

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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Base : All respondents	
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Base : Those with a TV in the household	
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Base : Those who listen to radio	

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Base : All respondents	

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Table 1

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

NATION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
England	1872	899	974	258	353	649	612	295	192	173	347	487	560	337	485	1872	-	-	-
	84%	84%	84%	83%	84%	84%	83%	81%	86% i	76%	85% i	87% n	85%	82%	81%	100% pqr	-%	-%	-%
Scotland	195	94	101	28	33	66	68	34	8	28	33	41	55	39	61	-	195	-	-
	9%	9%	9%	9%	8%	9%	9%	9% h	4%	12% h	8% h	7%	8%	10%	10%	-%	100% oqr	-%	-%
Wales	111	52	59	14	21	39	36	22	13	16	17	23	30	20	38	-	-	111	-
	5%	5%	5%	5%	5%	5%	5%	6%	6%	7%	4%	4%	4%	5%	6%	-%	-%	100% opr	-%
Northern Ireland	62	30	32	9	14	21	18	13	9	11	11	11	18	14	19	-	-	-	62
	3%	3%	3%	3%	3%	3%	2%	3%	4%	5%	3%	2%	3%	3%	3%	-%	-%	-%	100% opq

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

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NATION

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
England	1872	1653	220	1061	800	1162	711
	84%	85%	74%	85%	82%	87%	84%
		b				f	
Scotland	195	161	34	100	96	102	93
	9%	8%	11%	8%	10%	8%	11%
							e
Wales	111	89	22	61	50	69	41
	5%	5%	7%	5%	5%	5%	5%
			a				
Northern Ireland	62	39	22	32	30	-	-
	3%	2%	8%	3%	3%	-%	-%
			a				

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

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Table 2

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

REGION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
North East	97 4%	46 4%	51 4%	16 5%	23 5%	32 4%	26 4%	19 5%	7 3%	9 4%	12 3%	20 4%	30 4%	19 5%	28 5%	97 5%	- -%	- -%	- -%
																pqr			
North West	248 11%	107 10%	141 12%	26 8%	44 11%	85 11%	93 13% c	29 8%	31 14% g	22 10%	50 12% g	83 15% lm	61 9%	36 9%	68 11%	248 13% pqr	- -%	- -%	- -%
Yorkshire	186 8%	94 9%	92 8%	28 9%	37 9%	54 7%	66 9%	23 6%	14 6%	13 6%	15 4%	36 6%	52 8%	40 10%	58 10% k	186 10% pqr	- -%	- -%	- -%
East Midlands	157 7%	79 7%	78 7%	23 7%	30 7%	47 6%	57 8%	37 10%	23 10%	27 12%	35 9%	34 6%	46 7%	29 7%	45 8%	157 8% pqr	- -%	- -%	- -%
West Midlands	193 9%	94 9%	99 8%	26 8%	38 9%	63 8%	67 9%	42 11% ij	24 11% ij	13 6% j	9 2%	32 6%	57 9%	42 10% k	62 10% k	193 10% pqr	- -%	- -%	- -%
East of England	204 9%	105 10%	99 9%	23 7%	39 9%	67 9%	76 10%	34 9%	27 12%	32 14%	37 9%	48 8%	57 9%	44 11%	55 9%	204 11% pqr	- -%	- -%	- -%
London	283 13%	138 13%	144 12%	41 13%	57 14% f	115 15% f	69 9%	31 8% i	25 11% i	7 3%	53 13% gi	103 18% mn	96 14% mn	27 7%	57 9%	283 15% pqr	- -%	- -%	- -%
South East	316 14%	147 14%	170 15%	55 18% f	55 13%	131 17% f	75 10%	51 14%	22 10%	32 14%	100 25% ghi	97 17% n	103 16% n	55 13%	61 10%	316 17% pqr	- -%	- -%	- -%
South West	187 8%	88 8%	99 8%	19 6%	29 7%	56 7%	83 11% cde	30 8%	18 8%	19 8%	35 8%	33 6%	59 9%	44 11% k	50 8%	187 10% pqr	- -%	- -%	- -%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 2

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REGION

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Wales	111	52	59	14	21	39	36	22	13	16	17	23	30	20	38	-	-	111	-
	5%	5%	5%	5%	5%	5%	5%	6%	6%	7%	4%	4%	4%	5%	6%	-%	-%	100%	-%
																	opr		
Scotland	195	94	101	28	33	66	68	34	8	28	33	41	55	39	61	-	195	-	-
	9%	9%	9%	9%	8%	9%	9%	9%	4%	12%	8%	7%	8%	10%	10%	-%	100%	-%	-%
								h		h	h						oqr		
Northern Ireland	62	30	32	9	14	21	18	13	9	11	11	11	18	14	19	-	-	-	62
	3%	3%	3%	3%	3%	3%	2%	3%	4%	5%	3%	2%	3%	3%	3%	-%	-%	-%	100%
																		opq	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 2

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REGION

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
North East	97 4%	90 5%	7 2%	57 5%	41 4%	38 3%	59 7% e
North West	248 11%	231 12% b	18 6%	125 10%	123 13%	134 10%	114 14% e
Yorkshire	186 8%	164 8%	22 7%	95 8%	91 9%	108 8%	78 9%
East Midlands	157 7%	131 7%	26 9%	79 6%	77 8%	115 9% f	41 5%
West Midlands	193 9%	172 9%	22 7%	99 8%	93 10%	113 8%	80 9%
East of England	204 9%	167 9%	37 13% a	118 9%	83 8%	153 11% f	51 6%
London	283 13%	283 15% b	- -%	173 14% d	106 11%	96 7%	186 22% e
South East	316 14%	275 14%	41 14%	209 17% d	106 11%	252 19% f	65 8%
South West	187 8%	141 7%	47 16% a	105 8%	81 8%	152 11% f	35 4%
Wales	111 5%	89 5%	22 7% a	61 5%	50 5%	69 5%	41 5%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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REGION

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Scotland	195	161	34	100	96	102	93
	9%	8%	11%	8%	10%	8%	11%
							e
Northern Ireland	62	39	22	32	30	-	-
	3%	2%	8%	3%	3%	-%	-%
			a				

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Urban	1942	926	1016	279	376	664	624	324	185	196	347	474	575	351	540	1653	161	89	39
	87%	86%	87%	90%	89%	86%	85%	89%	83%	86%	85%	84%	87%	86%	90%	88%	83%	80%	64%
				ef	f			h							km	pqr	r	r	
Rural	298	148	150	30	45	112	111	40	37	32	62	88	87	59	62	220	34	22	22
	13%	14%	13%	10%	11%	14%	15%	11%	17%	14%	15%	16%	13%	14%	10%	12%	17%	20%	36%
						c	cd		g			n		n			o	o	opq

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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URBANITY

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Urban	1942	1942	-	1086	848	1069	834
	87%	100%	-%	87%	87%	80%	99%
		b					e
Rural	298	-	298	167	128	264	11
	13%	-%	100%	13%	13%	20%	1%
			a			f	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
TELEWEST	515	237	277	67	104	171	173	84	51	40	107	131	149	85	150	470	44	-	-
	23%	22%	24%	22%	25%	22%	24%	23%	23%	17%	26%	23%	22%	21%	25%	25%	23%	-%	-%
											i					qr	qr		
NTL	677	323	354	107	125	226	220	127	80	64	116	164	199	123	191	620	32	5	20
	30%	30%	30%	34%	30%	29%	30%	35%	36%	28%	28%	29%	30%	30%	32%	33%	16%	5%	33%
																pq	q		pq
NEITHER	1048	514	534	136	191	379	342	153	92	124	185	267	315	202	260	783	119	105	41
	47%	48%	46%	44%	46%	49%	47%	42%	41%	54%	45%	48%	48%	49%	43%	42%	61%	95%	67%
										ghj				n			o	opr	o

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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CABLE AREA

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
TELEWEST	515	515	-	287	226	243	272
	23%	26%	-%	23%	23%	18%	32%
		b					e
NTL	677	660	18	370	303	365	292
	30%	34%	6%	30%	31%	27%	35%
		b					e
NEITHER	1048	768	280	596	447	725	281
	47%	40%	94%	48%	46%	54%	33%
			a			f	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Low	1333	643	690	159	224	485	465	161	122	141	286	407	419	241	263	1162	102	69	-
	60%	60%	59%	51%	53%	63%	63%	44%	55%	62%	70%	72%	63%	59%	44%	62%	52%	63%	-%
						cd	cd		g	g	ghi	lmn	n	n		pr	r	pr	
Medium	783	372	411	130	163	251	239	169	89	74	107	138	207	144	292	658	84	41	-
	35%	35%	35%	42%	39%	32%	33%	46%	40%	32%	26%	25%	31%	35%	49%	35%	43%	37%	-%
				ef	ef			ij	j				k	k	klm	r	or	r	
High	62	29	33	12	20	18	13	21	3	3	3	6	19	10	28	53	9	-	-
	3%	3%	3%	4%	5%	2%	2%	6%	1%	1%	1%	1%	3%	3%	5%	3%	5%	-%	-%
					ef			hij					k		k	qr	qr		
Undefined	62	30	32	9	14	21	18	13	9	11	11	11	18	14	19	-	-	-	62
	3%	3%	3%	3%	3%	3%	2%	3%	4%	5%	3%	2%	3%	3%	3%	-%	-%	-%	100%
																			opq

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 5

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DEPRIVATION LEVEL

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Low	1333	1069	264	797	526	1333	-
	60%	55%	89%	64%	54%	100%	-%
			a	d		f	
Medium	783	772	11	392	389	-	783
	35%	40%	4%	31%	40%	-%	93%
		b			c		e
High	62	62	-	32	30	-	62
	3%	3%	-%	3%	3%	-%	7%
		b					e
Undefined	62	39	22	32	30	-	-
	3%	2%	8%	3%	3%	-%	-%
			a				

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Male	1074	1074	-	159	179	364	372	145	96	101	215	281	308	236	248	899	94	52	30
	48%	100%	-%	51%	43%	47%	51%	40%	43%	44%	53%	50%	47%	58%	41%	48%	48%	47%	48%
		b		d			d				ghi	n		klm					
Female	1166	-	1166	151	241	411	362	219	126	128	193	281	354	174	354	974	101	59	32
	52%	-%	100%	49%	57%	53%	49%	60%	57%	56%	47%	50%	53%	42%	59%	52%	52%	53%	52%
			a		cf			j	j	j		m	m		km				

