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : Those with multichannel TV

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
ANY TRADITIONAL PAY TV							
	1148	1016	132	758	388	581	567
	51%	52%	44%	58%	41%	51%	51%
		b		b			
		89%	11%	66%	34%	51%	49%
SKY	774	658	116	516	258	403	371
	34%	34%	39%	39%	27%	35%	33%
				b			
		85%	15%	67%	33%	52%	48%
VIRGIN MEDIA	383	367	16	251	130	187	196
	17%	19%	5%	19%	14%	16%	18%
		b		b			
		96%	4%	66%	34%	49%	51%
ANY HYBRID IPTV							
	243	206	37	138	105	146	96
	11%	11%	12%	10%	11%	13%	9%
						b	
		85%	15%	57%	43%	60%	40%
BT TV	146	115	31	85	61	101	44
	6%	6%	10%	6%	6%	9%	4%
			a			b	
		79%	21%	58%	42%	70%	30%
TALKTALK TV	70	66	5	37	33	32	39
	3%	3%	2%	3%	4%	3%	3%
		93%	7%	53%	47%	45%	55%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : Those with multichannel TV

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
YOUVIEW	18	18	1	11	8	10	8
	1%	1%	*%	1%	1%	1%	1%
		96%	4%	57%	43%	55%	45%
EE TV	13	13	-	9	5	6	8
	1%	1%	-%	1%	*%	1%	1%
		100%	-%	65%	35%	44%	56%
ANY OTT							
	872	756	116	618	253	464	408
	39%	39%	39%	47%	27%	41%	37%
				b		b	
		87%	13%	71%	29%	53%	47%
NETFLIX	707	623	84	500	205	359	348
	31%	32%	28%	38%	22%	32%	31%
				b			
		88%	12%	71%	29%	51%	49%
AMAZON PRIME VIDEO	367	311	56	269	98	208	159
	16%	16%	19%	21%	10%	18%	14%
				b		b	
		85%	15%	73%	27%	57%	43%
NOW TV	81	77	4	54	27	52	29
	4%	4%	1%	4%	3%	5%	3%
		b				b	
		95%	5%	66%	33%	64%	36%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : Those with multichannel TV

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
DISNEY LIFE	27	23	3	20	7	12	15
	1%	1%	1%	2%	1%	1%	1%
		87%	13%	75%	25%	45%	55%
HAYU	15	14	2	11	4	13	3
	1%	1%	1%	1%	*%	1%	*%
						b	
		89%	11%	72%	28%	83%	17%
ANY OTHER OTT	30	23	7	23	6	20	10
	1%	1%	2%	2%	1%	2%	1%
				b			
		76%	24%	78%	22%	68%	32%
ANY FREE TV							
	1060	903	157	532	527	540	520
	47%	46%	53%	41%	56%	47%	47%
			a		a		
		85%	15%	50%	50%	51%	49%
FREEVIEW	932	798	133	460	470	472	460
	41%	41%	44%	35%	50%	41%	41%
					a		
		86%	14%	49%	50%	51%	49%
FREE SATELLITE	155	126	30	86	69	86	69
	7%	6%	10%	7%	7%	8%	6%
			a				
		81%	19%	55%	45%	56%	44%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**HOUSEHOLD TV SERVICES
by MAIN CROSS-BREAKS**

Base : Those with multichannel TV

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Mean number of TV services (out of 4)	1.5	1.5	1.5	1.6	1.4	1.5	1.4
				b		b	
Standard deviation	.59	.59	.59	.61	.54	.61	.56
Standard error	.01	.01	.03	.02	.01	.02	.01
Columns Tested:	a,b - a,b - a,b						

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 118

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

**COUNT OF TV SERVICES - ANY TRADITIONAL PAY TV, ANY HYBRID IPTV, ANY OTT, ANY FREE TV
by MAIN CROSS-BREAKS**

Base : Those with multichannel TV

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%
ONE TV SERVICE	1293	627	666	133	156	413	591	109	103	144	272	288	318	300	384
	57%	58%	57%	43%	42%	53%	74%	79%	69%	65%	42%	48%	53%	61%	70%
		49%	51%	10%	12%	ab	abc	cd	d	d	11%	22%	25%	ab	abc
						32%	46%	8%	8%	11%	21%	22%	25%	23%	30%
TWO TV SERVICES	860	406	453	165	190	316	188	28	44	70	329	275	254	172	155
	38%	37%	39%	53%	52%	41%	24%	20%	30%	32%	51%	46%	42%	35%	28%
		47%	53%	cd	cd	d			a	a	abc	cd	cd	d	
				19%	22%	37%	22%	3%	5%	8%	38%	32%	30%	20%	18%
THREE TV SERVICES	96	53	44	12	22	43	19	1	1	7	40	38	27	21	11
	4%	5%	4%	4%	6%	6%	2%	1%	1%	3%	6%	6%	4%	4%	2%
				d	d	d				ab		d	d	d	
		55%	45%	13%	23%	44%	20%	1%	1%	7%	42%	39%	28%	22%	11%
ALL FOUR TV SERVICES	5	4	2	1	-	4	-	1	-	*	2	1	2	1	2
	*%	*%	*%	*%	-%	1%	-%	1%	-%	*%	*%	*%	*%	*%	*%
		69%	31%	18%	-%	82%	-%	19%	-%	4%	31%	27%	34%	10%	30%
Mean number of TV services (out of 4)	1.5	1.5	1.5	1.6	1.6	1.5	1.3	1.2	1.3	1.4	1.6	1.6	1.5	1.4	1.3
				cd	cd	d				a	abc	bcd	cd	d	
Standard deviation	.59	.61	.58	.58	.59	.63	.50	.49	.48	.55	.61	.62	.60	.58	.53
Standard error	.01	.02	.02	.03	.03	.02	.01	.04	.03	.03	.02	.02	.02	.02	.02

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 118

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

**COUNT OF TV SERVICES - ANY TRADITIONAL PAY TV, ANY HYBRID IPTV, ANY OTT, ANY FREE TV
by MAIN CROSS-BREAKS**

Base : Those with multichannel TV

	NATION				
	Total	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d
Unweighted total	2770	2007	250	255	258
Effective Weighted Sample	2271	1768	237	236	238
Total	2254	1885	193	112	64
		84%	9%	5%	3%
ONE TV SERVICE	1293	1079	107	70	36
	57%	57%	55%	63%	57%
		83%	8%	5%	3%
TWO TV SERVICES	860	722	77	40	20
	38%	38%	40%	35%	32%
		84%	9%	5%	2%
THREE TV SERVICES	96	80	7	2	7
	4%	4%	4%	2%	11%
		83%	8%	2%	7%
					abc
ALL FOUR TV SERVICES	5	4	1	-	1
	*%	*%	1%	-%	1%
		69%	21%	-%	10%
Mean number of TV services (out of 4)	1.5	1.5	1.5	1.4	1.6
		c	c		ac
Standard deviation	.59	.59	.60	.53	.72
Standard error	.01	.01	.04	.03	.04
Columns Tested: a,b,c,d					

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 118

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**COUNT OF TV SERVICES - ANY TRADITIONAL PAY TV, ANY HYBRID IPTV, ANY OTT, ANY FREE TV
by MAIN CROSS-BREAKS**

Base : Those with multichannel TV

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
ONE TV SERVICE	1293	1121	172	657	635	615	678
	57%	57%	57%	50%	68%	54%	61%
		87%	13%	51%	a 49%	48%	a 52%
TWO TV SERVICES	860	746	114	580	279	457	403
	38%	38%	38%	44%	30%	40%	36%
		87%	13%	b 67%	32%	b 53%	47%
THREE TV SERVICES	96	83	13	71	25	64	33
	4%	4%	4%	5%	3%	6%	3%
		86%	14%	b 74%	26%	b 66%	34%
ALL FOUR TV SERVICES	5	5	1	4	2	3	2
	*%	*%	*%	*%	*%	*%	*%
		90%	10%	70%	30%	58%	42%
Mean number of TV services (out of 4)	1.5	1.5	1.5	1.6	1.4	1.5	1.4
				b		b	
Standard deviation	.59	.59	.59	.61	.54	.61	.56
Standard error	.01	.01	.03	.02	.01	.02	.01
Columns Tested: a,b - a,b - a,b							

OFCom TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 120

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

**SUMMARY FOR TRADITIONAL PAY TV
by MAIN CROSS-BREAKS**

Base : All Traditional Pay TV users

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1371	659	712	186	199	553	433	47	77	131	415	346	436	307	279	1020	121	105	125
Effective Weighted Sample	1137	545	593	154	168	463	365	40	66	109	367	302	364	255	223	904	116	98	113
Total	1148	559	589	172	195	466	315	38	60	108	387	336	319	257	233	970	100	48	30
		49%	51%	15%	17%	41%	27%	**	**	9%	34%	29%	28%	22%	20%	85%	9%	4%	3%
TRADITIONAL PAY TV ONLY	543	257	286	59	57	229	198	**	**	63	142	140	139	134	130	461	43	26	12
	47%	46%	49%	34%	29%	49%	63%	**	**	58%	37%	42%	44%	52%	56%	48%	44%	56%	41%
		47%	53%	11%	11%	42%	36%	**	**	12%	26%	26%	26%	25%	24%	85%	8%	5%	2%
TRADITIONAL PAY TV AND HYBRID IPTV ONLY	8	4	4	-	-	2	5	**	**	*	4	3	-	4	*	7	1	*	*
	1%	1%	1%	-%	-%	*%	2%	**	**	*%	1%	1%	-%	2%	*%	1%	1%	*%	1%
		50%	50%	-%	-%	30%	70%	**	**	3%	49%	40%	-%	57%	3%	86%	8%	3%	3%
TRADITIONAL PAY TV AND OTT ONLY	454	216	238	98	113	183	60	**	**	31	183	149	133	87	83	389	42	15	8
	40%	39%	40%	57%	58%	39%	19%	**	**	29%	47%	44%	42%	34%	36%	40%	42%	32%	27%
		48%	52%	22%	25%	40%	13%	**	**	7%	40%	33%	29%	19%	18%	86%	9%	3%	2%
TRADITIONAL PAY TV AND FREE TV ONLY	69	38	32	5	7	18	39	**	**	9	26	19	23	16	11	57	5	3	4
	6%	7%	5%	3%	4%	4%	12%	**	**	9%	7%	6%	7%	6%	5%	6%	5%	7%	13%
		54%	46%	7%	11%	26%	57%	**	**	14%	37%	28%	33%	23%	17%	82%	8%	5%	6%
TRADITIONAL PAY TV AND HYBRID IPTV AND OTT ONLY	5	4	1	1	1	1	1	**	**	1	-	1	2	1	-	5	-	-	-
	*%	1%	*%	1%	*%	*%	*%	**	**	1%	-%	*%	1%	1%	-%	*%	-%	-%	-%
		78%	22%	32%	15%	22%	31%	**	**	15%	-%	22%	48%	30%	-%	100%	-%	-%	-%

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

OFCom TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 120

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**SUMMARY FOR TRADITIONAL PAY TV
by MAIN CROSS-BREAKS**

Base : All Traditional Pay TV users

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1371	659	712	186	199	553	433	47	77	131	415	346	436	307	279	1020	121	105	125
Effective Weighted Sample	1137	545	593	154	168	463	365	40	66	109	367	302	364	255	223	904	116	98	113
Total	1148	559	589	172	195	466	315	38	60	108	387	336	319	257	233	970	100	48	30
		49%	51%	15%	17%	41%	27%	**	**	9%	34%	29%	28%	22%	20%	85%	9%	4%	3%
TRADITIONAL PAY TV AND OTT AND FREE TV ONLY	63	36	27	8	17	27	11	**	**	4	30	22	20	14	7	48	7	2	5
	5%	6%	5%	5%	9%	6%	3%	**	**	4%	8%	7%	6%	5%	3%	5%	7%	4%	17%
		58%	42%	13%	d 26%	43%	17%	**	**	6%	48%	35%	31%	22%	11%	77%	12%	3%	abc 8%
TRADITIONAL PAY TV AND HYBRID IPTV AND FREE TV ONLY	1	1	-	-	-	1	-	**	**	-	-	1	-	-	-	1	-	-	-
	*%	*%	-%	-%	-%	*%	-%	**	**	-%	-%	*%	-%	-%	-%	*%	-%	-%	-%
		100%	-%	-%	-%	100%	-%	**	**	-%	-%	100%	-%	-%	-%	100%	-%	-%	-%
TRADITIONAL PAY TV AND HYBRID IPTV AND OTT AND FREE TV	5	4	2	1	-	4	-	**	**	*	2	1	2	1	2	4	1	-	1
	*%	1%	*%	1%	-%	1%	-%	**	**	*%	*%	*%	1%	*%	1%	*%	1%	-%	2%
		69%	31%	18%	-%	82%	-%	**	**	4%	31%	27%	34%	10%	30%	69%	21%	-%	10%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 120

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**SUMMARY FOR TRADITIONAL PAY TV
by MAIN CROSS-BREAKS**

Base : All Traditional Pay TV users

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1371	1177	194	835	535	671	700
Effective Weighted Sample	1137	983	161	700	449	565	573
Total	1148	1016	132	758	388	581	567
		89%	11%	66%	34%	51%	49%
TRADITIONAL PAY TV ONLY	543	481	62	333	210	263	280
	47%	47%	47%	44%	54%	45%	49%
		89%	11%	61%	a 39%	48%	52%
TRADITIONAL PAY TV AND HYBRID IPTV ONLY	8	6	1	2	5	7	1
	1%	1%	1%	*%	1%	1%	*%
		85%	15%	30%	a 70%	b 92%	8%
TRADITIONAL PAY TV AND OTT ONLY	454	404	50	334	119	220	234
	40%	40%	38%	44%	31%	38%	41%
		89%	11%	b 74%	26%	48%	52%
TRADITIONAL PAY TV AND FREE TV ONLY	69	60	10	35	34	45	24
	6%	6%	7%	5%	9%	8%	4%
		86%	14%	a 51%	b 49%	65%	35%
TRADITIONAL PAY TV AND HYBRID IPTV AND OTT ONLY	5	3	2	3	2	3	1
	*%	*%	1%	*%	1%	1%	*%
		65%	35%	55%	45%	70%	30%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SUMMARY FOR TRADITIONAL PAY TV
by MAIN CROSS-BREAKS**

Base : All Traditional Pay TV users

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	1371	1177	194	835	535	671 700
Effective Weighted Sample	1137	983	161	700	449	565 573
Total	1148	1016	132	758	388	581 567
		89%	11%	66%	34%	51% 49%
TRADITIONAL PAY TV AND OTT AND FREE TV ONLY	63	56	7	46	16	39 24
	5%	6%	5%	6%	4%	7% 4%
		89%	11%	74%	26%	62% 38%
TRADITIONAL PAY TV AND HYBRID IPTV AND FREE TV ONLY	1	1	-	1	-	1 -
	*%	*%	-%	*%	-%	*% -%
		100%	-%	100%	-%	100% -%
TRADITIONAL PAY TV AND HYBRID IPTV AND OTT AND FREE TV	5	5	1	4	2	3 2
	*%	*%	*%	*%	*%	1% *%
		90%	10%	70%	30%	58% 42%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 121

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

**SUMMARY FOR HYBRID IPTV
by MAIN CROSS-BREAKS**

Base : All Hybrid IPTV users

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	305	151	154	33	34	99	139	8	17	28	75	80	90	81	53	216	19	19	51
Effective Weighted Sample	245	116	129	26	27	79	115	8	15	22	64	68	76	64	41	192	18	18	47
Total	243	119	123	26	29	84	103	6	13	20	66	78	63	62	39	205	15	9	14
		49%	51%	**	**	**	43%	**	**	**	**	**	**	**	**	85%	**	**	**
HYBRID IPTV ONLY	99	54	45	**	**	**	51	**	**	**	**	**	**	**	**	83	**	**	**
	41%	46%	37%	**	**	**	49%	**	**	**	**	**	**	**	**	40%	**	**	**
		55%	45%	**	**	**	51%	**	**	**	**	**	**	**	**	83%	**	**	**
HYBRID IPTV AND TRADITIONAL PAY TV ONLY	8	4	4	**	**	**	5	**	**	**	**	**	**	**	**	7	**	**	**
	3%	3%	3%	**	**	**	5%	**	**	**	**	**	**	**	**	3%	**	**	**
		50%	50%	**	**	**	70%	**	**	**	**	**	**	**	**	86%	**	**	**
HYBRID IPTV AND OTT ONLY	68	25	43	**	**	**	18	**	**	**	**	**	**	**	**	53	**	**	**
	28%	21%	35%	**	**	**	18%	**	**	**	**	**	**	**	**	26%	**	**	**
			a																
		37%	63%	**	**	**	27%	**	**	**	**	**	**	**	**	78%	**	**	**
HYBRID IPTV AND FREE TV ONLY	29	16	13	**	**	**	21	**	**	**	**	**	**	**	**	28	**	**	**
	12%	13%	11%	**	**	**	20%	**	**	**	**	**	**	**	**	13%	**	**	**
		55%	45%	**	**	**	71%	**	**	**	**	**	**	**	**	96%	**	**	**
HYBRID IPTV AND TRADITIONAL PAY TV AND OTT ONLY	5	4	1	**	**	**	1	**	**	**	**	**	**	**	**	5	**	**	**
	2%	3%	1%	**	**	**	1%	**	**	**	**	**	**	**	**	2%	**	**	**
		78%	22%	**	**	**	31%	**	**	**	**	**	**	**	**	100%	**	**	**
HYBRID IPTV AND TRADITIONAL PAY TV AND FREE TV ONLY	1	1	-	**	**	**	-	**	**	**	**	**	**	**	**	1	**	**	**
	*%	1%	-%	**	**	**	-%	**	**	**	**	**	**	**	**	*%	**	**	**
		100%	-%	**	**	**	-%	**	**	**	**	**	**	**	**	100%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 121

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**SUMMARY FOR HYBRID IPTV
by MAIN CROSS-BREAKS**

Base : All Hybrid IPTV users

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	305	151	154	33	34	99	139	8	17	28	75	80	90	81	53	216	19	19	51
Effective Weighted Sample	245	116	129	26	27	79	115	8	15	22	64	68	76	64	41	192	18	18	47
Total	243	119	123	26	29	84	103	6	13	20	66	78	63	62	39	205	15	9	14
		49%	51%	**	**	**	43%	**	**	**	**	**	**	**	**	85%	**	**	**
HYBRID IPTV AND OTT AND FREE TV ONLY	28	12	16	**	**	**	7	**	**	**	**	**	**	**	**	26	**	**	**
	11%	10%	13%	**	**	**	7%	**	**	**	**	**	**	**	**	13%	**	**	**
		43%	57%	**	**	**	25%	**	**	**	**	**	**	**	**	94%	**	**	**
HYBRID IPTV AND TRADITIONAL PAY TV AND OTT AND FREE TV	5	4	2	**	**	**	-	**	**	**	**	**	**	**	**	4	**	**	**
	2%	3%	1%	**	**	**	-%	**	**	**	**	**	**	**	**	2%	**	**	**
		69%	31%	**	**	**	-%	**	**	**	**	**	**	**	**	69%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 121

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**SUMMARY FOR HYBRID IPTV
by MAIN CROSS-BREAKS**

Base : All Hybrid IPTV users

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	305	243	62	159	146	176	129
Effective Weighted Sample	245	198	51	128	119	141	105
Total	243	206	37	138	105	146	96
		85%	**	57%	43%	60%	40%
HYBRID IPTV ONLY	99	84	**	53	47	55	45
	41%	41%	**	38%	45%	37%	46%
		84%	**	53%	47%	55%	45%
HYBRID IPTV AND TRADITIONAL PAY TV ONLY	8	6	**	2	5	7	1
	3%	3%	**	2%	5%	5%	1%
		85%	**	30%	70%	92%	8%
HYBRID IPTV AND OTT ONLY	68	57	**	43	25	40	28
	28%	27%	**	31%	24%	27%	29%
		83%	**	64%	36%	59%	41%
HYBRID IPTV AND FREE TV ONLY	29	27	**	11	18	17	12
	12%	13%	**	8%	17%	11%	13%
		95%	**	37%	a 63%	57%	43%
HYBRID IPTV AND TRADITIONAL PAY TV AND OTT ONLY	5	3	**	3	2	3	1
	2%	1%	**	2%	2%	2%	1%
		65%	**	55%	45%	70%	30%
HYBRID IPTV AND TRADITIONAL PAY TV AND FREE TV ONLY	1	1	**	1	-	1	-
	*%	*%	**	1%	-%	1%	-%
		100%	**	100%	-%	100%	-%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SUMMARY FOR HYBRID IPTV
by MAIN CROSS-BREAKS**

Base : All Hybrid IPTV users

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	305	243	62	159	146	176	129
Effective Weighted Sample	245	198	51	128	119	141	105
Total	243	206	37	138	105	146	96
		85%	**	57%	43%	60%	40%
HYBRID IPTV AND OTT AND FREE TV ONLY	28	23	**	22	6	20	7
	11%	11%	**	16%	6%	14%	8%
		83%	**	b 77%	23%	73%	27%
HYBRID IPTV AND TRADITIONAL PAY TV AND OTT AND FREE TV	5	5	**	4	2	3	2
	2%	2%	**	3%	2%	2%	2%
		90%	**	70%	30%	58%	42%

Columns Tested: a,b - a,b - a,b

OFCom TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 122

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**SUMMARY FOR OTT
by MAIN CROSS-BREAKS**

Base : All OTT users

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER					£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Unweighted total	1014	481	533	206	222	410	176	34	46	82	354	283	353	200	176	747	95	81	91
Effective Weighted Sample	843	399	444	170	186	345	145	29	42	67	313	244	297	167	143	662	92	77	82
Total	894	422	472	182	220	347	145	28	41	65	347	292	270	174	156	750	81	40	23
		47%	53%	20%	25%	39%	16%	**	**	**	39%	33%	30%	19%	17%	84%	**	**	**
OTT ONLY	39	17	22	10	16	10	3	**	**	**	10	10	15	8	7	36	**	**	**
	4%	4%	5%	6%	7%	3%	2%	**	**	**	3%	4%	5%	4%	4%	5%	**	**	**
		44%	56%	26%	40%	27%	7%	**	**	**	26%	26%	37%	20%	17%	91%	**	**	**
OTT AND TRADITIONAL PAY TV ONLY	454	216	238	98	113	183	60	**	**	**	183	149	133	87	83	389	**	**	**
	51%	51%	50%	54%	51%	53%	42%	**	**	**	53%	51%	49%	50%	53%	52%	**	**	**
		48%	52%	d	22%	25%	d	**	**	**	40%	33%	29%	19%	18%	86%	**	**	**
OTT AND HYBRID IPTV ONLY	68	25	43	11	9	30	18	**	**	**	22	21	22	16	9	53	**	**	**
	8%	6%	9%	6%	4%	9%	13%	**	**	**	6%	7%	8%	9%	6%	7%	**	**	**
		37%	63%	16%	14%	44%	ab	**	**	**	33%	31%	32%	23%	13%	78%	**	**	**
OTT AND FREE TV ONLY	232	107	125	50	60	78	45	**	**	**	89	73	72	41	45	190	**	**	**
	26%	25%	26%	27%	27%	22%	31%	**	**	**	26%	25%	27%	24%	29%	25%	**	**	**
		46%	54%	22%	26%	34%	c	**	**	**	38%	32%	31%	18%	19%	82%	**	**	**
OTT AND TRADITIONAL PAY TV AND HYBRID IPTV ONLY	5	4	1	1	1	1	1	**	**	**	-	1	2	1	-	5	**	**	**
	1%	1%	*%	1%	*%	*%	1%	**	**	**	-%	*%	1%	1%	-%	1%	**	**	**
		78%	22%	32%	15%	22%	31%	**	**	**	-%	22%	48%	30%	-%	100%	**	**	**
OTT AND TRADITIONAL PAY TV AND FREE TV ONLY	63	36	27	8	17	27	11	**	**	**	30	22	20	14	7	48	**	**	**
	7%	9%	6%	5%	8%	8%	7%	**	**	**	9%	8%	7%	8%	5%	6%	**	**	**
		58%	42%	13%	26%	43%	17%	**	**	**	48%	35%	31%	22%	11%	77%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 122

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**SUMMARY FOR OTT
by MAIN CROSS-BREAKS**

Base : All OTT users

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Unweighted total	1014	481	533	206	222	410	176	34	46	82	354	283	353	200	176	747	95	81	91
Effective Weighted Sample	843	399	444	170	186	345	145	29	42	67	313	244	297	167	143	662	92	77	82
Total	894	422	472	182	220	347	145	28	41	65	347	292	270	174	156	750	81	40	23
		47%	53%	20%	25%	39%	16%	**	**	**	39%	33%	30%	19%	17%	84%	**	**	**
OTT AND HYBRID IPTV AND FREE TV ONLY	28	12	16	2	5	14	7	**	**	**	10	14	5	6	4	26	**	**	**
	3%	3%	3%	1%	2%	4%	5%	**	**	**	3%	5%	2%	3%	2%	3%	**	**	**
		43%	57%	9%	18%	49%	25%	**	**	**	34%	49%	17%	20%	13%	94%	**	**	**
OTT AND TRADITIONAL PAY TV AND HYBRID IPTV AND OTT AND FREE TV	5	4	2	1	-	4	-	**	**	**	2	1	2	1	2	4	**	**	**
	1%	1%	*%	1%	-%	1%	-%	**	**	**	*%	1%	1%	*%	1%	*%	**	**	**
		69%	31%	18%	-%	82%	-%	**	**	**	31%	27%	34%	10%	30%	69%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 122

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**SUMMARY FOR OTT
by MAIN CROSS-BREAKS**

Base : All OTT users

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	1014	851	163	680	332	506 508
Effective Weighted Sample	843	713	134	564	283	426 419
Total	894	777	117	631	260	474 420
		87%	13%	71%	29%	53% 47%
OTT ONLY	39	37	2	26	13	20 20
	4%	5%	2%	4%	5%	4% 5%
		95%	5%	65%	32%	50% 50%
OTT AND TRADITIONAL PAY TV ONLY	454	404	50	334	119	220 234
	51%	52%	43%	53%	46%	46% 56%
		b		b		a
		89%	11%	74%	26%	48% 52%
OTT AND HYBRID IPTV ONLY	68	57	11	43	25	40 28
	8%	7%	10%	7%	9%	8% 7%
		83%	17%	64%	36%	59% 41%
OTT AND FREE TV ONLY	232	192	40	154	78	128 104
	26%	25%	34%	24%	30%	27% 25%
		a				
		83%	17%	66%	34%	55% 45%
OTT AND TRADITIONAL PAY TV AND HYBRID IPTV ONLY	5	3	2	3	2	3 1
	1%	*%	1%	*%	1%	1% *%
		65%	35%	55%	45%	70% 30%
OTT AND TRADITIONAL PAY TV AND FREE TV ONLY	63	56	7	46	16	39 24
	7%	7%	6%	7%	6%	8% 6%
		89%	11%	74%	26%	62% 38%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 122

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**SUMMARY FOR OTT
by MAIN CROSS-BREAKS**

Base : All OTT users

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1014	851	163	680	332	506	508
Effective Weighted Sample	843	713	134	564	283	426	419
Total	894	777	117	631	260	474	420
		87%	13%	71%	29%	53%	47%
OTT AND HYBRID IPTV AND FREE TV ONLY	28	23	5	22	6	20	7
	3%	3%	4%	3%	2%	4%	2%
		83%	17%	77%	23%	b 73%	27%
OTT AND TRADITIONAL PAY TV AND HYBRID IPTV AND OTT AND FREE TV	5	5	1	4	2	3	2
	1%	1%	*%	1%	1%	1%	1%
		90%	10%	70%	30%	58%	42%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 123

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**SUMMARY FOR FREE TV
by MAIN CROSS-BREAKS**

Base : All Free TV users

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1349	661	688	155	175	365	654	131	112	139	273	277	378	285	406	948	126	144	131
Effective Weighted Sample	1089	532	557	126	143	299	533	108	99	114	233	234	312	220	330	827	119	133	123
Total	1060	525	535	132	165	300	463	100	83	110	264	259	271	219	309	874	93	60	33
		49%	51%	12%	16%	28%	44%	9%	8%	10%	25%	24%	26%	21%	29%	82%	9%	6%	3%
FREE TV ONLY	633	311	322	64	76	153	341	82	62	71	102	119	145	134	233	521	59	37	16
	60%	59%	60%	48%	46%	51%	74%	82%	74%	65%	39%	46%	54%	61%	75%	60%	63%	61%	49%
		49%	51%	10%	12%	24%	abc	cd	d	d	16%	19%	23%	21%	abc	d	d		
							54%	13%	10%	11%					37%	82%	9%	6%	3%
FREE TV AND TRADITIONAL PAY TV ONLY	69	38	32	5	7	18	39	3	4	9	26	19	23	16	11	57	5	3	4
	7%	7%	6%	3%	4%	6%	8%	3%	5%	9%	10%	7%	8%	7%	4%	6%	6%	6%	12%
		54%	46%	7%	11%	26%	57%	5%	6%	14%	a	d	d					a	
											37%	28%	33%	23%	17%	82%	8%	5%	6%
FREE TV AND OTT ONLY	232	107	125	50	60	78	45	11	14	19	89	73	72	41	45	190	20	18	4
	22%	20%	23%	38%	36%	26%	10%	11%	17%	17%	34%	28%	27%	19%	15%	22%	22%	30%	13%
		46%	54%	cd	cd	d	19%	5%	6%	8%	abc	cd	cd			d		ad	
				22%	26%	34%					38%	32%	31%	18%	19%	82%	9%	8%	2%
FREE TV AND HYBRID IPTV ONLY	29	16	13	2	1	5	21	1	2	4	5	10	5	8	7	28	-	*	1
	3%	3%	2%	2%	1%	2%	4%	1%	3%	4%	2%	4%	2%	3%	2%	3%	-%	-%	3%
		55%	45%	8%	4%	18%	bc	5%	8%	15%	18%	34%	16%	26%	24%	96%	-%	1%	4%
FREE TV AND TRADITIONAL PAY TV AND HYBRID IPTV ONLY	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-
	100%	100%	-%	-%	-%	100%	-%	-%	-%	-%	-%	100%	-%	-%	-%	100%	-%	-%	-%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 123

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**SUMMARY FOR FREE TV
by MAIN CROSS-BREAKS**

Base : All Free TV users

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1349	661	688	155	175	365	654	131	112	139	273	277	378	285	406	948	126	144	131
Effective Weighted Sample	1089	532	557	126	143	299	533	108	99	114	233	234	312	220	330	827	119	133	123
Total	1060	525	535	132	165	300	463	100	83	110	264	259	271	219	309	874	93	60	33
		49%	51%	12%	16%	28%	44%	9%	8%	10%	25%	24%	26%	21%	29%	82%	9%	6%	3%
FREE TV AND HYBRID IPTV ONLY AND OTT ONLY	28	12	16	2	5	14	7	-	-	2	10	14	5	6	4	26	-	-	2
	3%	2%	3%	2%	3%	5%	1%	-%	-%	2%	4%	5%	2%	3%	1%	3%	-%	-%	5%
		43%	57%	9%	18%	49%	25%	-%	-%	6%	34%	49%	17%	20%	13%	94%	-%	-%	6%
FREE TV AND TRADITIONAL PAY TV AND OTT	63	36	27	8	17	27	11	1	1	4	30	22	20	14	7	48	7	2	5
	6%	7%	5%	6%	10%	9%	2%	1%	1%	4%	11%	8%	7%	6%	2%	6%	8%	4%	15%
		58%	42%	d	d	d					abc	d	d	d				ac	
				13%	26%	43%	17%	1%	1%	6%	48%	35%	31%	22%	11%	77%	12%	3%	8%
FREE TV AND TRADITIONAL PAY TV AND HYBRID IPTV AND OTT	5	4	2	1	-	4	-	1	-	*	2	1	2	1	2	4	1	-	1
	1%	1%	*%	1%	-%	1%	-%	1%	-%	*%	1%	1%	1%	*%	1%	*%	1%	-%	2%
		69%	31%	d	-%	d	-%	19%	-%	4%	31%	27%	34%	10%	30%	69%	21%	-%	10%
Columns Tested:	a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SUMMARY FOR FREE TV
by MAIN CROSS-BREAKS**

Base : All Free TV users

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1349	1082	267	589	759	657	692
Effective Weighted Sample	1089	887	217	475	639	532	558
Total	1060	903	157	532	527	540	520
		85%	15%	50%	50%	51%	49%
FREE TV ONLY	633	539	94	259	373	287	346
	60%	60%	60%	49%	71%	53%	67%
				a	a		a
		85%	15%	41%	59%	45%	55%
FREE TV AND TRADITIONAL PAY TV ONLY	69	60	10	35	34	45	24
	7%	7%	6%	7%	6%	8%	5%
						b	
		86%	14%	51%	49%	65%	35%
FREE TV AND OTT ONLY	232	192	40	154	78	128	104
	22%	21%	26%	29%	15%	24%	20%
				b			
		83%	17%	66%	34%	55%	45%
FREE TV AND HYBRID IPTV ONLY	29	27	2	11	18	17	12
	3%	3%	1%	2%	3%	3%	2%
		95%	5%	37%	63%	57%	43%
FREE TV AND TRADITIONAL PAY TV AND HYBRID IPTV ONLY	1	1	-	1	-	1	-
	*%	*%	-%	*%	-%	*%	-%
		100%	-%	100%	-%	100%	-%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**SUMMARY FOR FREE TV
by MAIN CROSS-BREAKS**

Base : All Free TV users

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1349	1082	267	589	759	657	692
Effective Weighted Sample	1089	887	217	475	639	532	558
Total	1060	903	157	532	527	540	520
		85%	15%	50%	50%	51%	49%
FREE TV AND HYBRID IPTV ONLY AND OTT ONLY	28	23	5	22	6	20	7
	3%	3%	3%	4%	1%	4%	1%
		83%	17%	b	b	b	b
				77%	23%	73%	27%
FREE TV AND TRADITIONAL PAY TV AND OTT	63	56	7	46	16	39	24
	6%	6%	4%	9%	3%	7%	5%
		89%	11%	b	b	b	b
				74%	26%	62%	38%
FREE TV AND TRADITIONAL PAY TV AND HYBRID IPTV AND OTT	5	5	1	4	2	3	2
	1%	1%	*%	1%	*%	1%	*%
		90%	10%	70%	30%	58%	42%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**MULTICHANNEL TV OWNERSHIP
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
ALL MULTICHANNEL TV	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
	97%	96%	97%	92%	95%	97%	99%	94%	98%	98%	98%	97%	96%	97%	96%	97%	95%	97%	99%
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
DIGITAL TERRESTRIAL	932	458	474	106	149	261	416	88	75	97	234	226	242	187	275	771	84	49	28
	40%	40%	39%	31%	38%	33%	51%	60%	50%	43%	36%	36%	39%	37%	48%	39%	42%	43%	43%
		49%	51%	11%	16%	28%	45%	9%	8%	10%	25%	24%	26%	20%	30%	83%	9%	5%	3%
DIGITAL SATELLITE	930	456	473	143	151	364	271	36	51	91	308	270	255	201	203	773	71	56	30
	40%	40%	39%	42%	39%	46%	33%	25%	34%	40%	47%	43%	41%	40%	35%	40%	35%	48%	46%
		49%	51%	15%	16%	39%	29%	4%	6%	10%	33%	29%	27%	22%	22%	83%	8%	6%	3%
PAY DIGITAL SATELLITE	774	377	397	114	134	320	205	25	41	77	270	228	220	163	163	648	61	43	23
	33%	33%	33%	34%	34%	40%	25%	17%	27%	34%	41%	37%	35%	32%	28%	33%	30%	37%	36%
		49%	51%	15%	17%	41%	26%	3%	5%	10%	35%	30%	28%	21%	21%	84%	8%	6%	3%
FREE DIGITAL SATELLITE	139	73	65	23	16	40	61	10	11	13	35	36	32	31	39	112	10	11	6
	6%	6%	5%	7%	4%	5%	7%	7%	7%	6%	5%	6%	5%	6%	7%	6%	5%	10%	9%
		53%	47%	16%	11%	29%	44%	7%	8%	9%	25%	26%	23%	23%	28%	81%	7%	8%	4%
CABLE	383	187	196	60	60	151	112	13	19	32	124	110	104	96	71	332	39	5	7
	16%	16%	16%	18%	16%	19%	14%	9%	13%	14%	19%	18%	17%	19%	12%	17%	19%	4%	11%
		49%	51%	16%	16%	39%	29%	3%	5%	8%	32%	29%	27%	25%	18%	87%	10%	1%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**MULTICHANNEL TV OWNERSHIP
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
NO MULTICHANNEL TV	81	45	35	26	21	23	10	9	2	5	13	19	24	13	24	67	10	3	*
	3%	4%	3%	8%	5%	3%	1%	6%	2%	2%	2%	3%	4%	3%	4%	3%	5%	3%	1%
		56%	44%	cd	cd	d		bd								d	d		
				32%	26%	29%	13%	11%	3%	7%	16%	23%	30%	17%	30%	83%	13%	4%	1%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**MULTICHANNEL TV OWNERSHIP
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
ALL MULTICHANNEL TV	2254	1955	300	1312	940	1138	1116
	97%	96%	98%	97%	96%	98%	96%
		87%	13%	58%	42%	b 50%	50%
DIGITAL TERRESTRIAL	932	798	133	460	470	472	460
	40%	39%	43%	34%	48%	40%	39%
		86%	14%	49%	a 50%	51%	49%
DIGITAL SATELLITE	930	784	146	602	328	489	440
	40%	39%	48%	44%	34%	42%	38%
		84%	a 16%	b 65%	35%	b 53%	47%
PAY DIGITAL SATELLITE	774	658	116	516	258	403	371
	33%	32%	38%	38%	26%	35%	32%
		85%	a 15%	b 67%	33%	52%	48%
FREE DIGITAL SATELLITE	139	112	27	76	63	75	64
	6%	6%	9%	6%	6%	6%	5%
		81%	a 19%	55%	45%	54%	46%
CABLE	383	367	16	251	130	187	196
	16%	18%	5%	19%	13%	16%	17%
		b 96%	b 4%	b 66%	34%	49%	51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**MULTICHANNEL TV OWNERSHIP
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
NO MULTICHANNEL TV	81	73	7	44	36	28	52
	3%	4%	2%	3%	4%	2%	4%
		91%	9%	54%	44%	35%	a 65%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**QH2 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those with Satellite TV

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	~b	c	d
Unweighted total	1123	546	577	159	158	432	374	42	64	107	334	280	347	249	246	794	86	124	119
Effective Weighted Sample	915	446	470	128	131	359	307	34	56	89	293	242	285	199	195	705	82	115	108
Total	930	456	473	143	151	364	271	36	51	91	308	270	255	201	203	773	71	56	30
		49%	51%	15%	16%	39%	29%	**	**	10%	33%	29%	27%	22%	22%	83%	**	6%	3%
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	774	377	397	114	134	320	205	**	**	77	270	228	220	163	163	648	**	43	23
	83%	83%	84%	80%	89% ad	88% ad	76%	**	**	84%	88%	85%	86%	81%	80%	84%	**	77%	78%
		49%	51%	15%	17%	41%	26%	**	**	10%	35%	30%	28%	21%	21%	84%	**	6%	3%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	37	18	19	9	4	11	14	**	**	4	6	7	10	9	12	28	**	4	2
	4%	4%	4%	6%	3%	3%	5%	**	**	5%	2%	3%	4%	4%	6%	4%	**	7%	6%
		49%	51%	23%	11%	29%	37%	**	**	11%	16%	19%	27%	23%	31%	75%	**	11%	5%
Freesat dish and set top box - you do not pay a subscription fee	86	48	38	13	10	22	41	**	**	7	25	24	21	18	23	71	**	7	3
	9%	11%	8%	9%	7%	6%	15% bc	**	**	8%	8%	9%	8%	9%	11%	9%	**	12%	11%
		56%	44%	15%	12%	26%	48%	**	**	9%	29%	28%	24%	21%	27%	82%	**	8%	4%
Other satellite dish	15	7	8	1	2	7	6	**	**	1	4	5	1	5	4	13	**	1	*
	2%	1%	2%	1%	1%	2%	2%	**	**	1%	1%	2%	*%	2%	2%	2%	**	1%	1%
		45%	55%	8%	11%	45%	37%	**	**	6%	30%	34%	6%	32% b	28%	86%	**	5%	3%
Columns Tested:	a, b - a, b, c, d - a, b, c, d - a, b, c, d - a, b, c, d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 125

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QH2 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : Those with Satellite TV

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+										
Significance Level: 95%	a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	~b	c	d		
Unweighted total	1123	546	577	159	158	432	374	42	64	107	334	280	347	249	246	794	86	124	119	
Effective Weighted Sample	915	446	470	128	131	359	307	34	56	89	293	242	285	199	195	705	82	115	108	
Total	930	456	473	143	151	364	271	36	51	91	308	270	255	201	203	773	71	56	30	
		49%	51%	15%	16%	39%	29%	**	**	10%	33%	29%	27%	22%	22%	83%	**	6%	3%	
Don't know	17	6	11	6	1	4	5	**	**	2	3	5	4	6	2	13	**	1	1	
	2%	1%	2%	4%	1%	1%	2%	**	**	2%	1%	2%	1%	3%	1%	2%	**	2%	4%	
		37%	63%	c	37%	8%	23%	31%	**	**	10%	19%	30%	21%	38%	11%	79%	**	7%	7%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 125

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**QH2 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those with Satellite TV

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1123	904	219	665	458	572	551
Effective Weighted Sample	915	743	181	547	380	476	440
Total	930	784	146	602	328	489	440
		84%	16%	65%	35%	53%	47%
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	774	658	116	516	258	403	371
	83%	84%	80%	86%	79%	82%	84%
		85%	15%	b 67%	33%	52%	48%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	37	30	7	21	16	20	18
	4%	4%	5%	3%	5%	4%	4%
		81%	19%	56%	44%	52%	48%
Freesat dish and set top box - you do not pay a subscription fee	86	69	17	43	43	48	38
	9%	9%	12%	7%	13%	10%	9%
		80%	20%	50%	a 50%	55%	45%
Other satellite dish	15	13	2	12	3	8	8
	2%	2%	2%	2%	1%	2%	2%
		84%	16%	78%	22%	50%	50%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 125

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QH2 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : Those with Satellite TV

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1123	904	219	665	458	572	551
Effective Weighted Sample	915	743	181	547	380	476	440
Total	930	784	146	602	328	489	440
		84%	16%	65%	35%	53%	47%
Don't know	17	14	3	11	6	11	5
	2%	2%	2%	2%	2%	2%	1%
		83%	17%	62%	38%	68%	32%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 126

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

QH3 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE)
by MAIN CROSS-BREAKS

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 £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Unweighted total	915	442	473	122	136	375	282	29	51	87	286	233	292	197	192	656	72	94	93
Effective Weighted Sample	751	361	390	99	113	314	234	24	44	72	252	203	242	157	153	584	69	87	85
Total	774	377	397	114	134	320	205	25	41	77	270	228	220	163	163	648	61	43	23
		49%	51%	15%	17%	41%	26%	**	**	**	35%	30%	28%	21%	21%	84%	**	**	**
Sky Sports channels	269	156	112	45	45	108	71	**	**	**	107	101	77	57	33	226	**	**	**
	35%	42%	28%	40%	34%	34%	35%	**	**	**	40%	44%	35%	35%	20%	35%	**	**	**
		b										d	d	d					
		58%	42%	17%	17%	40%	26%	**	**	**	40%	38%	29%	21%	12%	84%	**	**	**
BT Sport channels	78	48	30	18	13	32	14	**	**	**	30	30	19	18	11	66	**	**	**
	10%	13%	7%	16%	10%	10%	7%	**	**	**	11%	13%	9%	11%	7%	10%	**	**	**
		b		d															
		62%	38%	23%	17%	41%	18%	**	**	**	38%	38%	25%	23%	14%	86%	**	**	**
Sky Cinema channels	252	142	110	34	53	111	54	**	**	**	104	93	75	44	39	225	**	**	**
	33%	38%	28%	30%	39%	35%	26%	**	**	**	39%	41%	34%	27%	24%	35%	**	**	**
		b		d	d							cd	d						
		56%	44%	14%	21%	44%	22%	**	**	**	41%	37%	30%	18%	16%	89%	**	**	**
Sky Atlantic	201	111	90	27	35	89	51	**	**	**	99	76	60	40	25	170	**	**	**
	26%	29%	23%	23%	26%	28%	25%	**	**	**	37%	33%	27%	24%	16%	26%	**	**	**
		b										d	d						
		55%	45%	13%	17%	44%	25%	**	**	**	49%	38%	30%	20%	13%	85%	**	**	**
Sky+ HD (High Definition channels through Sky+ HD box)	306	166	140	53	53	127	72	**	**	**	129	102	88	68	48	258	**	**	**
	40%	44%	35%	46%	40%	40%	35%	**	**	**	48%	45%	40%	42%	30%	40%	**	**	**
		b										d	d	d					
		54%	46%	17%	17%	42%	24%	**	**	**	42%	33%	29%	22%	16%	84%	**	**	**
Basic package only	235	93	142	24	45	93	73	**	**	**	71	49	58	52	76	189	**	**	**
	30%	25%	36%	21%	34%	29%	36%	**	**	**	26%	22%	27%	32%	46%	29%	**	**	**
		a			a		a							a	abc				
		40%	60%	10%	19%	39%	31%	**	**	**	30%	21%	25%	22%	32%	80%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 126

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

QH3 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : Those with paid for Sky Satellite TV

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	~c	~d
Unweighted total	915	442	473	122	136	375	282	29	51	87	286	233	292	197	192	656	72	94	93
Effective Weighted Sample	751	361	390	99	113	314	234	24	44	72	252	203	242	157	153	584	69	87	85
Total	774	377	397	114	134	320	205	25	41	77	270	228	220	163	163	648	61	43	23
		49%	51%	15%	17%	41%	26%	**	**	**	35%	30%	28%	21%	21%	84%	**	**	**
None of these	30	10	20	6	6	9	9	**	**	**	6	4	11	8	7	25	**	**	**
	4%	3%	5%	5%	5%	3%	5%	**	**	**	2%	2%	5%	5%	4%	4%	**	**	**
		34%	66%	19%	21%	29%	30%	**	**	**	19%	15%	36%	25%	22%	82%	**	**	**
Don't know	9	2	7	3	2	3	1	**	**	**	-	*	3	3	2	7	**	**	**
	1%	1%	2%	2%	1%	1%	1%	**	**	**	-%	*%	2%	2%	1%	1%	**	**	**
		21%	79%	29%	18%	38%	15%	**	**	**	-%	4%	37%	38%	21%	74%	**	**	**
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 126

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**QH3 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : Those with paid for Sky Satellite TV

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	915	742	173	560	355	468	447
Effective Weighted Sample	751	616	142	466	293	391	360
Total	774	658	116	516	258	403	371
		85%	15%	67%	33%	52%	48%
Sky Sports channels	269	230	38	183	86	155	113
	35%	35%	33%	35%	33%	39%	31%
		86%	14%	68%	32%	b 58%	42%
BT Sport channels	78	64	13	55	22	44	33
	10%	10%	11%	11%	9%	11%	9%
		83%	17%	71%	29%	57%	43%
Sky Cinema channels	252	216	36	183	68	141	111
	33%	33%	31%	36%	26%	35%	30%
		86%	14%	b 73%	27%	56%	44%
Sky Atlantic	201	166	35	148	52	124	77
	26%	25%	30%	29%	20%	31%	21%
		83%	17%	b 74%	26%	b 62%	38%
Sky+ HD (High Definition channels through Sky+ HD box)	306	260	46	213	93	170	136
	40%	40%	40%	41%	36%	42%	37%
		85%	15%	70%	30%	56%	44%
Basic package only	235	202	33	139	96	108	128
	30%	31%	28%	27%	37%	27%	34%
		86%	14%	a 59%	a 41%	a 46%	a 54%

Columns Tested: a,b - a,b - a,b

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QH3 (QH4). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Sky satellite service? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : Those with paid for Sky Satellite TV

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	915	742	173	560	355	468	447
Effective Weighted Sample	751	616	142	466	293	391	360
Total	774	658	116	516	258	403	371
		85%	15%	67%	33%	52%	48%
None of these	30	26	5	25	6	14	16
	4%	4%	4%	5%	2%	3%	4%
		85%	15%	81%	19%	46%	54%
Don't know	9	8	1	5	4	6	3
	1%	1%	1%	1%	2%	2%	1%
		92%	8%	52%	48%	70%	30%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QH4 (QH5). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Cable TV service? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those with Cable TV

	GENDER		AGE GROUP				HOUSEHOLD INCOME					SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER															
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	d	a	b	c	~d	a	~b	~c	~d
Unweighted total	465	221	244	66	63	183	153	18	26	44	135	115	148	113	87	373	49	11	32
Effective Weighted Sample	395	188	208	57	55	155	132	17	23	38	121	101	125	101	71	329	47	11	29
Total	383	187	196	60	60	151	112	13	19	32	124	110	104	96	71	332	39	5	7
		49%	51%	**	**	39%	29%	**	**	**	32%	29%	27%	25%	**	87%	**	**	**
Sky Sports channels	80	53	27	**	**	25	21	**	**	**	33	24	24	22	**	70	**	**	**
	21%	28%	14%	**	**	17%	19%	**	**	**	26%	21%	23%	23%	**	21%	**	**	**
		b																	
		66%	34%	**	**	32%	26%	**	**	**	41%	30%	30%	28%	**	87%	**	**	**
BT Sport channels	67	48	19	**	**	20	24	**	**	**	29	20	20	21	**	60	**	**	**
	18%	26%	10%	**	**	13%	22%	**	**	**	23%	18%	19%	21%	**	18%	**	**	**
		b																	
		72%	28%	**	**	30%	36%	**	**	**	43%	29%	29%	31%	**	90%	**	**	**
Sky Cinema channels	49	27	22	**	**	19	15	**	**	**	19	13	14	14	**	45	**	**	**
	13%	15%	11%	**	**	13%	13%	**	**	**	15%	12%	13%	15%	**	14%	**	**	**
		56%	44%	**	**	39%	29%	**	**	**	38%	27%	28%	29%	**	91%	**	**	**
Sky Atlantic	22	12	10	**	**	7	8	**	**	**	9	7	6	3	**	20	**	**	**
	6%	7%	5%	**	**	5%	7%	**	**	**	7%	7%	6%	3%	**	6%	**	**	**
		55%	45%	**	**	31%	34%	**	**	**	41%	32%	28%	12%	**	88%	**	**	**
High Definition channel through V+ HD box	98	52	46	**	**	36	27	**	**	**	41	31	28	27	**	86	**	**	**
	25%	28%	23%	**	**	24%	24%	**	**	**	33%	28%	27%	28%	**	26%	**	**	**
		53%	47%	**	**	37%	28%	**	**	**	42%	31%	29%	28%	**	89%	**	**	**
Basic package only	159	70	88	**	**	66	50	**	**	**	48	46	42	36	**	130	**	**	**
	41%	38%	45%	**	**	44%	45%	**	**	**	39%	42%	41%	38%	**	39%	**	**	**
		44%	56%	**	**	42%	32%	**	**	**	30%	29%	27%	23%	**	82%	**	**	**
None of these	49	19	30	**	**	23	15	**	**	**	10	11	10	11	**	47	**	**	**
	13%	10%	15%	**	**	15%	14%	**	**	**	8%	10%	10%	12%	**	14%	**	**	**
		39%	61%	**	**	47%	31%	**	**	**	21%	23%	21%	23%	**	95%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QH4 (QH5). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Cable TV service? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : Those with Cable TV

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	d	a	b	c	~d	a	~b	~c	~d
Unweighted total	465	221	244	66	63	183	153	18	26	44	135	115	148	113	87	373	49	11	32
Effective Weighted Sample	395	188	208	57	55	155	132	17	23	38	121	101	125	101	71	329	47	11	29
Total	383	187	196	60	60	151	112	13	19	32	124	110	104	96	71	332	39	5	7
		49%	51%	**	**	39%	29%	**	**	**	32%	29%	27%	25%	**	87%	**	**	**
Don't know	9	4	4	**	**	1	-	**	**	**	1	-	2	3	**	8	**	**	**
	2%	2%	2%	**	**	1%	-%	**	**	**	1%	-%	2%	4%	**	2%	**	**	**
		50%	50%	**	**	15%	-%	**	**	**	8%	-%	27%	40%	**	93%	**	**	**

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

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QH4 (QH5). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Cable TV service? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those with Cable TV

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	465	443	22	283	181	211	254
Effective Weighted Sample	395	376	20	242	157	181	216
Total	383	367	16	251	130	187	196
		96%	**	66%	34%	49%	51%
Sky Sports channels	80	77	**	52	28	48	32
	21%	21%	**	21%	21%	26%	16%
		96%	**	65%	35%	60%	40%
BT Sport channels	67	66	**	44	23	43	24
	18%	18%	**	18%	17%	23%	12%
		98%	**	66%	34%	64%	36%
Sky Cinema channels	49	49	**	32	16	25	24
	13%	13%	**	13%	13%	14%	12%
		100%	**	64%	33%	51%	49%
Sky Atlantic	22	22	**	15	6	11	12
	6%	6%	**	6%	5%	6%	6%
		100%	**	66%	28%	48%	52%
High Definition channel through V+ HD box	98	95	**	68	30	53	44
	25%	26%	**	27%	23%	29%	22%
		98%	**	70%	30%	55%	45%
Basic package only	159	151	**	107	51	76	83
	41%	41%	**	43%	39%	41%	42%
		95%	**	68%	32%	48%	52%
None of these	49	46	**	32	17	16	34
	13%	13%	**	13%	13%	8%	17%
		95%	**	65%	35%	32%	a 68%

Columns Tested: a,b - a,b - a,b

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QH4 (QH5). SHOWCARD Which, if any, of these channels do you pay to subscribe to through your Cable TV service? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : Those with Cable TV

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	465	443	22	283	181	211	254
Effective Weighted Sample	395	376	20	242	157	181	216
Total	383	367	16	251	130	187	196
		96%	**	66%	34%	49%	51%
Don't know	9	8	**	5	3	5	3
	2%	2%	**	2%	2%	3%	2%
		98%	**	62%	38%	60%	40%

Columns Tested: a,b - a,b - a,b

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**QH5 (QH68). SHOWCARD Which of the following channels do you pay to subscribe to through your pay TV service?
by MAIN CROSS-BREAKS**

Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services (from BT TV, TalkTalk TV, EE TV or YouView)

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	305	151	154	33	34	99	139	8	17	28	75	80	90	81	53	216	19	19	51
Effective Weighted Sample	245	116	129	26	27	79	115	8	15	22	64	68	76	64	41	192	18	18	47
Total	243	119	123	26	29	84	103	6	13	20	66	78	63	62	39	205	15	9	14
		49%	51%	**	**	**	43%	**	**	**	**	**	**	**	**	85%	**	**	**
Sky Sports channels	20	10	10	**	**	**	12	**	**	**	**	**	**	**	**	16	**	**	**
	8%	8%	8%	**	**	**	11%	**	**	**	**	**	**	**	**	8%	**	**	**
		51%	49%	**	**	**	59%	**	**	**	**	**	**	**	**	83%	**	**	**
Sky Cinema channels	12	7	5	**	**	**	8	**	**	**	**	**	**	**	**	11	**	**	**
	5%	6%	4%	**	**	**	7%	**	**	**	**	**	**	**	**	6%	**	**	**
		58%	42%	**	**	**	64%	**	**	**	**	**	**	**	**	96%	**	**	**
Sky Atlantic	7	2	5	**	**	**	3	**	**	**	**	**	**	**	**	6	**	**	**
	3%	2%	4%	**	**	**	3%	**	**	**	**	**	**	**	**	3%	**	**	**
		34%	66%	**	**	**	47%	**	**	**	**	**	**	**	**	78%	**	**	**
BT Sport channels	53	31	22	**	**	**	23	**	**	**	**	**	**	**	**	42	**	**	**
	22%	26%	18%	**	**	**	22%	**	**	**	**	**	**	**	**	20%	**	**	**
		58%	42%	**	**	**	43%	**	**	**	**	**	**	**	**	79%	**	**	**
High Definition channel through HD receiver/ box	25	12	13	**	**	**	13	**	**	**	**	**	**	**	**	23	**	**	**
	10%	10%	11%	**	**	**	12%	**	**	**	**	**	**	**	**	11%	**	**	**
		47%	53%	**	**	**	51%	**	**	**	**	**	**	**	**	90%	**	**	**
Basic package only	92	44	48	**	**	**	32	**	**	**	**	**	**	**	**	77	**	**	**
	38%	37%	39%	**	**	**	31%	**	**	**	**	**	**	**	**	37%	**	**	**
		48%	52%	**	**	**	35%	**	**	**	**	**	**	**	**	83%	**	**	**
None of these	59	28	31	**	**	**	26	**	**	**	**	**	**	**	**	55	**	**	**
	24%	23%	25%	**	**	**	25%	**	**	**	**	**	**	**	**	27%	**	**	**
		48%	52%	**	**	**	43%	**	**	**	**	**	**	**	**	92%	**	**	**
Don't know	6	1	5	**	**	**	1	**	**	**	**	**	**	**	**	4	**	**	**
	2%	1%	4%	**	**	**	1%	**	**	**	**	**	**	**	**	2%	**	**	**
		18%	82%	**	**	**	15%	**	**	**	**	**	**	**	**	63%	**	**	**

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

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**QH5 (QH68). SHOWCARD Which of the following channels do you pay to subscribe to through your pay TV service?
by MAIN CROSS-BREAKS**

Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services (from BT TV, TalkTalk TV, EE TV or YouView)

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	305	243	62	159	146	176	129
Effective Weighted Sample	245	198	51	128	119	141	105
Total	243	206	37	138	105	146	96
		85%	**	57%	43%	60%	40%
Sky Sports channels	20	15	**	8	12	15	5
	8%	7%	**	6%	12%	10%	5%
		77%	**	39%	61%	74%	26%
Sky Cinema channels	12	8	**	6	5	10	1
	5%	4%	**	5%	5%	7%	1%
		72%	**	55%	45%	b 88%	12%
Sky Atlantic	7	7	**	4	3	5	2
	3%	3%	**	3%	3%	3%	3%
		97%	**	55%	45%	67%	33%
BT Sport channels	53	40	**	31	22	39	14
	22%	19%	**	22%	21%	26%	15%
		75%	**	58%	42%	b 73%	27%
High Definition channel through HD receiver/ box	25	23	**	14	11	19	7
	10%	11%	**	10%	11%	13%	7%
		91%	**	56%	44%	74%	26%
Basic package only	92	78	**	51	41	52	40
	38%	38%	**	37%	39%	35%	41%
		85%	**	55%	45%	56%	44%
None of these	59	55	**	35	24	27	32
	24%	27%	**	25%	23%	19%	33%
		94%	**	59%	41%	46%	a 54%

Columns Tested: a,b - a,b - a,b

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**QH5 (QH68). SHOWCARD Which of the following channels do you pay to subscribe to through your pay TV service?
by MAIN CROSS-BREAKS**

Base : Those with any (non-Sky and non-Virgin Media) paid-for TV services (from BT TV, TalkTalk TV, EE TV or YouView)

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	305	243	62	159	146	176	129
Effective Weighted Sample	245	198	51	128	119	141	105
Total	243	206	37	138	105	146	96
		85%	**	57%	43%	60%	40%
Don't know	6	5	**	4	2	5	*
	2%	2%	**	3%	2%	4%	*%
		85%	**	73%	27%	92%	8%

Columns Tested: a,b - a,b - a,b

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QH6A (QR1A). Does your household have Sky+? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with Sky Satellite TV

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	c	d
Unweighted total	992	479	513	140	143	399	310	34	55	93	295	245	313	218	215	701	77	107	107
Effective Weighted Sample	806	389	418	112	120	331	253	28	47	77	261	212	256	174	170	623	74	99	98
Total	831	401	429	128	142	338	223	29	44	81	277	240	232	179	179	692	64	48	26
		48%	52%	15%	17%	41%	27%	**	**	**	33%	29%	28%	21%	22%	83%	**	6%	3%
Yes	659	331	328	104	119	277	160	**	**	**	234	208	185	145	121	554	**	39	22
	79%	83%	76%	81%	84%	82%	72%	**	**	**	84%	87%	80%	81%	68%	80%	**	82%	83%
		b		d	d	d					bd	d	d	d					
		50%	50%	16%	18%	42%	24%	**	**	**	35%	32%	28%	22%	18%	84%	**	6%	3%
No	156	64	92	21	20	59	56	**	**	**	42	30	43	30	53	127	**	7	3
	19%	16%	21%	17%	14%	17%	25%	**	**	**	15%	12%	18%	17%	30%	18%	**	15%	12%
			a				bc								abc				
		41%	59%	14%	13%	38%	36%	**	**	**	27%	19%	27%	19%	34%	81%	**	5%	2%
Don't know	15	6	9	2	3	3	7	**	**	**	2	2	5	4	4	12	**	1	1
	2%	1%	2%	2%	2%	1%	3%	**	**	**	1%	1%	2%	2%	3%	2%	**	3%	5%
		39%	61%	16%	19%	20%	45%	**	**	**	13%	15%	31%	24%	30%	77%	**	8%	8%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 129

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

QH6A (QR1A). Does your household have Sky+? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with Sky Satellite TV

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	992	802	190	598	394	505	487
Effective Weighted Sample	806	659	155	494	324	418	388
Total	831	704	127	550	280	433	397
		85%	15%	66%	34%	52%	48%
Yes	659	556	103	458	201	348	312
	79%	79%	82%	83%	72%	80%	79%
			b				
		84%	16%	69%	31%	53%	47%
No	156	134	22	85	71	79	77
	19%	19%	17%	15%	25%	18%	19%
			a				
		86%	14%	54%	46%	51%	49%
Don't know	15	14	1	7	8	7	8
	2%	2%	1%	1%	3%	2%	2%
		90%	10%	49%	51%	46%	54%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 130

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

QH6B (QR1H). Does your household have Sky Q? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with Sky Satellite TV