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Male	1074	926	148	650	416	643	401
	48%	48%	50%	52% d	43%	48%	47%
Female	1166	1016	150	603	560	690	444
	52%	52%	50%	48%	57% c	52%	53%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
16 - 17	37 2%	24 2% b	13 1%	37 12% def	- -%	- -%	- -%	2 *%	2 1%	* *%	1 *%	9 2%	11 2%	5 1%	12 2%	28 1%	4 2%	3 3%	2 3%
18 - 24	272 12%	135 13%	138 12%	272 88% def	- -%	- -%	- -%	48 13% j	25 11%	24 11%	36 9%	61 11%	95 14% m	38 9%	78 13%	230 12%	24 12%	11 10%	7 12%
25 - 34	421 19%	179 17%	241 21% a	- -%	421 100% cef	- -%	- -%	60 16%	52 23% g	55 24% g	95 23% g	100 18%	129 20%	83 20%	108 18%	353 19%	33 17%	21 19%	14 22%
35 - 44	447 20%	204 19%	244 21%	- -%	- -%	447 58% cdf	- -%	43 12%	37 17%	56 25% gh	128 31% gh	131 23% n	145 22% n	87 21% n	83 14%	374 20%	40 20%	22 20%	12 19%
45 - 54	328 15%	160 15%	168 14%	- -%	- -%	328 42% cdf	- -%	47 13%	21 9%	46 20% gh	94 23% gh	92 16%	85 13%	64 16%	87 14%	276 15%	27 14%	17 15%	9 15%
55 - 64	315 14%	154 14%	161 14%	- -%	- -%	- -%	315 43% cde	52 14% j	39 17% j	28 12%	38 9%	69 12%	88 13%	59 14%	99 17% k	255 14%	32 16%	20 18%	8 13%
65 - 74	220 10%	112 10%	108 9%	- -%	- -%	- -%	220 30% cde	53 15% ij	23 10% j	12 5%	15 4%	55 10%	54 8%	37 9%	70 12% l	187 10%	19 9%	8 7%	5 9%
75+	200 9%	107 10%	94 8%	- -%	- -%	- -%	200 27% cde	60 17% hij	24 11% ij	7 3% j	1 *%	46 8%	54 8%	37 9%	63 11%	169 9%	18 9%	8 7%	4 7%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
16 - 17	37 2%	33 2%	4 1%	6 *%	31 3% c	18 1%	17 2%
18 - 24	272 12%	246 13% b	26 9%	140 11%	130 13%	141 11%	124 15% e
25 - 34	421 19%	376 19%	45 15%	310 25% d	108 11%	224 17%	183 22% e
35 - 44	447 20%	394 20%	53 18%	356 28% d	90 9%	287 22% f	148 18%
45 - 54	328 15%	270 14%	58 20% a	257 21% d	69 7%	198 15%	121 14%
55 - 64	315 14%	276 14%	39 13%	148 12%	164 17% c	201 15%	105 12%
65 - 74	220 10%	180 9%	39 13% a	25 2%	195 20% c	135 10%	79 9%
75+	200 9%	167 9%	33 11%	11 1%	188 19% c	128 10%	68 8%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 8

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
A	37 2%	21 2%	16 1%	8 3% f	5 1%	17 2% f	7 1%	1 *%	4 2% g	1 *%	13 3% gi	37 7% lmn	- -%	- -%	- -%	31 2%	2 1%	3 3%	* *%
B	526 23%	260 24%	266 23%	62 20%	95 23%	207 27% cf	163 22%	11 3%	31 14% g	27 12% g	175 43% ghi	526 93% lmn	- -%	- -%	- -%	455 24% r	39 20%	20 18%	11 18%
C1	662 30%	308 29%	354 30%	106 34% f	129 31%	230 30%	197 27%	65 18%	69 31% g	91 40% ghj	127 31% g	- -%	662 100% kmn	- -%	- -%	560 30%	55 28%	30 27%	18 29%
C2	410 18%	236 22% b	174 15%	43 14%	83 20%	151 19% c	133 18%	46 13%	46 21% g	72 31% ghj	65 16%	- -%	- -%	410 100% klm	- -%	337 18%	39 20%	20 18%	14 23%
D	280 12%	118 11%	162 14% a	46 15%	49 12%	92 12%	93 13%	50 14% j	52 23% gij	31 14% j	24 6%	- -%	- -%	- -%	280 46% klm	232 12%	22 11%	19 17% or	7 11%
E	322 14%	130 12%	192 16% a	44 14%	60 14% e	78 10%	141 19% de	192 53% hij	22 10% ij	6 2%	4 1%	- -%	- -%	- -%	322 54% klm	253 14%	39 20% o	18 17%	12 19% o
Refused	3 *%	1 *%	2 *%	1 *%	- -%	* *%	2 *%	1 *%	- -%	- -%	1 *%	- -%	- -%	- -%	- -%	3 *%	- -%	* *%	- -%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 8

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

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

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
A	37	30	7	20	17	21	15
	2%	2%	2%	2%	2%	2%	2%
B	526	444	81	353	171	386	129
	23%	23%	27%	28%	18%	29%	15%
				d		f	
C1	662	575	87	427	230	419	226
	30%	30%	29%	34%	24%	31%	27%
				d		f	
C2	410	351	59	278	132	241	155
	18%	18%	20%	22%	14%	18%	18%
				d			
D	280	241	38	163	115	141	132
	12%	12%	13%	13%	12%	11%	16%
							e
E	322	299	24	10	309	123	188
	14%	15%	8%	1%	32%	9%	22%
		b			c		e
Refused	3	2	1	1	2	3	*
	*%	*%	*%	*%	*%	*%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QZ6 (SG). WORKING STATUS

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Working full time (30hrs/wk+)	939	572	366	101	240	478	119	23	72	142	285	295	337	210	96	795	74	46	24
	42%	53%	31%	33%	57%	62%	16%	6%	32%	62%	70%	52%	51%	51%	16%	42%	38%	42%	38%
		b		f	cf	cf			g	gh	gh	n	n	n					
Working part time (8-29 hrs/wk)	314	77	236	45	70	135	64	39	50	33	76	78	90	68	78	266	26	15	8
	14%	7%	20%	14%	17%	17%	9%	11%	23%	15%	19%	14%	14%	17%	13%	14%	13%	13%	13%
			a	f	f	f			gi		g								
Not working (i.e. under 8hrs/wk) - retired	469	232	237	1	-	7	461	120	51	25	16	119	122	79	147	390	48	21	11
	21%	22%	20%	*%	-%	1%	63%	33%	23%	11%	4%	21%	18%	19%	24%	21%	24%	19%	18%
							cde	hij	ij	j					lm				
Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work)	152	80	72	36	32	63	21	75	13	10	3	7	14	8	123	115	20	11	7
	7%	7%	6%	12%	8%	8%	3%	21%	6%	4%	1%	1%	2%	2%	20%	6%	10%	10%	12%
				f	f	f		hij	j	j					klm		o	o	o
Not working (i.e. under 8hrs/wk) - student	123	63	60	96	19	5	3	25	9	6	7	30	64	9	20	104	12	3	4
	6%	6%	5%	31%	5%	1%	*%	7%	4%	3%	2%	5%	10%	2%	3%	6%	6%	3%	7%
				def	ef			ij				m	kmn						
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	231	40	191	28	57	83	63	80	27	13	19	32	29	36	134	192	16	15	8
	10%	4%	16%	9%	13%	11%	9%	22%	12%	5%	5%	6%	4%	9%	22%	10%	8%	13%	13%
			a		f			hij	ij					l	klm				
Don't know	12	9	3	3	2	3	3	2	-	1	2	2	6	-	4	12	-	-	-
	1%	1%	*%	1%	1%	*%	*%	1%	-%	*%	1%	*%	1%	-%	1%	1%	-%	-%	-%
													m						

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

QZ6 (SG). WORKING STATUS

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Working full time (30hrs/wk+)	939	825	114	939	-	571	344
	42%	42%	38%	75% d	-%	43%	41%
Working part time (8-29 hrs/wk)	314	261	53	314	-	226	80
	14%	13%	18% a	25% d	-%	17% f	9%
Not working (i.e. under 8hrs/wk) - retired	469	398	70	-	469	289	169
	21%	21%	24%	-%	48% c	22%	20%
Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work)	152	136	17	-	152	62	83
	7%	7%	6%	-%	16% c	5%	10% e
Not working (i.e. under 8hrs/wk) - student	123	113	10	-	123	58	61
	6%	6%	3%	-%	13% c	4%	7% e
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	231	201	31	-	231	117	106
	10%	10%	10%	-%	24% c	9%	13% e
Don't know	12	9	3	-	-	9	2
	1%	*%	1%	-%	-%	1%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 10

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (SH). HOUSEHOLD STATUS

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Being bought on mortgage	777	388	389	92	165	413	107	25	48	92	266	277	264	166	70	645	70	36	26
	35%	36%	33%	30%	39%	53%	15%	7%	22%	40%	65%	49%	40%	40%	12%	34%	36%	33%	43%
				f	cf	cdf			g	gh	ghi	lmn	n	n					oq
Owned outright by household	561	281	280	23	24	100	414	77	61	39	75	175	165	97	123	463	50	31	17
	25%	26%	24%	7%	6%	13%	56%	21%	27%	17%	18%	31%	25%	24%	21%	25%	26%	28%	28%
						cd	cde		ij			lmn							
Rented from Local Authority/ Housing Association/ Trust	483	199	283	71	108	139	164	175	63	47	13	27	92	86	277	390	54	32	7
	22%	19%	24%	23%	26%	18%	22%	48%	29%	21%	3%	5%	14%	21%	46%	21%	28%	29%	11%
			a		e		e	hij	ij	j			k	kl	klm	r	or	or	
Rented from Private Landlord	377	181	196	103	116	119	39	86	47	49	50	72	125	55	125	340	20	8	9
	17%	17%	17%	33%	28%	15%	5%	24%	21%	22%	12%	13%	19%	13%	21%	18%	10%	7%	15%
				ef	ef	f		j	j	j			km		km	pq			q
Other	14	6	7	6	1	2	5	1	2	1	2	4	6	1	3	13	1	-	*
	1%	1%	1%	2%	*%	*%	1%	*%	1%	*%	1%	1%	1%	*%	*%	1%	*%	-%	1%
				de															
Don't know	28	18	10	15	6	1	5	1	1	*	1	7	11	6	4	22	1	4	1
	1%	2%	1%	5%	2%	*%	1%	*%	*%	*%	*%	1%	2%	1%	1%	1%	*%	3%	2%
				def	e													op	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 10

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (SH). HOUSEHOLD STATUS

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Being bought on mortgage	777	677	100	645	130	533	218
	35%	35%	33%	51%	13%	40%	26%
				d		f	
Owned outright by household	561	458	103	199	361	396	147
	25%	24%	35%	16%	37%	30%	17%
			a		c	f	
Rented from Local Authority/ Housing Association/ Trust	483	436	47	172	311	184	292
	22%	22%	16%	14%	32%	14%	35%
		b			c		e
Rented from Private Landlord	377	334	44	218	156	193	175
	17%	17%	15%	17%	16%	14%	21%
							e
Other	14	12	2	10	4	9	4
	1%	1%	1%	1%	*%	1%	1%
Don't know	28	25	3	9	14	18	9
	1%	1%	1%	1%	1%	1%	1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 11

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
1	397	183	213	17	35	85	260	145	48	31	23	77	102	55	161	321	45	19	12
	18%	17%	18%	5%	8%	11%	35%	40%	21%	13%	6%	14%	15%	13%	27%	17%	23%	17%	19%
						c	cde	hij	ij	j					klm		o		
2	805	404	402	74	124	209	397	118	87	84	130	202	245	160	198	680	69	40	17
	36%	38%	34%	24%	30%	27%	54%	32%	39%	37%	32%	36%	37%	39%	33%	36%	35%	36%	27%
							cde							n		r	r	r	
3	422	203	219	88	112	170	52	48	35	44	95	102	142	71	108	343	44	22	13
	19%	19%	19%	28%	27%	22%	7%	13%	16%	19%	23%	18%	21%	17%	18%	18%	22%	20%	22%
				ef	f	f				g	gh								
4	396	186	209	73	90	214	19	29	31	42	118	132	111	82	70	340	25	19	12
	18%	17%	18%	24%	21%	28%	3%	8%	14%	18%	29%	24%	17%	20%	12%	18%	13%	17%	19%
				f	f	df			g	g	ghi	ln	n	n		p			
5+	220	98	122	58	59	96	7	24	21	28	43	49	64	42	65	188	12	11	9
	10%	9%	10%	19%	14%	12%	1%	7%	10%	12%	10%	9%	10%	10%	11%	10%	6%	10%	14%
				ef	f	f				g									p
Mean number of people	2.7	2.7	2.7	3.3	3.1	3.1	1.8	2.1	2.6	2.9	3.1	2.8	2.7	2.8	2.6	2.7	2.5	2.7	2.9
				def	f	f			g	gh	ghi	n	n	n		p		p	p
Standard deviation	1.37	1.33	1.40	1.34	1.42	1.36	.77	1.39	1.45	1.41	1.19	1.24	1.34	1.31	1.52	1.38	1.19	1.39	1.44
Standard error	.03	.04	.04	.07	.07	.05	.02	.06	.09	.08	.06	.05	.05	.06	.05	.03	.07	.09	.09
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 11