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	c	d
Unweighted total	992	479	513	140	143	399	310	34	55	93	295	245	313	218	215	701	77	107	107
Effective Weighted Sample	806	389	418	112	120	331	253	28	47	77	261	212	256	174	170	623	74	99	98
Total	831	401	429	128	142	338	223	29	44	81	277	240	232	179	179	692	64	48	26
		48%	52%	15%	17%	41%	27%	**	**	**	33%	29%	28%	21%	22%	83%	**	6%	3%
Yes	195	101	95	37	40	80	39	**	**	**	86	73	58	36	28	172	**	10	4
	24%	25%	22%	29%	28%	24%	17%	**	**	**	31%	30%	25%	20%	15%	25%	**	21%	13%
				d	d							cd	d			d			
		52%	48%	19%	20%	41%	20%	**	**	**	44%	37%	30%	19%	14%	88%	**	5%	2%
No	597	285	312	86	92	247	171	**	**	**	185	156	165	136	140	488	**	36	20
	72%	71%	73%	67%	65%	73%	77%	**	**	**	67%	65%	71%	76%	78%	71%	**	75%	76%
							b						a	a					
		48%	52%	14%	15%	41%	29%	**	**	**	31%	26%	28%	23%	23%	82%	**	6%	3%
Don't know	38	16	22	5	10	12	13	**	**	**	6	11	9	6	12	32	**	2	3
	5%	4%	5%	4%	7%	3%	6%	**	**	**	2%	5%	4%	3%	7%	5%	**	4%	10%
																		a	
		41%	59%	12%	25%	30%	33%	**	**	**	16%	30%	23%	16%	31%	85%	**	5%	7%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 130

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

QH6B (QR1H). Does your household have Sky Q? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with Sky Satellite TV

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	992	802	190	598	394	505	487
Effective Weighted Sample	806	659	155	494	324	418	388
Total	831	704	127	550	280	433	397
		85%	15%	66%	34%	52%	48%
Yes	195	170	26	150	45	95	100
	24%	24%	20%	27%	16%	22%	25%
		87%	13%	b			
				77%	23%	49%	51%
No	597	498	99	382	215	322	275
	72%	71%	78%	69%	77%	74%	69%
		83%	17%	a			
				64%	36%	54%	46%
Don't know	38	36	3	19	20	17	22
	5%	5%	2%	3%	7%	4%	5%
				a			
		93%	7%	49%	51%	44%	56%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 131

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

QH6A/QH6B (QR1A/QR1H). Does your household have Sky+/ Sky Q? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with Sky Satellite TV

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	~a	~b	~c	d	a	b	c	d	a	~b	c	d
Unweighted total	992	479	513	140	143	399	310	34	55	93	295	245	313	218	215	701	77	107	107
Effective Weighted Sample	806	389	418	112	120	331	253	28	47	77	261	212	256	174	170	623	74	99	98
Total	831	401	429	128	142	338	223	29	44	81	277	240	232	179	179	692	64	48	26
		48%	52%	15%	17%	41%	27%	**	**	**	33%	29%	28%	21%	22%	83%	**	6%	3%
Yes - Sky+	659	331	328	104	119	277	160	**	**	**	234	208	185	145	121	554	**	39	22
	79%	83%	76%	81%	84%	82%	72%	**	**	**	84%	87%	80%	81%	68%	80%	**	82%	83%
		b		d	d	d						bd	d	d					
		50%	50%	16%	18%	42%	24%	**	**	**	35%	32%	28%	22%	18%	84%	**	6%	3%
Yes - Sky Q	195	101	95	37	40	80	39	**	**	**	86	73	58	36	28	172	**	10	4
	24%	25%	22%	29%	28%	24%	17%	**	**	**	31%	30%	25%	20%	15%	25%	**	21%	13%
				d	d							cd	d			d			
		52%	48%	19%	20%	41%	20%	**	**	**	44%	37%	30%	19%	14%	88%	**	5%	2%
HAVE EITHER	683	342	341	108	120	287	168	**	**	**	245	215	194	147	126	574	**	39	22
	82%	85%	79%	84%	84%	85%	76%	**	**	**	88%	90%	84%	83%	70%	83%	**	82%	85%
		b		d		d						cd	d	d					
		50%	50%	16%	18%	42%	25%	**	**	**	36%	32%	28%	22%	18%	84%	**	6%	3%
Neither	139	55	83	20	19	50	50	**	**	**	32	24	35	29	51	111	**	8	4
	17%	14%	19%	15%	14%	15%	23%	**	**	**	11%	10%	15%	16%	28%	16%	**	17%	15%
			a			bc								abc					
		40%	60%	14%	14%	36%	36%	**	**	**	23%	17%	25%	21%	37%	80%	**	6%	3%
Don't know	9	4	5	1	3	2	4	**	**	**	1	1	3	3	3	7	**	1	*
	1%	1%	1%	1%	2%	*%	2%	**	**	**	*%	1%	1%	1%	1%	1%	**	1%	1%
		43%	57%	8%	31%	18%	43%	**	**	**	13%	13%	29%	29%	29%	80%	**	7%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 131

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

QH6A/QH6B (QR1A/QR1H). Does your household have Sky+/ Sky Q? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with Sky Satellite TV

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	992	802	190	598	394	505	487
Effective Weighted Sample	806	659	155	494	324	418	388
Total	831	704	127	550	280	433	397
		85%	15%	66%	34%	52%	48%
Yes - Sky+	659	556	103	458	201	348	312
	79%	79%	82%	83%	72%	80%	79%
			b				
		84%	16%	69%	31%	53%	47%
Yes - Sky Q	195	170	26	150	45	95	100
	24%	24%	20%	27%	16%	22%	25%
			b				
		87%	13%	77%	23%	49%	51%
HAVE EITHER	683	578	105	472	211	361	322
	82%	82%	83%	86%	75%	83%	81%
			b				
		85%	15%	69%	31%	53%	47%
Neither	139	117	22	75	64	69	70
	17%	17%	17%	14%	23%	16%	18%
				a			
		84%	16%	54%	46%	50%	50%
Don't know	9	9	-	4	5	4	5
	1%	1%	-%	1%	2%	1%	1%
		100%	-%	40%	60%	44%	56%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 132

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

QH6C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with Virgin Media (Cable TV)

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	~a	~b	c	d	~a	~b	~c	d	a	b	c	~d	a	~b	~c	~d
Unweighted total	465	221	244	66	63	183	153	18	26	44	135	115	148	113	87	373	49	11	32
Effective Weighted Sample	395	188	208	57	55	155	132	17	23	38	121	101	125	101	71	329	47	11	29
Total	383	187	196	60	60	151	112	13	19	32	124	110	104	96	71	332	39	5	7
		49%	51%	**	**	39%	29%	**	**	**	32%	29%	27%	25%	**	87%	**	**	**
Yes	280	144	137	**	**	117	80	**	**	**	101	87	78	70	**	247	**	**	**
	73%	77%	70%	**	**	77%	72%	**	**	**	81%	79%	75%	73%	**	74%	**	**	**
		51%	49%	**	**	42%	29%	**	**	**	36%	31%	28%	25%	**	88%	**	**	**
No	83	39	43	**	**	28	23	**	**	**	19	19	22	21	**	68	**	**	**
	22%	21%	22%	**	**	19%	21%	**	**	**	15%	17%	21%	22%	**	20%	**	**	**
		48%	52%	**	**	34%	28%	**	**	**	23%	22%	26%	25%	**	82%	**	**	**
Don't know	20	4	16	**	**	6	8	**	**	**	4	4	4	5	**	18	**	**	**
	5%	2%	8%	**	**	4%	7%	**	**	**	3%	4%	4%	6%	**	5%	**	**	**
			a																
		19%	81%	**	**	28%	40%	**	**	**	20%	21%	20%	27%	**	89%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 132

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QH6C (QR1B). Does your household have Virgin TiVo or V+ or the Virgin V6 box? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with Virgin Media (Cable TV)

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	465	443	22	283	181	211	254
Effective Weighted Sample	395	376	20	242	157	181	216
Total	383	367	16	251	130	187	196
		96%	**	66%	34%	49%	51%
Yes	280	268	**	185	94	146	134
	73%	73%	**	74%	72%	78%	68%
		96%	**	66%	34%	b 52%	48%
No	83	80	**	55	28	29	54
	22%	22%	**	22%	21%	15%	27%
		96%	**	67%	33%	35%	a 65%
Don't know	20	19	**	11	9	12	8
	5%	5%	**	4%	7%	6%	4%
		94%	**	56%	44%	60%	40%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 133

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

QH6D (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)
by MAIN CROSS-BREAKS

Base : Those with Freesat

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	145	80	65	19	16	41	69	9	10	15	44	39	34	37	35	105	10	17	13
Effective Weighted Sample	120	66	55	16	14	34	58	7	9	13	37	33	30	31	29	93	9	16	12
Total	116	67	49	15	12	35	54	9	9	11	37	36	24	29	27	96	8	8	4
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	83%	**	**	**
Yes	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**	40	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	41%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	85%	**	**	**
No	60	**	**	**	**	**	**	**	**	**	**	**	**	**	**	48	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	49%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	80%	**	**	**
Don't know	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	9	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	9%	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	93%	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 133

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

QH6D (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)
by MAIN CROSS-BREAKS

Base : Those with Freesat

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~a	~b	~a	~b
Unweighted total	145	107	38	74	71	82	63
Effective Weighted Sample	120	87	35	60	61	69	52
Total	116	90	26	63	53	71	45
		77%	**	**	**	**	**
Yes	46	37	**	**	**	**	**
	40%	41%	**	**	**	**	**
		79%	**	**	**	**	**
No	60	46	**	**	**	**	**
	51%	51%	**	**	**	**	**
		77%	**	**	**	**	**
Don't know	10	8	**	**	**	**	**
	8%	8%	**	**	**	**	**
		77%	**	**	**	**	**

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH6E (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)
by MAIN CROSS-BREAKS

Base : Those with Freeview

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1179	576	603	122	154	315	588	118	103	121	235	240	334	242	360	837	115	118	109
Effective Weighted Sample	954	463	491	99	126	260	481	98	91	98	201	203	279	184	293	729	109	108	102
Total	932	458	474	106	149	261	416	88	75	97	234	226	242	187	275	771	84	49	28
		49%	51%	11%	16%	28%	45%	9%	8%	10%	25%	24%	26%	20%	30%	83%	9%	5%	3%
Yes	311	160	151	36	39	83	152	16	17	29	84	92	80	62	76	270	23	15	4
	33%	35%	32%	34%	26%	32%	37%	18%	23%	30%	36%	41%	33%	33%	27%	35%	27%	30%	13%
							b				ab	d				d	d	d	
		51%	49%	12%	13%	27%	49%	5%	5%	9%	27%	30%	26%	20%	24%	87%	7%	5%	1%
No	553	264	289	62	108	162	221	66	53	63	144	109	146	117	180	444	56	32	21
	59%	58%	61%	59%	72%	62%	53%	75%	71%	65%	61%	48%	60%	63%	65%	58%	66%	66%	78%
					acd	d		d					a	a	a				ac
		48%	52%	11%	20%	29%	40%	12%	10%	11%	26%	20%	26%	21%	33%	80%	10%	6%	4%
Don't know	68	34	34	8	2	17	42	6	5	6	7	25	16	8	19	57	6	2	2
	7%	8%	7%	7%	1%	6%	10%	7%	7%	6%	3%	11%	7%	4%	7%	7%	7%	5%	9%
				b		b	b					c							
		50%	50%	11%	3%	24%	62%	9%	8%	8%	10%	37%	23%	12%	28%	84%	9%	3%	4%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH6E (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)
by **MAIN CROSS-BREAKS**

Base : Those with Freeview

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1179	948	231	501	677	574	605
Effective Weighted Sample	954	782	186	407	569	465	490
Total	932	798	133	460	470	472	460
		86%	14%	49%	50%	51%	49%
Yes	311	267	43	161	149	175	135
	33%	33%	32%	35%	32%	37%	29%
		86%	14%	52%	48%	56%	44%
No	553	468	85	279	273	254	299
	59%	59%	64%	61%	58%	54%	65%
		85%	15%	50%	49%	46%	54%
Don't know	68	63	5	20	48	42	26
	7%	8%	4%	4%	10%	9%	6%
		b		a	b		
		93%	7%	30%	70%	62%	38%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH6F (QR1E). Does your TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with BT TV, TalkTalk TV, EE TV or YouView

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	305	151	154	33	34	99	139	8	17	28	75	80	90	81	53	216	19	19	51
Effective Weighted Sample	245	116	129	26	27	79	115	8	15	22	64	68	76	64	41	192	18	18	47
Total	243	119	123	26	29	84	103	6	13	20	66	78	63	62	39	205	15	9	14
		49%	51%	**	**	**	43%	**	**	**	**	**	**	**	**	85%	**	**	**
Yes	188	92	96	**	**	**	81	**	**	**	**	**	**	**	**	165	**	**	**
	78%	77%	78%	**	**	**	78%	**	**	**	**	**	**	**	**	80%	**	**	**
		49%	51%	**	**	**	43%	**	**	**	**	**	**	**	**	87%	**	**	**
No	43	20	22	**	**	**	16	**	**	**	**	**	**	**	**	34	**	**	**
	18%	17%	18%	**	**	**	15%	**	**	**	**	**	**	**	**	16%	**	**	**
		48%	52%	**	**	**	37%	**	**	**	**	**	**	**	**	79%	**	**	**
Don't know	12	7	5	**	**	**	7	**	**	**	**	**	**	**	**	7	**	**	**
	5%	6%	4%	**	**	**	6%	**	**	**	**	**	**	**	**	3%	**	**	**
		59%	41%	**	**	**	56%	**	**	**	**	**	**	**	**	60%	**	**	**
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH6F (QR1E). Does your TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those with BT TV, TalkTalk TV, EE TV or YouView

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	a	b	a	b
Unweighted total	305	243	62	159	146	176	129
Effective Weighted Sample	245	198	51	128	119	141	105
Total	243	206	37	138	105	146	96
		85%	**	57%	43%	60%	40%
Yes	188	161	**	108	80	113	75
	78%	78%	**	79%	76%	78%	78%
		86%	**	58%	42%	60%	40%
No	43	35	**	22	21	25	18
	18%	17%	**	16%	20%	17%	18%
		83%	**	51%	49%	58%	42%
Don't know	12	9	**	7	4	8	4
	5%	4%	**	5%	4%	6%	4%
		78%	**	62%	38%	69%	31%

Columns Tested: a,b - a,b - a,b

Table 136

DVR HOUSEHOLD OWNERSHIP by MAIN CROSS-BREAKS

GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
Total	FEMALE		UNDER															
	MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
	49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
1416	702	713	199	217	531	468	53	65	130	456	441	383	319	268	1208	107	63	38
61%	62%	59%	59%	56%	66%	58%	36%	43%	58%	70%	71%	61%	63%	46%	62%	53%	54%	59%
	50%	50%	14%	15%	abd	38%	4%	5%	ab	abc	bcd	d	d	bc	85%	8%	4%	3%
831	395	437	125	165	247	294	88	80	87	184	158	221	173	279	670	90	49	23
36%	35%	36%	37%	42%	31%	36%	59%	53%	39%	28%	25%	35%	34%	48%	34%	44%	42%	35%
	47%	53%	c	cd	c	c	cd	cd	d			a	a	abc		ad	a	
			15%	20%	30%	35%	11%	10%	10%	22%	19%	27%	21%	34%	81%	11%	6%	3%
81	35	46	11	6	18	46	7	6	7	12	20	20	13	29	68	6	3	4
3%	3%	4%	3%	2%	2%	6%	5%	4%	3%	2%	3%	3%	3%	5%	3%	3%	3%	6%
	43%	57%	13%	8%	23%	bc	d	7%	8%	15%	24%	24%	16%	c	84%	7%	4%	5%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**DVR HOUSEHOLD OWNERSHIP
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
DVR IN HOUSEHOLD	1416	1229	186	889	526	760 656
	61%	61%	61%	66%	54%	65% 56%
		87%	13%	b 63%	37%	b 54% 46%
NO DVR IN HOUSEHOLD	831	717	115	434	396	359 472
	36%	35%	37%	32%	41%	31% 40%
		86%	14%	52%	a 48%	a 43% 57%
UNSURE	81	76	6	28	53	44 38
	3%	4%	2%	2%	5%	4% 3%
		93%	7%	35%	a 65%	54% 46%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 137

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QH7 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Netflix	726	333	393	166	183	278	99	23	35	55	278	226	223	148	127	602	71	32	22
	31%	29%	33%	49%	47%	35%	12%	16%	23%	24%	42%	36%	36%	29%	22%	31%	35%	27%	34%
				cd	cd	d				a	abc	cd	cd	d					
		46%	54%	23%	25%	38%	14%	3%	5%	8%	38%	31%	31%	20%	18%	83%	10%	4%	3%
Amazon Prime Video	375	193	182	71	91	153	59	10	16	25	168	143	121	72	38	325	34	14	2
	16%	17%	15%	21%	23%	19%	7%	7%	11%	11%	26%	23%	19%	14%	7%	17%	17%	12%	3%
				d	d	d					abc	cd	cd	d		d	d	d	
		52%	48%	19%	24%	41%	16%	3%	4%	7%	45%	38%	32%	19%	10%	87%	9%	4%	1%
Disney Life	27	12	15	3	10	7	7	2	1	1	7	8	10	8	2	25	1	*	*
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%
				cd									d	d					
		45%	55%	12%	36%	26%	26%	8%	5%	4%	24%	28%	35%	30%	7%	92%	5%	1%	1%
Hayu	15	2	13	2	9	1	5	2	*	-	4	7	4	5	-	15	1	-	-
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
			a	cd								d	d	d					
		14%	86%	10%	55%	4%	31%	14%	3%	1%	26%	42%	28%	30%	1%	95%	5%	1%	1%
Any other paid-for on-demand television services	38	19	20	3	9	15	11	1	-	4	18	17	13	4	5	34	3	1	1
	2%	2%	2%	1%	2%	2%	1%	1%	1%	2%	3%	3%	2%	1%	1%	2%	1%	1%	1%
											b	cd							
		49%	51%	9%	22%	40%	29%	3%	1%	11%	46%	44%	34%	10%	12%	88%	7%	3%	1%
No, none	1445	715	730	156	171	451	667	118	112	164	316	334	359	327	421	1207	122	75	41
	62%	63%	61%	46%	44%	56%	82%	80%	74%	73%	48%	54%	57%	65%	73%	62%	60%	65%	64%
				ab	ab	abc	abc	d	d	d				ab	abc				
		49%	51%	11%	12%	31%	46%	8%	8%	11%	22%	23%	25%	23%	29%	84%	8%	5%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH7 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	30	10	20	2	8	9	11	1	-	1	1	9	4	8	9	25	2	2	1
	1%	1%	2%	1%	2%	1%	1%	1%	-%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%
		35%	65%	7%	26%	31%	36%	3%	-%	3%	5%	29%	13%	27%	30%	84%	5%	7%	4%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH7 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Netflix	726	641	85	512	212	367	359
	31%	32%	28%	38%	22%	31%	31%
				b			
		88%	12%	71%	29%	51%	49%
Amazon Prime Video	375	319	56	274	100	210	165
	16%	16%	18%	20%	10%	18%	14%
				b		b	
		85%	15%	73%	27%	56%	44%
Disney Life	27	23	3	20	7	12	15
	1%	1%	1%	1%	1%	1%	1%
		87%	13%	75%	25%	45%	55%
Hayu	15	14	2	11	4	13	3
	1%	1%	1%	1%	*0%	1%	*0%
						b	
		89%	11%	72%	28%	83%	17%
Any other paid-for on-demand television services	38	31	7	29	9	25	13
	2%	2%	2%	2%	1%	2%	1%
				b		b	
		82%	18%	76%	24%	66%	34%
No, none	1445	1254	190	728	716	697	748
	62%	62%	62%	54%	73%	60%	64%
				a		a	
		87%	13%	50%	50%	48%	52%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH7 (QH71). SHOWCARD Does your household subscribe to any of these paid-for online on-demand services to watch TV programmes or films? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
Don't know	30	28	1	18	12	19 11
	1%	1%	*%	1%	1%	2% 1%
		95%	5%	61%	39%	62% 38%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH8 (QH72). SHOWCARD Do you use any of the following types of services to view online TV programmes or films via any type of device (including a mobile phone, tablet or TV set)? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
TV programmes/ films on broadcaster services (e.g. BBC iPlayer, ITV Hub, All 4, My 5 or Sky Go)	1123	558	565	179	205	438	300	35	59	99	443	380	318	232	191	966	83	56	18
	48%	49%	47%	53%	53%	55%	37%	24%	39%	44%	68%	61%	51%	46%	33%	50%	41%	49%	29%
				d	d	d			a	a	abc	bcd	d	d		bd	d	d	
		50%	50%	16%	18%	39%	27%	3%	5%	9%	39%	34%	28%	21%	17%	86%	7%	5%	2%
Purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Talk Talk TV Store) or via 'standalone' subscription services (e.g. Netflix, Amazon Prime Video)	531	270	261	100	139	214	77	12	28	34	232	183	152	114	80	448	42	27	15
	23%	24%	22%	30%	36%	27%	10%	8%	19%	15%	35%	29%	24%	23%	14%	23%	20%	23%	23%
				d	cd	d			a	a	abc	bcd	d	d					
		51%	49%	19%	26%	40%	15%	2%	5%	6%	44%	34%	29%	21%	15%	84%	8%	5%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QH8 (QH72). SHOWCARD Do you use any of the following types of services to view online TV programmes or films via any type of device (including a mobile phone, tablet or TV set)? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Live TV on the internet at the same time as it is broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	474	255	219	85	108	183	98	13	22	37	202	190	126	85	72	413	39	17	4
	20%	22%	18%	25%	28%	23%	12%	9%	15%	16%	31%	31%	20%	17%	12%	21%	19%	15%	6%
		b		d	d	d				a	abc	bcd	d	d		cd	d	d	
		54%	46%	18%	23%	39%	21%	3%	5%	8%	43%	40%	27%	18%	15%	87%	8%	4%	1%
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. South Park Studios)	253	131	122	50	61	102	40	11	16	16	98	89	72	51	41	222	14	13	4
	11%	12%	10%	15%	16%	13%	5%	7%	11%	7%	15%	14%	12%	10%	7%	11%	7%	11%	6%
				d	d	d					ac	cd	d			bd			
		52%	48%	20%	24%	40%	16%	4%	6%	6%	39%	35%	29%	20%	16%	88%	6%	5%	2%
None of these	978	462	516	114	131	278	455	101	77	107	159	178	237	227	332	796	103	48	31
	42%	41%	43%	34%	34%	35%	56%	69%	51%	47%	24%	29%	38%	45%	58%	41%	50%	42%	49%
		47%	53%	12%	13%	28%	47%	10%	8%	11%	16%	18%	24%	23%	34%	81%	10%	5%	3%
							abc	bcd	d	d		a	ab	abc		ac		a	

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QH8 (QH72). SHOWCARD Do you use any of the following types of services to view online TV programmes or films via any type of device (including a mobile phone, tablet or TV set)? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	52	19	32	10	10	16	16	2	2	6	4	13	14	14	10	42	3	2	4
	2%	2%	3%	3%	3%	2%	2%	1%	1%	3%	1%	2%	2%	3%	2%	2%	2%	2%	7%
		37%	63%	19%	19%	31%	31%	4%	3%	d 11%	8%	25%	27%	27%	20%	81%	6%	4%	abc 8%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QH8 (QH72). SHOWCARD Do you use any of the following types of services to view online TV programmes or films via any type of device (including a mobile phone, tablet or TV set)? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
TV programmes/ films on broadcaster services (e.g. BBC iPlayer, ITV Hub, All 4, My 5 or Sky Go)	1123	969	154	747	374	605	519
	48%	48%	50%	55%	38%	52%	44%
		86%	14%	67%	33%	54%	46%
Purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Talk Talk TV Store) or via 'standalone' subscription services (e.g. Netflix, Amazon Prime Video)	531	455	76	391	139	284	247
	23%	22%	25%	29%	14%	24%	21%
		86%	14%	74%	26%	53%	47%

Columns Tested: a,b - a,b - a,b

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QH8 (QH72). SHOWCARD Do you use any of the following types of services to view online TV programmes or films via any type of device (including a mobile phone, tablet or TV set)? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Live TV on the internet at the same time as it is broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	474	416	58	340	133	257	216
	20%	20%	19%	25%	14%	22%	18%
		88%	12%	72%	28%	54%	46%
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. South Park Studios)	253	228	25	175	77	119	134
	11%	11%	8%	13%	8%	10%	11%
		90%	10%	69%	30%	47%	53%
None of these	978	852	126	460	517	452	526
	42%	42%	41%	34%	53%	39%	45%
		87%	13%	47%	53%	46%	54%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QH8 (QH72). SHOWCARD Do you use any of the following types of services to view online TV programmes or films via any type of device (including a mobile phone, tablet or TV set)? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
Don't know	52	47	4	34	18	31 20
	2%	2%	1%	3%	2%	3% 2%
		92%	8%	66%	34%	61% 39%

Columns Tested: a,b - a,b - a,b

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**QH9 (QH73). SHOWCARD And which of these types of services, if any, have you used in the past week? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
TV programmes/ films on broadcaster services (e.g. BBC iPlayer, ITV Hub, All 4, My 5 or Sky Go)	834	425	409	140	161	322	210	28	45	76	327	277	232	176	148	723	64	38	10
	36%	37%	34%	42%	41%	40%	26%	19%	30%	33%	50%	45%	37%	35%	26%	37%	31%	33%	15%
		51%	49%	d	d	d			a	a	abc	bcd	d	d		d	d	d	
				17%	19%	39%	25%	3%	5%	9%	39%	33%	28%	21%	18%	87%	8%	5%	1%
Purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Talk Talk TV Store) or via 'standalone' subscription services (e.g. Netflix, Amazon Prime Video)	354	188	166	77	100	134	43	8	19	21	153	123	101	74	54	300	31	14	9
	15%	17%	14%	23%	26%	17%	5%	5%	12%	9%	23%	20%	16%	15%	9%	15%	15%	12%	14%
		53%	47%	cd	cd	d			a		abc	cd	d	d					
				22%	28%	38%	12%	2%	5%	6%	43%	35%	29%	21%	15%	85%	9%	4%	3%
Columns Tested:	a, b - a, b, c, d - a, b, c, d - a, b, c, d - a, b, c, d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QH9 (QH73). SHOWCARD And which of these types of services, if any, have you used in the past week? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Live TV on the internet at the same time as it is broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	302	172	130	58	65	119	60	11	9	25	146	124	81	52	45	267	25	9	2
	13%	15%	11%	17%	17%	15%	7%	7%	6%	11%	22%	20%	13%	10%	8%	14%	12%	7%	3%
		b		d	d	d					abc	bcd	d			cd	d	d	
		57%	43%	19%	21%	39%	20%	4%	3%	8%	48%	41%	27%	17%	15%	88%	8%	3%	1%
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. South Park Studios)	144	76	68	32	39	60	13	7	11	12	52	45	35	33	31	126	7	10	1
	6%	7%	6%	9%	10%	8%	2%	5%	7%	5%	8%	7%	6%	6%	5%	6%	3%	9%	1%
				d	d	d										d		bd	
		53%	47%	22%	27%	42%	9%	5%	7%	8%	36%	32%	25%	23%	21%	88%	5%	7%	1%
None of these	1238	582	657	146	162	385	545	109	92	129	253	271	316	271	376	1013	116	67	42
	53%	51%	55%	43%	42%	48%	67%	74%	61%	57%	39%	44%	51%	53%	65%	52%	57%	58%	65%
		47%	53%	12%	13%	31%	44%	9%	7%	10%	20%	22%	26%	22%	30%	82%	9%	5%	3%
				b	abc	bcd			d	d		a	a	abc				a	
Don't know	56	20	36	10	12	17	17	2	2	7	5	14	16	15	12	45	4	3	4
	2%	2%	3%	3%	3%	2%	2%	1%	1%	3%	1%	2%	2%	3%	2%	2%	2%	3%	7%
			a							d								abc	
		36%	64%	17%	22%	30%	31%	3%	3%	13%	10%	25%	28%	26%	21%	79%	7%	6%	8%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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**QH9 (QH73). SHOWCARD And which of these types of services, if any, have you used in the past week? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
TV programmes/ films on broadcaster services (e.g. BBC iPlayer, ITV Hub, All 4, My 5 or Sky Go)	834	724	110	555	276	438	396
	36%	36%	36%	41% b	28%	38%	34%
		87%	13%	67%	33%	53%	47%
Purchased TV programmes/ films online or downloads either via 'pay per view' services (e.g. iTunes, Google Play, Talk Talk TV Store) or via 'standalone' subscription services (e.g. Netflix, Amazon Prime Video)	354	306	48	261	92	177	177
	15%	15%	16%	19% b	9%	15%	15%
		86%	14%	74%	26%	50%	50%

Columns Tested: a,b - a,b - a,b

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**QH9 (QH73). SHOWCARD And which of these types of services, if any, have you used in the past week? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Live TV on the internet at the same time as it is broadcast (e.g. via BBC iPlayer, Sky Go, Virgin TV Anywhere)	302	264	38	221	80	164	138
	13%	13%	12%	16% b	8%	14%	12%
		87%	13%	73%	27%	54%	46%
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. South Park Studios)	144	130	14	100	44	64	80
	6%	6%	5%	7% b	4%	6%	7%
		90%	10%	70%	30%	45%	55%
None of these	1238	1077	162	628	610	592	646
	53%	53%	53%	46%	62% a	51%	55% a
		87%	13%	51%	49%	48%	52%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QH9 (QH73). SHOWCARD And which of these types of services, if any, have you used in the past week? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
Don't know	56	52	4	37	19	33 23
	2%	3%	1%	3%	2%	3% 2%
		93%	7%	66%	34%	58% 42%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**SUMMARY OF ON-DEMAND VIEWING
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K- £15.59K	£15.6K- £25.99K	£26K+								NI	
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
ANY ON-DEMAND VIEWING	1506	754	752	264	311	572	360	57	77	144	557	476	438	322	269	1283	117	71	35
	65%	66%	63%	78%	80%	72%	44%	39%	51%	64%	85%	77%	70%	63%	47%	66%	58%	62%	55%
				cd	cd	d			a	ab	abc	bcd	cd	d		bd		d	
		50%	50%	18%	21%	38%	24%	4%	5%	10%	37%	32%	29%	21%	18%	85%	8%	5%	2%
WATCH BROADCASTER CATCH-UP SERVICES	1123	558	565	179	205	438	300	35	59	99	443	380	318	232	191	966	83	56	18
	48%	49%	47%	53%	53%	55%	37%	24%	39%	44%	68%	61%	51%	46%	33%	50%	41%	49%	29%
				d	d	d			a	a	abc	bcd	d	d		bd	d	d	
		50%	50%	16%	18%	39%	27%	3%	5%	9%	39%	34%	28%	21%	17%	86%	7%	5%	2%
WATCH TV CONTENT VIA PAID FOR SERVICES	531	270	261	100	139	214	77	12	28	34	232	183	152	114	80	448	42	27	15
	23%	24%	22%	30%	36%	27%	10%	8%	19%	15%	35%	29%	24%	23%	14%	23%	20%	23%	23%
				d	cd	d			a	a	abc	bcd	d	d			d		
		51%	49%	19%	26%	40%	15%	2%	5%	6%	44%	34%	29%	21%	15%	84%	8%	5%	3%
WATCH TV CONTENT VIA MOBILE PHONE OR ONLINE	940	481	459	214	233	366	128	35	38	96	371	312	289	194	144	810	74	34	22
	40%	42%	38%	63%	60%	46%	16%	24%	25%	42%	57%	50%	46%	38%	25%	41%	36%	30%	34%
		b		cd	cd	d				ab	abc	cd	cd	d		cd			
		51%	49%	23%	25%	39%	14%	4%	4%	10%	39%	33%	31%	21%	15%	86%	8%	4%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

**SUMMARY OF ON-DEMAND VIEWING
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
ANY ON-DEMAND VIEWING	1506	1297	210	1002	502	777	729
	65%	64%	68%	74%	51%	67%	62%
				b		b	
		86%	14%	66%	33%	52%	48%
WATCH BROADCASTER CATCH-UP SERVICES	1123	969	154	747	374	605	519
	48%	48%	50%	55%	38%	52%	44%
				b		b	
		86%	14%	67%	33%	54%	46%
WATCH TV CONTENT VIA PAID FOR SERVICES	531	455	76	391	139	284	247
	23%	22%	25%	29%	14%	24%	21%
				b			
		86%	14%	74%	26%	53%	47%
WATCH TV CONTENT VIA MOBILE PHONE OR ONLINE	940	802	139	667	271	469	471
	40%	40%	45%	49%	28%	40%	40%
			a	b			
		85%	15%	71%	29%	50%	50%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH10 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Cheaper subscriptions/ cost of pay per view	734	369	365	138	159	273	163	39	40	76	251	212	209	154	159	616	66	31	21
	31%	32%	30%	41%	41%	34%	20%	26%	26%	34%	38%	34%	33%	30%	28%	32%	33%	27%	32%
		50%	50%	cd	cd	d					ab	d	d						
				19%	22%	37%	22%	5%	5%	10%	34%	29%	28%	21%	22%	84%	9%	4%	3%
Faster broadband	310	174	137	67	70	129	45	12	14	18	142	119	83	63	45	273	16	10	11
	13%	15%	11%	20%	18%	16%	6%	8%	9%	8%	22%	19%	13%	12%	8%	14%	8%	9%	17%
		b		d	d	d					abc	bcd	d	d		bc			bc
		56%	44%	21%	23%	42%	14%	4%	5%	6%	46%	38%	27%	20%	15%	88%	5%	3%	4%
More exclusive content	291	169	122	78	67	107	39	8	14	26	106	88	76	66	60	261	16	8	6
	12%	15%	10%	23%	17%	13%	5%	5%	9%	11%	16%	14%	12%	13%	10%	13%	8%	7%	10%
		b		cd	d	d				a	ab					bc			
		58%	42%	27%	23%	37%	13%	3%	5%	9%	36%	30%	26%	23%	21%	90%	5%	3%	2%
More back catalogues of TV series	286	156	130	58	75	110	43	11	15	18	125	103	79	60	44	257	14	11	4
	12%	14%	11%	17%	19%	14%	5%	8%	10%	8%	19%	17%	13%	12%	8%	13%	7%	10%	7%
		b		d	cd	d					abc	bcd	d	d		bd			
		54%	46%	20%	26%	38%	15%	4%	5%	6%	44%	36%	28%	21%	15%	90%	5%	4%	1%
Higher mobile allowance	141	76	65	50	36	45	11	8	8	13	49	53	40	27	21	123	14	2	3
	6%	7%	5%	15%	9%	6%	1%	5%	6%	6%	8%	9%	6%	5%	4%	6%	7%	1%	5%
				bcd	cd	d						cd	d			c	c		c
		54%	46%	35%	25%	32%	8%	6%	6%	10%	35%	38%	28%	19%	15%	87%	10%	1%	2%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QH10 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None of these	1089	500	589	92	139	316	542	78	85	99	248	265	278	250	293	913	89	66	21
	47%	44%	49%	27%	36%	40%	67%	53%	56%	44%	38%	43%	44%	49%	51%	47%	44%	57%	32%
			a		a	a	abc	d	cd					a	ab	d	d	abd	
		46%	54%	8%	13%	29%	50%	7%	8%	9%	23%	24%	25%	23%	27%	84%	8%	6%	2%
Don't know	158	70	88	33	20	59	46	14	11	18	21	29	38	34	58	111	19	10	17
	7%	6%	7%	10%	5%	7%	6%	9%	8%	8%	3%	5%	6%	7%	10%	6%	9%	9%	26%
				bd				d	d	d					abc		a	a	abc
		44%	56%	21%	13%	37%	29%	9%	7%	11%	13%	18%	24%	21%	36%	71%	12%	7%	11%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QH10 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Cheaper subscriptions/ cost of pay per view	734	639	95	505	229	359	374
	31%	31%	31%	37%	23%	31%	32%
		87%	13%	69%	31%	49%	51%
Faster broadband	310	253	58	236	75	166	144
	13%	12%	19%	17%	8%	14%	12%
		81%	19%	76%	24%	54%	46%
More exclusive content	291	260	31	203	85	119	172
	12%	13%	10%	15%	9%	10%	15%
		89%	11%	70%	29%	41%	59%
More back catalogues of TV series	286	247	40	210	75	138	149
	12%	12%	13%	16%	8%	12%	13%
		86%	14%	73%	26%	48%	52%
Higher mobile allowance	141	124	17	101	40	73	68
	6%	6%	5%	7%	4%	6%	6%
		88%	12%	71%	29%	52%	48%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QH10 (QH75). SHOWCARD Which, if any, of these would encourage you to watch more online TV programmes or films than you currently do - using broadcaster services like BBC iPlayer or subscription services like Netflix or Amazon Prime Video, or pay per view services like iTunes or Google Play? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
None of these	1089	945	144	527	562	573	516
	47%	47%	47%	39%	58%	49%	44%
		87%	13%	48%	52%	53%	47%
Don't know	158	146	12	88	70	65	93
	7%	7%	4%	6%	7%	6%	8%
		b					a
		92%	8%	56%	44%	41%	59%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 142

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QH11 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Hearing quiet voices	70	38	32	1	1	10	58	5	9	3	17	17	22	16	13	56	7	6	1
	3%	3%	3%	*%	*%	1%	7%	3%	6%	1%	3%	3%	4%	3%	2%	3%	3%	5%	2%
		54%	46%	1%	2%	14%	abc	82%	cd	12%	4%	25%	24%	31%	23%	19%	80%	d	2%
Difficulty hearing quiet parts of programmes	59	33	27	-	*	8	51	3	6	4	14	18	18	11	12	45	6	7	2
	3%	3%	2%	-%	*%	1%	abc	6%	4%	2%	2%	3%	3%	2%	2%	2%	3%	a	3%
		55%	45%	-%	1%	14%	86%	5%	10%	7%	24%	31%	30%	19%	20%	75%	10%	11%	3%
Hearing the television at a volume other people find acceptable	53	31	22	-	5	9	40	5	6	6	12	13	8	11	21	45	4	4	1
	2%	3%	2%	-%	1%	1%	abc	5%	4%	3%	2%	2%	1%	2%	b	4%	2%	3%	2%
		59%	41%	-%	9%	17%	74%	10%	11%	11%	22%	24%	16%	21%	39%	84%	7%	7%	2%
Seeing the buttons on the remote control	29	16	14	1	-	5	23	2	2	4	5	8	6	5	11	21	3	3	2
	1%	1%	1%	*%	-%	1%	abc	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	a	3%
		54%	46%	5%	-%	18%	78%	7%	8%	12%	17%	28%	20%	16%	36%	70%	12%	a	7%
Seeing small details on screen	28	15	13	1	*	5	21	-	2	1	4	4	7	6	12	21	4	3	1
	1%	1%	1%	*%	*%	1%	abc	3%	2%	1%	1%	1%	1%	1%	2%	1%	2%	3%	2%
		52%	48%	4%	1%	19%	75%	-%	8%	5%	16%	14%	23%	22%	a	41%	73%	a	4%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 142

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QH11 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Pressing the buttons on the remote control	25	12	13	2	*	4	19	2	2	2	5	6	5	6	8	21	1	1	1
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
		47%	53%	7%	1%	15%	77%	7%	10%	8%	21%	24%	18%	25%	32%	85%	4%	5%	6%
Using the interactive services on your television	24	13	11	2	-	6	17	2	2	1	6	11	4	2	7	14	3	5	1
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	4%	2%
		53%	47%	6%	1%	25%	69%	7%	9%	5%	23%	45%	18%	10%	27%	60%	14%	21%	4%
Picking up the remote control	18	9	9	1	-	5	12	1	1	3	6	4	4	5	5	15	1	1	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		50%	50%	6%	1%	30%	64%	4%	4%	18%	32%	25%	20%	27%	28%	84%	8%	5%	2%
Seeing the picture on the TV screen	15	5	10	2	-	3	10	2	2	2	2	2	4	2	7	10	1	3	*
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
		33%	67%	11%	1%	21%	68%	16%	12%	16%	10%	13%	25%	14%	48%	71%	8%	19%	1%
Holding the remote control	11	8	3	-	-	2	9	1	1	1	2	1	4	3	3	9	1	1	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		74%	26%	1%	1%	19%	81%	11%	7%	13%	16%	7%	36%	26%	31%	81%	9%	9%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH11 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Using the on-screen electronic programme guide (EPG)	11	6	5	-	-	2	9	-	2	1	5	5	1	1	3	7	1	2	*
	%	1%	%	-%	-%	%	1%	-%	1%	%	1%	1%	%	%	1%	%	%	2%	%
		54%	46%	-%	-%	17%	83%	-%	21%	6%	44%	45%	14%	12%	29%	66%	9%	23%	2%
Any other difficulties	13	6	7	-	-	3	10	2	3	*	1	3	*	4	5	9	3	1	-
	1%	%	1%	-%	-%	%	1%	1%	2%	%	%	1%	%	1%	1%	%	2%	1%	-%
		43%	57%	-%	-%	26%	74%	d	cd	4%	5%	25%	4%	b	b	ad	26%	5%	-%
No, none	2147	1038	1109	327	383	759	677	132	134	212	615	571	583	472	517	1801	187	98	60
	92%	91%	92%	97%	98%	95%	84%	89%	88%	94%	94%	92%	93%	93%	90%	92%	92%	85%	93%
		48%	52%	d	cd	d				b	b		d	d		c	c		c
				15%	18%	35%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 142

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QH11 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Hearing quiet voices	70	66	4	18	51	40	30
	3%	3%	1%	1%	5%	3%	3%
		94%	6%	26%	a 73%	57%	43%
Difficulty hearing quiet parts of programmes	59	54	5	18	42	35	24
	3%	3%	2%	1%	4%	3%	2%
		92%	8%	30%	a 70%	60%	40%
Hearing the television at a volume other people find acceptable	53	45	8	17	36	30	23
	2%	2%	3%	1%	4%	3%	2%
		85%	15%	32%	a 68%	57%	43%
Seeing the buttons on the remote control	29	26	3	5	24	17	12
	1%	1%	1%	*%	2%	1%	1%
		90%	10%	18%	a 82%	59%	41%
Seeing small details on screen	28	25	3	9	20	16	13
	1%	1%	1%	1%	2%	1%	1%
		88%	12%	30%	a 70%	55%	45%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QH11 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Pressing the buttons on the remote control	25	21	4	5	20	18	7
	1%	1%	1%	*%	2%	2%	1%
		85%	15%	18%	a 82%	b 73%	27%
Using the interactive services on your television	24	19	5	9	15	15	9
	1%	1%	2%	1%	2%	1%	1%
		78%	22%	37%	a 63%	63%	37%
Picking up the remote control	18	10	8	9	9	12	7
	1%	1%	3%	1%	1%	1%	1%
		a 57%	a 43%	50%	50%	64%	36%
Seeing the picture on the TV screen	15	14	1	4	11	5	9
	1%	1%	*%	*%	1%	*%	1%
		93%	7%	24%	a 76%	37%	63%
Holding the remote control	11	9	2	1	10	8	3
	*%	*%	1%	*%	1%	1%	*%
		82%	18%	7%	a 93%	72%	28%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 142

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QH11 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have difficulties doing any of the following? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Using the on-screen electronic programme guide (EPG)	11	10	*	4	7	7	4
	*%	1%	*%	*%	1%	1%	*%
		96%	4%	35%	65%	62%	38%
Any other difficulties	13	9	4	5	8	9	4
	1%	*%	1%	*%	1%	1%	*%
		72%	28%	36%	64%	66%	34%
No, none	2147	1868	278	1288	856	1057	1089
	92%	92%	91%	95%	88%	91%	93%
				b			a
		87%	13%	60%	40%	49%	51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH12A (QH67A). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to find out more about the programme you are watching? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Every day	332	161	171	63	76	129	63	15	17	30	115	110	89	62	72	272	40	15	5
	15%	15%	15%	20%	21%	17%	8%	11%	11%	14%	18%	18%	15%	12%	13%	14%	21%	13%	7%
				d	d	d					ab	cd				d	acd	d	
		48%	52%	19%	23%	39%	19%	5%	5%	9%	35%	33%	27%	19%	22%	82%	12%	4%	1%
Several times a week	435	212	223	74	85	179	98	17	18	45	164	135	114	112	73	370	37	18	10
	19%	19%	19%	24%	23%	23%	12%	12%	12%	21%	26%	22%	19%	23%	13%	20%	19%	16%	16%
				d	d	d				ab	ab	d	d	d					
		49%	51%	17%	19%	41%	22%	4%	4%	10%	38%	31%	26%	26%	17%	85%	9%	4%	2%
At least once a month	217	98	119	45	46	81	44	7	12	32	86	74	75	32	36	189	13	10	5
	10%	9%	10%	14%	13%	10%	6%	5%	8%	14%	13%	12%	12%	6%	6%	10%	7%	9%	8%
				d	d	d				ab	ab	cd	cd						
		45%	55%	21%	21%	38%	21%	3%	5%	15%	40%	34%	35%	15%	16%	87%	6%	5%	2%
Several times a year	60	27	33	9	18	19	15	4	2	4	28	21	19	11	9	45	12	1	2
	3%	3%	3%	3%	5%	2%	2%	3%	1%	2%	4%	4%	3%	2%	2%	2%	6%	1%	3%
				cd							b	d					ac		
		45%	55%	16%	29%	31%	24%	7%	3%	6%	47%	35%	31%	19%	14%	75%	19%	2%	3%
Less often	143	68	76	20	25	66	32	9	10	15	49	44	43	35	20	121	8	4	11
	6%	6%	7%	6%	7%	9%	4%	6%	7%	7%	8%	7%	7%	7%	4%	6%	4%	3%	17%
				d	d	d						d	d	d					abc
		47%	53%	14%	17%	46%	23%	6%	7%	10%	34%	31%	30%	24%	14%	84%	5%	3%	8%
EVER DO THIS	1188	566	622	211	250	475	252	53	58	125	443	385	339	252	209	997	110	48	33
	53%	52%	53%	68%	68%	61%	32%	38%	39%	57%	69%	64%	56%	51%	38%	53%	57%	43%	51%
				d	cd	d				ab	abc	bcd	d	d		c	c		
		48%	52%	18%	21%	40%	21%	4%	5%	11%	37%	32%	29%	21%	18%	84%	9%	4%	3%
Columns Tested:	a, b - a, b, c, d - a, b, c, d - a, b, c, d - a, b, c, d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 143

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QH12A (QH67A). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to find out more about the programme you are watching? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Never	1059	520	539	100	116	298	545	86	90	95	198	218	260	239	339	881	83	63	31
	47%	48%	46%	32%	31%	38%	68%	62%	60%	43%	31%	36%	43%	48%	61%	47%	43%	56%	49%
						b	abc	cd	cd	d			a	a	abc			ab	
		49%	51%	9%	11%	28%	52%	8%	8%	9%	19%	21%	25%	23%	32%	83%	8%	6%	3%
Don't know	8	4	4	1	3	3	1	-	1	1	1	-	2	2	3	6	-	1	-
	*%	*%	*%	*%	1%	*%	*%	-%	*%	*%	*%	-%	*%	*%	1%	*%	-%	1%	-%
		50%	50%	18%	35%	34%	13%	-%	9%	8%	19%	-%	25%	31%	44%	84%	-%	16%	-%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QH12A (QH67A). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to find out more about the programme you are watching? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
Every day	332	274	58	236	96	161	170
	15%	14%	19%	18%	10%	14%	15%
		a	b	a	b	a	b
		83%	17%	71%	29%	49%	51%
Several times a week	435	366	69	294	140	236	199
	19%	19%	23%	22%	15%	21%	18%
		b	b	b	b	b	b
		84%	16%	68%	32%	54%	46%
At least once a month	217	191	26	148	68	110	107
	10%	10%	9%	11%	7%	10%	10%
		b	b	b	b	b	b
		88%	12%	68%	32%	51%	49%
Several times a year	60	55	5	41	19	37	23
	3%	3%	2%	3%	2%	3%	2%
		91%	9%	68%	32%	62%	38%
Less often	143	129	14	103	40	64	79
	6%	7%	5%	8%	4%	6%	7%
		b	b	b	b	b	b
		90%	10%	72%	28%	45%	55%
EVER DO THIS	1188	1016	172	822	364	609	579
	53%	52%	57%	63%	39%	53%	52%
		b	b	b	b	b	b
		86%	14%	69%	31%	51%	49%

Columns Tested: a,b - a,b - a,b

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QH12A (QH67A). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to find out more about the programme you are watching? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : Those with a TV in the household

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
Never	1059	932	127	484	574	526	533
	47%	48%	42%	37%	61%	46%	48%
		88%	12%	46%	54%	50%	50%
Don't know	8	7	1	6	2	3	4
	*%	*%	*%	*%	*%	*%	*%
		87%	13%	74%	26%	43%	57%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 144

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

QH12B (QH67B). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to do something else? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Every day	555	258	297	106	124	218	108	25	27	52	215	174	164	111	107	467	54	24	11
	25%	24%	25%	34%	34%	28%	13%	18%	18%	23%	33%	29%	27%	22%	19%	25%	28%	21%	17%
				d	d	d				abc	cd	d	d	d	d	d	d		
		47%	53%	19%	22%	39%	19%	4%	5%	9%	39%	31%	30%	20%	19%	84%	10%	4%	2%
Several times a week	578	289	288	112	115	232	119	29	29	59	201	184	158	135	100	489	40	28	20
	26%	27%	25%	36%	31%	30%	15%	21%	19%	27%	31%	30%	26%	27%	18%	26%	21%	25%	32%
				d	d	d				ab	d	d	d	d				b	
		50%	50%	19%	20%	40%	21%	5%	5%	10%	35%	32%	27%	23%	17%	85%	7%	5%	4%
At least once a month	146	66	80	19	31	52	43	2	6	16	70	50	49	32	15	125	10	6	5
	6%	6%	7%	6%	8%	7%	5%	1%	4%	7%	11%	8%	8%	7%	3%	7%	5%	5%	8%
										a	ab	d	d	d					
		45%	55%	13%	21%	36%	30%	1%	4%	11%	48%	34%	33%	22%	10%	86%	7%	4%	4%
Several times a year	29	10	19	3	3	10	14	-	3	3	10	12	10	4	3	24	1	2	2
	1%	1%	2%	1%	1%	1%	2%	-%	2%	1%	2%	2%	2%	1%	1%	1%	1%	2%	3%
											d							a	
		34%	66%	10%	10%	33%	47%	-%	10%	10%	36%	41%	33%	15%	12%	82%	5%	6%	7%
Less often	100	50	50	9	21	43	26	3	8	15	16	30	28	18	22	82	11	1	5
	4%	5%	4%	3%	6%	6%	3%	2%	5%	7%	3%	5%	5%	4%	4%	4%	6%	1%	8%
						d				d						c	c		ac
		50%	50%	9%	21%	43%	27%	3%	8%	15%	16%	30%	28%	18%	22%	82%	11%	1%	5%
EVER DO THIS	1408	673	734	248	295	554	310	59	73	144	513	449	408	300	247	1187	116	61	44
	62%	62%	63%	80%	80%	72%	39%	43%	49%	65%	80%	75%	68%	61%	45%	63%	60%	54%	68%
				cd	cd	d				ab	abc	bcd	cd	d		c			c
		48%	52%	18%	21%	39%	22%	4%	5%	10%	36%	32%	29%	21%	18%	84%	8%	4%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 144

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

QH12B (QH67B). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to do something else? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+								NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Never	840	413	427	63	71	220	487	79	75	75	130	153	192	192	301	692	77	50	20
	37%	38%	37%	20%	19%	28%	61%	57%	51%	34%	20%	25%	32%	39%	55%	37%	40%	45%	32%
						ab	abc	cd	cd	d			a	ab	abc			ad	
		49%	51%	7%	8%	26%	58%	9%	9%	9%	15%	18%	23%	23%	36%	82%	9%	6%	2%
Don't know	7	3	3	1	3	1	2	-	1	1	-	1	1	1	3	6	-	1	-
	*%	*%	*%	*%	1%	*%	*%	-%	*%	1%	-%	*%	*%	*%	1%	*%	-%	1%	-%
		50%	50%	15%	41%	19%	25%	-%	10%	19%	-%	9%	19%	21%	51%	85%	-%	15%	-%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 144

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

QH12B (QH67B). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to do something else? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
Every day	555	479	76	386	168	285	270
	25%	24%	25%	29%	18%	25%	24%
				b			
		86%	14%	70%	30%	51%	49%
Several times a week	578	496	81	388	188	295	282
	26%	25%	27%	30%	20%	26%	25%
				b			
		86%	14%	67%	33%	51%	49%
At least once a month	146	128	18	98	48	77	69
	6%	7%	6%	7%	5%	7%	6%
				b			
		88%	12%	67%	33%	53%	47%
Several times a year	29	27	2	19	10	18	11
	1%	1%	1%	1%	1%	2%	1%
		94%	6%	66%	34%	63%	37%
Less often	100	93	7	68	32	49	51
	4%	5%	2%	5%	3%	4%	5%
		b		b			
		93%	7%	68%	32%	49%	51%
EVER DO THIS	1408	1224	184	959	446	725	683
	62%	63%	61%	73%	47%	64%	61%
				b			
		87%	13%	68%	32%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 144

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

QH12B (QH67B). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Go online using a desktop computer, laptop, tablet computer, smartphone or e-reader to do something else? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
Never	840	725	115	347	493	410	430
	37%	37%	38%	26%	52%	36%	39%
		86%	14%	41%	59%	49%	51%
Don't know	7	6	1	6	1	3	3
	*%	*%	*%	*%	*%	*%	*%
		85%	15%	85%	15%	50%	50%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 145

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

QH12C (QH67C). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Use a desktop computer, laptop, tablet computer, without going online? (SINGLE CODE)

by MAIN CROSS-BREAKS

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				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
								£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Every day	211	108	103	35	44	82	49	8	7	18	82	71	65	43	31	177	19	8	6
	9%	10%	9%	11%	12%	11%	6%	6%	5%	8%	13%	12%	11%	9%	6%	9%	10%	7%	10%
				d	d	d					ab	d	d	d					
		51%	49%	17%	21%	39%	23%	4%	3%	9%	39%	34%	31%	21%	15%	84%	9%	4%	3%
Several times a week	373	179	194	65	75	149	84	12	17	32	124	120	105	88	58	327	26	11	8
	17%	16%	17%	21%	20%	19%	10%	9%	11%	14%	19%	20%	17%	18%	11%	17%	14%	10%	13%
				d	d	d					ab	d	d	d		c			
		48%	52%	17%	20%	40%	22%	3%	5%	9%	33%	32%	28%	24%	16%	88%	7%	3%	2%
At least once a month	132	68	64	26	27	42	38	5	7	9	64	55	34	27	16	116	9	1	6
	6%	6%	6%	8%	7%	5%	5%	3%	4%	4%	10%	9%	6%	5%	3%	6%	5%	1%	9%
				d							abc	bcd	d	d		c	c		c
		51%	49%	19%	20%	32%	28%	3%	5%	6%	48%	42%	26%	20%	12%	88%	7%	1%	4%
Several times a year	45	15	29	7	12	15	12	-	3	4	25	13	15	10	8	36	6	2	1
	2%	1%	3%	2%	3%	2%	1%	-%	2%	2%	4%	2%	2%	2%	1%	2%	3%	2%	1%
		35%	65%	15%	26%	33%	26%	-%	6%	9%	56%	28%	33%	22%	17%	80%	14%	4%	2%
Less often	174	81	93	27	36	80	31	6	12	26	47	51	59	30	33	149	15	2	8
	8%	7%	8%	9%	10%	10%	4%	4%	8%	12%	7%	8%	10%	6%	6%	8%	8%	2%	12%
				d	d	d				ad			cd			c	c		ac
		47%	53%	15%	21%	46%	18%	3%	7%	15%	27%	29%	34%	17%	19%	86%	8%	1%	4%
EVER DO THIS	934	451	483	159	193	368	213	30	46	88	342	310	278	198	146	805	76	24	29
	41%	41%	41%	51%	52%	48%	27%	22%	31%	40%	53%	51%	46%	40%	26%	43%	39%	21%	45%
				d	d	d				a	abc	cd	cd	d		c	c		c
		48%	52%	17%	21%	39%	23%	3%	5%	9%	37%	33%	30%	21%	16%	86%	8%	3%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 145

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

QH12C (QH67C). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Use a desktop computer, laptop, tablet computer, without going online? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+								NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Never	1308	631	676	151	171	404	581	108	103	132	297	290	323	289	403	1074	112	87	35
	58%	58%	58%	49%	46%	52%	73%	78%	69%	60%	46%	48%	54%	59%	73%	57%	58%	77%	54%
		48%	52%	12%	13%	31%	abc	cd	d	d	23%	22%	a	a	abc	82%	9%	abd	7%
							44%	8%	8%	10%			25%	22%	31%				3%
Don't know	12	7	5	1	4	3	4	*	*	-	3	3	*	6	3	5	5	1	1
	1%	1%	*%	*%	1%	*%	*%	*%	*%	-%	1%	*%	*%	1%	1%	*%	3%	1%	1%
		59%	41%	11%	34%	24%	30%	3%	2%	-%	26%	21%	2%	b	27%	43%	a	a	a
														50%			39%	11%	6%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 145

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

QH12C (QH67C). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Use a desktop computer, laptop, tablet computer, without going online? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
Every day	211	175	35	140	69	114	97
	9%	9%	12%	11%	7%	10%	9%
				b			
		83%	17%	67%	33%	54%	46%
Several times a week	373	325	47	249	122	186	186
	17%	17%	16%	19%	13%	16%	17%
				b			
		87%	13%	67%	33%	50%	50%
At least once a month	132	110	23	83	50	66	67
	6%	6%	8%	6%	5%	6%	6%
		83%	17%	63%	37%	50%	50%
Several times a year	45	38	6	31	14	22	23
	2%	2%	2%	2%	2%	2%	2%
		86%	14%	68%	32%	49%	51%
Less often	174	157	17	124	50	76	98
	8%	8%	6%	9%	5%	7%	9%
				b			
		90%	10%	71%	29%	44%	56%
EVER DO THIS	934	806	129	627	305	464	471
	41%	41%	43%	48%	32%	41%	42%
				b			
		86%	14%	67%	33%	50%	50%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 145

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

QH12C (QH67C). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Use a desktop computer, laptop, tablet computer, without going online? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
Never	1308	1138	170	676	632	669	639
	58%	58%	57%	52%	67%	59%	57%
		87%	13%	52%	a 48%	51%	49%
Don't know	12	11	1	9	4	6	7
	1%	1%	*%	1%	*%	1%	1%
		89%	11%	69%	31%	47%	53%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH12D (QH67D). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Listen to the radio? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Every day	52	26	26	5	11	25	10	5	2	6	13	15	17	8	12	45	5	1	1
	2%	2%	2%	2%	3%	3%	1%	4%	2%	3%	2%	3%	3%	2%	2%	2%	3%	1%	2%
		50%	50%	10%	d	d		9%	5%	11%	25%	29%	33%	15%	23%	86%	9%	2%	2%
Several times a week	130	75	55	21	25	46	37	8	9	12	42	34	35	26	35	115	10	*	4
	6%	7%	5%	7%	7%	6%	5%	6%	6%	5%	7%	6%	6%	5%	6%	6%	5%	6%	6%
		b														c	c		c
		58%	42%	16%	20%	35%	29%	6%	7%	9%	33%	26%	27%	20%	27%	89%	7%	6%	3%
At least once a month	86	45	40	15	18	35	18	4	7	12	30	25	20	16	25	76	6	-	4
	4%	4%	3%	5%	5%	5%	2%	3%	5%	5%	5%	4%	3%	3%	4%	4%	3%	6%	6%
				d	d	d										c	c		c
		53%	47%	17%	21%	41%	21%	4%	8%	13%	35%	29%	24%	18%	29%	89%	7%	6%	4%
Several times a year	30	16	14	3	6	10	11	-	1	5	17	10	8	8	4	25	4	*	1
	1%	1%	1%	1%	2%	1%	1%	6%	6%	2%	3%	2%	1%	2%	1%	1%	2%	6%	1%
		54%	46%	9%	20%	33%	38%	6%	2%	16%	57%	33%	26%	26%	15%	85%	12%	1%	2%
Less often	122	53	69	25	27	44	26	4	14	15	41	39	44	20	20	110	6	1	6
	5%	5%	6%	8%	7%	6%	3%	3%	9%	7%	6%	7%	7%	4%	4%	6%	3%	1%	9%
				d	d	d			a			d	cd			c			bc
		43%	57%	20%	22%	36%	21%	3%	11%	13%	33%	32%	36%	16%	16%	90%	5%	1%	5%
EVER DO THIS	420	215	204	68	88	160	103	21	33	49	143	123	124	77	96	372	30	3	15
	19%	20%	18%	22%	24%	21%	13%	15%	22%	22%	22%	20%	21%	16%	17%	20%	15%	2%	24%
				d	d	d						c	c			c	c		bc
		51%	49%	16%	21%	38%	25%	5%	8%	12%	34%	29%	29%	18%	23%	89%	7%	1%	4%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH12D (QH67D). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Listen to the radio? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Never	1828	870	958	243	278	614	693	118	116	172	500	477	477	416	453	1508	163	109	48
	81%	80%	82%	78%	75%	79%	87%	85%	78%	78%	78%	79%	79%	84%	82%	80%	84%	97%	76%
							abc							ab			d	abd	
		48%	52%	13%	15%	34%	38%	6%	6%	9%	27%	26%	26%	23%	25%	82%	9%	6%	3%
Don't know	7	5	2	1	3	1	3	-	-	-	-	2	1	1	3	6	1	1	*
	*%	*%	*%	*%	1%	*%	*%	-%	-%	-%	-%	*%	*%	*%	1%	*%	*%	1%	1%
		69%	31%	13%	37%	15%	35%	-%	-%	-%	-%	32%	10%	14%	44%	79%	7%	9%	5%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH12D (QH67D). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Listen to the radio? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
Every day	52	48	4	38	14	22	30
	2%	2%	1%	3%	1%	2%	3%
				b			
		92%	8%	72%	26%	43%	57%
Several times a week	130	120	10	72	58	44	85
	6%	6%	3%	5%	6%	4%	8%
		b					a
		92%	8%	55%	45%	34%	66%
At least once a month	86	70	16	54	32	39	47
	4%	4%	5%	4%	3%	3%	4%
		82%	18%	62%	38%	45%	55%
Several times a year	30	28	1	22	8	12	18
	1%	1%	*%	2%	1%	1%	2%
		96%	4%	74%	26%	39%	61%
Less often	122	102	20	85	38	58	64
	5%	5%	7%	6%	4%	5%	6%
				b			
		83%	17%	69%	31%	47%	53%
EVER DO THIS	420	369	51	269	149	175	245
	19%	19%	17%	21%	16%	15%	22%
				b			a
		88%	12%	64%	36%	42%	58%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 146

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QH12D (QH67D). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Listen to the radio? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
Never	1828	1580	248	1037	790	960	868
	81%	81%	83%	79%	84%	84%	78%
				a	b		
		86%	14%	57%	43%	53%	47%
Don't know	7	6	1	6	2	3	4
	*%	*%	*%	*%	*%	*%	*%
		82%	18%	79%	21%	47%	53%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 147