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

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

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
1	397	342	55	132	264	224	161
	18%	18%	18%	11%	27%	17%	19%
					c		
2	805	698	107	417	383	486	303
	36%	36%	36%	33%	39%	36%	36%
					c		
3	422	349	73	299	122	265	144
	19%	18%	25%	24%	13%	20%	17%
			a	d			
4	396	355	41	283	111	242	142
	18%	18%	14%	23%	11%	18%	17%
		b		d			
5+	220	198	22	123	96	116	96
	10%	10%	7%	10%	10%	9%	11%
							e
Mean number of people	2.7	2.7	2.6	2.9	2.4	2.7	2.7
				d			
Standard deviation	1.37	1.39	1.24	1.28	1.43	1.29	1.47
Standard error	.03	.03	.06	.04	.04	.03	.05
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Small (1-2 people)	1202	587	615	91	159	295	657	263	135	115	153	279	346	215	359	1001	114	59	28
	54%	55%	53%	29%	38%	38%	89%	72%	61%	50%	38%	50%	52%	52%	60%	53%	58%	53%	45%
					c	c	cde	hij	ij	j					klm	r	r		
Medium (3-4 people)	818	390	428	161	202	384	71	77	66	86	212	234	253	153	178	683	69	41	25
	37%	36%	37%	52%	48%	50%	10%	21%	30%	38%	52%	42%	38%	37%	30%	36%	35%	37%	40%
				f	f	f			g	g	ghi	n	n	n					
Large (5+ people)	220	98	122	58	59	96	7	24	21	28	43	49	64	42	65	188	12	11	9
	10%	9%	10%	19%	14%	12%	1%	7%	10%	12%	10%	9%	10%	10%	11%	10%	6%	10%	14%
				ef	f	f				g									p

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 12

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SI (SK). Household size

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Small (1-2 people)	1202	1040	162	548	646	710	464
	54%	54%	54%	44%	66%	53%	55%
					c		
Medium (3-4 people)	818	704	114	581	234	507	286
	37%	36%	38%	46%	24%	38%	34%
				d		f	
Large (5+ people)	220	198	22	123	96	116	96
	10%	10%	7%	10%	10%	9%	11%
							e

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 13

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
None	1421	738	684	179	180	350	713	261	138	134	208	344	436	258	381	1191	125	69	37
	63%	69%	59%	58%	43%	45%	97%	72%	62%	59%	51%	61%	66%	63%	63%	64%	64%	63%	59%
		b		de			cde	hij	j										
1	341	146	195	73	87	165	16	45	31	39	74	89	109	59	84	273	43	14	12
	15%	14%	17%	24%	21%	21%	2%	12%	14%	17%	18%	16%	17%	14%	14%	15%	22%	12%	19%
		a		f	f	f					g						oq		
2	333	137	196	39	96	191	6	34	32	36	98	104	83	65	81	286	20	19	8
	15%	13%	17%	13%	23%	25%	1%	9%	15%	16%	24%	18%	13%	16%	13%	15%	10%	17%	12%
		a		f	cf	cf			g	g	ghi	ln				p		p	
3	103	39	64	13	40	50	*	13	11	13	24	24	24	22	33	88	6	5	5
	5%	4%	6%	4%	9%	6%	*%	4%	5%	5%	6%	4%	4%	5%	5%	5%	3%	4%	8%
			a	f	cf	f													op
4	24	8	16	4	7	12	-	5	6	4	3	2	5	4	13	19	2	2	-
	1%	1%	1%	1%	2%	2%	-%	1%	3%	2%	1%	*%	1%	1%	2%	1%	1%	2%	-%
				f	f	f									k			r	
5+	18	6	12	1	10	6	-	5	4	3	1	1	4	2	11	15	-	2	1
	1%	1%	1%	*%	2%	1%	-%	1%	2%	1%	*%	*%	1%	*%	2%	1%	-%	2%	1%
				f	cef	f			j						km				
Mean number of children	.7	.6	.8	.7	1.2	1.0	*	.6	.8	.8	.9	.7	.6	.7	.8	.7	.6	.8	.7
			a	f	cef	cf			g	g	g				l			p	p
Standard deviation	1.06	.98	1.11	.99	1.29	1.13	.24	1.08	1.25	1.16	1.04	.96	.98	1.04	1.23	1.07	.87	1.20	1.11
Standard error	.02	.03	.03	.05	.06	.04	.01	.05	.07	.07	.05	.04	.04	.04	.04	.02	.06	.08	.07
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 13

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

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
None	1421	1224	198	695	716	850	535
	63%	63%	66%	55%	73%	64%	63%
					c		
1	341	291	50	246	94	208	121
	15%	15%	17%	20%	10%	16%	14%
				d			
2	333	297	36	230	102	206	119
	15%	15%	12%	18%	10%	15%	14%
				d			
3	103	92	11	65	38	53	45
	5%	5%	4%	5%	4%	4%	5%
4	24	22	2	11	13	12	12
	1%	1%	1%	1%	1%	1%	1%
5+	18	17	1	6	12	4	13
	1%	1%	*%	*%	1%	*%	2%
					c		e
Mean number of children	.7	.7	.6	.8	.5	.6	.7
		b		d			e
Standard deviation	1.06	1.08	.92	1.03	1.08	.98	1.16
Standard error	.02	.02	.04	.03	.03	.03	.04

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1088 49%	511 48%	577 49%	229 74% ef	291 69% ef	470 61% f	98 13%	114 31%	104 47% g	141 62% gh	267 65% gh	285 51% n	340 51% n	210 51% n	252 42%	911 49%	94 48%	53 48%	31 49%
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	612 27%	262 24%	350 30% a	107 35% f	149 35% f	315 41% f	41 6%	59 16%	52 23% g	72 32% gh	168 41% ghi	184 33% ln	172 26%	124 30% n	132 22%	502 27%	56 29%	36 33%	18 29%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	375 17%	175 16%	200 17%	64 21% f	74 18% f	170 22% f	67 9%	23 6%	28 12% g	46 20% gh	107 26% gh	158 28% lmn	123 19% mn	56 14% n	37 6%	320 17%	28 14%	16 15%	10 17%
None of these	991 44%	487 45%	504 43%	73 23%	106 25%	243 31% cd	570 78% cde	227 62% hij	105 47% ij	74 32%	103 25%	215 38%	280 42%	174 42%	319 53% klm	825 44%	88 45%	51 47%	26 42%
Don't know	23 1%	10 1%	13 1%	1 *% e	4 1%	4 *% e	14 2%	5 1%	4 2%	* *% e	2 1%	7 1%	5 1%	3 1%	9 1%	21 1%	- -%	1 1%	1 2% p

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

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

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	1088 49%	956 49%	132 44%	759 61% d	325 33%	664 50%	393 47%
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	612 27%	540 28%	72 24%	430 34% d	179 18%	387 29% f	207 25%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	375 17%	325 17%	50 17%	272 22% d	100 10%	259 19% f	105 12%
None of these	991 44%	841 43%	150 50% a	409 33%	575 59% c	565 42%	399 47% e
Don't know	23 1%	22 1%	2 1%	7 1%	17 2% c	10 1%	12 1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	669 30%	381 36% b	288 25%	187 60% def	208 49% ef	225 29% f	49 7%	75 21%	57 26%	90 39% gh	167 41% gh	177 32% n	214 32% n	132 32% n	146 24%	566 30%	53 27%	34 30%	17 28%
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	269 12%	128 12%	141 12%	74 24% ef	82 20% ef	94 12% f	20 3%	31 8%	21 9%	34 15% g	64 16% gh	70 13%	77 12%	53 13%	69 11%	213 11%	30 15% r	21 19% or	6 9%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	266 12%	117 11%	149 13%	41 13% f	61 14% f	116 15% f	48 6%	16 5%	22 10% g	34 15% g	82 20% gh	113 20% lmn	94 14% mn	35 8% n	25 4%	231 12%	17 9%	11 10%	7 12%
None of these	1367 61%	617 57%	750 64% a	105 34%	175 42% c	460 59% cd	626 85% cde	264 72% ij	145 65% ij	120 53%	189 46%	319 57%	381 58%	248 61%	416 69% klm	1137 61%	123 63%	70 63%	37 59%
Don't know	38 2%	16 1%	23 2%	5 2%	8 2%	11 1%	14 2%	8 2% i	7 3% i	* *%	6 2%	9 2%	9 1%	5 1%	15 2%	36 2%	1 *%	1 1%	1 2%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 15

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

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Video games console connected to a TV (e.g. Sony PlayStation, Nintendo Wii or Microsoft Xbox)	669 30%	594 31% b	76 25%	470 38% d	197 20%	412 31%	241 28%
Handheld/ portable games player (e.g. Nintendo DS, Sony PSP)	269 12%	241 12%	28 10%	176 14% d	91 9%	169 13%	94 11%
E-reader - digital book reader (e.g. Kindle, Sony Reader, Kobo eReader, iRiver Reader)	266 12%	231 12%	35 12%	199 16% d	66 7%	178 13% f	81 10%
None of these	1367 61%	1168 60%	199 67% a	659 53%	701 72% c	793 59%	537 64%
Don't know	38 2%	37 2%	2 1%	16 1%	23 2%	20 1%	17 2%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1319	617	702	262	335	580	142	175	133	181	291	299	390	288	341	943	124	119	133
Effective Weighted Sample	1088	505	583	212	271	491	119	141	105	145	245	256	324	238	278	845	122	99	132
Total	1151	544	607	235	304	505	107	126	107	146	286	302	356	223	270	962	100	56	33
Nintendo Wii	513 45%	212 39%	301 50% a	88 37%	107 35%	269 53% cd	50 47% d	46 37%	45 42%	64 44%	131 46%	140 46% n	173 49% n	98 44%	102 38%	429 45%	35 35%	32 56% op	17 51% p
XBox 360	443 38%	223 41%	220 36%	125 53% def	113 37% f	180 36% f	25 23%	45 36%	41 38%	57 39%	107 37%	109 36%	141 40%	92 41%	100 37%	376 39% q	37 37%	15 27%	14 43% q
Nintendo DS/ DSi/ DS Lite/ 3DS	428 37%	161 30%	268 44% a	79 34% f	98 32%	226 45% cdf	24 23%	42 34%	39 36%	50 34%	119 42%	127 42% l	110 31%	85 38%	105 39% l	356 37%	36 36%	23 41%	13 40%
PlayStation 3	320 28%	186 34% b	134 22%	75 32% f	95 31% f	131 26%	19 18%	31 24%	22 20%	38 26%	94 33% h	74 24%	94 27%	66 29%	86 32%	268 28%	28 28%	17 30%	7 21%
PlayStation 2	207 18%	100 18%	107 18%	33 14%	47 15%	110 22% cd	17 16%	31 25%	21 20%	28 19%	51 18%	52 17%	55 16%	43 19%	56 21%	176 18%	16 16%	10 17%	5 14%
PlayStation Portable (PSP)	113 10%	52 10%	61 10%	20 8%	33 11% f	57 11% f	4 4%	7 6%	16 15% g	17 11%	32 11%	27 9%	35 10%	23 10%	29 11%	100 10%	7 7%	4 8%	2 5%
XBox	84 7%	38 7%	46 8%	11 4%	20 7%	47 9% c	6 6%	6 5%	8 7%	14 9% j	11 4%	21 7%	28 8%	16 7%	20 7%	65 7%	10 10% r	8 13% or	1 3%
Other	10 1%	2 *%	8 1%	1 *%	4 1%	5 1%	1 1%	3 2%	- -%	3 2%	2 1%	3 1%	4 1%	- -%	3 1%	9 1%	1 1%	- -%	- -%
Don't know	23 2%	10 2%	13 2%	1 *%	8 2% c	8 2%	6 6% ce	2 2%	3 3%	1 1%	5 2%	8 3%	8 2%	5 2%	2 1%	16 2%	4 4%	1 2%	1 4%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