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QH12E (QH67E). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Use a mobile phone, without going online? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Every day	463	208	254	106	105	184	68	30	19	43	132	120	132	101	110	377	43	28	14
	21%	19%	22%	34%	29%	24%	9%	22%	13%	20%	21%	20%	22%	20%	20%	20%	22%	25%	21%
		45%	55%	cd	d	d		b			b								
				23%	23%	40%	15%	7%	4%	9%	28%	26%	28%	22%	24%	82%	9%	6%	3%
Several times a week	715	338	377	112	145	287	172	40	39	82	246	199	200	167	148	620	51	26	19
	32%	31%	32%	36%	39%	37%	22%	29%	26%	37%	38%	33%	33%	34%	27%	33%	26%	23%	30%
		47%	53%	d	d	d		b		ab	ab	d	d	d		bc			
				16%	20%	40%	24%	6%	5%	11%	34%	28%	28%	23%	21%	87%	7%	4%	3%
At least once a month	165	75	91	13	28	49	75	6	16	17	56	52	48	27	38	143	12	8	2
	7%	7%	8%	4%	8%	6%	9%	4%	10%	8%	9%	9%	8%	6%	7%	8%	6%	7%	3%
		45%	55%				ac		a							d			
				8%	17%	29%	45%	4%	9%	10%	34%	32%	29%	16%	23%	86%	8%	5%	1%
Several times a year	43	22	20	4	8	10	21	3	2	1	20	12	16	6	8	34	6	2	1
	2%	2%	2%	1%	2%	1%	3%	2%	1%	1%	3%	2%	3%	1%	1%	2%	3%	1%	2%
		52%	48%				c				c								
				9%	18%	23%	49%	6%	5%	3%	48%	29%	38%	14%	19%	79%	14%	4%	3%
Less often	120	64	55	13	14	52	41	5	5	18	28	43	25	22	28	101	13	1	5
	5%	6%	5%	4%	4%	7%	5%	3%	3%	8%	4%	7%	4%	4%	5%	5%	7%	1%	8%
		54%	46%							bd		b				c	c		c
				11%	12%	43%	34%	4%	4%	15%	24%	36%	21%	18%	24%	84%	11%	1%	4%
EVER DO THIS	1506	708	798	247	300	581	377	84	81	161	482	427	422	323	333	1275	126	64	41
	67%	65%	68%	79%	81%	75%	47%	60%	54%	73%	75%	71%	70%	65%	60%	68%	65%	58%	64%
		47%	53%	d	cd	d			ab		ab	d	d			c			
				16%	20%	39%	25%	6%	5%	11%	32%	28%	28%	21%	22%	85%	8%	4%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH12E (QH67E). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Use a mobile phone, without going online? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Never	737	377	360	64	63	191	418	55	68	58	158	174	178	165	216	602	65	47	23
	33%	35%	31%	21%	17%	25%	52%	40%	46%	26%	25%	29%	30%	34%	39%	32%	34%	42%	36%
						b	abc	cd	cd						ab			a	
		51%	49%	9%	9%	26%	57%	7%	9%	8%	21%	24%	24%	22%	29%	82%	9%	6%	3%
Don't know	12	5	7	-	5	3	4	-	-	2	3	2	2	5	3	8	3	1	*
	1%	*%	1%	-%	1%	*%	*%	-%	-%	1%	*%	*%	*%	1%	1%	*%	1%	1%	*%
		42%	58%	-%	a 41%	28%	31%	-%	-%	14%	22%	17%	14%	44%	25%	69%	22%	7%	2%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 147

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QH12E (QH67E). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Use a mobile phone, without going online? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
Every day	463	394	68	315	147	209	253
	21%	20%	23%	24%	16%	18%	23%
				b			a
		85%	15%	68%	32%	45%	55%
Several times a week	715	629	86	478	237	352	363
	32%	32%	29%	36%	25%	31%	33%
				b			
		88%	12%	67%	33%	49%	51%
At least once a month	165	141	24	96	69	89	76
	7%	7%	8%	7%	7%	8%	7%
		85%	15%	58%	42%	54%	46%
Several times a year	43	34	8	25	17	26	17
	2%	2%	3%	2%	2%	2%	1%
		81%	19%	60%	40%	61%	39%
Less often	120	110	10	75	45	66	54
	5%	6%	3%	6%	5%	6%	5%
		92%	8%	62%	38%	55%	45%
EVER DO THIS	1506	1309	197	989	515	742	764
	67%	67%	66%	75%	55%	65%	68%
				b			
		87%	13%	66%	34%	49%	51%
Never	737	635	102	313	423	391	346
	33%	32%	34%	24%	45%	34%	31%
				a			
		86%	14%	42%	57%	53%	47%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH12E (QH67E). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Use a mobile phone, without going online? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

URBANITY			WORKING		DEPRIVATION LEVEL	
Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
	a	b	a	b	a	b
2770	2302	468	1440	1328	1349	1421
2271	1905	387	1193	1115	1116	1157
2254	1955	300	1312	940	1138	1116
	87%	13%	58%	42%	50%	50%
12	11	1	9	3	5	7
1%	1%	*%	1%	*%	*%	1%
	91%	9%	78%	22%	43%	57%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 148

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

QH12F (QH67F). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Use a landline phone? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Every day	85	31	53	8	11	32	33	2	6	7	22	28	21	18	16	72	6	4	2
	4%	3%	5%	3%	3%	4%	4%	2%	4%	3%	3%	5%	4%	4%	3%	4%	3%	3%	4%
			a																
		37%	63%	10%	13%	38%	39%	3%	7%	8%	26%	33%	25%	22%	19%	85%	7%	4%	3%
Several times a week	400	171	228	23	52	140	184	20	31	50	118	117	103	83	95	344	23	22	10
	18%	16%	20%	8%	14%	18%	23%	14%	21%	23%	18%	19%	17%	17%	17%	18%	12%	19%	16%
			a		a	a	abc			a						b		b	
		43%	57%	6%	13%	35%	46%	5%	8%	13%	29%	29%	26%	21%	24%	86%	6%	5%	3%
At least once a month	234	114	119	20	22	82	110	8	20	29	70	66	70	56	43	185	29	11	9
	10%	10%	10%	6%	6%	11%	14%	5%	14%	13%	11%	11%	12%	11%	8%	10%	15%	9%	14%
						ab	ab		a	a			d				a		a
		49%	51%	9%	10%	35%	47%	3%	9%	12%	30%	28%	30%	24%	18%	79%	12%	5%	4%
Several times a year	78	45	33	9	13	29	27	-	2	2	45	27	23	14	14	67	6	3	2
	3%	4%	3%	3%	4%	4%	3%	-%	2%	1%	7%	4%	4%	3%	3%	4%	3%	3%	3%
											abc								
		58%	42%	11%	17%	37%	35%	-%	3%	3%	58%	34%	30%	17%	18%	86%	8%	4%	3%
Less often	203	104	99	27	24	94	57	9	8	22	63	67	52	42	41	177	15	5	6
	9%	10%	8%	9%	7%	12%	7%	7%	5%	10%	10%	11%	9%	9%	7%	9%	8%	5%	9%
						bd						d				c			
		51%	49%	13%	12%	46%	28%	5%	4%	11%	31%	33%	26%	21%	20%	87%	7%	3%	3%
EVER DO THIS	999	466	533	87	123	377	411	39	67	109	317	305	270	213	210	845	80	44	29
	44%	43%	46%	28%	33%	49%	51%	28%	45%	50%	49%	51%	45%	43%	38%	45%	41%	40%	46%
						ab	ab		a	a		bcd	d						
		47%	53%	9%	12%	38%	41%	4%	7%	11%	32%	31%	27%	21%	21%	85%	8%	4%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 148

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

QH12F (QH67F). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Use a landline phone? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Never	1247	621	626	224	243	397	383	99	82	111	323	297	330	277	339	1035	113	66	33
	55%	57%	54%	72%	66%	51%	48%	71%	55%	50%	50%	49%	55%	56%	62%	55%	58%	59%	52%
		50%	50%	cd	cd			bcd						a	ab				
				18%	20%	32%	31%	8%	7%	9%	26%	24%	26%	22%	27%	83%	9%	5%	3%
Don't know	8	3	6	*	2	2	4	*	*	-	2	1	2	3	2	5	1	2	1
	*%	*%	*%	*%	1%	*%	1%	*%	*%	-%	*%	*%	*%	1%	*%	*%	*%	1%	2%
		31%	69%	4%	23%	21%	52%	4%	3%	-%	26%	17%	22%	34%	27%	58%	10%	a	a
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 148

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

QH12F (QH67F). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Use a landline phone? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
Every day	85	74	10	53	31	46	38
	4%	4%	3%	4%	3%	4%	3%
		88%	12%	63%	37%	55%	45%
Several times a week	400	330	70	223	176	206	193
	18%	17%	23%	17%	19%	18%	17%
			a				
		83%	17%	56%	44%	52%	48%
At least once a month	234	193	40	124	110	140	93
	10%	10%	14%	9%	12%	12%	8%
			a			b	
		83%	17%	53%	47%	60%	40%
Several times a year	78	67	11	57	21	43	35
	3%	3%	4%	4%	2%	4%	3%
			b				
		86%	14%	72%	28%	55%	45%
Less often	203	178	24	143	60	98	105
	9%	9%	8%	11%	6%	9%	9%
			b				
		88%	12%	70%	30%	48%	52%
EVER DO THIS	999	843	156	600	399	534	464
	44%	43%	52%	46%	42%	47%	42%
			a			b	
		84%	16%	60%	40%	53%	47%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 148

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

QH12F (QH67F). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Use a landline phone? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
Never	1247	1104	144	706	539	600	647
	55%	56%	48%	54%	57%	53%	58%
		b					a
		88%	12%	57%	43%	48%	52%
Don't know	8	8	*	6	2	4	4
	*%	*%	*%	*%	*%	*%	*%
		95%	5%	76%	24%	47%	53%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH12G (QH67G). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Play games on a games console? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	c							d	c
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Every day	66	37	29	21	15	19	10	2	4	8	17	12	20	11	23	58	4	3	1
	3%	3%	2%	7%	4%	2%	1%	2%	2%	4%	3%	2%	3%	2%	4%	3%	2%	3%	2%
				cd	d										a				
		56%	44%	32%	23%	29%	16%	4%	6%	12%	26%	18%	30%	17%	35%	87%	6%	5%	2%
Several times a week	137	91	46	49	28	44	16	7	6	8	41	35	35	35	31	120	11	6	1
	6%	8%	4%	16%	8%	6%	2%	5%	4%	4%	6%	6%	6%	7%	6%	6%	5%	5%	2%
		b		bcd	d	d									d	d	d		
		66%	34%	36%	20%	32%	12%	5%	4%	6%	30%	26%	25%	26%	22%	87%	8%	4%	1%
At least once a month	71	50	21	21	18	25	7	6	5	11	17	16	24	16	15	64	4	2	1
	3%	5%	2%	7%	5%	3%	1%	4%	3%	5%	3%	3%	4%	3%	3%	3%	2%	2%	2%
		b		cd	d	d													
		70%	30%	29%	26%	35%	10%	8%	7%	15%	24%	23%	34%	22%	21%	90%	5%	3%	2%
Several times a year	16	9	7	4	5	5	2	2	1	1	9	8	5	3	*	14	2	-	1
	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	-%	1%
		55%	45%	23%	28%	33%	15%	10%	4%	8%	54%	d	d						
												47%	34%	18%	1%	84%	11%	-%	5%
Less often	101	48	52	22	29	40	10	5	3	15	38	38	26	18	18	88	8	1	3
	4%	4%	4%	7%	8%	5%	1%	4%	2%	7%	6%	6%	4%	4%	3%	5%	4%	1%	5%
				d	d	d				b	b	d				c	c		c
		48%	52%	22%	29%	39%	10%	5%	3%	14%	38%	38%	26%	18%	18%	87%	8%	1%	3%
EVER DO THIS	392	236	156	117	96	133	46	22	18	43	122	109	110	83	88	343	28	13	8
	17%	22%	13%	37%	26%	17%	6%	16%	12%	19%	19%	18%	18%	17%	16%	18%	15%	11%	12%
		b		bcd	cd	d				b	b					cd			
		60%	40%	30%	24%	34%	12%	6%	5%	11%	31%	28%	28%	21%	22%	88%	7%	3%	2%
Columns Tested:	a, b - a, b, c, d - a, b, c, d - a, b, c, d - a, b, c, d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH12G (QH67G). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Play games on a games console? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+							c	d
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Never	1861	853	1008	195	273	640	753	117	131	178	519	494	491	408	464	1541	165	99	55
	83%	78%	87%	63%	74%	83%	94%	84%	88%	81%	81%	82%	82%	83%	84%	82%	85%	89%	87%
			a		a	ab	abc		cd									a	
		46%	54%	10%	15%	34%	40%	6%	7%	10%	28%	27%	26%	22%	25%	83%	9%	5%	3%
Don't know	2	2	*	-	*	2	-	-	-	*	1	*	-	2	-	1	-	-	1
	*%	*%	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%	-%	*%	-%	*%	-%	-%	1%
		83%	17%	-%	13%	87%	-%	-%	-%	13%	70%	17%	-%	83%	-%	70%	-%	-%	a 30%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QH12G (QH67G). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Play games on a games console? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
Every day	66	56	10	40	26	32	34
	3%	3%	3%	3%	3%	3%	3%
		85%	15%	61%	39%	48%	52%
Several times a week	137	123	15	79	56	58	79
	6%	6%	5%	6%	6%	5%	7%
		89%	11%	57%	41%	43%	57%
At least once a month	71	58	13	48	23	34	37
	3%	3%	4%	4%	2%	3%	3%
		81%	19%	67%	33%	48%	52%
Several times a year	16	13	4	11	5	9	7
	1%	1%	1%	1%	1%	1%	1%
		78%	22%	69%	31%	57%	43%
Less often	101	85	15	76	24	49	52
	4%	4%	5%	6%	3%	4%	5%
		85%	15%	b			
				76%	24%	48%	52%
EVER DO THIS	392	335	57	255	135	182	209
	17%	17%	19%	19%	14%	16%	19%
		85%	15%	b			
				65%	34%	47%	53%
Never	1861	1618	243	1055	806	955	906
	83%	83%	81%	80%	86%	84%	81%
		87%	13%	a			
				57%	43%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 149

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QH12G (QH67G). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Play games on a games console? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

URBANITY			WORKING		DEPRIVATION LEVEL	
Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
	a	b	a	b	a	b
2770	2302	468	1440	1328	1349	1421
2271	1905	387	1193	1115	1116	1157
2254	1955	300	1312	940	1138	1116
	87%	13%	58%	42%	50%	50%
2	2	-	2	-	*	2
*%	*%	-%	*%	-%	*%	*%
	100%	-%	100%	-%	13%	87%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 150

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

QH12H (QH67H). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Listen to music (on a stereo, an MP3 player, a mobile phone or a computer)? (SINGLE CODE)

by MAIN CROSS-BREAKS

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				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
								£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Every day	85	54	30	29	24	27	5	4	1	5	27	16	29	17	22	75	7	2	*
	4%	5%	3%	9%	6%	3%	1%	3%	1%	2%	4%	3%	5%	3%	4%	4%	4%	2%	***
		b		cd	cd	d					b					d	d		
		64%	36%	35%	28%	32%	6%	5%	1%	6%	32%	19%	34%	20%	26%	89%	9%	2%	***
Several times a week	160	89	71	49	45	49	17	12	13	17	53	33	51	39	38	139	17	2	2
	7%	8%	6%	16%	12%	6%	2%	9%	9%	8%	8%	6%	8%	8%	7%	7%	9%	2%	4%
				cd	cd	d							a			cd	cd		
		56%	44%	31%	28%	31%	11%	8%	8%	10%	33%	21%	32%	24%	24%	86%	11%	1%	1%
At least once a month	83	50	33	19	20	31	12	3	7	12	34	18	33	14	17	75	4	2	1
	4%	5%	3%	6%	5%	4%	1%	2%	5%	6%	5%	3%	6%	3%	3%	4%	2%	1%	2%
		b		d	d	d							acd			c			
		60%	40%	24%	24%	38%	14%	4%	8%	15%	42%	22%	41%	17%	20%	91%	5%	2%	1%
Several times a year	39	22	17	13	8	12	7	3	1	4	17	15	8	7	10	32	5	-	2
	2%	2%	1%	4%	2%	1%	1%	2%	1%	2%	3%	2%	1%	1%	2%	2%	3%	-%	3%
				cd												c	c		c
		57%	43%	32%	20%	30%	19%	7%	3%	10%	43%	38%	19%	18%	25%	82%	13%	-%	5%
Less often	151	78	72	29	33	64	25	4	6	22	53	59	41	21	29	136	8	2	5
	7%	7%	6%	9%	9%	8%	3%	3%	4%	10%	8%	10%	7%	4%	5%	7%	4%	2%	8%
				d	d	d				ab	a	cd				c			c
		52%	48%	19%	22%	42%	17%	3%	4%	14%	35%	39%	27%	14%	20%	90%	5%	2%	3%
EVER DO THIS	518	294	224	140	129	183	66	27	28	60	183	142	162	98	116	457	42	8	11
	23%	27%	19%	45%	35%	24%	8%	19%	18%	27%	29%	24%	27%	20%	21%	24%	22%	7%	17%
		b		bcd	cd	d				b	ab		cd			cd	c		c
		57%	43%	27%	25%	35%	13%	5%	5%	12%	35%	27%	31%	19%	22%	88%	8%	2%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 150

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

QH12H (QH67H). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Listen to music (on a stereo, an MP3 player, a mobile phone or a computer)? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2770	1326	1444	351	381	921	1117	179	195	270	684	628	830	603	702	2007	250	255	258
Effective Weighted Sample	2271	1082	1189	287	317	769	924	147	171	224	595	540	692	486	566	1768	237	236	238
Total	2254	1090	1164	312	369	775	799	139	149	221	643	603	601	493	552	1885	193	112	64
		48%	52%	14%	16%	34%	35%	6%	7%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Never	1733	795	938	172	237	592	732	112	121	161	459	461	439	394	434	1425	151	104	53
	77%	73%	81%	55%	64%	76%	92%	81%	82%	73%	71%	76%	73%	80%	79%	76%	78%	93%	83%
			a		a	ab	abc	d	cd					b	b			abd	a
		46%	54%	10%	14%	34%	42%	6%	7%	9%	26%	27%	25%	23%	25%	82%	9%	6%	3%
Don't know	4	1	3	-	3	1	-	-	-	-	-	-	-	2	2	4	-	-	-
	*%	*%	*%	-%	1%	*%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	-%	-%	-%
		28%	72%	-%	75%	25%	-%	-%	-%	-%	-%	-%	-%	53%	47%	100%	-%	-%	-%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 150

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

QH12H (QH67H). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Listen to music (on a stereo, an MP3 player, a mobile phone or a computer)? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2770	2302	468	1440	1328	1349	1421
Effective Weighted Sample	2271	1905	387	1193	1115	1116	1157
Total	2254	1955	300	1312	940	1138	1116
		87%	13%	58%	42%	50%	50%
Every day	85	76	9	56	27	36	49
	4%	4%	3%	4%	3%	3%	4%
		90%	10%	66%	32%	42%	58%
Several times a week	160	147	14	103	57	62	98
	7%	7%	5%	8%	6%	5%	9%
		b					a
		91%	9%	64%	36%	39%	61%
At least once a month	83	69	14	55	28	34	48
	4%	4%	5%	4%	3%	3%	4%
		83%	17%	66%	34%	42%	58%
Several times a year	39	30	9	22	17	15	24
	2%	2%	3%	2%	2%	1%	2%
		77%	23%	57%	43%	39%	61%
Less often	151	129	22	115	36	65	86
	7%	7%	7%	9%	4%	6%	8%
				b			
		85%	15%	76%	24%	43%	57%
EVER DO THIS	518	450	67	351	165	212	305
	23%	23%	22%	27%	18%	19%	27%
				b			a
		87%	13%	68%	32%	41%	59%
Never	1733	1501	232	957	775	924	809
	77%	77%	78%	73%	82%	81%	72%
				a		b	
		87%	13%	55%	45%	53%	47%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 150

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

QH12H (QH67H). SHOWCARD At the same time as watching TV on your TV set, how frequently - if at all - do you also...

Listen to music (on a stereo, an MP3 player, a mobile phone or a computer)? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with a TV in the household

URBANITY			WORKING		DEPRIVATION LEVEL	
Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
	a	b	a	b	a	b
2770	2302	468	1440	1328	1349	1421
2271	1905	387	1193	1115	1116	1157
2254	1955	300	1312	940	1138	1116
	87%	13%	58%	42%	50%	50%
4	4	-	4	-	2	2
*%	*%	-%	*%	-%	*%	*%
	100%	-%	100%	-%	47%	53%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QCHECK. Can I just check that you have the following services? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Landline phone	1884	909	975	221	251	661	751	90	124	172	558	564	496	403	415	1572	166	94	52
	81%	80%	81%	65%	64%	83%	93%	61%	82%	76%	85%	91%	79%	80%	72%	81%	81%	81%	81%
		48%	52%	12%	13%	ab	abc		a	a	ac	bcd	d	d					
						35%	40%	5%	7%	9%	30%	30%	26%	21%	22%	83%	9%	5%	3%
Mobile phone	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
	95%	95%	95%	98%	98%	99%	89%	88%	90%	97%	99%	97%	97%	96%	91%	95%	94%	92%	92%
				d	d	d				ab	abc	d	d	d		c			
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Fixed broadband internet access	1877	920	957	265	323	699	589	69	98	180	612	579	538	398	360	1580	155	91	50
	80%	81%	80%	78%	83%	88%	73%	47%	65%	80%	93%	93%	86%	79%	62%	81%	76%	79%	78%
				d	d	abd			a	ab	abc	bcd	cd	d					
		49%	51%	14%	17%	37%	31%	4%	5%	10%	33%	31%	29%	21%	19%	84%	8%	5%	3%
Mobile broadband internet access	82	38	44	14	18	40	10	3	7	8	33	28	20	21	13	73	6	1	2
	4%	3%	4%	4%	5%	5%	1%	2%	5%	4%	5%	5%	3%	4%	2%	4%	3%	1%	3%
				d	d	d						d				c			
		46%	54%	17%	22%	48%	12%	3%	9%	10%	40%	35%	25%	26%	15%	89%	7%	2%	2%
Narrowband internet access	20	8	12	3	4	5	9	1	2	4	2	7	5	4	4	20	-	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	1%	1%
										d									
		41%	59%	12%	19%	26%	43%	2%	11%	18%	9%	33%	25%	19%	17%	96%	-	2%	2%
TV service with additional channels you pay to receive	1372	666	705	196	223	541	411	43	72	128	447	407	377	313	270	1160	113	56	43
	59%	59%	59%	58%	57%	68%	51%	29%	48%	56%	68%	66%	60%	62%	47%	59%	56%	49%	67%
				d	d	abd			a	a	abc	d	d	d		c			abc
		49%	51%	14%	16%	39%	30%	3%	5%	9%	33%	30%	28%	23%	20%	85%	8%	4%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QCHECK. Can I just check that you have the following services? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
No, none of these	6	5	2	1	1	-	4	2	1	-	-	1	2	1	3	4	1	1	*
	*%	*%	*%	*%	*%	-%	*%	1%	1%	-%	-%	*%	*%	*%	1%	*%	1%	1%	*%
								d											
Columns Tested:		72%	28%	22%	21%	-%	57%	32%	14%	-%	-%	9%	25%	20%	47%	66%	18%	13%	3%
	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 151

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**QCHECK. Can I just check that you have the following services? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Landline phone	1884	1611	273	1092	789	993	892
	81%	79%	89%	81%	81%	85%	76%
		86%	a 14%	58%	42%	b 53%	47%
Mobile phone	2218	1927	292	1339	877	1109	1110
	95%	95%	95%	99%	90%	95%	95%
		87%	b 13%	60%	40%	50%	50%
Fixed broadband internet access	1877	1616	261	1185	688	970	907
	80%	80%	a 85%	87%	71%	b 83%	78%
		86%	14%	b 63%	37%	52%	48%
Mobile broadband internet access	82	74	9	60	23	47	35
	4%	4%	3%	4%	2%	4%	3%
		89%	b 11%	73%	27%	57%	43%
Narrowband internet access	20	15	6	14	6	15	6
	1%	1%	a 2%	1%	1%	b 1%	*%
		73%	27%	70%	30%	73%	27%
Columns Tested: a,b - a,b - a,b							

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QCHECK. Can I just check that you have the following services? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
TV service with additional channels you pay to receive	1372	1207	165	886	484	713	659
	59%	60%	54%	65%	50%	61%	56%
		b		b		b	
		88%	12%	65%	35%	52%	48%
No, none of these	6	5	1	-	6	1	5
	*%	*%	*%	-%	1%	*%	*%
				a			
		78%	22%	-%	100%	17%	83%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1489	729	760	154	232	581	522	52	90	158	511	474	409	303	300	1235	136	80	38
	64%	64%	63%	45%	59%	73%	65%	35%	60%	70%	78%	76%	65%	60%	52%	63%	67%	70%	59%
				a	a	abd	a		a	ab	abc	bcd	d	d				d	
		49%	51%	10%	16%	39%	35%	3%	6%	11%	34%	32%	27%	20%	20%	83%	9%	5%	3%
No	730	355	375	138	137	190	265	95	59	62	132	119	189	172	247	618	62	30	20
	31%	31%	31%	41%	35%	24%	33%	64%	39%	28%	20%	19%	30%	34%	43%	32%	30%	26%	31%
				cd	c		c	bcd	cd	d			a	a	abc				
		49%	51%	19%	19%	26%	36%	13%	8%	9%	18%	16%	26%	24%	34%	85%	8%	4%	3%
Don't know	116	52	65	46	21	28	22	1	2	6	13	28	28	31	30	99	6	5	7
	5%	5%	5%	14%	5%	3%	3%	1%	2%	3%	2%	5%	4%	6%	5%	5%	3%	4%	10%
				bcd	d														abc
		44%	56%	40%	18%	24%	19%	1%	2%	5%	11%	24%	24%	26%	25%	85%	5%	4%	6%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Yes	1489	1292	197	936	549	759	730
	64%	64%	64%	69%	56%	65%	62%
		87%	13%	b			
				63%	37%	51%	49%
No	730	634	96	358	371	345	385
	31%	31%	31%	26%	38%	30%	33%
		87%	13%	a			
				49%	51%	47%	53%
Don't know	116	102	14	61	55	63	54
	5%	5%	5%	4%	6%	5%	5%
		88%	12%	52%	48%	54%	46%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1806	865	941	170	238	682	716	68	114	193	549	491	571	376	364	1302	172	176	156
Effective Weighted Sample	1491	711	781	141	199	573	594	59	100	160	478	424	476	308	295	1151	164	163	142
Total	1489	729	760	154	232	581	522	52	90	158	511	474	409	303	300	1235	136	80	38
		49%	51%	10%	16%	39%	35%	**	6%	11%	34%	32%	27%	20%	20%	83%	9%	5%	3%
Landline phone	1311	644	667	117	181	523	491	**	84	136	445	425	356	262	264	1080	125	71	35
	88%	88%	88%	76%	78%	90%	94%	**	92%	87%	87%	90%	87%	86%	88%	87%	92%	89%	92%
		49%	51%	9%	14%	40%	37%	**	6%	10%	34%	32%	27%	20%	20%	82%	10%	5%	3%
One mobile phone	126	64	62	8	23	46	49	**	7	16	49	37	38	28	23	106	11	7	1
	8%	9%	8%	5%	10%	8%	9%	**	7%	10%	10%	8%	9%	9%	8%	9%	8%	9%	3%
		51%	49%	6%	18%	36%	39%	**	5%	13%	39%	29%	30%	22%	19%	84%	9%	6%	1%
More than one mobile phone	62	32	29	8	8	31	15	**	3	4	23	22	14	11	15	46	13	3	*
	4%	4%	4%	5%	3%	5%	3%	**	3%	3%	5%	5%	3%	4%	5%	4%	10%	3%	1%
		52%	48%	13%	13%	50%	25%	**	4%	7%	38%	35%	23%	17%	24%	74%	21%	4%	1%
Internet - Fixed Broadband access	1382	676	706	136	214	557	475	**	80	146	484	453	379	282	266	1142	127	77	36
	93%	93%	93%	89%	92%	96%	91%	**	88%	92%	95%	95%	93%	93%	89%	92%	93%	96%	94%
		49%	51%	10%	15%	40%	34%	**	6%	11%	35%	33%	27%	20%	19%	83%	9%	6%	3%
Internet - Mobile Broadband access	10	8	2	3	2	5	-	**	1	1	4	2	2	3	3	8	1	1	-
	1%	1%	1%	2%	1%	1%	0%	**	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
		77%	23%	29%	21%	50%	0%	**	6%	6%	39%	19%	17%	34%	30%	85%	9%	6%	0%
TV service	815	389	426	88	132	335	260	**	46	79	276	240	233	188	153	686	73	34	22
	55%	53%	56%	58%	57%	58%	50%	**	51%	50%	54%	51%	57%	62%	51%	56%	54%	42%	58%
		48%	52%	11%	16%	41%	32%	**	6%	10%	34%	29%	29%	23%	19%	84%	9%	4%	3%
Columns Tested:	a - b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 154

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1806	865	941	170	238	682	716	68	114	193	549	491	571	376	364	1302	172	176	156
Effective Weighted Sample	1491	711	781	141	199	573	594	59	100	160	478	424	476	308	295	1151	164	163	142
Total	1489	729	760	154	232	581	522	52	90	158	511	474	409	303	300	1235	136	80	38
		49%	51%	10%	16%	39%	35%	**	6%	11%	34%	32%	27%	20%	20%	83%	9%	5%	3%
Don't know	9	3	6	5	2	1	1	**	1	2	2	4	3	1	1	7	1	1	-
	1%	*%	1%	3%	1%	*%	*%	**	1%	1%	*%	1%	1%	*%	*%	1%	1%	1%	-%
		31%	69%	cd	21%	6%	17%	**	9%	19%	21%	43%	37%	14%	6%	84%	9%	8%	-%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 154

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1806	1500	306	1039	764	903	903
Effective Weighted Sample	1491	1253	252	864	644	750	741
Total	1489	1292	197	936	549	759	730
		87%	13%	63%	37%	51%	49%
Landline phone	1311	1130	181	816	492	682	628
	88%	87%	92%	87%	90%	90%	86%
			a			b	
		86%	14%	62%	38%	52%	48%
One mobile phone	126	109	17	75	49	56	70
	8%	8%	8%	8%	9%	7%	10%
		87%	13%	60%	39%	44%	56%
More than one mobile phone	62	55	6	45	16	36	26
	4%	4%	3%	5%	3%	5%	4%
		90%	10%	73%	25%	58%	42%
Internet - Fixed Broadband access	1382	1195	187	877	502	701	681
	93%	93%	95%	94%	91%	92%	93%
		86%	14%	63%	36%	51%	49%
Internet - Mobile Broadband access	10	10	-	8	2	5	5
	1%	1%	-%	1%	*%	1%	1%
		100%	-%	76%	24%	51%	49%
TV service	815	748	67	521	295	399	416
	55%	58%	34%	56%	54%	53%	57%
		b					
		92%	8%	64%	36%	49%	51%
Don't know	9	7	2	5	4	4	4
	1%	1%	1%	*%	1%	1%	1%
		83%	17%	53%	47%	49%	51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Landline phone	1312	645	667	117	181	523	492	48	84	136	445	425	356	262	266	1081	125	71	35
	56%	57%	56%	35%	46%	65%	61%	32%	56%	60%	68%	68%	57%	52%	46%	55%	62%	62%	54%
		49%	51%	9%	14%	40%	37%	4%	6%	10%	34%	32%	27%	20%	20%	82%	10%	5%	3%
One mobile phone	126	64	62	8	23	46	49	4	7	16	49	37	38	28	23	106	11	7	1
	5%	6%	5%	2%	6%	6%	6%	3%	4%	7%	7%	6%	6%	5%	4%	5%	6%	6%	2%
				a	a	a	a	a	a	a	a	a	a	a	a	d	d	d	d
		51%	49%	6%	18%	36%	39%	4%	5%	13%	39%	29%	30%	22%	19%	84%	9%	6%	1%
More than one mobile phone	62	32	29	8	8	31	15	-	3	4	23	22	14	11	15	46	13	3	*
	3%	3%	2%	2%	2%	4%	2%	-%	2%	2%	4%	4%	2%	2%	3%	2%	6%	2%	1%
				d	d	d	d	a	a	a	a	a	a	a	a	d	acd	d	d
		52%	48%	13%	13%	50%	25%	-%	4%	7%	38%	35%	23%	17%	24%	74%	21%	4%	1%
Internet - Fixed Broadband access	1382	676	706	136	214	557	475	43	80	146	484	453	379	282	266	1142	127	77	36
	59%	60%	59%	40%	55%	70%	59%	29%	53%	64%	74%	73%	61%	56%	46%	59%	63%	67%	55%
				a	abd	a	a	a	a	ab	abc	bcd	d	d	d	d	d	ad	d
		49%	51%	10%	15%	40%	34%	3%	6%	11%	35%	33%	27%	20%	19%	83%	9%	6%	3%
Internet - Mobile Broadband access	10	8	2	3	2	5	-	1	1	1	4	2	2	3	3	8	1	1	-
	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%
				d	d	d	d	a	a	a	a	a	a	a	a	d	acd	d	d
		77%	23%	29%	21%	50%	-%	7%	6%	6%	39%	19%	17%	34%	30%	85%	9%	6%	-%
TV service	816	390	426	88	132	335	261	18	47	79	276	240	233	188	153	687	73	34	22
	35%	34%	36%	26%	34%	42%	32%	12%	31%	35%	42%	39%	37%	37%	27%	35%	36%	29%	34%
				a	abd	a	a	a	a	a	ab	d	d	d	d	d	d	d	d
		48%	52%	11%	16%	41%	32%	2%	6%	10%	34%	29%	29%	23%	19%	84%	9%	4%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		UNDER															
	MALE			16-24	25-34	35-54	55+	£10.4K- £15.59K	£15.6K- £25.99K	£26K+		AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Don't know	9	3	6	5	2	1	2	-	1	2	2	4	4	1	1	8	1	1	-
	*%	*%	1%	1%	*%	*%	*%	-%	1%	1%	*%	1%	1%	*%	*%	*%	*%	1%	-%
		36%	64%	52%	19%	6%	23%	-%	8%	17%	27%	40%	42%	13%	6%	85%	8%	7%	-%
DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES	846	406	440	184	158	218	287	96	61	69	145	147	217	203	276	717	67	35	27
	36%	36%	37%	55%	41%	27%	35%	65%	40%	30%	22%	24%	35%	40%	48%	37%	33%	30%	41%
		48%	52%	bcd	c		c	bcd	cd	d			a	a	abc				c
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d				22%	19%	26%	34%	11%	7%	8%	17%	17%	26%	24%	33%	85%	8%	4%	3%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Landline phone	1312	1131	181	816	494	682	630
	56%	56%	59%	60%	51%	59%	54%
		86%	14%	b	b	52%	48%
				62%	38%		
One mobile phone	126	109	17	75	49	56	70
	5%	5%	5%	6%	5%	5%	6%
		87%	13%	60%	39%	44%	56%
More than one mobile phone	62	55	6	45	16	36	26
	3%	3%	2%	3%	2%	3%	2%
		90%	10%	b			
				73%	25%	58%	42%
Internet - Fixed Broadband access	1382	1195	187	877	502	701	681
	59%	59%	61%	65%	51%	60%	58%
		86%	14%	b			
				63%	36%	51%	49%
Internet - Mobile Broadband access	10	10	-	8	2	5	5
	*%	*%	-%	1%	*%	*%	*%
		100%	-%	76%	24%	51%	49%
TV service	816	749	67	521	295	399	417
	35%	37%	22%	38%	30%	34%	36%
		b		b			
		92%	8%	64%	36%	49%	51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QG2 (QG3A). SHOWCARD Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
Don't know	9	8	2	5	4	4 5
	*%	*%	*%	*%	*%	*% *%
		84%	16%	57%	43%	45% 55%
DO NOT HAVE A PACKAGE/ BUNDLE OF SERVICES	846	736	110	419	427	407 439
	36%	36%	36%	31%	44%	35% 38%
		87%	13%	50%	a 50%	48% 52%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 156

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+								
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1806	865	941	170	238	682	716	68	114	193	549	491	571	376	364	1302	172	176	156
Effective Weighted Sample	1491	711	781	141	199	573	594	59	100	160	478	424	476	308	295	1151	164	163	142
Total	1489	729	760	154	232	581	522	52	90	158	511	474	409	303	300	1235	136	80	38
		49%	51%	10%	16%	39%	35%	**	6%	11%	34%	32%	27%	20%	20%	83%	9%	5%	3%
Sky	451	222	229	49	95	190	117	**	25	45	152	138	126	92	94	377	36	28	11
	30%	30%	30%	32%	41%	33%	22%	**	28%	28%	30%	29%	31%	30%	31%	31%	26%	34%	28%
		49%	51%	11%	21%	42%	26%	**	6%	10%	34%	31%	28%	20%	21%	84%	8%	6%	2%
BT	376	177	199	29	38	138	171	**	25	42	138	135	115	70	56	298	35	26	18
	25%	24%	26%	19%	16%	24%	33%	**	27%	27%	27%	28%	28%	23%	19%	24%	25%	33%	47%
		47%	53%	8%	10%	37%	46%	**	7%	11%	37%	36%	31%	19%	15%	79%	9%	7%	5%
Virgin Media	342	159	183	41	45	147	109	**	20	31	115	102	92	79	67	292	39	5	6
	23%	22%	24%	27%	19%	25%	21%	**	22%	20%	22%	21%	22%	26%	22%	24%	29%	6%	16%
		46%	54%	12%	13%	43%	32%	**	6%	9%	34%	30%	27%	23%	20%	85%	11%	2%	2%
Talk Talk/ Carphone Warehouse	150	70	79	14	19	49	68	**	11	20	45	39	34	32	44	122	13	11	3
	10%	10%	10%	9%	8%	8%	13%	**	13%	13%	9%	8%	8%	11%	15%	10%	10%	13%	8%
		47%	53%	10%	12%	33%	46%	**	8%	13%	30%	26%	23%	21%	30%	82%	9%	7%	2%
EE	55	31	25	6	12	18	19	**	1	3	27	19	20	11	6	50	3	3	-
	4%	4%	3%	4%	5%	3%	4%	**	1%	2%	5%	4%	5%	4%	2%	4%	2%	3%	-%
		55%	45%	12%	22%	33%	34%	**	1%	6%	48%	35%	35%	19%	10%	91%	5%	5%	-%
Plusnet	38	27	11	3	7	17	13	**	3	4	15	18	5	4	12	31	4	3	-
	3%	4%	1%	2%	3%	3%	2%	**	3%	3%	3%	4%	1%	1%	4%	3%	3%	3%	-%
		b						**				bc			bc		d	d	
		72%	28%	7%	17%	43%	33%	**	7%	11%	40%	46%	12%	10%	32%	82%	11%	7%	-%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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.

QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1806	865	941	170	238	682	716	68	114	193	549	491	571	376	364	1302	172	176	156
Effective Weighted Sample	1491	711	781	141	199	573	594	59	100	160	478	424	476	308	295	1151	164	163	142
Total	1489	729	760	154	232	581	522	52	90	158	511	474	409	303	300	1235	136	80	38
		49%	51%	10%	16%	39%	35%	**	6%	11%	34%	32%	27%	20%	20%	83%	9%	5%	3%
Vodafone	14	9	5	1	4	5	4	**	1	*	6	4	4	6	1	12	1	1	-
	1%	1%	1%	1%	2%	1%	1%	**	1%	%	1%	1%	1%	2%	%	1%	1%	1%	-%
		67%	33%	9%	30%	35%	26%	**	9%	4%	44%	27%	26%	39%	8%	86%	8%	6%	-%
Utility Warehouse	13	6	7	-	4	5	4	**	1	1	3	4	3	5	2	10	1	2	-
	1%	1%	1%	-%	2%	1%	1%	**	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%	-%
		46%	54%	-%	33%	38%	28%	**	10%	10%	24%	29%	19%	37%	16%	77%	7%	16%	-%
Post Office	8	4	4	-	1	3	4	**	1	2	2	1	1	3	3	6	2	*	-
	1%	1%	1%	-%	%	%	1%	**	1%	1%	%	%	%	1%	1%	%	1%	1%	-%
		47%	53%	-%	12%	37%	51%	**	12%	24%	20%	12%	16%	34%	38%	72%	22%	5%	-%
KComm	5	3	2	1	1	1	2	**	1	1	-	2	1	1	2	5	-	-	-
	%	%	%	1%	%	%	%	**	1%	1%	-%	%	%	%	1%	%	-%	-%	-%
		63%	37%	22%	20%	15%	43%	**	20%	30%	-%	37%	15%	15%	33%	100%	-%	-%	-%
T-Mobile	5	3	1	-	2	-	2	**	-	1	3	3	1	-	1	5	-	-	-
	%	%	%	-%	1%	-%	%	**	-%	1%	%	1%	%	-%	%	%	-%	-%	-%
		75%	25%	-%	c 51%	-%	49%	**	-%	20%	55%	55%	25%	-%	20%	100%	-%	-%	-%
GiffGaff	3	2	1	1	-	-	2	**	-	1	2	2	1	-	-	3	-	-	-
	%	%	%	1%	-%	-%	%	**	-%	1%	%	%	%	-%	-%	%	-%	-%	-%
		58%	42%	42%	c -%	-%	58%	**	-%	42%	58%	58%	42%	-%	-%	100%	-%	-%	-%
Tesco	2	2	-	-	2	1	-	**	-	-	-	-	-	-	2	2	-	-	-
	%	%	-%	-%	d 1%	%	-%	**	-%	-%	-%	-%	-%	-%	1%	%	-%	-%	-%
		100%	-%	-%	d 79%	21%	-%	**	-%	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 156

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**QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)
by MAIN CROSS-BREAKS**

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1806	865	941	170	238	682	716	68	114	193	549	491	571	376	364	1302	172	176	156
Effective Weighted Sample	1491	711	781	141	199	573	594	59	100	160	478	424	476	308	295	1151	164	163	142
Total	1489	729	760	154	232	581	522	52	90	158	511	474	409	303	300	1235	136	80	38
		49%	51%	10%	16%	39%	35%	**	6%	11%	34%	32%	27%	20%	20%	83%	9%	5%	3%
'3'	2	2	-	2	-	-	-	**	-	2	-	-	-	-	2	2	-	-	-
	*%	*%	-%	1%	-%	-%	-%	**	-%	1%	-%	-%	-%	-%	1%	*%	-%	-%	-%
		100%	-%	100%	-%	-%	-%	**	-%	100%	-%	-%	-%	-%	100%	100%	-%	-%	-%
AOL	1	1	-	-	-	1	-	**	-	-	1	1	-	-	-	1	-	-	-
	*%	*%	-%	-%	-%	*%	-%	**	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	-%
		100%	-%	-%	-%	100%	-%	**	-%	-%	100%	100%	-%	-%	-%	100%	-%	-%	-%
NOW TV	1	-	1	1	-	-	-	**	-	-	-	-	-	-	1	1	-	-	-
	*%	-%	*%	*%	-%	-%	-%	**	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
		-%	100%	100%	-%	-%	-%	**	-%	-%	-%	-%	-%	-%	100%	100%	-%	-%	-%
Other	18	8	10	2	2	7	7	**	1	3	3	7	5	1	5	15	2	1	*
	1%	1%	1%	1%	1%	1%	1%	**	1%	2%	1%	1%	1%	*%	2%	1%	1%	2%	1%
		47%	53%	9%	11%	41%	39%	**	5%	16%	16%	38%	30%	5%	25%	80%	11%	7%	1%
Don't know	5	2	3	3	-	1	1	**	-	*	1	1	1	1	1	3	1	*	*
	*%	*%	*%	2%	-%	*%	*%	**	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%
		37%	63%	60%	-%	11%	29%	**	-%	4%	24%	24%	24%	25%	26%	73%	15%	8%	4%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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by MAIN CROSS-BREAKS**

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	1806	1500	306	1039	764	903 903
Effective Weighted Sample	1491	1253	252	864	644	750 741
Total	1489	1292	197	936	549	759 730
		87%	13%	63%	37%	51% 49%
Sky	451	411	40	312	139	222 229
	30%	32%	21%	33%	25%	29% 31%
		b	b	b		
		91%	9%	69%	31%	49% 51%
BT	376	280	96	219	157	223 153
	25%	22%	49%	23%	29%	29% 21%
			a	a	b	
		74%	26%	58%	42%	59% 41%
Virgin Media	342	328	13	223	117	159 183
	23%	25%	7%	24%	21%	21% 25%
		b				
		96%	4%	65%	34%	47% 53%
Talk Talk/ Carphone Warehouse	150	130	19	78	71	66 84
	10%	10%	10%	8%	13%	9% 11%
				a		
		87%	13%	52%	48%	44% 56%
EE	55	47	8	34	20	23 32
	4%	4%	4%	4%	4%	3% 4%
		85%	15%	62%	36%	42% 58%
Plusnet	38	32	7	24	14	23 15
	3%	2%	3%	3%	3%	3% 2%
		83%	17%	63%	37%	61% 39%
Vodafone	14	12	2	11	3	5 9
	1%	1%	1%	1%	1%	1% 1%
		83%	17%	80%	20%	38% 62%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1806	1500	306	1039	764	903	903
Effective Weighted Sample	1491	1253	252	864	644	750	741
Total	1489	1292	197	936	549	759	730
		87%	13%	63%	37%	51%	49%
Utility Warehouse	13	11	2	8	4	7	6
	1%	1%	1%	1%	1%	1%	1%
		82%	18%	63%	30%	55%	45%
Post Office	8	6	2	2	6	4	4
	1%	*%	1%	*%	1%	1%	1%
				a			
		80%	20%	28%	72%	51%	49%
KComm	5	5	-	3	2	4	1
	*%	*%	-%	*%	*%	1%	*%
		100%	-%	57%	43%	80%	20%
T-Mobile	5	5	-	2	2	1	3
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	51%	49%	24%	76%
GiffGaff	3	3	-	2	1	3	-
	*%	*%	-%	*%	*%	*%	-%
		100%	-%	58%	42%	100%	-%
Tesco	2	2	-	-	2	2	1
	*%	*%	-%	-%	*%	*%	*%
				a			
		100%	-%	-%	100%	79%	21%
'3'	2	2	-	2	-	-	2
	*%	*%	-%	*%	-%	-%	*%
		100%	-%	100%	-%	-%	100%

Columns Tested: a,b - a,b - a,b

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Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1806	1500	306	1039	764	903	903
Effective Weighted Sample	1491	1253	252	864	644	750	741
Total	1489	1292	197	936	549	759	730
		87%	13%	63%	37%	51%	49%
AOL	1	-	1	1	-	1	-
	*%	-%	1%	*%	-%	*%	-%
			a				
		-%	100%	100%	-%	100%	-%
NOW TV	1	1	-	-	1	-	1
	*%	*%	-%	-%	*%	-%	*%
		100%	-%	-%	100%	-%	100%
Other	18	13	6	12	7	12	6
	1%	1%	3%	1%	1%	2%	1%
			a				
		69%	31%	64%	36%	65%	35%
Don't know	5	4	*	2	3	2	2
	*%	*%	*%	*%	1%	*%	*%
		90%	10%	41%	59%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 161

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**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2291	1116	1175	321	379	794	796	146	148	224	653	607	613	498	567	1915	201	112	63
		49%	51%	14%	17%	35%	35%	6%	6%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
LANDLINE AND BROADBAND	684	327	357	93	116	236	238	35	42	70	223	203	198	133	149	569	56	41	18
	30%	29%	30%	29%	31%	30%	30%	24%	28%	31%	34%	33%	32%	27%	26%	30%	28%	37%	28%
		48%	52%	14%	17%	35%	35%	5%	6%	10%	33%	30%	29%	19%	22%	83%	8%	abd	3%
LANDLINE, BROADBAND AND PAY TV	791	382	409	108	148	317	218	20	43	72	261	240	228	181	138	674	63	29	24
	35%	34%	35%	34%	39%	40%	27%	14%	29%	32%	40%	39%	37%	36%	24%	35%	31%	26%	38%
		48%	52%	14%	19%	40%	28%	3%	5%	9%	33%	30%	29%	23%	17%	85%	8%	4%	3%
LANDLINE AND PAY TV	21	7	14	1	-	7	13	3	3	2	2	3	4	5	10	16	5	*	*
	1%	1%	1%	*%	-%	1%	2%	2%	2%	1%	*%	*%	1%	1%	2%	1%	2%	*%	*%
		35%	65%	4%	-%	35%	62%	15%	15%	7%	9%	12%	18%	24%	a	74%	ac	1%	1%
LANDLINE, BROADBAND, MOBILE AND PAY TV	93	39	54	12	6	33	43	2	4	9	25	28	28	20	17	78	10	3	1
	4%	4%	5%	4%	2%	4%	5%	2%	3%	4%	4%	5%	5%	4%	3%	4%	5%	3%	2%
		42%	58%	12%	6%	35%	b	3%	4%	9%	27%	30%	30%	22%	18%	84%	11%	4%	1%
MOBILE AND BROADBAND	57	35	22	13	10	20	15	3	1	8	16	15	13	12	17	49	4	3	2
	3%	3%	2%	d	3%	2%	2%	2%	1%	3%	2%	2%	2%	2%	3%	3%	2%	3%	4%
		61%	39%	23%	17%	34%	26%	6%	2%	13%	28%	25%	23%	21%	30%	84%	6%	5%	4%

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

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by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
OTHER BUNDLE	193	101	92	23	32	68	69	10	10	19	58	55	43	52	43	163	16	9	5
	8%	9%	8%	7%	8%	9%	9%	7%	7%	9%	9%	9%	7%	10%	8%	9%	8%	8%	7%
		52%	48%	12%	17%	35%	36%	5%	5%	10%	30%	28%	22%	27%	22%	85%	9%	4%	2%
NO BUNDLE	452	224	228	72	68	113	199	73	45	45	69	64	98	94	193	366	47	26	13
	20%	20%	19%	22%	18%	14%	25%	50%	31%	20%	11%	11%	16%	19%	34%	19%	23%	23%	20%
		50%	50%	c			bc	bcd	cd	d		a	a	abc					
				16%	15%	25%	44%	16%	10%	10%	15%	14%	22%	21%	43%	81%	10%	6%	3%
DON'T KNOW FOR ANY PROVIDER	44	19	25	16	10	5	13	1	4	2	2	14	13	8	10	37	3	3	1
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Base for %	2291	1987	304	1334	953	1146	1145
		87%	13%	58%	42%	50%	50%
LANDLINE AND BROADBAND	684	544	140	406	277	365	319
	30%	27%	46%	30%	29%	32%	28%
			a			b	
		80%	20%	59%	40%	53%	47%
LANDLINE, BROADBAND AND PAY TV	791	721	70	532	257	408	383
	35%	36%	23%	40%	27%	36%	33%
		b		b			
		91%	9%	67%	32%	52%	48%
LANDLINE AND PAY TV	21	20	1	9	12	10	11
	1%	1%	*%	1%	1%	1%	1%
		95%	5%	44%	56%	46%	54%
LANDLINE, BROADBAND, MOBILE AND PAY TV	93	87	6	52	41	51	43
	4%	4%	2%	4%	4%	4%	4%
		b					
		93%	7%	56%	44%	54%	46%
MOBILE AND BROADBAND	57	53	5	31	26	27	30
	3%	3%	2%	2%	3%	2%	3%
		92%	8%	55%	45%	47%	53%
OTHER BUNDLE	193	162	30	117	75	94	99
	8%	8%	10%	9%	8%	8%	9%
		84%	16%	61%	39%	49%	51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 161

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

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
NO BUNDLE	452	399	53	186	265	192 260
	20%	20%	17%	14%	28%	17% 23%
		88%	12%	41%	a 59%	a 58%
DON'T KNOW FOR ANY PROVIDER	44	42	3	21	23	20 24

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 162

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

**SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2291	1116	1175	321	379	794	796	146	148	224	653	607	613	498	567	1915	201	112	63
		49%	51%	14%	17%	35%	35%	6%	6%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
DOUBLE PLAY	955	470	485	130	158	331	336	51	56	98	298	275	258	203	218	796	81	53	25
	42%	42%	41%	41%	42%	42%	42%	35%	38%	44%	46%	45%	42%	41%	39%	42%	40%	47%	40%
		49%	51%	14%	17%	35%	35%	5%	6%	10%	31%	29%	27%	21%	23%	83%	8%	6%	3%
TRIPLE PLAY	791	382	409	108	148	317	218	20	43	72	261	240	228	181	138	674	63	29	24
	35%	34%	35%	34%	39%	40%	27%	14%	29%	32%	40%	39%	37%	36%	24%	35%	31%	26%	38%
		48%	52%	d	d	d	28%	3%	5%	9%	33%	d	d	d	17%	c	8%	4%	c
QUAD PLAY	93	39	54	12	6	33	43	2	4	9	25	28	28	20	17	78	10	3	1
	4%	4%	5%	4%	2%	4%	5%	2%	3%	4%	4%	5%	5%	4%	3%	4%	5%	3%	2%
		42%	58%	12%	6%	35%	46%	3%	4%	9%	27%	30%	30%	22%	18%	84%	11%	4%	1%
NO BUNDLE	452	224	228	72	68	113	199	73	45	45	69	64	98	94	193	366	47	26	13
	20%	20%	19%	22%	18%	14%	25%	50%	31%	20%	11%	11%	16%	19%	34%	19%	23%	23%	20%
		50%	50%	c	15%	25%	bc	bcd	cd	d	15%	14%	a	a	abc	81%	10%	6%	3%
DON'T KNOW FOR ANY PROVIDER	44	19	25	16	10	5	13	1	4	2	2	14	13	8	10	37	3	3	1
Columns Tested: a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 162

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

**SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Base for %	2291	1987	304	1334	953	1146	1145
		87%	13%	58%	42%	50%	50%
DOUBLE PLAY	955	779	176	564	389	496	459
	42%	39%	58%	42%	41%	43%	40%
		a					
		82%	18%	59%	41%	52%	48%
TRIPLE PLAY	791	721	70	532	257	408	383
	35%	36%	23%	40%	27%	36%	33%
		b		b			
		91%	9%	67%	32%	52%	48%
QUAD PLAY	93	87	6	52	41	51	43
	4%	4%	2%	4%	4%	4%	4%
		b					
		93%	7%	56%	44%	54%	46%
NO BUNDLE	452	399	53	186	265	192	260
	20%	20%	17%	14%	28%	17%	23%
				a			a
		88%	12%	41%	59%	42%	58%
DON'T KNOW FOR ANY PROVIDER	44	42	3	21	23	20	24
Columns Tested: a.b - a.b - a.b							

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 163

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

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE
by MAIN CROSS-BREAKS**

Base : Those using the same supplier for two or more services

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2211	1054	1157	276	321	805	809	90	129	218	627	563	705	487	453	1628	193	187	203
Effective Weighted Sample	1831	867	965	228	270	675	674	77	114	180	546	488	590	399	367	1443	184	174	186
Total	1839	891	947	249	311	681	597	74	102	179	584	543	515	404	373	1548	154	86	50
		48%	52%	14%	17%	37%	32%	**	6%	10%	32%	30%	28%	22%	20%	84%	8%	5%	3%
Base for %	1839	891	947	249	311	681	597	74	102	179	584	543	515	404	373	1548	154	86	50
		48%	52%	14%	17%	37%	32%	**	6%	10%	32%	30%	28%	22%	20%	84%	8%	5%	3%
LANDLINE AND BROADBAND	684	327	357	93	116	236	238	**	42	70	223	203	198	133	149	569	56	41	18
	37%	37%	38%	37%	37%	35%	40%	**	41%	39%	38%	37%	39%	33%	40%	37%	36%	48%	35%
		48%	52%	14%	17%	35%	c	**	6%	10%	33%	30%	29%	19%	c	83%	8%	abd	3%
LANDLINE, BROADBAND AND PAY TV	791	382	409	108	148	317	218	**	43	72	261	240	228	181	138	674	63	29	24
	43%	43%	43%	43%	47%	47%	37%	**	42%	40%	45%	44%	44%	45%	37%	44%	41%	34%	48%
		48%	52%	14%	19%	40%	d	**	5%	9%	33%	d	d	d	17%	c	8%	c	3%
LANDLINE AND PAY TV	21	7	14	1	-	7	13	**	3	2	2	3	4	5	10	16	5	*	*
	1%	1%	1%	*%	-%	1%	2%	**	3%	1%	*%	*%	1%	1%	3%	1%	3%	*%	1%
		35%	65%	4%	-%	35%	b	**	d	7%	9%	12%	18%	24%	ab	74%	ac	1%	1%
LANDLINE, BROADBAND, MOBILE AND PAY TV	93	39	54	12	6	33	43	**	4	9	25	28	28	20	17	78	10	3	1
	5%	4%	6%	5%	2%	5%	7%	**	4%	5%	4%	5%	5%	5%	4%	5%	7%	4%	2%
		42%	58%	12%	6%	35%	b	**	4%	9%	27%	30%	30%	22%	18%	84%	d	4%	1%
MOBILE AND BROADBAND	57	35	22	13	10	20	15	**	1	8	16	15	13	12	17	49	4	3	2
	3%	4%	2%	5%	3%	3%	3%	**	1%	4%	3%	3%	3%	3%	5%	3%	2%	3%	5%
		b		d				**											
		61%	39%	23%	17%	34%	26%	**	2%	13%	28%	25%	23%	21%	30%	84%	6%	5%	4%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 163

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

**BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE
by MAIN CROSS-BREAKS**

Base : Those using the same supplier for two or more services

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2211	1054	1157	276	321	805	809	90	129	218	627	563	705	487	453	1628	193	187	203
Effective Weighted Sample	1831	867	965	228	270	675	674	77	114	180	546	488	590	399	367	1443	184	174	186
Total	1839	891	947	249	311	681	597	74	102	179	584	543	515	404	373	1548	154	86	50
		48%	52%	14%	17%	37%	32%	**	6%	10%	32%	30%	28%	22%	20%	84%	8%	5%	3%
OTHER BUNDLE	193	101	92	23	32	68	69	**	10	19	58	55	43	52	43	163	16	9	5
	10%	11%	10%	9%	10%	10%	12%	**	9%	11%	10%	10%	8%	13%	11%	11%	11%	10%	9%
		52%	48%	12%	17%	35%	36%	**	5%	10%	30%	28%	22%	27%	22%	85%	9%	4%	2%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 163

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

BUNDLE OWNERSHIP - DEFINED BY SUPPLIER USED FOR EACH SERVICE
by MAIN CROSS-BREAKS

Base : Those using the same supplier for two or more services

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2211	1822	389	1268	940	1128	1083
Effective Weighted Sample	1831	1527	322	1054	797	939	892
Total	1839	1587	252	1148	687	954	885
		86%	14%	62%	37%	52%	48%
Base for %	1839	1587	252	1148	687	954	885
		86%	14%	62%	37%	52%	48%
LANDLINE AND BROADBAND	684	544	140	406	277	365	319
	37%	34%	56%	35%	40%	38%	36%
			a		a		
		80%	20%	59%	40%	53%	47%
LANDLINE, BROADBAND AND PAY TV	791	721	70	532	257	408	383
	43%	45%	28%	46%	37%	43%	43%
		b		b			
		91%	9%	67%	32%	52%	48%
LANDLINE AND PAY TV	21	20	1	9	12	10	11
	1%	1%	*%	1%	2%	1%	1%
		95%	5%	44%	56%	46%	54%
LANDLINE, BROADBAND, MOBILE AND PAY TV	93	87	6	52	41	51	43
	5%	5%	2%	5%	6%	5%	5%
		b					
		93%	7%	56%	44%	54%	46%
MOBILE AND BROADBAND	57	53	5	31	26	27	30
	3%	3%	2%	3%	4%	3%	3%
		92%	8%	55%	45%	47%	53%
OTHER BUNDLE	193	162	30	117	75	94	99
	10%	10%	12%	10%	11%	10%	11%
		84%	16%	61%	39%	49%	51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 164

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

**SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES
by MAIN CROSS-BREAKS**

Base : Those using the same supplier for two or more services

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2211	1054	1157	276	321	805	809	90	129	218	627	563	705	487	453	1628	193	187	203
Effective Weighted Sample	1831	867	965	228	270	675	674	77	114	180	546	488	590	399	367	1443	184	174	186
Total	1839	891	947	249	311	681	597	74	102	179	584	543	515	404	373	1548	154	86	50
		48%	52%	14%	17%	37%	32%	**	6%	10%	32%	30%	28%	22%	20%	84%	8%	5%	3%
Base for %	1839	891	947	249	311	681	597	74	102	179	584	543	515	404	373	1548	154	86	50
		48%	52%	14%	17%	37%	32%	**	6%	10%	32%	30%	28%	22%	20%	84%	8%	5%	3%
DOUBLE PLAY	955	470	485	130	158	331	336	**	56	98	298	275	258	203	218	796	81	53	25
	52%	53%	51%	52%	51%	49%	56%	**	54%	55%	51%	51%	50%	50%	59%	51%	52%	62%	50%
							c								abc			ad	
		49%	51%	14%	17%	35%	35%	**	6%	10%	31%	29%	27%	21%	23%	83%	8%	6%	3%
TRIPLE PLAY	791	382	409	108	148	317	218	**	43	72	261	240	228	181	138	674	63	29	24
	43%	43%	43%	43%	47%	47%	37%	**	42%	40%	45%	44%	44%	45%	37%	44%	41%	34%	48%
		48%	52%	14%	19%	40%	28%	**	5%	9%	33%	30%	29%	23%	17%	85%	8%	4%	3%
				d	d							d	d	d		c		c	
QUAD PLAY	93	39	54	12	6	33	43	**	4	9	25	28	28	20	17	78	10	3	1
	5%	4%	6%	5%	2%	5%	7%	**	4%	5%	4%	5%	5%	5%	4%	5%	7%	4%	2%
						b	b										d		
		42%	58%	12%	6%	35%	46%	**	4%	9%	27%	30%	30%	22%	18%	84%	11%	4%	1%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 164