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

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

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1319	1125	194	816	499	748	438
Effective Weighted Sample	1088	935	158	695	412	658	377
Total	1151	1013	138	799	347	706	413
Nintendo Wii	513	438	75	361	153	353	144
	45%	43%	54%	45%	44%	50%	35%
			a			f	
XBox 360	443	404	39	312	128	266	163
	38%	40%	28%	39%	37%	38%	39%
		b					
Nintendo DS/ DSi/ DS Lite/ 3DS	428	379	49	295	132	279	136
	37%	37%	35%	37%	38%	39%	33%
						f	
PlayStation 3	320	292	28	216	102	178	135
	28%	29%	20%	27%	29%	25%	33%
		b					e
PlayStation 2	207	182	25	142	64	132	70
	18%	18%	18%	18%	18%	19%	17%
PlayStation Portable (PSP)	113	102	11	82	30	71	41
	10%	10%	8%	10%	9%	10%	10%
XBox	84	76	7	61	23	45	37
	7%	8%	5%	8%	7%	6%	9%
Other	10	8	3	4	6	6	4
	1%	1%	2%	1%	2%	1%	1%
				c			
Don't know	23	18	4	20	3	19	3
	2%	2%	3%	2%	1%	3%	1%
						f	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1319	617	702	262	335	580	142	175	133	181	291	299	390	288	341	943	124	119	133
Effective Weighted Sample	1088	505	583	212	271	491	119	141	105	145	245	256	324	238	278	845	122	99	132
Total	1151	544	607	235	304	505	107	126	107	146	286	302	356	223	270	962	100	56	33
Online gaming	290 25%	182 33% b	109 18%	87 37% def	75 25% f	112 22%	16 15%	22 17%	32 30% g	42 29% g	72 25%	75 25%	95 27%	59 27%	60 22%	239 25%	25 25%	16 29%	10 31%
Watching DVDs/ Blu Ray DVDs	257 22%	143 26% b	113 19%	73 31% ef	74 24% f	98 19% f	11 11%	27 21%	23 21%	44 30%	76 27%	72 24%	82 23%	47 21%	55 20%	218 23%	16 16%	14 25%	8 26%
Watching catch-up TV e.g. programmes on BBC iPlayer, ITV Player, Sky Player	156 14%	82 15%	74 12%	53 22% def	45 15% f	52 10%	7 7%	17 14%	10 9%	22 15%	46 16%	43 14%	54 15% m	20 9%	39 15%	132 14%	10 10%	10 17%	5 15%
Browsing the web/ internet	145 13%	84 15% b	61 10%	42 18% ef	40 13% f	57 11%	6 6%	13 10%	13 12%	20 14%	39 14%	49 16% l	32 9%	29 13%	35 13%	119 12%	11 11%	10 19%	5 15%
Watching video clips online - e.g. on YouTube	86 7%	55 10% b	31 5%	32 13% def	19 6% f	34 7% f	2 1%	9 7%	9 8%	9 6%	23 8%	23 8%	22 6%	17 8%	23 8%	69 7%	4 4%	7 13% op	5 16% op
Watching 'live' TV programmes/ content	82 7%	47 9%	35 6%	29 12% ef	25 8%	24 5%	5 4%	11 8%	6 5%	10 7%	23 8%	23 8%	20 6%	16 7%	23 9%	71 7%	3 3%	6 11% p	2 5%
Other	46 4%	27 5%	20 3%	7 3%	12 4%	22 4%	6 6%	2 2%	6 6%	4 3%	17 6%	21 7% lmn	12 3%	7 3%	6 2%	35 4%	7 7%	2 3%	2 6%
None of these	567 49%	231 42%	337 55% a	92 39%	145 48%	273 54% c	58 54% c	67 53% j	48 45%	64 44%	121 42%	142 47%	162 45%	110 49%	153 57% kl	478 50%	48 48%	26 46%	16 48%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 17

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

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

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	1319	617	702	262	335	580	142	175	133	181	291	299	390	288	341	943	124	119	133
Effective Weighted Sample	1088	505	583	212	271	491	119	141	105	145	245	256	324	238	278	845	122	99	132
Total	1151	544	607	235	304	505	107	126	107	146	286	302	356	223	270	962	100	56	33
Don't know	46	20	26	3	9	22	13	6	6	6	11	9	22	8	7	38	5	3	*
	4%	4%	4%	1%	3%	4%	12%	5%	6%	4%	4%	3%	6%	4%	3%	4%	5%	5%	1%
						c	cde						n				r		

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 17

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

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

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1319	1125	194	816	499	748	438
Effective Weighted Sample	1088	935	158	695	412	658	377
Total	1151	1013	138	799	347	706	413
Online gaming	290	256	34	205	84	187	93
	25%	25%	25%	26%	24%	27%	23%
Watching DVDs/ Blu Ray DVDs	257	228	29	184	70	159	90
	22%	22%	21%	23%	20%	22%	22%
Watching catch-up TV e.g. programmes on BBC iPlayer, ITV Player, Sky Player	156	144	13	110	45	99	52
	14%	14%	9%	14%	13%	14%	13%
Browsing the web/ internet	145	128	17	104	41	94	46
	13%	13%	12%	13%	12%	13%	11%
Watching video clips online - e.g. on YouTube	86	75	11	56	30	51	30
	7%	7%	8%	7%	9%	7%	7%
Watching 'live' TV programmes/ content	82	77	5	53	29	50	30
	7%	8%	4%	7%	8%	7%	7%
Other	46	35	11	33	13	38	7
	4%	3%	a	4%	4%	f	2%
None of these	567	500	68	379	188	330	221
	49%	49%	49%	47%	54%	47%	54%
				c			e
Don't know	46	42	4	32	15	32	15
	4%	4%	3%	4%	4%	4%	4%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 18

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

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

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

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	~c	~d	e	~f	~g	~h	~i	~j	k	~l	~m	~n	o	~p	~q	~r
Unweighted total	285	121	164	41	58	122	64	20	26	38	86	113	99	42	31	216	21	17	31
Effective Weighted Sample	235	100	135	34	48	102	55	16	21	30	69	95	79	37	26	192	21	15	31
Total	266	117	149	41	61	116	48	16	22	34	82	113	94	35	25	231	17	11	7
Yes	144	64	81	**	**	62	**	**	**	**	**	65	**	**	**	123	**	**	**
	54%	55%	54%	**	**	53%	**	**	**	**	**	58%	**	**	**	53%	**	**	**
No	110	49	61	**	**	48	**	**	**	**	**	41	**	**	**	99	**	**	**
	41%	42%	41%	**	**	41%	**	**	**	**	**	37%	**	**	**	43%	**	**	**
Don't know	12	4	8	**	**	6	**	**	**	**	**	6	**	**	**	10	**	**	**
	4%	4%	5%	**	**	5%	**	**	**	**	**	5%	**	**	**	4%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 18

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

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

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL ~b	YES c	NO ~d	LOW e	MEDIUM/ HIGH ~f
Significance Level: 95%							
Unweighted total	285	242	43	194	89	180	74
Effective Weighted Sample	235	200	36	163	75	159	65
Total	266	231	35	199	66	178	81
Yes	144	129	**	115	**	91	**
	54%	56%	**	58%	**	51%	**
No	110	92	**	76	**	80	**
	41%	40%	**	38%	**	45%	**
Don't know	12	11	**	8	**	7	**
	4%	5%	**	4%	**	4%	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 19

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

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Can use to make and receive calls	1842	879	963	198	304	663	677	238	176	188	374	515	557	340	428	1539	158	94	52
	82%	82%	83%	64%	72%	86%	92%	65%	79%	82%	91%	92%	84%	83%	71%	82%	81%	85%	84%
					c	cd	cde		g	g	ghi	lmn	n	n					
Can receive but not make calls/ incoming only	24	12	12	2	9	9	4	4	1	2	8	9	9	2	4	22	2	-	*
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	*%	1%	1%	1%	-%	*%
					f														
Line not working properly/ needs to be repaired	21	14	7	7	9	4	1	5	3	1	1	4	4	6	7	18	2	1	*
	1%	1%	1%	2%	2%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%
				ef	ef														
No, do not have landline phone	352	169	183	103	98	99	52	117	42	37	26	35	93	62	163	295	32	16	9
	16%	16%	16%	33%	23%	13%	7%	32%	19%	16%	6%	6%	14%	15%	27%	16%	16%	15%	15%
				def	ef	f		hij	j	j			k	k	klm				
Don't know	1	1	-	-	-	1	-	1	-	-	-	-	-	1	-	-	1	-	-
	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%
																	o		

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 19

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

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

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Can use to make and receive calls	1842	1577	265	1054	781	1173	617
	82%	81%	89%	84%	80%	88%	73%
			a	d		f	
Can receive but not make calls/ incoming only	24	17	7	16	9	19	5
	1%	1%	2%	1%	1%	1%	1%
			a				
Line not working properly/ needs to be repaired	21	18	3	12	8	6	14
	1%	1%	1%	1%	1%	*%	2%
							e
No, do not have landline phone	352	329	23	170	178	135	208
	16%	17%	8%	14%	18%	10%	25%
		b			c		e
Don't know	1	1	-	1	-	-	1
	*%	*%	-%	*%	-%	-%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those with a landline phone at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2315	1106	1209	233	347	776	959	362	244	256	406	563	675	492	580	1678	211	213	213
Effective Weighted Sample	1914	912	1002	188	280	658	820	303	195	205	339	476	555	412	488	1492	207	172	211
Total	1887	905	983	207	322	676	683	247	180	192	383	528	570	348	439	1578	162	94	53
Yes to make calls	1740	825	915	171	283	633	652	222	162	174	361	497	533	316	393	1453	146	91	50
	92%	91%	93%	83%	88%	94% cd	96% cd	90%	90%	91%	94% gh	94% n	94% n	91%	89%	92%	90%	97% op	95%
Yes to receive calls	1719	824	895	176	281	632	630	218	161	171	353	489	528	314	385	1436	143	90	51
	91%	91%	91%	85%	87%	93% cd	92% cd	88%	89%	90%	92%	93% n	93% n	90%	88%	91%	88%	95% p	96% op
Yes for internet access	992	474	518	133	182	428	249	69	98	102	254	335	321	168	167	857	39	57	40
	53%	52%	53%	64% f	57% f	63% df	37%	28%	54% g	53% g	66% ghi	63% lmn	56% mn	48% n	38%	54% p	24%	60% p	77% opq
No do not use landline at home	81	33	48	17	21	21	22	15	8	11	8	9	23	17	32	69	10	2	1
	4%	4%	5%	8% ef	7% ef	3%	3%	6% j	5%	6% j	2%	2%	4% k	5% k	7% kl	4%	6% qr	2%	2%
Don't know	7	1	5	1	*	2	3	1	1	2	-	1	2	1	2	6	1	*	-
	*%	*%	1%	1%	*%	*%	*%	*%	1%	1%	-%	*%	*%	*%	*%	*%	*%	*%	-%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those with a landline phone at home

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2315	1907	408	1131	1175	1373	729
Effective Weighted Sample	1914	1589	336	962	1000	1193	629
Total	1887	1612	275	1082	798	1198	636
Yes to make calls	1740	1474	266	990	743	1117	574
	92%	91%	97%	92%	93%	93%	90%
			a			f	
Yes to receive calls	1719	1464	255	982	729	1091	578
	91%	91%	93%	91%	91%	91%	91%
Yes for internet access	992	843	150	646	343	650	302
	53%	52%	54%	60%	43%	54%	47%
				d		f	
No do not use landline at home	81	79	2	46	35	50	30
	4%	5%	1%	4%	4%	4%	5%
		b					
Don't know	7	6	*	4	2	4	3
	*%	*%	*%	*%	*%	*%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 21

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

QC3 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Mobile phone	1298	659	639	285	344	514	155	188	123	138	277	316	414	242	325	1105	98	54	41
	58%	61%	55%	92%	82%	66%	21%	52%	55%	61%	68%	56%	63%	59%	54%	59%	50%	49%	66%
		b		def	ef	f				g	gh		kn			pq			opq
Landline phone at home	849	374	475	19	61	232	537	156	96	82	115	217	218	160	251	688	86	54	20
	38%	35%	41%	6%	14%	30%	73%	43%	43%	36%	28%	39%	33%	39%	42%	37%	44%	49%	33%
			a		c	cd	cde	j	j	j		l	l	l			or	or	
Landline phone at work	62	25	37	3	5	23	30	9	3	6	12	21	22	6	13	54	7	1	*
	3%	2%	3%	1%	1%	3%	4%	3%	1%	3%	3%	4%	3%	1%	2%	3%	3%	1%	***
						c	cd					m				qr	qr		
Other	23	16	7	2	8	5	8	9	-	-	5	6	6	-	10	19	4	1	-
	1%	1%	1%	1%	2%	1%	1%	2%	-%	-%	1%	1%	1%	-%	2%	1%	2%	1%	-%
		b			e			hi				m	m		m		r		
Don't know	8	1	7	1	2	1	3	2	1	2	1	2	2	2	2	7	1	1	-
	***	***	1%	***	1%	***	***	***	***	1%	***	***	***	1%	***	***	***	1%	-%
			a																

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 21

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QC3 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Mobile phone	1298	1164	134	886	402	724	533
	58%	60%	45%	71%	41%	54%	63%
		b		d			e
Landline phone at home	849	698	151	320	527	538	291
	38%	36%	51%	26%	54%	40%	34%
			a		c	f	
Landline phone at work	62	53	9	33	29	52	9
	3%	3%	3%	3%	3%	4%	1%
						f	
Other	23	21	2	10	13	12	11
	1%	1%	1%	1%	1%	1%	1%
Don't know	8	7	1	4	4	7	1
	*%	*%	*%	*%	*%	1%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 22

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

QC4 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Mobile phone	1184	599	585	272	332	450	132	178	117	128	240	277	374	221	312	1012	89	46	38
	53%	56%	50%	88%	79%	58%	18%	49%	52%	56%	59%	49%	56%	54%	52%	54%	46%	42%	61%
		b		def	ef	f					g		k			pq			opq
Landline phone at home	1016	454	563	33	77	317	589	173	102	98	162	278	281	182	273	834	97	62	24
	45%	42%	48%	11%	18%	41%	80%	48%	46%	43%	40%	49%	42%	44%	45%	45%	50%	56%	38%
			a		c	cd	cde	j				l					r	or	
Internet voice service (VoIP)	12	8	4	1	1	3	7	2	1	-	3	4	1	3	4	6	4	2	-
	1%	1%	*%	*%	*%	*%	1%	1%	1%	-%	1%	1%	*%	1%	1%	*%	2%	2%	-%
																	or	o	
Other	15	10	5	2	7	2	5	8	-	1	1	-	3	2	11	9	5	1	*
	1%	1%	*%	1%	2%	*%	1%	2%	-%	*%	*%	-%	*%	*%	2%	*%	2%	1%	*%
					e			hj							klm		o		
Don't know	12	4	9	2	4	4	3	2	3	2	3	3	4	3	3	12	-	*	*
	1%	*%	1%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	-%	*%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 22

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QC4 (QC28A). SHOWCARD And thinking about when you are at home, which is your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Mobile phone	1184	1069	115	793	383	649	498
	53%	55%	39%	63%	39%	49%	59%
		b		d			e
Landline phone at home	1016	842	174	443	570	656	337
	45%	43%	58%	35%	58%	49%	40%
			a		c	f	
Internet voice service (VoIP)	12	9	3	7	5	11	1
	1%	*%	1%	1%	1%	1%	*%
Other	15	13	2	4	11	7	8
	1%	1%	1%	*%	1%	1%	1%
				c			
Don't know	12	9	3	6	7	10	2
	1%	*%	1%	*%	1%	1%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION				
		Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample		2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total		2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
One	(1.0)	478	204	275	41	73	114	250	155	63	45	27	83	111	84	200	384	56	23	16
		21%	19%	24%	13%	17%	15%	34%	43%	28%	20%	7%	15%	17%	20%	33%	21%	28%	21%	26%
				a				cde	hij	ij	j			k	klm		o			
Two	(2.0)	864	412	452	77	230	283	273	87	91	116	197	238	274	180	172	728	67	46	22
		39%	38%	39%	25%	55%	37%	37%	24%	41%	51%	48%	42%	41%	44%	28%	39%	34%	42%	36%
					cef		c	c		g	gh	g	n	n	n					
Three	(3.0)	393	200	193	79	68	194	52	32	34	39	93	106	132	63	92	329	33	20	11
		18%	19%	17%	26%	16%	25%	7%	9%	15%	17%	23%	19%	20%	15%	15%	18%	17%	18%	17%
					df	f	df			g	g	gh		n						
Four or more	(4.0)	349	184	165	110	44	179	16	28	19	27	89	112	111	63	62	305	20	14	11
		16%	17%	14%	36%	10%	23%	2%	8%	8%	12%	22%	20%	17%	15%	10%	16%	10%	12%	18%
			b		def	f	df				ghi	n	n	n		p			p	p
None	(0.0)	151	72	79	1	6	3	141	62	16	1	2	24	34	19	74	122	20	7	2
		7%	7%	7%	1%	1%	1%	19%	17%	7%	1%	1%	4%	5%	5%	12%	7%	10%	7%	3%
					1	6	3	cde	hij	ij					klm	r	or			
Don't know		5	2	3	1	-	2	2	-	-	-	-	-	1	2	2	5	-	-	-
		2%	2%	3%	1%	0%	2%	2%	0%	0%	0%	0%	0%	2%	2%	2%	5%	0%	0%	0%
Mean mobiles in household		2.1	2.2	2.1	2.8	2.2	2.6	1.4	1.5	1.9	2.2	2.6	2.4	2.3	2.2	1.8	2.2	1.9	2.1	2.2
			b		def	f	df			g	gh	ghi	mn	n	n		p		p	p
Standard deviation		1.13	1.14	1.11	1.07	.88	1.02	.95	1.11	1.03	.91	.92	1.08	1.08	1.07	1.16	1.13	1.12	1.07	1.11
Standard error		.02	.03	.03	.06	.04	.03	.03	.05	.06	.05	.04	.04	.04	.04	.04	.03	.07	.07	.07
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																				

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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)

Base : All respondents

		URBANITY			WORKING		DEPRIVATION LEVEL	
		Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f
Unweighted total		2730	2283	447	1298	1419	1527	953
Effective Weighted Sample		2257	1904	367	1106	1201	1326	823
Total		2240	1942	298	1253	976	1333	845
One	(1.0)	478	420	58	187	289	256	206
		21%	22%	20%	15%	30% c	19%	24% e
Two	(2.0)	864	734	130	555	305	541	301
		39%	38%	44% a	44% d	31%	41% f	36%
Three	(3.0)	393	342	51	275	116	242	140
		18%	18%	17%	22% d	12%	18%	17%
Four or more	(4.0)	349	311	38	230	117	215	123
		16%	16%	13%	18% d	12%	16%	15%
None	(0.0)	151	131	20	6	145	78	72
		7%	7%	7%	*% c	15% c	6%	9% e
Don't know		5	5	-	1	4	1	4
		*% e	*% e	-% e	*% e	*% e	*% e	*% e
Mean mobiles in household		2.1	2.1	2.1	2.4 d	1.8	2.2 f	2.0
Standard deviation		1.13	1.13	1.07	.97	1.20	1.10	1.16
Standard error		.02	.02	.05	.03	.03	.03	.04
Columns Tested: a,b - c,d - e,f								

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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)

Base : All respondents

		GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total		2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample		2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total		2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
No	(0.0)	46 2%	23 2%	23 2%	2 1%	3 1%	6 1%	35 5% cde	9 3%	2 1%	4 2%	3 1%	8 1%	11 2%	11 3%	16 3%	35 2%	7 4%	3 3%	2 2%
1	(1.0)	1869 83%	880 82%	990 85%	285 92% f	371 88% f	682 88% f	532 72%	278 76%	193 87% g	201 88% g	356 87% g	475 85% n	563 85% n	351 86% n	478 79%	1553 83%	163 84%	97 88%	56 91% op
2	(2.0)	143 6%	85 8% b	58 5%	15 5%	37 9% cf	72 9% cf	19 3%	11 3%	11 5%	16 7% g	39 10% gh	45 8% n	49 7% n	21 5%	28 5%	134 7% pqr	5 2%	3 3%	2 3%
3	(3.0)	16 1%	11 1%	5 *%	4 1%	3 1%	5 1%	4 *%	2 1%	- -%	5 2% h	4 1%	6 1% n	4 1%	5 1% n	1 *%	16 1%	- -%	- -%	- -%
4 or more	(4.0)	9 *%	1 *%	8 1% a	1 *%	2 *%	4 1%	2 *%	2 *%	- -%	1 *%	3 1%	4 1% l	- -%	2 1%	3 1%	8 *%	1 *%	- -%	- -%
No mobiles in household	(0.0)	156 7%	74 7%	82 7%	2 1%	6 1%	5 1%	143 19% cde	62 17% hij	16 7% ij	1 1%	2 1%	24 4%	35 5%	21 5%	76 13% klm	127 7% r	20 10% r	7 7%	2 3%
Mean mobiles used		1.0	1.0	1.0	1.1 f	1.1 f	1.1 f	.8	.9	1.0 g	1.1 gh	1.1 gh	1.1 n	1.0 n	1.0 n	.9	1.0 pq	.9	.9	1.0 p
Standard deviation		.47	.47	.47	.38	.41	.41	.52	.52	.36	.46	.45	.49	.41	.47	.50	.48	.42	.35	.30
Standard error		.01	.01	.01	.02	.02	.01	.02	.02	.02	.03	.02	.02	.01	.02	.02	.01	.03	.02	.02
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																				

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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)

Base : All respondents

		URBANITY			WORKING		DEPRIVATION LEVEL	
		Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f
Unweighted total		2730	2283	447	1298	1419	1527	953
Effective Weighted Sample		2257	1904	367	1106	1201	1326	823
Total		2240	1942	298	1253	976	1333	845
No	(0.0)	46 2%	37 2%	9 3%	8 1%	37 4% c	25 2%	20 2%
1	(1.0)	1869 83%	1616 83%	253 85%	1104 88% d	757 78%	1122 84%	691 82%
2	(2.0)	143 6%	129 7%	15 5%	115 9% d	26 3%	88 7%	53 6%
3	(3.0)	16 1%	16 1%	- -%	13 1% d	3 *%	12 1%	4 *%
4 or more	(4.0)	9 *%	9 *%	- -%	6 *%	3 *%	8 1%	1 *%
No mobiles in household	(0.0)	156 7%	136 7%	20 7%	7 1%	149 15% c	78 6%	76 9% e
Mean mobiles used		1.0	1.0 b	.9	1.1 d	.9	1.0 f	1.0
Standard deviation		.47	.48	.38	.42	.49	.48	.45
Standard error		.01	.01	.02	.01	.01	.01	.01