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

**SUMMARY OF BUNDLE OWNERSHIP - DEFINED BY SAME SUPPLIER USED FOR A NUMBER OF SERVICES
by MAIN CROSS-BREAKS**

Base : Those using the same supplier for two or more services

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2211	1822	389	1268	940	1128 1083
Effective Weighted Sample	1831	1527	322	1054	797	939 892
Total	1839	1587	252	1148	687	954 885
		86%	14%	62%	37%	52% 48%
Base for %	1839	1587	252	1148	687	954 885
		86%	14%	62%	37%	52% 48%
DOUBLE PLAY	955	779	176	564	389	496 459
	52%	49%	70%	49%	57%	52% 52%
		a	a	a	a	
		82%	18%	59%	41%	52% 48%
TRIPLE PLAY	791	721	70	532	257	408 383
	43%	45%	28%	46%	37%	43% 43%
		b	b	b	b	
		91%	9%	67%	32%	52% 48%
QUAD PLAY	93	87	6	52	41	51 43
	5%	5%	2%	5%	6%	5% 5%
		b	b	b	b	
		93%	7%	56%	44%	54% 46%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 166

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

**FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES
by MAIN CROSS-BREAKS**

Base : Those with fixed broadband at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER				£10.4K-	£10.4K-	£15.6K-						ENG	SCOT	WALES	
		MALE		16-24	25-34	35-54	55+	£10.4K	£15.59K	£25.99K	£26K+	AB	C1	C2	DE	LAND	LAND		NI
Significance Level: 95%		a	b	a	b	c	d	~a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2243	1084	1159	295	330	825	792	86	122	219	653	591	731	478	439	1646	194	200	203
Effective Weighted Sample	1856	895	962	243	278	693	659	74	107	183	570	512	612	392	355	1461	185	186	186
Total	1877	920	957	265	323	699	589	69	98	180	612	579	538	398	360	1580	155	91	50
		49%	51%	14%	17%	37%	31%	**	5%	10%	33%	31%	29%	21%	19%	84%	8%	5%	3%
Base for %	1837	900	937	250	314	694	579	68	96	178	608	564	526	393	351	1546	154	88	49
		49%	51%	14%	17%	38%	32%	**	5%	10%	33%	31%	29%	21%	19%	84%	8%	5%	3%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	99	55	44	21	16	35	27	**	2	8	34	32	32	15	19	88	5	4	2
	5%	6%	5%	8%	5%	5%	5%	**	2%	4%	6%	6%	6%	4%	6%	6%	3%	5%	3%
		56%	44%	d	21%	17%	35%	27%	**	2%	8%	33%	33%	15%	20%	89%	5%	4%	2%
SAME PROVIDER FOR ANY OTHER SERVICE	1738	845	893	229	297	659	553	**	94	170	574	532	494	378	332	1458	149	84	47
	95%	94%	95%	92%	95%	95%	95%	**	98%	96%	94%	94%	94%	96%	94%	94%	97%	95%	97%
		49%	51%	13%	17%	38%	a	**	5%	10%	33%	31%	28%	22%	19%	84%	9%	5%	3%
DON'T KNOW AT ANY SERVICE	39	19	20	15	10	5	10	**	2	2	4	14	12	5	8	34	1	3	1
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 166

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

**FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES
by MAIN CROSS-BREAKS**

Base : Those with fixed broadband at home

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2243	1848	395	1301	939	1141 1102
Effective Weighted Sample	1856	1546	327	1083	794	947 909
Total	1877	1616	261	1185	688	970 907
		86%	14%	63%	37%	52% 48%
Base for %	1837	1579	258	1167	668	951 886
		86%	14%	63%	36%	52% 48%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE						
	99	81	18	64	35	51 48
	5%	5%	7%	6%	5%	5% 5%
		82%	18%	65%	35%	52% 48%
SAME PROVIDER FOR ANY OTHER SERVICE						
	1738	1498	240	1102	633	900 839
	95%	95%	93%	94%	95%	95% 95%
		86%	14%	63%	36%	52% 48%
DON'T KNOW AT ANY SERVICE	39	37	3	19	21	19 20
Columns Tested: a,b - a,b - a,b						

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 167

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

**FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2296	1116	1179	323	380	794	799	147	149	224	652	607	614	502	568	1918	202	112	63
		49%	51%	14%	17%	35%	35%	6%	7%	10%	28%	26%	27%	22%	25%	84%	9%	5%	3%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	99	55	44	21	16	35	27	6	2	8	34	32	32	15	19	88	5	4	2
	4%	5%	4%	7%	4%	4%	3%	4%	1%	4%	5%	5%	5%	3%	3%	5%	2%	4%	3%
		56%	44%	d 21%	17%	35%	27%	6%	2%	8%	b 35%	33%	33%	15%	20%	89%	5%	4%	2%
SAME PROVIDER FOR ANY OTHER SERVICE	1738	845	893	229	297	659	553	63	94	170	574	532	494	378	332	1458	149	84	47
	76%	76%	76%	71%	78%	83%	69%	43%	63%	76%	88%	88%	80%	75%	59%	76%	74%	75%	75%
		49%	51%	ad 13%	ad 17%	ad 38%	32%	4%	a 5%	ab 10%	abc 33%	bcd 31%	cd 28%	d 22%	19%	84%	9%	5%	3%
DON'T KNOW AT ANY SERVICE	39	19	20	15	10	5	10	1	2	2	4	14	12	5	8	34	1	3	1
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 167

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

**FIXED BROADBAND STANDALONE - DEFINED BY SUPPLIER USED FOR FIXED BROADBAND AND OTHER SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Base for %	2296	1991	304	1337	955	1147	1148
		87%	13%	58%	42%	50%	50%
FIXED BROADBAND STANDALONE - DON'T USE FIXED BROADBAND SUPPLIER FOR ANY OTHER SERVICE	99	81	18	64	35	51	48
	4%	4%	6%	5%	4%	4%	4%
		82%	18%	65%	35%	52%	48%
SAME PROVIDER FOR ANY OTHER SERVICE	1738	1498	240	1102	633	900	839
	76%	75%	79%	82%	66%	78%	73%
				b		b	
		86%	14%	63%	36%	52%	48%
DON'T KNOW AT ANY SERVICE	39	37	3	19	21	19	20
Columns Tested: a.b - a.b - a.b							

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 169

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

**LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)
by MAIN CROSS-BREAKS**

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2501	1184	1317	285	318	833	1064	124	172	232	647	616	770	545	562	1827	230	220	224
Effective Weighted Sample	2060	970	1091	236	268	700	881	106	152	193	563	530	643	445	455	1612	218	203	207
Total	2038	976	1062	258	311	707	763	94	131	188	600	592	559	438	444	1709	178	96	56
		48%	52%	13%	15%	35%	37%	5%	6%	9%	29%	29%	27%	22%	22%	84%	9%	5%	3%
Base for %	1990	957	1034	242	301	702	746	93	128	187	597	577	544	429	435	1667	176	93	55
		48%	52%	12%	15%	35%	37%	5%	6%	9%	30%	29%	27%	22%	22%	84%	9%	5%	3%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	297	143	154	24	17	63	192	27	32	26	50	70	59	65	102	247	27	12	11
	15%	15%	15%	10%	6%	9%	26%	29%	25%	14%	8%	12%	11%	15%	23%	15%	16%	13%	20%
		48%	52%	8%	6%	21%	65%	9%	11%	9%	17%	23%	20%	22%	34%	83%	9%	4%	4%
SAME PROVIDER FOR ANY OTHER SERVICE	1691	812	879	217	284	636	553	66	96	161	546	506	483	365	333	1418	148	81	44
	85%	85%	85%	90%	94%	91%	74%	71%	75%	86%	91%	88%	89%	85%	77%	85%	84%	87%	80%
		48%	52%	d	d	d				ab	abc	d	d	d					
				13%	17%	38%	33%	4%	6%	10%	32%	30%	29%	22%	20%	84%	9%	5%	3%
DON'T KNOW AT ANY SERVICE	48	20	28	16	10	5	17	1	3	1	4	15	15	9	9	42	2	3	1
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 169

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**LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)
by MAIN CROSS-BREAKS**

Base : Those with a landline phone at home - including those who pay line rental for fixed broadband

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2501	2052	449	1309	1189	1265	1236
Effective Weighted Sample	2060	1709	371	1090	1004	1051	1010
Total	2038	1751	288	1194	841	1061	977
		86%	14%	59%	41%	52%	48%
Base for %	1990	1705	285	1174	813	1036	954
		86%	14%	59%	41%	52%	48%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	297	253	44	107	190	150	147
	15%	15%	15%	9%	23%	14%	15%
		85%	15%	36%	a 64%	50%	50%
SAME PROVIDER FOR ANY OTHER SERVICE	1691	1452	239	1065	622	884	807
	85%	85%	84%	91%	77%	85%	85%
		86%	14%	b 63%	37%	52%	48%
DON'T KNOW AT ANY SERVICE	48	45	3	20	28	25	23
Columns Tested: a,b - a,b - a,b							

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 170

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

**LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2287	1116	1171	321	380	794	792	146	148	225	652	606	610	498	567	1910	202	112	63
		49%	51%	14%	17%	35%	35%	6%	6%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	297	143	154	24	17	63	192	27	32	26	50	70	59	65	102	247	27	12	11
	13%	13%	13%	8%	4%	8%	24%	18%	21%	11%	8%	11%	10%	13%	18%	13%	14%	11%	17%
		48%	52%	8%	6%	21%	65%	9%	11%	9%	17%	23%	20%	22%	34%	83%	9%	4%	4%
SAME PROVIDER FOR ANY OTHER SERVICE	1691	812	879	217	284	636	553	66	96	161	546	506	483	365	333	1418	148	81	44
	74%	73%	75%	68%	75%	80%	70%	45%	65%	72%	84%	83%	79%	73%	59%	74%	74%	72%	69%
		48%	52%	13%	17%	38%	33%	4%	6%	10%	32%	30%	29%	22%	20%	84%	9%	5%	3%
DON'T KNOW AT ANY SERVICE	48	20	28	16	10	5	17	1	3	1	4	15	15	9	9	42	2	3	1
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 170

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

**LANDLINE STANDALONE - DEFINED BY SUPPLIER USED FOR LANDLINE AND OTHER SERVICES (INCLUDING THOSE WHO PAY LINE RENTAL AT QE48)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Base for %	2287	1983	304	1336	948	1142	1146
		87%	13%	58%	41%	50%	50%
FIXED LINE STANDALONE - DON'T USE LANDLINE SUPPLIER FOR ANY OTHER SERVICE	297	253	44	107	190	150	147
	13%	13%	14%	8%	20%	13%	13%
		85%	15%	36%	a 64%	50%	50%
SAME PROVIDER FOR ANY OTHER SERVICE	1691	1452	239	1065	622	884	807
	74%	73%	79%	80%	66%	77%	70%
		a 86%	b 14%	b 63%	37%	b 52%	b 48%
DON'T KNOW AT ANY SERVICE	48	45	3	20	28	25	23
Columns Tested: a,b - a,b - a,b							

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 173

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

**MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES
by MAIN CROSS-BREAKS**

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2674	1279	1395	368	395	933	977	163	179	265	693	619	815	586	649	1956	242	236	240
Effective Weighted Sample	2206	1052	1154	303	330	782	813	134	157	220	604	536	683	476	525	1728	231	220	222
Total	2218	1076	1142	330	382	789	718	129	136	219	652	601	604	486	523	1861	192	106	60
		49%	51%	15%	17%	36%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Base for %	2165	1052	1113	313	372	784	696	127	132	215	650	590	587	472	512	1816	188	103	58
		49%	51%	14%	17%	36%	32%	6%	6%	10%	30%	27%	27%	22%	24%	84%	9%	5%	3%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	1824	877	947	262	309	668	585	102	114	176	558	507	493	398	423	1529	156	87	52
	84%	83%	85%	84%	83%	85%	84%	80%	86%	82%	86%	86%	84%	84%	83%	84%	83%	85%	89%
		48%	52%	14%	17%	37%	32%	6%	6%	10%	31%	28%	27%	22%	23%	84%	9%	5%	ab 3%
SAME PROVIDER FOR ANY OTHER SERVICE	341	175	166	51	63	116	111	26	18	39	92	83	94	74	89	287	32	16	6
	16%	17%	15%	16%	17%	15%	16%	20%	14%	18%	14%	14%	16%	16%	17%	16%	17%	15%	11%
		51%	49%	15%	19%	34%	33%	8%	5%	11%	27%	24%	28%	22%	26%	d 84%	d 10%	5%	2%
DON'T KNOW AT ANY SERVICE	53	24	29	16	10	5	22	2	4	5	2	11	17	14	11	45	3	3	1
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 173

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**MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES
by MAIN CROSS-BREAKS**

Base : Those who personally use a mobile phone

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2674	2225	449	1465	1206	1296 1378
Effective Weighted Sample	2206	1854	371	1217	1017	1076 1131
Total	2218	1927	292	1339	877	1109 1110
		87%	13%	60%	40%	50% 50%
Base for %	2165	1877	289	1316	847	1082 1083
		87%	13%	61%	39%	50% 50%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	1824	1573	251	1122	700	920 904
	84%	84%	87%	85%	83%	85% 83%
		86%	14%	61%	38%	50% 50%
SAME PROVIDER FOR ANY OTHER SERVICE	341	304	38	194	146	162 179
	16%	16%	13%	15%	17%	15% 17%
		89%	11%	57%	43%	47% 53%
DON'T KNOW AT ANY SERVICE	53	50	3	23	30	27 27
Columns Tested: a,b - a,b - a,b						

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 174

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

**MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2282	1111	1171	321	380	794	788	145	147	222	654	611	608	493	565	1907	200	112	63
		49%	51%	14%	17%	35%	35%	6%	6%	10%	29%	27%	27%	22%	25%	84%	9%	5%	3%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	1824	877	947	262	309	668	585	102	114	176	558	507	493	398	423	1529	156	87	52
	80%	79%	81%	82%	81%	84%	74%	70%	78%	79%	85%	83%	81%	81%	75%	80%	78%	78%	83%
		48%	52%	d	d	d	32%	6%	6%	a	abc	d	d	d	23%	84%	9%	5%	3%
SAME PROVIDER FOR ANY OTHER SERVICE	341	175	166	51	63	116	111	26	18	39	92	83	94	74	89	287	32	16	6
	15%	16%	14%	16%	17%	15%	14%	18%	12%	18%	14%	14%	16%	15%	16%	15%	16%	14%	10%
		51%	49%	15%	19%	34%	33%	8%	5%	11%	27%	24%	28%	22%	26%	d	d	5%	2%
DON'T KNOW AT ANY SERVICE	53	24	29	16	10	5	22	2	4	5	2	11	17	14	11	45	3	3	1
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 174

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

**MOBILE (PERSONAL) STANDALONE - DEFINED BY SUPPLIER USED FOR MOBILE AND OTHER SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Base for %	2282	1978	304	1333	946	1140	1142
		87%	13%	58%	41%	50%	50%
MOBILE (PERSONAL) STANDALONE - DON'T USE MOBILE NETWORK FOR ANY OTHER SERVICE	1824	1573	251	1122	700	920	904
	80%	80%	83%	84%	74%	81%	79%
		86%	14%	b 61%	38%	50%	50%
SAME PROVIDER FOR ANY OTHER SERVICE	341	304	38	194	146	162	179
	15%	15%	12%	15%	15%	14%	16%
		89%	11%	57%	43%	47%	53%
DON'T KNOW AT ANY SERVICE	53	50	3	23	30	27	27
Columns Tested: a,b - a,b - a,b							

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 176

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

**PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES
by MAIN CROSS-BREAKS**

Base : Those with a Pay TV service

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									NI
Significance Level: 95%		a	b	a	b	c	d	~a	~b	c	d	a	b	c	d	a	b	c	d
Unweighted total	1652	794	858	215	232	642	563	54	93	156	485	419	521	379	329	1218	138	123	173
Effective Weighted Sample	1362	648	715	177	194	534	472	46	80	129	427	363	435	312	262	1080	132	115	158
Total	1372	666	705	196	223	541	411	43	72	128	447	407	377	313	270	1160	113	56	43
		49%	51%	14%	16%	39%	30%	**	**	9%	33%	30%	28%	23%	20%	85%	8%	4%	3%
Base for %	1360	660	699	193	221	540	405	43	71	124	446	404	372	312	268	1148	112	56	43
		49%	51%	14%	16%	40%	30%	**	**	9%	33%	30%	27%	23%	20%	84%	8%	4%	3%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	344	175	169	52	47	144	100	**	**	32	124	104	93	67	79	288	25	18	13
	25%	26%	24%	27%	21%	27%	25%	**	**	25%	28%	26%	25%	21%	29% c	25%	22%	33%	29%
		51%	49%	15%	14%	42%	29%	**	**	9%	36%	30%	27%	19%	23%	84%	7%	5%	4%
SAME PROVIDER FOR ANY OTHER SERVICE	1015	485	531	140	175	395	305	**	**	93	322	300	278	245	188	859	88	38	30
	75%	73%	76%	72%	79%	73%	75%	**	**	75%	72%	74%	75%	79% d	70%	75%	78%	67%	71%
		48%	52%	14%	17%	39%	30%	**	**	9%	32%	30%	27%	24%	19%	85%	9%	4%	3%
DON'T KNOW AT ANY SERVICE	12	6	6	3	2	2	6	**	**	3	1	3	6	1	2	11	1	-	-
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 176

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

**PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES
by MAIN CROSS-BREAKS**

Base : Those with a Pay TV service

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	1652	1403	249	982	669	829	823
Effective Weighted Sample	1362	1166	206	819	558	691	672
Total	1372	1207	165	886	484	713	659
		88%	12%	65%	35%	52%	48%
Base for %	1360	1195	165	881	477	704	655
		88%	12%	65%	35%	52%	48%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	344	267	77	218	125	186	157
	25%	22%	46%	25%	26%	26%	24%
		a	a				
		78%	22%	63%	37%	54%	46%
SAME PROVIDER FOR ANY OTHER SERVICE	1015	927	88	663	351	517	498
	75%	78%	54%	75%	74%	73%	76%
		b					
		91%	9%	65%	35%	51%	49%
DON'T KNOW AT ANY SERVICE	12	12	-	5	7	8	4
Columns Tested: a.b - a.b - a.b							

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 177

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

**PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Base for %	2323	1129	1194	335	388	797	803	147	150	223	655	618	620	506	574	1940	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	344	175	169	52	47	144	100	14	16	32	124	104	93	67	79	288	25	18	13
	15%	15%	14%	16%	12%	18%	12%	9%	11%	14%	19%	17%	15%	13%	14%	15%	12%	16%	20%
		51%	49%	15%	14%	42%	29%	4%	5%	9%	36%	30%	27%	19%	23%	84%	7%	5%	4%
SAME PROVIDER FOR ANY OTHER SERVICE	1017	485	533	141	176	395	305	29	56	94	322	300	280	245	189	862	88	38	30
	44%	43%	45%	42%	45%	50%	38%	20%	37%	42%	49%	49%	45%	48%	33%	44%	43%	33%	47%
		48%	52%	14%	17%	39%	30%	3%	5%	9%	32%	29%	28%	24%	19%	85%	9%	4%	3%
DON'T KNOW AT ANY SERVICE	12	6	6	3	2	2	6	-	1	3	1	3	6	1	2	11	1	-	-
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 177

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**PAY TV STANDALONE - DEFINED BY SUPPLIER USED FOR PAY TV AND OTHER SERVICES
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Base for %	2323	2016	307	1350	970	1158	1165
		87%	13%	58%	42%	50%	50%
PAY TV STANDALONE - DON'T USE PAY TV SUPPLIER FOR ANY OTHER SERVICE	344	267	77	218	125	186	157
	15%	13%	25%	16%	13%	16%	14%
		a	b	a	b	a	b
		78%	22%	63%	37%	54%	46%
SAME PROVIDER FOR ANY OTHER SERVICE	1017	929	88	664	352	519	499
	44%	46%	29%	49%	36%	45%	43%
		b	b	b	b	b	b
		91%	9%	65%	35%	51%	49%
DON'T KNOW AT ANY SERVICE	12	12	-	5	7	8	4
Columns Tested: a.b - a.b - a.b							

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 178

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

QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Married/ civil partnership	1165	601	564	18	172	505	471	22	57	107	420	400	298	275	190	989	91	54	31
	50%	53%	47%	5%	44%	63%	58%	15%	38%	48%	64%	64%	48%	54%	33%	51%	45%	47%	48%
		b			a	abd	ab		a	ab	abc	bcd	d	bd					
		52%	48%	2%	15%	43%	40%	2%	5%	9%	36%	34%	26%	24%	16%	85%	8%	5%	3%
Co-habiting	225	118	107	44	79	79	23	13	9	27	84	46	66	59	53	196	12	12	5
	10%	10%	9%	13%	20%	10%	3%	9%	6%	12%	13%	7%	11%	12%	9%	10%	6%	10%	7%
				d	acd	d				b	b		a			b			
		52%	48%	20%	35%	35%	10%	6%	4%	12%	38%	21%	29%	26%	24%	87%	5%	5%	2%
Single	610	316	294	274	130	140	66	67	44	52	114	114	182	112	203	490	73	30	17
	26%	28%	25%	81%	33%	18%	8%	45%	29%	23%	17%	18%	29%	22%	35%	25%	36%	26%	27%
				bcd	cd	d		bcd	d				ac		abc		acd		
		52%	48%	45%	21%	23%	11%	11%	7%	9%	19%	19%	30%	18%	33%	80%	12%	5%	3%
Widowed, divorced or separated	327	98	229	2	7	73	245	45	41	39	36	60	80	60	125	270	26	20	11
	14%	9%	19%	1%	2%	9%	30%	31%	27%	17%	6%	10%	13%	12%	22%	14%	13%	17%	18%
			a			ab	abc	cd	cd	d					abc				
		30%	70%	1%	2%	22%	75%	14%	13%	12%	11%	18%	24%	18%	38%	82%	8%	6%	3%
Refused	7	2	5	-	2	2	3	1	1	-	1	1	*	1	5	7	1	-	*
	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
															b				
		32%	68%	0%	32%	26%	42%	7%	9%	0%	9%	9%	2%	17%	72%	89%	8%	0%	2%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 178

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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)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
Married/ civil partnership	1165	999	167	731	433	653 513
	50%	49%	54%	54%	44%	56% 44%
		86%	14%	b 63%	37%	b 56% 44%
Co-habiting	225	202	23	164	61	95 129
	10%	10%	8%	12%	6%	8% 11%
		90%	10%	b 73%	27%	a 42% 58%
Single	610	543	67	354	256	251 359
	26%	27%	22%	26%	26%	22% 31%
		b 89%	11%	58%	42%	a 41% 59%
Widowed, divorced or separated	327	278	49	105	221	164 164
	14%	14%	16%	8%	a 23%	14% 14%
		85%	15%	32%	68%	50% 50%
Refused	7	7	1	2	6	4 4
	*%	*%	*%	*%	1%	*% *%
		92%	8%	23%	77%	48% 52%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 179

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

by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
English	1343	657	687	196	196	444	508	80	93	133	361	339	347	313	340	1314	7	18	4
	58%	58%	57%	58%	50%	56%	63%	54%	62%	59%	55%	55%	55%	62%	59%	67%	4%	16%	6%
		49%	51%	b			bc							ab		bcd		bd	
		49%	51%	15%	15%	33%	38%	6%	7%	10%	27%	25%	26%	23%	25%	98%	1%	1%	*%
Scottish	194	94	100	25	29	68	72	16	16	19	53	43	56	41	55	28	165	1	1
	8%	8%	8%	7%	7%	9%	9%	11%	10%	9%	8%	7%	9%	8%	10%	1%	81%	1%	1%
		48%	52%													acd			
		48%	52%	13%	15%	35%	37%	8%	8%	10%	27%	22%	29%	21%	28%	15%	85%	*%	*%
Welsh	71	36	35	10	11	25	26	4	3	6	13	18	17	16	20	8	-	63	-
	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	2%	3%	3%	3%	3%	*%	-%	55%	-%
		51%	49%															abd	
		51%	49%	14%	15%	35%	36%	6%	4%	9%	18%	26%	24%	23%	28%	11%	-%	89%	-%
Northern Irish	46	23	23	8	8	16	13	3	1	7	5	8	9	12	16	8	2	1	36
	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	1%	1%	2%	2%	3%	*%	1%	1%	56%
		50%	50%							d								abc	
		50%	50%	18%	18%	35%	29%	6%	2%	15%	10%	18%	20%	26%	36%	16%	3%	1%	79%
British	510	243	267	73	96	183	158	34	27	41	160	169	154	86	100	443	20	30	17
	22%	21%	22%	22%	25%	23%	20%	23%	18%	18%	24%	27%	25%	17%	17%	23%	10%	26%	27%
		48%	52%									cd	cd			b		b	
		48%	52%	14%	19%	36%	31%	7%	5%	8%	31%	33%	30%	17%	20%	87%	4%	6%	3%
Other	170	82	88	25	50	63	32	9	12	20	65	43	43	39	45	151	10	3	6
	7%	7%	7%	7%	13%	8%	4%	6%	8%	9%	10%	7%	7%	8%	8%	8%	5%	3%	9%
		48%	52%	d	acd	d										c		c	
		48%	52%	15%	29%	37%	19%	5%	7%	12%	38%	25%	25%	23%	26%	89%	6%	2%	4%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 179

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

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

by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
English	1343	1185	159	755	585	741	603
	58%	58%	52%	56%	60%	63%	52%
		b		a	b		
		88%	12%	56%	44%	55%	45%
Scottish	194	168	26	109	86	94	100
	8%	8%	8%	8%	9%	8%	9%
		87%	13%	56%	44%	48%	52%
Welsh	71	56	15	40	31	32	39
	3%	3%	5%	3%	3%	3%	3%
			a				
		79%	21%	56%	44%	45%	55%
Northern Irish	46	31	15	24	22	18	28
	2%	2%	5%	2%	2%	2%	2%
			a				
		67%	33%	52%	48%	40%	60%
British	510	438	72	317	193	240	271
	22%	22%	23%	23%	20%	21%	23%
			b				
		86%	14%	62%	38%	47%	53%
Other	170	150	21	112	58	42	128
	7%	7%	7%	8%	6%	4%	11%
			b				a
		88%	12%	66%	34%	25%	75%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 180

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

QZ3 (QZ2). SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
WHITE																			
British	1254	610	644	191	200	422	441	75	68	110	369	350	340	275	288	1124	49	40	40
	54%	54%	54%	57%	51%	53%	54%	51%	45%	48%	56%	56%	54%	54%	50%	58%	24%	35%	63%
		49%	51%	15%	16%	34%	35%	6%	5%	9%	29%	d	28%	27%	22%	23%	bc	b	bc
English	524	258	266	65	69	161	229	31	43	55	129	126	141	118	135	506	7	10	1
	22%	23%	22%	19%	18%	20%	28%	21%	29%	24%	20%	20%	23%	23%	23%	26%	4%	9%	1%
		49%	51%	12%	13%	31%	abc	44%	d	8%	10%	25%	24%	27%	22%	bcd	d	bd	*%
Scottish	155	74	81	19	24	55	57	16	15	17	35	31	46	32	46	18	135	1	1
	7%	6%	7%	6%	6%	7%	7%	11%	10%	8%	5%	5%	7%	6%	8%	1%	66%	1%	1%
		48%	52%	12%	15%	36%	37%	11%	d	9%	11%	23%	20%	30%	21%	a	acd	*%	*%
Welsh	63	32	31	8	11	22	22	4	3	5	11	16	15	14	19	4	-	59	-
	3%	3%	3%	2%	3%	3%	3%	2%	2%	2%	2%	3%	2%	3%	3%	*%	-%	51%	-%
		50%	50%	13%	18%	34%	36%	6%	5%	8%	17%	25%	23%	22%	30%	7%	-%	abd	93%
Irish	35	15	20	7	6	13	10	2	1	4	4	9	8	6	12	12	1	1	21
	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	32%
		44%	56%	19%	17%	36%	28%	4%	3%	11%	12%	26%	22%	19%	34%	35%	4%	2%	abc
Any other white background	87	34	53	10	31	34	11	4	4	13	35	23	22	20	22	79	5	2	1
	4%	3%	4%	3%	8%	4%	1%	3%	3%	6%	5%	4%	4%	4%	4%	4%	3%	2%	1%
		39%	61%	d	acd	d		5%	4%	15%	40%	26%	25%	23%	25%	d	91%	6%	1%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 180

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QZ3 (QZ2). SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K-£15.59K	£15.6K-£25.99K	£26K+		AB	C1	C2	DE	a	b	c	d
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
MIXED																			
White and Black Caribbean	17	7	10	2	1	5	8	1	-	-	4	6	5	4	1	16	-	1	-
	1%	1%	1%	1%	*%	1%	1%	*%	-%	-%	1%	1%	1%	1%	*%	1%	-%	1%	-%
		43%	57%	13%	8%	33%	46%	4%	-%	-%	25%	36%	29%	27%	8%	95%	-%	5%	-%
White and Black African	7	4	3	3	-	2	2	2	1	1	1	1	3	1	2	7	-	-	-
	*%	*%	*%	1%	-%	*%	*%	1%	*%	*%	*%	*%	1%	*%	*%	*%	-%	-%	-%
		53%	47%	39%	-%	32%	29%	22%	9%	14%	15%	18%	46%	13%	22%	100%	-%	-%	-%
White and Asian	4	3	2	*	1	2	1	1	-	-	1	-	2	1	1	3	-	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	-%	1%	-%
		58%	42%	10%	21%	48%	21%	13%	-%	-%	18%	-%	35%	33%	32%	69%	-%	a 31%	-%
Any other mixed/ multiple ethnic background	7	4	4	2	3	2	-	-	-	1	2	2	*	1	4	7	-	-	-
	*%	*%	*%	1%	1%	*%	-%	-%	-%	*%	*%	*%	*%	*%	1%	*%	-%	-%	-%
		52%	48%	30%	47%	23%	-%	-%	-%	12%	33%	30%	7%	14%	50%	100%	-%	-%	-%
ASIAN AND BRITISH ASIAN																			
Indian	45	20	25	7	5	21	11	4	4	3	14	17	8	11	9	45	1	-	-
	2%	2%	2%	2%	1%	3%	1%	3%	3%	1%	2%	3%	1%	2%	2%	2%	*%	-%	-%
		44%	56%	16%	12%	47%	25%	9%	9%	7%	31%	38%	18%	24%	20%	bcd 99%	1%	-%	-%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 180

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

QZ3 (QZ2). SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K-£15.59K	£15.6K-£25.99K	£26K+		AB	C1	C2	DE				
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Pakistani	36	24	12	6	7	18	4	2	3	4	11	12	9	6	9	35	1	-	-
	2%	2%	1%	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	1%	1%	2%	*%	-%	-%
		b		d	d	d										cd			
		66%	34%	18%	20%	50%	12%	6%	9%	12%	32%	34%	25%	17%	24%	98%	2%	-%	-%
Bangladeshi	6	4	3	1	4	-	1	-	-	-	2	2	2	-	2	6	1	-	-
	*%	*%	*%	*%	1%	-%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%	*%	-%	-%
					cd														
		56%	44%	19%	66%	-%	15%	-%	-%	-%	34%	32%	34%	-%	34%	90%	10%	-%	-%
Any other Asian background	15	10	5	2	4	9	-	-	4	2	6	2	-	4	8	15	-	-	-
	1%	1%	*%	*%	1%	1%	-%	-%	3%	1%	1%	*%	-%	1%	1%	1%	-%	-%	-%
				d	d	d			ad					b	b				
		66%	34%	11%	29%	60%	-%	-%	29%	14%	40%	16%	-%	27%	57%	100%	-%	-%	-%
BLACK AND BLACK BRITISH																			
Caribbean	19	10	8	6	1	9	3	2	2	1	3	4	7	3	5	19	-	-	-
	1%	1%	1%	2%	*%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%	1%	-%	-%	-%
				d															
		56%	44%	32%	6%	46%	17%	10%	10%	4%	17%	22%	36%	15%	27%	100%	-%	-%	-%
African	30	13	17	3	9	15	4	2	1	8	12	9	9	5	7	29	-	1	-
	1%	1%	1%	1%	2%	2%	*%	2%	1%	4%	2%	1%	1%	1%	1%	1%	-%	*%	-%
				d	d	d													
		44%	56%	10%	29%	49%	12%	8%	4%	27%	40%	29%	31%	17%	23%	98%	-%	2%	-%
Any other black background	2	1	*	-	1	*	-	-	-	*	1	1	*	-	-	2	-	-	-
	*%	*%	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%	*%	-%	-%	*%	-%	-%	-%
		72%	28%	-%	72%	28%	-%	-%	-%	28%	72%	72%	28%	-%	-%	100%	-%	-%	-%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 180