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2445	1173	1272	341	448	880	776	416	263	285	424	552	707	511	671	1775	216	218	236
Effective Weighted Sample	2020	965	1055	278	360	746	663	343	211	230	354	468	585	424	558	1582	211	179	234
Total	2038	977	1061	305	412	764	556	293	204	223	403	531	616	379	510	1711	168	100	58
O2 (formerly BTCellnet)	504	235	269	82	121	188	113	67	40	53	106	130	161	91	120	416	35	17	36
	25%	24%	25%	27% f	29% f	25%	20%	23%	20%	24%	26%	24%	26%	24%	24%	24% q	20%	17%	61% opq
Orange	490	227	262	81	105	177	126	69	56	78	83	106	168	98	118	407	42	34	6
	24%	23%	25%	27%	26%	23%	23%	24%	27%	35% gj	21%	20%	27% k	26% k	23%	24% r	25% r	34% or	10%
Vodafone	380	187	193	51	83	136	111	38	40	35	100	121	107	69	83	328	31	13	7
	19%	19%	18%	17%	20%	18%	20%	13%	20% g	16%	25% gi	23% ln	17%	18%	16%	19% r	18%	13%	13%
TMobile (formerly One2One)	233	115	118	33	43	95	62	38	27	16	40	67	62	37	67	201	17	13	1
	11%	12%	11%	11%	10%	13%	11%	13% i	13% i	7%	10%	13%	10%	10%	13%	12% r	10% r	13% r	3%
'3'	139	76	63	30	37	54	18	24	11	15	30	36	45	24	33	113	16	7	2
	7%	8%	6%	10% f	9% f	7% f	3%	8%	5%	7%	7%	7%	7%	6%	7%	7% r	10% r	7%	4%
Virgin Media/ Any Virgin	104	49	55	12	8	45	39	23	11	7	20	24	35	22	23	95	6	2	1
	5%	5%	5%	4%	2%	6% d	7% d	8% i	5%	3%	5%	5%	6%	6%	4%	6% qr	3%	2%	2%
Tesco	97	42	55	10	6	41	41	20	13	13	12	17	22	21	37	71	14	11	2
	5%	4%	5%	3%	1%	5% d	7% cd	7% j	6%	6%	3%	3%	4%	6%	7% kl	4%	8% or	11% or	4%
Other	55	29	26	7	10	17	21	7	4	6	9	16	7	13	19	46	5	2	2
	3%	3%	2%	2%	2%	2%	4%	2%	2%	3%	2%	3% l	1%	3% l	4% l	3%	3%	2% 2%	3%
Don't know	36	17	19	-	-	11	25	7	3	1	2	13	10	3	10	32	3	*	*
	2%	2%	2%	-%	-%	1% cd	4% cde	2% j	2%	1% *	1%	2%	2%	1%	2%	2%	2%	1% *o	1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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)

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	c	d	e	f
Unweighted total	2445	2049	396	1283	1151	1379	830
Effective Weighted Sample	2020	1707	325	1093	970	1202	718
Total	2038	1770	268	1238	790	1230	749
O2 (formerly BTCellnet)	504	426	78	303	200	312	156
	25%	24%	29%	24%	25%	25%	21%
			a			f	
Orange	490	431	58	310	179	303	180
	24%	24%	22%	25%	23%	25%	24%
Vodafone	380	312	68	251	125	245	128
	19%	18%	26%	20%	16%	20%	17%
			a	d			
TMobile (formerly One2One)	233	212	21	141	89	122	110
	11%	12%	8%	11%	11%	10%	15%
		b					e
'3'	139	135	3	96	42	77	59
	7%	8%	1%	8%	5%	6%	8%
		b		d			
Virgin Media/ Any Virgin	104	98	6	57	47	62	40
	5%	6%	2%	5%	6%	5%	5%
		b					
Tesco	97	77	20	44	53	58	38
	5%	4%	8%	4%	7%	5%	5%
			a		c		
Other	55	48	7	26	30	30	24
	3%	3%	3%	2%	4%	2%	3%
					c		
Don't know	36	30	5	11	25	21	14
	2%	2%	2%	1%	3%	2%	2%
					c		

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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 HTC Desire.

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2445	1173	1272	341	448	880	776	416	263	285	424	552	707	511	671	1775	216	218	236
Effective Weighted Sample	2020	965	1055	278	360	746	663	343	211	230	354	468	585	424	558	1582	211	179	234
Total	2038	977	1061	305	412	764	556	293	204	223	403	531	616	379	510	1711	168	100	58
Yes	1109	544	565	237	322	452	98	98	105	124	302	338	367	192	211	949	84	47	28
	54%	56%	53%	78% ef	78% ef	59% f	18%	33%	51% g	56% g	75% ghi	64% mn	60% mn	51% n	41%	55% qr	50%	47%	48%
No	920	430	490	68	90	309	453	191	99	98	100	190	248	185	296	754	84	53	30
	45%	44%	46%	22%	22%	40% cd	81% cde	65% hij	49% j	44% j	25%	36%	40%	49% kl	58% klm	44%	50%	53% o	52% o
Don't know	8	3	6	-	-	3	5	4	-	1	1	3	1	2	3	8	1	-	-
	0.4%	0.3%	0.6%	-0.1%	-0.1%	0.3%	0.1%	0.1%	-0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.4%	0.1%	-0.1%	-0.1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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 HTC Desire.

Base : Those who personally use a mobile phone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2445	2049	396	1283	1151	1379	830
Effective Weighted Sample	2020	1707	325	1093	970	1202	718
Total	2038	1770	268	1238	790	1230	749
Yes	1109	984	125	814	290	666	415
	54%	56% b	47%	66% d	37%	54%	55%
No	920	781	139	420	495	557	333
	45%	44%	52% a	34%	63% c	45%	44%
Don't know	8	5	4	4	4	7	1
	*%	*%	1% a	*%	1%	1%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QD5 (QD40). SHOWCARD And which operating system is on your smartphone? This means the software which runs on your phone and determines the phone's appearance, interaction and functions. (SINGLE CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1211	599	612	263	335	488	125	133	121	152	300	325	385	241	258	897	103	96	115
Effective Weighted Sample	1005	493	512	215	274	416	104	107	97	121	255	279	322	202	208	806	101	80	114
Total	1109	544	565	237	322	452	98	98	105	124	302	338	367	192	211	949	84	47	28
Apple iOS	428	219	209	87	142	172	27	34	31	48	129	149	142	72	65	364	43	**	10
	39%	40%	37%	37%	44%	38%	28%	34%	30%	38%	43%	44%	39%	38%	31%	38%	51%	**	34%
					f	f					h	n					or		
Android	372	184	189	75	105	156	36	33	34	47	105	99	127	71	76	313	22	**	9
	34%	34%	33%	32%	33%	35%	36%	34%	32%	38%	35%	29%	35%	37%	36%	33%	27%	**	32%
RIM BlackBerry OS	172	83	89	57	41	63	11	17	26	10	37	54	52	21	44	152	9	**	6
	16%	15%	16%	24%	13%	14%	11%	18%	24%	8%	12%	16%	14%	11%	21%	16%	11%	**	21%
				def				i	ij						lm				
Microsoft Windows	19	9	10	4	5	6	5	3	4	7	3	8	7	1	3	16	2	**	1
	2%	2%	2%	2%	2%	1%	5%	3%	3%	5%	1%	2%	2%	1%	2%	2%	2%	**	3%
							e			j									
Symbian	6	5	1	1	2	2	2	1	1	2	1	4	2	1	-	6	-	**	-
	1%	1%	*%	*%	1%	*%	2%	1%	1%	1%	*%	1%	*%	*%	-%	1%	-%	**	-%
Other	60	26	33	5	20	27	7	9	6	2	16	14	22	13	10	56	1	**	2
	5%	5%	6%	2%	6%	6%	7%	9%	6%	2%	5%	4%	6%	7%	5%	6%	2%	**	6%
				c	c	c	c	i											
Don't know	51	17	34	8	7	26	11	2	4	8	10	11	15	13	12	43	6	**	1
	5%	3%	6%	3%	2%	6%	11%	2%	4%	7%	3%	3%	4%	7%	6%	5%	7%	**	4%
			a			d	cde												

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 27

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QD5 (QD40). SHOWCARD And which operating system is on your smartphone? This means the software which runs on your phone and determines the phone's appearance, interaction and functions. (SINGLE CODE)

Base : Those with a smartphone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1211	1040	171	797	410	678	418
Effective Weighted Sample	1005	872	138	684	337	597	364
Total	1109	984	125	814	290	666	415
Apple iOS	428	384	45	337	88	248	171
	39%	39%	36%	41%	30%	37%	41%
				d			
Android	372	321	52	273	99	236	127
	34%	33%	42%	33%	34%	35%	31%
			a				
RIM BlackBerry OS	172	158	14	111	59	93	73
	16%	16%	11%	14%	20%	14%	18%
				c			
Microsoft Windows	19	17	2	14	6	13	5
	2%	2%	1%	2%	2%	2%	1%
Symbian	6	6	-	4	2	6	1
	1%	1%	-%	*%	1%	1%	*%
Other	60	55	5	41	18	35	23
	5%	6%	4%	5%	6%	5%	6%
Don't know	51	44	8	34	18	35	15
	5%	4%	6%	4%	6%	5%	4%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 28

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

QD6 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE)

Base : Those without a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1223	570	653	78	113	389	643	277	142	132	123	224	320	268	409	868	112	122	121
Effective Weighted Sample	1027	479	548	64	88	331	553	231	118	108	99	190	267	222	351	783	110	99	120
Total	920	430	490	68	90	309	453	191	99	98	100	190	248	185	296	754	84	53	30
Certain to	18	10	7	**	6	3	4	1	2	1	3	9	4	2	3	15	-	2	*
	2%	2%	2%	**	7%	1%	1%	1%	2%	1%	3%	5%	2%	1%	1%	2%	-%	4%	1%
					ef							mn					p		
Very likely	41	20	20	**	12	17	4	9	3	8	7	6	15	10	10	37	2	2	*
	4%	5%	4%	**	13%	5%	1%	5%	3%	9%	7%	3%	6%	5%	3%	5%	2%	3%	2%
					ef	f													
Likely	83	45	38	**	15	42	13	14	7	12	12	21	26	18	19	66	11	3	4
	9%	10%	8%	**	16%	14%	3%	7%	7%	12%	12%	11%	10%	10%	7%	9%	14%	5%	13%
					f	f											q		q
Unlikely	153	73	80	**	18	60	57	33	11	20	27	30	45	29	48	132	10	6	5
	17%	17%	16%	**	20%	20%	13%	17%	11%	20%	28%	16%	18%	16%	16%	18%	12%	12%	16%
						f					gh								
Very unlikely	218	103	115	**	14	74	121	47	28	15	22	47	61	41	69	175	19	15	8
	24%	24%	23%	**	15%	24%	27%	25%	28%	15%	22%	25%	25%	22%	23%	23%	23%	29%	28%
						d		i	i										
Certain not to	236	104	133	**	9	53	171	55	25	22	17	43	53	49	90	185	25	19	8
	26%	24%	27%	**	10%	17%	38%	29%	26%	22%	17%	23%	21%	27%	30%	25%	29%	35%	27%
						de		j							l			o	
Don't know	171	75	96	**	16	59	83	32	23	21	12	34	44	35	57	144	17	6	4
	19%	17%	20%	**	18%	19%	18%	17%	23%	21%	12%	18%	18%	19%	19%	19%	20%	11%	14%
									j										

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 28

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QD6 (QD27). SHOWCARD How likely is it that you will get a smartphone in the next 12 months? (SINGLE CODE)

Base : Those without a smartphone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1223	1003	220	481	735	692	410
Effective Weighted Sample	1027	848	184	409	629	609	361
Total	920	781	139	420	495	557	333
Certain to	18	14	3	11	7	12	6
	2%	2%	2%	3%	1%	2%	2%
Very likely	41	35	6	26	14	25	16
	4%	4%	4%	6%	3%	4%	5%
				d			
Likely	83	71	13	54	29	51	28
	9%	9%	9%	13%	6%	9%	9%
				d			
Unlikely	153	128	25	87	65	79	69
	17%	16%	18%	21%	13%	14%	21%
				d			e
Very unlikely	218	179	40	101	117	136	73
	24%	23%	28%	24%	24%	24%	22%
Certain not to	236	203	33	65	170	145	83
	26%	26%	24%	16%	34%	26%	25%
				c			
Don't know	171	151	20	75	93	109	58
	19%	19%	14%	18%	19%	20%	17%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 29

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

QD7 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2445	1173	1272	341	448	880	776	416	263	285	424	552	707	511	671	1775	216	218	236
Effective Weighted Sample	2020	965	1055	278	360	746	663	343	211	230	354	468	585	424	558	1582	211	179	234
Total	2038	977	1061	305	412	764	556	293	204	223	403	531	616	379	510	1711	168	100	58
Prepay/ Pay as you go	817	381	437	92	99	247	379	197	86	81	75	150	193	152	321	668	74	48	27
	40%	39%	41%	30%	24%	32%	68%	67%	42%	37%	19%	28%	31%	40%	63%	39%	44%	48%	46%
						d	cde	hij	j	j				kl	klm			o	o
Postpay/ monthly contract	1198	585	613	210	311	509	168	92	114	141	324	370	420	224	183	1023	93	51	31
	59%	60%	58%	69%	75%	67%	30%	31%	56%	63%	81%	70%	68%	59%	36%	60%	55%	51%	53%
				f	ef	f			g	g	ghi	mn	mn	n		q			
Other	6	2	4	2	2	2	1	1	-	-	1	6	-	-	1	6	-	-	-
	*%	*%	*%	1%	*%	*%	*%	*%	-%	-%	*%	1%	-%	-%	*%	*%	-%	-%	-%
												lmn							
Don't know	16	9	7	2	1	5	9	3	5	1	3	6	2	3	5	14	1	1	*
	1%	1%	1%	1%	*%	1%	2%	1%	2%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 29

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

QD7 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2445	2049	396	1283	1151	1379	830
Effective Weighted Sample	2020	1707	325	1093	970	1202	718
Total	2038	1770	268	1238	790	1230	749
Prepay/ Pay as you go	817	696	121	312	501	451	339
	40%	39%	45%	25%	63%	37%	45%
			a		c		e
Postpay/ monthly contract	1198	1055	143	913	278	760	407
	59%	60%	53%	74%	35%	62%	54%
		b		d		f	
Other	6	6	-	4	2	6	-
	*%	*%	-%	*%	*%	1%	-%
Don't know	16	12	4	8	8	12	4
	1%	1%	1%	1%	1%	1%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 30

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE)

Base : Those who use a postpay/ contract mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1322	649	673	223	319	565	215	120	134	175	326	360	446	288	227	984	117	96	125
Effective Weighted Sample	1105	538	567	187	263	481	181	98	109	142	276	310	375	242	187	884	115	81	124
Total	1198	585	613	210	311	509	168	92	114	141	324	370	420	224	183	1023	93	51	31
Handset and contract	1061	512	548	192	291	450	128	76	103	132	285	320	380	199	161	903	88	**	25
	89%	88%	89%	92%	93%	88%	76%	83%	91%	94%	88%	87%	90%	89%	88%	88%	94%	**	81%
				f	ef	f				g						r	r		
SIM card only	125	67	58	17	19	53	37	14	11	8	32	44	38	22	21	109	4	**	6
	10%	11%	10%	8%	6%	10%	22%	15%	9%	6%	10%	12%	9%	10%	11%	11%	4%	**	18%
						d	cde	i								p			op
Don't know	12	6	6	1	2	6	3	1	-	1	7	5	3	3	1	10	2	**	*
	1%	1%	1%	1%	1%	1%	2%	2%	-%	1%	2%	1%	1%	1%	*%	1%	2%	**	1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 30

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (QD11A). When you signed up for your current mobile contract did you get a handset with the contract or did you only get a SIM card? (SINGLE CODE)

Base : Those who use a postpay/ contract mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1322	1121	201	925	391	786	411
Effective Weighted Sample	1105	949	162	790	328	695	360
Total	1198	1055	143	913	278	760	407
Handset and contract	1061	938	122	830	224	668	368
	89%	89%	86%	91%	80%	88%	90%
				d			
SIM card only	125	106	19	74	51	81	38
	10%	10%	13%	8%	18%	11%	9%
				c			
Don't know	12	10	2	9	4	11	1
	1%	1%	1%	1%	1%	1%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QD9 (QD41). Does your phone contract include any of these? (MULTI CODE)

Base : Those who use a postpay/ contract mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1322	649	673	223	319	565	215	120	134	175	326	360	446	288	227	984	117	96	125
Effective Weighted Sample	1105	538	567	187	263	481	181	98	109	142	276	310	375	242	187	884	115	81	124
Total	1198	585	613	210	311	509	168	92	114	141	324	370	420	224	183	1023	93	51	31
Call minutes	1152	562	590	203	303	488	158	91	113	135	310	351	408	218	174	984	90	**	30
	96%	96%	96%	97%	97%	96%	94%	99%	99%	96%	96%	95%	97%	97%	95%	96%	97%	**	96%
Text messages	1143	557	586	201	300	487	156	91	109	136	313	347	405	218	173	979	89	**	30
	95%	95%	96%	96%	96%	96%	93%	99%	96%	96%	96%	94%	96%	97%	95%	96%	96%	**	96%
Data (for internet use)	879	438	441	184	256	357	81	68	74	110	255	275	308	164	131	749	73	**	21
	73%	75%	72%	88%	82%	70%	48%	73%	65%	78%	79%	74%	73%	73%	72%	73%	78%	**	69%
				ef	ef	f				h	h								
None of these	9	3	6	1	3	3	3	-	1	2	2	3	4	2	1	8	-	**	*
	1%	1%	1%	1%	1%	*%	2%	-%	1%	1%	1%	1%	1%	1%	*%	1%	-%	**	1%
Don't know	29	14	14	4	5	14	5	1	1	2	9	14	6	3	6	23	3	**	1
	2%	2%	2%	2%	2%	3%	3%	1%	1%	2%	3%	4%	1%	1%	3%	2%	3%	**	2%
												l							

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

QD9 (QD41). Does your phone contract include any of these? (MULTI CODE)

Base : Those who use a postpay/ contract mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1322	1121	201	925	391	786	411
Effective Weighted Sample	1105	949	162	790	328	695	360
Total	1198	1055	143	913	278	760	407
Call minutes	1152	1014	138	879	266	732	390
	96%	96%	97%	96%	96%	96%	96%
Text messages	1143	1005	139	878	259	728	386
	95%	95%	97%	96%	93%	96%	95%
				d			
Data (for internet use)	879	777	102	685	190	556	301
	73%	74%	71%	75%	68%	73%	74%
				d			
None of these	9	9	*	8	1	6	3
	1%	1%	*%	1%	*%	1%	1%
Don't know	29	26	3	21	8	16	12
	2%	2%	2%	2%	3%	2%	3%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 32

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

QD10 (QD42). Do you have a monthly data cap or allowance on your mobile phone contract where you can use a certain amount of mobile data to access the internet? Above this limit you might have to pay for any extra data usage. (SINGLE CODE)

Base : Those who have an inclusive data allowance in their mobile phone contract

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ ~f	UNDER £11.5K ~g	£11.5K- £17.5K ~h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	940	470	470	193	263	385	99	86	82	131	253	260	320	203	156	695	90	68	87
Effective Weighted Sample	783	388	395	161	215	327	82	70	66	107	213	223	267	171	128	624	88	58	86
Total	879	438	441	184	256	357	81	68	74	110	255	275	308	164	131	749	73	36	21
Yes - have a data cap or allowance	472	238	234	105	146	182	**	**	**	66	133	141	177	82	73	406	**	**	**
	54%	54%	53%	57%	57%	51%	**	**	**	60%	52%	51%	57%	50%	56%	54%	**	**	**
No - do not have a data cap or allowance	311	159	152	68	78	139	**	**	**	36	97	118	88	57	46	262	**	**	**
	35%	36%	34%	37%	31%	39% d	**	**	**	32%	38%	43% l	29%	35%	35%	35%	**	**	**
Don't know	96	41	55	11	32	35	**	**	**	8	24	16	43	25	12	81	**	**	**
	11%	9%	12%	6%	12% c	10%	**	**	**	8%	10%	6%	14% k	15% k	9%	11%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 32

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

QD10 (QD42). Do you have a monthly data cap or allowance on your mobile phone contract where you can use a certain amount of mobile data to access the internet? Above this limit you might have to pay for any extra data usage. (SINGLE CODE)

Base : Those who have an inclusive data allowance in their mobile phone contract

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	940	803	137	673	264	558	295
Effective Weighted Sample	783	675	112	574	220	492	258
Total	879	777	102	685	190	556	301
Yes - have a data cap or allowance	472	412	60	370	98	293	165
	54%	53%	58%	54%	52%	53%	55%
No - do not have a data cap or allowance	311	277	34	242	69	206	100
	35%	36%	33%	35%	36%	37%	33%
Don't know	96	88	8	73	23	58	36
	11%	11%	8%	11%	12%	10%	12%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QD11 (QD43). SHOWCARD Do you know what your monthly data cap or allowance is?

Base : Those who have a monthly data cap or allowance on their mobile phone contract

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	j	k	l	m	~n	o	~p	~q	~r
Unweighted total	495	247	248	108	148	191	48	45	51	76	131	133	176	101	85	362	41	35	57
Effective Weighted Sample	407	200	208	89	119	160	40	36	42	63	111	113	146	83	69	327	40	30	57
Total	472	238	234	105	146	182	39	38	49	66	133	141	177	82	73	406	33	19	14
Up to 100MB	17	5	12	3	4	9	**	**	**	**	4	3	9	1	**	13	**	**	**
	4%	2%	5%	2%	3%	5%	**	**	**	**	3%	2%	5%	2%	**	3%	**	**	**
Up to 250MB	32	17	15	6	13	13	**	**	**	**	12	6	14	6	**	30	**	**	**
	7%	7%	6%	6%	9%	7%	**	**	**	**	9%	4%	8%	7%	**	7%	**	**	**
Up to 500MB	112	60	53	31	27	48	**	**	**	**	32	36	44	15	**	97	**	**	**
	24%	25%	23%	30%	18%	26%	**	**	**	**	24%	26%	25%	18%	**	24%	**	**	**
Up to 750MB	28	22	6	8	7	11	**	**	**	**	10	8	12	5	**	26	**	**	**
	6%	9%	3%	8%	5%	6%	**	**	**	**	8%	5%	7%	6%	**	6%	**	**	**
		b																	
Up to 1GB	83	43	40	20	33	25	**	**	**	**	22	29	29	13	**	66	**	**	**
	18%	18%	17%	19%	22%	14%	**	**	**	**	16%	20%	16%	16%	**	16%	**	**	**
Up to 2GB	31	16	16	11	12	7	**	**	**	**	12	7	12	9	**	27	**	**	**
	7%	7%	7%	11%	8%	4%	**	**	**	**	9%	5%	7%	11%	**	7%	**	**	**
				e															
2GB and above	25	14	11	5	4	13	**	**	**	**	10	10	9	2	**	25	**	**	**
	5%	6%	5%	4%	3%	7%	**	**	**	**	7%	7%	5%	2%	**	6%	**	**	**
Don't know	145	63	82	21	47	56	**	**	**	**	31	42	47	30	**	122	**	**	**
	31%	26%	35%	20%	32%	31%	**	**	**	**	23%	30%	27%	37%	**	30%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

QD11 (QD43). SHOWCARD Do you know what your monthly data cap or allowance is?