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QZ3 (QZ2). SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		UNDER												ENG LAND	SCOT LAND	WALES	NI
		MALE		16-24	25-34	35-54	55+	£10.4K	£10.4K-£15.59K	£15.6K-£25.99K	£26K+	AB	C1	C2	DE				
		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Significance Level: 95%																			
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Iranian	2	1	1	1	-	-	1	-	-	-	1	1	1	-	-	2	-	-	-
	2%	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	1%	1%	0%	0%	2%	0%	0%	0%
		28%	72%	72%	0%	0%	28%	0%	0%	0%	72%	72%	28%	0%	0%	100%	0%	0%	0%
CHINESE OR OTHER ETHNIC GROUP																			
Chinese	7	3	5	1	1	4	2	1	1	-	5	3	2	1	2	7	-	-	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	1%
		34%	66%	14%	11%	55%	20%	11%	8%	0%	61%	36%	27%	8%	29%	97%	0%	0%	3%
Any other background	15	7	8	2	8	3	1	1	-	2	8	6	4	4	2	11	3	1	*
	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
		49%	51%	13%	11%	22%	10%	8%	0%	11%	54%	36%	25%	23%	16%	73%	21%	4%	1%
Refused	3	2	*	1	1	*	1	-	-	-	-	1	1	*	1	2	-	-	1
	1%	1%	0%	1%	1%	1%	1%	0%	0%	0%	0%	1%	1%	1%	1%	2%	0%	0%	1%
		81%	19%	19%	28%	8%	44%	0%	0%	0%	0%	45%	19%	8%	27%	64%	0%	0%	36%
TOTAL WHITE	2117	1022	1095	300	340	707	770	132	134	203	582	554	571	466	522	1744	198	112	63
	91%	90%	91%	89%	87%	89%	95%	89%	89%	90%	89%	89%	91%	92%	91%	89%	97%	97%	98%
		48%	52%	14%	16%	33%	36%	6%	6%	10%	27%	26%	27%	22%	25%	82%	9%	5%	3%
TOTAL MIXED/ MULTIPLE	36	18	19	8	6	12	11	3	1	2	9	10	11	8	8	34	-	2	-
	2%	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%	0%	2%	0%
		49%	51%	22%	16%	33%	30%	8%	2%	5%	24%	26%	29%	22%	23%	94%	0%	6%	0%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 180

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QZ3 (QZ2). SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
TOTAL ASIAN/ BRITISH ASIAN		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
	102	57	45	16	21	48	17	6	12	9	34	34	19	21	28	100	2	-	-
	4%	5%	4%	5%	5%	6%	2%	4%	8%	4%	5%	5%	3%	4%	5%	5%	1%	-%	-%
TOTAL BLACK/ BLACK BRITISH		56%	44%	d	d	d						b				bcd			
		56%	44%	16%	21%	47%	16%	6%	12%	9%	33%	33%	19%	21%	28%	98%	2%	-%	-%
	50	25	25	9	11	24	7	4	3	9	16	14	17	8	12	49	-	1	-
		2%	2%	3%	3%	3%	1%	3%	2%	4%	2%	2%	3%	2%	2%	3%	-%	*%	-%
				d	d	d										bcd			
		50%	50%	18%	22%	47%	13%	8%	6%	19%	32%	28%	33%	15%	24%	99%	-%	1%	-%
MIDDLE EAST AND ARABIC ORIGIN																			
Middle Eastern, including Arabic origin	3	2	1	-	1	1	1	-	1	1	1	-	2	-	1	3	-	-	-
	*%	*%	*%	-%	*%	*%	*%	-%	1%	*%	*%	-%	*%	-%	*%	*%	-%	-%	-%
		67%	33%	-%	40%	27%	33%	-%	33%	27%	40%	-%	67%	-%	33%	100%	-%	-%	-%
TOTAL MIDDLE EAST AND ARABIC ORIGIN	5	2	2	1	1	1	1	-	1	1	2	1	2	-	1	5	-	-	-
	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%	*%	-%	*%	*%	-%	-%	-%
		50%	50%	31%	23%	16%	31%	-%	19%	16%	53%	31%	50%	-%	19%	100%	-%	-%	-%
TOTAL CHINESE OR OTHER ETHNIC GROUP	23	10	13	3	9	7	3	2	1	2	13	8	6	4	5	19	3	1	*
	1%	1%	1%	1%	2%	1%	*%	1%	*%	1%	2%	1%	1%	1%	1%	1%	2%	*%	1%
		44%	56%	14%	d	33%	13%	9%	3%	7%	56%	36%	26%	18%	20%	81%	14%	2%	2%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																			

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 180

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QZ3 (QZ2). SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
WHITE							
British	1254	1079	175	742	509	698	556
	54%	53%	57%	55%	52%	60%	48%
		86%	14%	59%	41%	56%	44%
English	524	468	56	272	252	287	237
	22%	23%	18%	20%	26%	25%	20%
		b	a	a	b	b	a
		89%	11%	52%	48%	55%	45%
Scottish	155	131	24	85	70	68	86
	7%	6%	8%	6%	7%	6%	7%
		85%	15%	55%	45%	44%	56%
Welsh	63	50	13	34	28	29	33
	3%	2%	4%	3%	3%	3%	3%
		a	a	a	a	a	a
		79%	21%	55%	45%	47%	53%
Irish	35	24	11	16	19	9	25
	1%	1%	4%	1%	2%	1%	2%
		a	a	a	a	a	a
		69%	31%	47%	53%	27%	73%
Any other white background	87	69	18	65	21	28	59
	4%	3%	6%	5%	2%	2%	5%
		a	a	b	a	a	a
		80%	20%	75%	25%	32%	68%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QZ3 (QZ2). SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
MIXED							
White and Black Caribbean	17 1%	16 1%	1 *%	12 1%	4 *%	3 *%	13 1%
		94%	6%	74%	26%	21%	a 79%
White and Black African	7 *%	7 *%	1 *%	4 *%	3 *%	1 *%	7 1%
		91%	9%	54%	46%	9%	a 91%
White and Asian	4 *%	4 *%	1 *%	2 *%	2 *%	3 *%	1 *%
		83%	17%	47%	53%	69%	31%
Any other mixed/ multiple ethnic background	7 *%	6 *%	2 1%	3 *%	5 *%	3 *%	4 *%
		77%	23%	37%	63%	41%	59%
ASIAN AND BRITISH ASIAN							
Indian	45 2%	43 2%	2 1%	30 2%	15 2%	15 1%	30 3%
		b 96%					a 67%
			4%	66%	34%	33%	

Columns Tested: a,b - a,b - a,b

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QZ3 (QZ2). SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Pakistani	36	36	-	25	11	3	33
	2%	2%	-%	2%	1%	*%	3%
		b					a
		100%	-%	70%	30%	9%	91%
Bangladeshi	6	6	-	5	1	-	6
	*%	*%	-%	*%	*%	-%	1%
							a
		100%	-%	80%	20%	-%	100%
Any other Asian background	15	14	1	13	1	4	10
	1%	1%	*%	1%	*%	*%	1%
			b				
		93%	7%	91%	9%	30%	70%
BLACK AND BLACK BRITISH							
Caribbean	19	18	1	10	8	3	15
	1%	1%	*%	1%	1%	*%	1%
							a
		95%	5%	56%	44%	19%	81%
African	30	29	1	19	11	3	27
	1%	1%	*%	1%	1%	*%	2%
							a
		97%	3%	64%	36%	9%	91%
Any other black background	2	2	-	2	-	-	2
	*%	*%	-%	*%	-%	-%	*%
		100%	-%	100%	-%	-%	100%

Columns Tested: a,b - a,b - a,b

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QZ3 (QZ2). SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Iranian	2	2	-	1	1	1	1
	*%	*%	-%	*%	*%	*%	*%
		100%	-%	72%	28%	28%	72%
CHINESE OR OTHER ETHNIC GROUP							
Chinese	7	7	-	2	6	2	5
	*%	*%	-%	*%	1%	*%	*%
		100%	-%	25%	75%	28%	72%
Any other background	15	15	-	11	5	2	14
	1%	1%	-%	1%	*%	*%	1%
		100%	-%	70%	30%	11%	a 89%
Refused	3	1	1	1	2	1	1
	*%	*%	*%	*%	*%	*%	*%
		55%	45%	26%	74%	53%	47%
TOTAL WHITE	2117	1820	297	1215	899	1121	996
	91%	90%	97%	90%	92%	96%	85%
		86%	a 14%	57%	a 42%	b 53%	b 47%
TOTAL MIXED/ MULTIPLE	36	32	4	21	15	10	26
	2%	2%	1%	2%	2%	1%	2%
		88%	12%	59%	41%	29%	a 71%

Columns Tested: a,b - a,b - a,b

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QZ3 (QZ2). SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
TOTAL ASIAN/ BRITISH ASIAN	102	99	3	73	29	23	79
	4%	5%	1%	5%	3%	2%	7%
		b		b			a
		97%	3%	72%	28%	22%	78%
TOTAL BLACK/ BLACK BRITISH	50	48	2	31	19	6	44
	2%	2%	1%	2%	2%	1%	4%
		b					a
		97%	3%	62%	38%	12%	88%
MIDDLE EAST AND ARABIC ORIGIN							
Middle Eastern, including Arabic origin	3	2	1	1	2	1	2
	*%	*%	*%	*%	*%	*%	*%
		73%	27%	27%	73%	27%	73%
TOTAL MIDDLE EAST AND ARABIC ORIGIN	5	4	1	2	2	1	3
	*%	*%	*%	*%	*%	*%	*%
		84%	16%	46%	54%	27%	73%
TOTAL CHINESE OR OTHER ETHNIC GROUP	23	23	-	13	10	4	19
	1%	1%	-%	1%	1%	*%	2%
		b					a
		100%	-%	55%	45%	17%	83%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 181

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QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Cannot walk far or manage stairs or can only do so with difficulty	116	55	61	1	3	19	93	11	15	6	14	20	22	25	48	94	8	11	3
	5%	5%	5%	*%	1%	2%	11%	7%	10%	3%	2%	3%	3%	5%	8%	5%	4%	9%	5%
						a	abc	cd	cd					abc	abd		abd		
		47%	53%	1%	3%	17%	80%	9%	13%	5%	12%	17%	19%	22%	41%	81%	7%	9%	3%
Breathlessness or chest pains	87	49	38	4	4	17	61	10	10	6	11	12	19	27	29	66	13	6	2
	4%	4%	3%	1%	1%	2%	8%	7%	7%	3%	2%	2%	3%	5%	5%	3%	6%	5%	3%
		56%	44%	4%	5%	20%	71%	12%	11%	7%	12%	14%	22%	31%	34%	76%	15%	6%	2%
Poor hearing, partial hearing or deafness	80	51	29	-	2	8	70	9	9	10	10	16	12	19	32	63	7	8	2
	3%	4%	2%	-%	1%	1%	9%	6%	6%	4%	2%	3%	2%	4%	6%	3%	3%	7%	2%
		b					abc	d	d	d				b	ab			ad	
		63%	37%	-%	3%	10%	88%	11%	11%	12%	13%	19%	15%	24%	40%	79%	8%	10%	2%
Mental health problems or difficulties	62	35	27	16	7	24	15	19	2	6	7	8	8	6	40	50	5	6	*
	3%	3%	2%	5%	2%	3%	2%	13%	1%	2%	1%	1%	1%	1%	7%	3%	3%	5%	1%
				bd				bcd							abc			ad	
		57%	43%	26%	12%	38%	24%	31%	3%	9%	11%	13%	13%	10%	64%	81%	8%	10%	1%
Poor vision, partial sight or blindness	57	26	31	5	3	12	37	5	11	3	9	7	14	9	27	43	6	4	3
	2%	2%	3%	1%	1%	2%	5%	3%	8%	1%	1%	1%	2%	2%	5%	2%	3%	4%	4%
		46%	54%	8%	5%	22%	65%	9%	20%	5%	15%	13%	25%	15%	47%	76%	11%	8%	5%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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**QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £10.4K	£10.4K- £15.59K	£15.6K- £25.99K	£26K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Limited ability to reach	32	14	18	-	-	4	28	-	6	2	7	8	6	4	13	28	1	2	1
	1%	1%	1%	-%	-%	1%	3%	-%	4%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%
		45%	55%	-%	-%	14%	abc		acd	19%	5%	21%	26%	20%	13%	41%	86%	5%	6%
Dyslexia	32	25	7	13	4	12	3	5	*	2	7	4	9	7	10	25	3	3	*
	1%	2%	1%	4%	1%	1%	1%	4%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%
		b		bcd		d		bcd		1%	5%	22%	13%	28%	23%	32%	79%	11%	9%
Cannot walk at all / use a wheelchair	17	7	10	-	-	7	10	1	3	2	1	1	3	2	10	14	1	1	*
	1%	1%	1%	-%	-%	1%	1%	1%	2%	1%	1%	1%	3%	2%	2%	1%	1%	1%	1%
		42%	58%	-%	-%	40%	ab		d	13%	4%	4%	18%	14%	58%	83%	9%	7%	2%
Difficulty in speaking or in communicating	14	10	4	1	4	4	5	1	2	1	2	1	5	2	6	13	-	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-
		74%	26%	10%	26%	27%	38%	5%	14%	5%	11%	5%	37%	12%	a	46%	94%	-	6%
Other illnesses or health problems which limit your daily activities or the work that you can do	103	61	42	6	5	29	64	12	11	10	13	21	19	18	45	85	7	10	1
	4%	5%	3%	2%	1%	4%	8%	8%	7%	4%	2%	3%	3%	4%	8%	4%	4%	9%	2%
		b				b	abc	d	d	d					abc			abd	
		59%	41%	5%	5%	28%	62%	11%	10%	10%	12%	20%	18%	18%	44%	82%	7%	10%	1%

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
None	1935	916	1019	300	367	708	561	96	106	196	599	550	547	428	407	1634	164	81	56
	83%	81%	85%	89%	94%	89%	69%	66%	70%	87%	91%	89%	87%	84%	71%	84%	81%	70%	87%
		a	a	d	acd	d		ab	ab	ab	abc	cd	d	d		c	c		c
		47%	53%	15%	19%	37%	29%	5%	5%	10%	31%	28%	28%	22%	21%	84%	8%	4%	3%

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

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**QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Cannot walk far or manage stairs or can only do so with difficulty	116	102	14	15	101	49	67
	5%	5%	5%	1%	10%	4%	6%
		88%	12%	13%	87%	43%	57%
Breathlessness or chest pains	87	63	24	18	69	47	39
	4%	3%	8%	1%	7%	4%	3%
		72%	28%	21%	79%	55%	45%
Poor hearing, partial hearing or deafness	80	69	10	14	66	43	37
	3%	3%	3%	1%	7%	4%	3%
		87%	13%	18%	82%	54%	46%
Mental health problems or difficulties	62	55	7	12	50	24	38
	3%	3%	2%	1%	5%	2%	3%
		88%	12%	19%	81%	39%	61%
Poor vision, partial sight or blindness	57	49	8	10	47	30	27
	2%	2%	2%	1%	5%	3%	2%
		87%	13%	17%	83%	52%	48%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 181

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

**QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)
by MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Limited ability to reach	32	28	4	2	31	16	16
	1%	1%	1%	*%	3%	1%	1%
		87%	13%	5%	a 95%	51%	49%
Dyslexia	32	30	2	17	14	18	14
	1%	1%	1%	1%	1%	2%	1%
		94%	6%	52%	44%	56%	44%
Cannot walk at all / use a wheelchair	17	16	1	-	17	3	14
	1%	1%	*%	-%	2%	*%	1%
		92%	8%	-%	a 100%	16%	a 84%
Difficulty in speaking or in communicating	14	12	2	1	13	5	9
	1%	1%	1%	*%	1%	*%	1%
		87%	13%	6%	a 94%	38%	62%
Other illnesses or health problems which limit your daily activities or the work that you can do	103	89	14	22	81	52	51
	4%	4%	5%	2%	8%	4%	4%
		86%	14%	21%	a 79%	50%	50%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 181

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QZ4 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
None	1935	1688	247	1266	667	980	955
	83%	83%	80%	93%	68%	84%	82%
			b				
		87%	13%	65%	34%	51%	49%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 182

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QZ5 (QZ11). Do you need to wear glasses or contact lenses in order to watch TV, go online or use a phone? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	1159	542	618	77	115	346	621	80	90	106	312	305	296	242	312	954	113	63	29
	50%	48%	51%	23%	30%	43%	77%	54%	59%	47%	48%	49%	47%	48%	54%	49%	55%	55%	45%
		47%	53%	7%	10%	30%	54%	7%	8%	9%	27%	26%	26%	21%	27%	82%	10%	5%	3%
No	1176	593	582	260	275	453	188	67	61	120	344	317	330	264	264	998	91	52	35
	50%	52%	49%	77%	70%	57%	23%	46%	41%	53%	52%	51%	53%	52%	46%	51%	45%	45%	55%
		50%	50%	22%	23%	39%	16%	6%	5%	10%	29%	27%	28%	22%	22%	85%	8%	4%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 182

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (QZ11). Do you need to wear glasses or contact lenses in order to watch TV, go online or use a phone? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Yes	1159	978	182	563	595	647	513
	50%	48%	59%	42%	61%	55%	44%
			a		a	b	
		84%	16%	49%	51%	56%	44%
No	1176	1050	125	792	381	520	656
	50%	52%	41%	58%	39%	45%	56%
		b	b	b		a	
		89%	11%	67%	32%	44%	56%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 183

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QZ6 (QZ12). Do you need to use a hearing aid or other hearing assistance in order to watch TV, go online or use a phone? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
Yes	128	81	47	5	5	17	101	10	13	13	20	27	34	21	45	103	15	6	4
	5%	7%	4%	2%	1%	2%	12%	6%	8%	6%	3%	4%	5%	4%	8%	5%	8%	5%	6%
		b					abc	d	d						ac				
		64%	36%	4%	4%	13%	79%	7%	10%	10%	16%	21%	27%	17%	35%	80%	12%	5%	3%
No	2207	1054	1153	332	385	782	708	138	139	213	635	594	592	485	531	1849	188	109	61
	95%	93%	96%	98%	99%	98%	88%	94%	92%	94%	97%	96%	95%	96%	92%	95%	92%	95%	94%
			a	d	d	d					ab	d		d					
		48%	52%	15%	17%	35%	32%	6%	6%	10%	29%	27%	27%	22%	24%	84%	9%	5%	3%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 183

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

QZ6 (QZ12). Do you need to use a hearing aid or other hearing assistance in order to watch TV, go online or use a phone? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a b
Unweighted total	2861	2382	479	1485	1373	1380 1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143 1209
Total	2335	2028	307	1356	976	1166 1169
		87%	13%	58%	42%	50% 50%
Yes	128	112	16	29	99	65 63
	5%	6%	5%	2%	10%	6% 5%
		87%	13%	23%	a 77%	51% 49%
No	2207	1916	291	1327	877	1101 1106
	95%	94%	95%	98%	90%	94% 95%
		87%	13%	b 60%	40%	50% 50%

Columns Tested: a,b - a,b - a,b

OFCom TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 184

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with poor vision, partial sight or blindness

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	90	40	50	5	4	16	65	8	18	4	11	10	25	14	40	57	9	13	11
Effective Weighted Sample	73	32	41	4	3	14	52	7	16	4	10	9	19	12	33	51	8	12	10
Total	57	26	31	5	3	12	37	5	11	3	9	7	14	9	27	43	6	4	3
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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 - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 184

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QZ7 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with poor vision, partial sight or blindness

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	90	40	50	5	4	16	65	8	18	4	11	10	25	14	40	57	9	13	11
Effective Weighted Sample	73	32	41	4	3	14	52	7	16	4	10	9	19	12	33	51	8	12	10
Total	57	26	31	5	3	12	37	5	11	3	9	7	14	9	27	43	6	4	3
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have no problems as long as I am wearing glasses/ contact lenses	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 184

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QZ7 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with poor vision, partial sight or blindness

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~a	~b	~a	~b
Unweighted total	90	76	14	13	77	42	48
Effective Weighted Sample	73	62	12	11	62	35	39
Total	57	49	8	10	47	30	27
		**	**	**	**	**	**
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 - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 184

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QZ7 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with poor vision, partial sight or blindness

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~a	~b	~a	~b
Unweighted total	90	76	14	13	77	42	48
Effective Weighted Sample	73	62	12	11	62	35	39
Total	57	49	8	10	47	30	27
		**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
Have no problems as long as I am wearing glasses/ contact lenses	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
Other	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
		**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 185

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QZ8 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with poor hearing, partial hearing or deafness

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		~a	~b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	126	78	48	-	2	11	113	14	14	17	12	18	25	31	51	85	11	23	7
Effective Weighted Sample	101	64	37	-	2	10	89	12	12	15	10	15	20	26	42	72	10	21	7
Total	80	51	29	-	2	8	70	9	9	10	10	16	12	19	32	63	7	8	2
		**	**	**	**	**	88%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear sounds at all	*	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	5	**	**	**	**	**	5	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	8%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	100%	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	3	**	**	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	3%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	66%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	1	**	**	**	**	**	1	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	1%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	47%	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	15	**	**	**	**	**	12	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	18%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	83%	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 185

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with poor hearing, partial hearing or deafness

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+	NI								
Significance Level: 95%		~a	~b	~a	~b	~c	d	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	126	78	48	-	2	11	113	14	14	17	12	18	25	31	51	85	11	23	7
Effective Weighted Sample	101	64	37	-	2	10	89	12	12	15	10	15	20	26	42	72	10	21	7
Total	80	51	29	-	2	8	70	9	9	10	10	16	12	19	32	63	7	8	2
		**	**	**	**	**	88%	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	8	**	**	**	**	**	7	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	10%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	89%	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	36	**	**	**	**	**	32	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	46%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	88%	**	**	**	**	**	**	**	**	**	**	**	**
Other	5	**	**	**	**	**	5	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	7%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	100%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	6	**	**	**	**	**	6	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	9%	**	**	**	**	**	**	**	**	**	**	**	**
		**	**	**	**	**	100%	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 185

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

by MAIN CROSS-BREAKS

Base : Those with poor hearing, partial hearing or deafness

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~a	b	~a	~b
Unweighted total	126	108	18	14	112	59	67
Effective Weighted Sample	101	85	16	11	95	47	58
Total	80	69	10	14	66	43	37
		87%	**	**	82%	**	**
Cannot hear sounds at all	*	*	**	**	*	**	**
	1%	1%	**	**	1%	**	**
		100%	**	**	100%	**	**
Cannot follow a TV programme with the volume turned up	5	4	**	**	4	**	**
	7%	6%	**	**	6%	**	**
		80%	**	**	80%	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	3	2	**	**	3	**	**
	4%	3%	**	**	4%	**	**
		70%	**	**	83%	**	**
Cannot hear a doorbell, alarm clock or telephone bell	1	1	**	**	1	**	**
	2%	2%	**	**	2%	**	**
		100%	**	**	100%	**	**
Cannot follow a TV programme at a volume others find acceptable	15	13	**	**	14	**	**
	19%	19%	**	**	22%	**	**
		88%	**	**	96%	**	**

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 185

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QZ8 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : Those with poor hearing, partial hearing or deafness

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	~a	b	~a	~b
Unweighted total	126	108	18	14	112	59	67
Effective Weighted Sample	101	85	16	11	95	47	58
Total	80	69	10	14	66	43	37
		87%	**	**	82%	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	8	5	**	**	6	**	**
	9%	8%	**	**	9%	**	**
		70%	**	**	80%	**	**
Difficulty following a conversation against background noise	36	33	**	**	28	**	**
	46%	47%	**	**	42%	**	**
		90%	**	**	77%	**	**
Other	5	4	**	**	5	**	**
	6%	6%	**	**	7%	**	**
		86%	**	**	100%	**	**
Don't know	6	6	**	**	4	**	**
	8%	9%	**	**	6%	**	**
		100%	**	**	69%	**	**

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 186

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QZ11. (QZ13). SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES		
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+										
Significance Level: 95%		a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260	
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240	
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64	
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%	
Up to £199 per week/ £10,399 per year	147	54	93	35	17	34	61	147	-	-	-	7	14	22	104	120	18	7	3	
	6%	5%	8%	10%	4%	4%	8%	100%	-%	-%	-%	1%	2%	4%	18%	6%	9%	6%	4%	
			a	bc			c	bcd						ab	abc		d			
		37%	63%	24%	12%	23%	41%	100%	-%	-%	-%	5%	10%	15%	71%	81%	12%	5%	2%	
From £200 to £299 per week/ £10,400 to £15,599 per year	151	58	93	7	26	39	79	-	151	-	-	9	36	29	78	129	17	4	1	
	6%	5%	8%	2%	7%	5%	10%	-%	100%	-%	-%	1%	6%	6%	13%	7%	8%	4%	2%	
			a		a	a	ac		acd				a	a	abc	d	cd			
		38%	62%	5%	17%	26%	52%	-%	100%	-%	-%	6%	24%	19%	51%	85%	11%	3%	1%	
From £300 to £499 per week/ £15,600 to £25,599 per year	226	112	114	19	44	93	71	-	-	226	-	23	75	58	70	188	22	12	5	
	10%	10%	10%	6%	11%	12%	9%	-%	-%	100%	-%	4%	12%	11%	12%	10%	11%	10%	8%	
		49%	51%	8%	19%	41%	31%	-%	-%	100%	-%	10%	33%	26%	31%	83%	10%	5%	2%	
From £500 to £699 per week/ £26,000 to £36,399 per year	216	118	99	24	50	86	55	-	-	-	216	57	66	68	25	186	20	8	3	
	9%	10%	8%	7%	13%	11%	7%	-%	-%	-%	33%	9%	11%	13%	4%	10%	10%	7%	5%	
		54%	46%	11%	23%	40%	26%	-%	-%	-%	100%	26%	31%	31%	12%	86%	9%	4%	1%	
					ad	d					abc	d	d	ad		d	d			
From £700 to £999 per week/ £36,400 to £51,999 per year	217	113	104	16	40	102	59	-	-	-	217	94	62	50	11	185	21	7	4	
	9%	10%	9%	5%	10%	13%	7%	-%	-%	-%	33%	15%	10%	10%	2%	9%	10%	6%	6%	
		52%	48%	7%	18%	47%	27%	-%	-%	-%	100%	43%	29%	23%	5%	85%	10%	3%	2%	
Columns Tested:		a.b - a.b.c.d - a.b.c.d - a.b.c.d - a.b.c.d																		

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

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

Table 186

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QZ11. (QZ13). SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)
by MAIN CROSS-BREAKS

Base : All respondents

	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
	Total	FEMALE		16-24	25-34	35-54	55+	UNDER				AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
		MALE						£10.4K-£15.59K	£15.6K-£25.99K	£26K+									
Significance Level: 95%	a	b	a	b	c	d	a	b	c	d	a	b	c	d	a	b	c	d	
Unweighted total	2861	1375	1486	377	403	947	1133	189	198	275	700	648	858	619	728	2077	262	262	260
Effective Weighted Sample	2350	1126	1225	311	337	793	937	156	174	229	609	558	715	501	588	1830	249	243	240
Total	2335	1135	1200	337	390	799	809	147	151	226	656	621	626	507	576	1952	203	115	64
		49%	51%	14%	17%	34%	35%	6%	6%	10%	28%	27%	27%	22%	25%	84%	9%	5%	3%
£1,000 per week and above/ £52,000 and above per year	223	119	104	16	61	112	33	-	-	-	223	134	60	27	2	205	16	2	-
	10%	10%	9%	5%	16%	14%	4%	-%	-%	-%	34%	22%	10%	5%	*%	11%	8%	2%	-%
					ad	ad					abc	bcd	cd	d		cd	cd		
		53%	47%	7%	28%	50%	15%	-%	-%	-%	100%	60%	27%	12%	1%	92%	7%	1%	-%
Don't know/ Refused	1154	562	593	220	151	332	451	-	-	-	-	297	312	254	287	940	90	76	48
	49%	49%	49%	65%	39%	42%	56%	-%	-%	-%	-%	48%	50%	50%	50%	48%	44%	66%	74%
				bcd			bc										ab	ab	abc
		49%	51%	19%	13%	29%	39%	-%	-%	-%	-%	26%	27%	22%	25%	81%	8%	7%	4%
Columns Tested:	a,b - a,b,c,d - a,b,c,d - a,b,c,d - a,b,c,d																		

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QZ11. (QZ13). SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE) by MAIN CROSS-BREAKS

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
Up to £199 per week/ £10,399 per year	147	129	19	39	109	54	93
	6%	6%	6%	3%	11%	5%	8%
		87%	13%	26%	a 74%	37%	a 63%
From £200 to £299 per week/ £10,400 to £15,599 per year	151	135	16	59	93	55	96
	6%	7%	5%	4%	10%	5%	8%
		89%	11%	39%	a 61%	36%	a 64%
From £300 to £499 per week/ £15,600 to £25,599 per year	226	201	26	138	88	87	139
	10%	10%	8%	10%	9%	7%	12%
		89%	11%	61%	39%	39%	a 61%
From £500 to £699 per week/ £26,000 to £36,399 per year	216	181	35	162	54	105	111
	9%	9%	12%	12%	6%	9%	9%
		84%	16%	b 75%	25%	49%	51%

Columns Tested: a,b - a,b - a,b

OFCOM TECHNOLOGY TRACKER - H2 2017. 1st July to 31st August 2017.

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QZ11. (QZ13). SHOWCARD Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)
by **MAIN CROSS-BREAKS**

Base : All respondents

	URBANITY		WORKING		DEPRIVATION LEVEL		
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	a	b	a	b
Unweighted total	2861	2382	479	1485	1373	1380	1481
Effective Weighted Sample	2350	1976	395	1234	1153	1143	1209
Total	2335	2028	307	1356	976	1166	1169
		87%	13%	58%	42%	50%	50%
From £700 to £999 per week/ £36,400 to £51,999 per year	217	182	35	179	38	113	104
	9%	9%	11%	13%	4%	10%	9%
		84%	16%	83%	17%	52%	48%
£1,000 per week and above/ £52,000 and above per year	223	180	43	196	27	142	80
	10%	9%	14%	14%	3%	12%	7%
		81%	19%	88%	12%	64%	36%
Don't know/ Refused	1154	1021	133	582	569	610	545
	49%	50%	43%	43%	58%	52%	47%
		b		a	a	b	
		88%	12%	50%	49%	53%	47%

Columns Tested: a,b - a,b - a,b