Base : Those who have a monthly data cap or allowance on their mobile phone contract

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	495	415	80	357	135	287	151
Effective Weighted Sample	407	346	64	301	110	253	134
Total	472	412	60	370	98	293	165
Up to 100MB	17 4%	15 4%	** **	8 2%	9 9% c	10 3%	5 3%
Up to 250MB	32 7%	29 7%	** **	26 7%	4 4%	15 5%	15 9%
Up to 500MB	112 24%	90 22%	** **	90 24%	20 20%	76 26%	34 21%
Up to 750MB	28 6%	23 5%	** **	26 7%	2 2%	18 6%	9 6%
Up to 1GB	83 18%	74 18%	** **	64 17%	19 19%	48 16%	33 20%
Up to 2GB	31 7%	28 7%	** **	26 7%	6 6%	15 5%	15 9%
2GB and above	25 5%	25 6%	** **	22 6%	2 2%	11 4%	14 8%
Don't know	145 31%	130 31%	** **	108 29%	37 38%	99 34%	40 24%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2445	1173	1272	341	448	880	776	416	263	285	424	552	707	511	671	1775	216	218	236
Effective Weighted Sample	2020	965	1055	278	360	746	663	343	211	230	354	468	585	424	558	1582	211	179	234
Total	2038	977	1061	305	412	764	556	293	204	223	403	531	616	379	510	1711	168	100	58
Several times a day	1083	483	600	248	293	437	105	130	90	127	265	310	352	185	236	907	92	48	36
	53%	49%	57%	81%	71%	57%	19%	45%	44%	57%	66%	58%	57%	49%	46%	53%	55%	48%	61%
			a	def	ef	f				gh	ghi	mn	mn						oq
Every day	350	160	190	37	76	159	78	39	44	44	65	75	100	79	95	292	28	20	10
	17%	16%	18%	12%	19%	21%	14%	13%	21%	20%	16%	14%	16%	21%	19%	17%	17%	20%	18%
					c	cf			g	g				k					
Several times a week	210	115	94	12	17	89	92	34	19	20	36	54	64	33	58	180	17	10	3
	10%	12%	9%	4%	4%	12%	16%	12%	10%	9%	9%	10%	10%	9%	11%	11%	10%	10%	5%
		b				cd	cde									r			
At least once a week	102	51	51	2	12	36	52	23	10	14	15	25	24	22	31	87	8	5	2
	5%	5%	5%	1%	3%	5%	9%	8%	5%	6%	4%	5%	4%	6%	6%	5%	5%	5%	3%
						c	cde	j											
At least once a month	41	22	19	1	2	8	30	10	1	4	4	11	11	7	12	36	2	3	*
	2%	2%	2%	1%	1%	1%	5%	4%	1%	2%	1%	2%	2%	2%	2%	2%	1%	3%	1%
							cde	hj										r	
Less than once a month	57	32	25	-	1	10	46	11	10	3	2	12	14	16	15	49	3	4	1
	3%	3%	2%	0%	1%	1%	8%	4%	5%	1%	1%	2%	2%	4%	3%	3%	2%	4%	2%
							cde	j	ij										
Never	167	100	66	3	3	14	147	42	28	8	7	35	43	29	59	134	17	10	5
	8%	10%	6%	1%	1%	2%	26%	14%	14%	4%	2%	7%	7%	8%	11%	8%	10%	10%	9%
		b					cde	ij	ij						klm				
Don't know	28	14	14	2	9	11	7	3	2	4	9	8	7	8	5	25	2	-	1
	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	1%	0%	1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

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

Base : Those who personally use a mobile phone

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2445	2049	396	1283	1151	1379	830
Effective Weighted Sample	2020	1707	325	1093	970	1202	718
Total	2038	1770	268	1238	790	1230	749
Several times a day	1083	961	122	751	326	640	408
	53%	54%	46%	61%	41%	52%	54%
		b		d			
Every day	350	305	46	241	108	201	139
	17%	17%	17%	19%	14%	16%	19%
				d			
Several times a week	210	182	27	115	93	139	68
	10%	10%	10%	9%	12%	11%	9%
At least once a week	102	87	15	46	55	59	42
	5%	5%	5%	4%	7%	5%	6%
					c		
At least once a month	41	33	8	13	28	27	14
	2%	2%	3%	1%	4%	2%	2%
					c		
Less than once a month	57	46	11	14	43	36	19
	3%	3%	4%	1%	5%	3%	3%
					c		
Never	167	128	39	37	130	108	53
	8%	7%	14%	3%	16%	9%	7%
			a		c		
Don't know	28	27	1	21	7	20	7
	1%	2%	0%	2%	1%	2%	1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 35

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2445	1173	1272	341	448	880	776	416	263	285	424	552	707	511	671	1775	216	218	236
Effective Weighted Sample	2020	965	1055	278	360	746	663	343	211	230	354	468	585	424	558	1582	211	179	234
Total	2038	977	1061	305	412	764	556	293	204	223	403	531	616	379	510	1711	168	100	58
Several times a day	1008	504	504	196	281	417	114	117	87	108	249	287	348	171	201	849	80	46	33
	49%	52%	47%	64% ef	68% ef	55% f	21%	40%	42%	49% g	62% ghi	54% mn	56% mn	45%	39%	50%	47%	46%	56% q
Every day	386	183	202	63	78	160	85	46	41	55	68	87	111	83	105	316	35	21	14
	19%	19%	19%	21% f	19%	21% f	15%	16%	20%	25% gj	17%	16%	18%	22% k	21%	18%	21%	21%	23%
Several times a week	274	123	151	29	34	101	110	48	35	30	50	72	61	57	84	230	28	9	7
	13%	13%	14%	9%	8%	13% d	20% cde	16%	17%	14%	12%	14%	10%	15% l	17% l	13%	17% q	9%	12%
At least once a week	164	62	102	13	12	45	93	38	17	18	20	34	38	29	62	131	17	13	3
	8%	6%	10% a	4%	3%	6% d	17% cde	13% j	8%	8%	5%	6%	6%	8%	12% klm	8%	10% r	13% or	4%
At least once a month	85	41	43	2	4	19	61	15	8	2	9	18	26	12	28	77	5	2	1
	4%	4%	4%	1%	1%	2% c	11% cde	5% ij	4%	1%	2%	3%	4%	3%	5%	5% r	3%	2%	2%
Less than once a month	92	46	46	1	2	12	78	22	17	5	2	23	26	21	22	81	3	7	1
	5%	5%	4%	*%	1%	2%	14% cde	7% ij	8% ij	2%	1%	4%	4%	5%	4%	5%	2%	7% pr	2%
Never	20	14	7	1	1	4	14	7	-	2	3	7	3	5	6	18	1	1	*
	1%	1%	1%	*%	*%	1%	3% cde	2% h	-%	1%	1%	1%	*%	1%	1%	1%	*%	1%	*%
Don't know	9	4	5	1	-	6	2	1	-	1	3	3	2	2	2	8	1	*	-
	*%	*%	*%	*%	-%	1%	*%	*%	-%	*%	1%	*%	*%	1%	*%	*%	1%	*%	-%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 35

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

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

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2445	2049	396	1283	1151	1379	830
Effective Weighted Sample	2020	1707	325	1093	970	1202	718
Total	2038	1770	268	1238	790	1230	749
Several times a day	1008	906	102	726	278	588	387
	49%	51%	38%	59%	35%	48%	52%
		b		d			
Every day	386	331	54	260	124	220	152
	19%	19%	20%	21%	16%	18%	20%
				d			
Several times a week	274	231	43	140	131	174	93
	13%	13%	16%	11%	17%	14%	12%
				c			
At least once a week	164	141	23	60	102	99	62
	8%	8%	9%	5%	13%	8%	8%
				c			
At least once a month	85	67	17	23	62	57	26
	4%	4%	7%	2%	8%	5%	3%
			a		c		
Less than once a month	92	74	18	17	75	66	25
	5%	4%	7%	1%	9%	5%	3%
			a		c		
Never	20	12	9	4	17	18	3
	1%	1%	3%	*%	2%	1%	*%
			a		c	f	
Don't know	9	8	1	8	1	8	1
	*%	*%	*%	1%	*%	1%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1211	599	612	263	335	488	125	133	121	152	300	325	385	241	258	897	103	96	115
Effective Weighted Sample	1005	493	512	215	274	416	104	107	97	121	255	279	322	202	208	806	101	80	114
Total	1109	544	565	237	322	452	98	98	105	124	302	338	367	192	211	949	84	47	28
Several times a day	550	270	280	154	177	198	21	48	51	54	162	179	193	86	92	479	38	**	13
	50%	50%	49%	65%	55%	44%	22%	49%	49%	44%	54%	53%	53%	45%	43%	50%	45%	**	47%
				def	ef	f						n	n						
Every day	268	129	140	53	91	103	21	22	25	34	76	71	87	50	59	226	21	**	9
	24%	24%	25%	22%	28%	23%	22%	23%	24%	27%	25%	21%	24%	26%	28%	24%	25%	**	31%
Several times a week	106	56	51	14	27	50	16	7	10	13	25	35	35	21	15	87	13	**	2
	10%	10%	9%	6%	8%	11%	17%	7%	10%	10%	8%	10%	10%	11%	7%	9%	15%	**	7%
						c	cd										o		
At least once a week	54	21	33	4	11	30	9	5	3	4	13	18	17	9	10	47	5	**	1
	5%	4%	6%	2%	3%	7%	9%	5%	3%	3%	4%	5%	5%	5%	5%	5%	6%	**	5%
						c	cd												
At least once a month	25	11	13	4	3	14	4	3	2	3	3	2	9	7	7	21	1	**	*
	2%	2%	2%	2%	1%	3%	4%	3%	2%	3%	1%	*%	2%	4%	3%	2%	2%	**	2%
						d	d							k	k				
Less than once a month	18	12	6	-	3	10	5	*	3	2	2	7	3	5	2	16	1	**	*
	2%	2%	1%	-%	1%	2%	5%	*%	3%	2%	1%	2%	1%	3%	1%	2%	1%	**	2%
						c	cd												
Never	85	43	43	9	11	45	21	12	11	15	20	23	22	13	26	71	4	**	2
	8%	8%	8%	4%	3%	10%	22%	13%	10%	12%	6%	7%	6%	7%	13%	7%	5%	**	6%
						cd	cde								klm				
Don't know	3	3	-	-	1	2	-	-	-	-	2	2	-	1	-	3	-	**	-
	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%	1%	*%	-%	*%	-%	*%	-%	**	-%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

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

Base : Those with a smartphone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1211	1040	171	797	410	678	418
Effective Weighted Sample	1005	872	138	684	337	597	364
Total	1109	984	125	814	290	666	415
Several times a day	550	491	59	414	132	340	196
	50%	50%	47%	51%	46%	51%	47%
Every day	268	237	31	200	67	148	111
	24%	24%	25%	25%	23%	22%	27%
Several times a week	106	98	8	81	25	63	41
	10%	10%	6%	10%	9%	9%	10%
At least once a week	54	48	6	34	20	33	19
	5%	5%	5%	4%	7%	5%	5%
At least once a month	25	19	6	15	9	16	9
	2%	2%	5%	2%	3%	2%	2%
Less than once a month	18	16	2	15	3	12	6
	2%	2%	2%	2%	1%	2%	1%
Never	85	73	13	51	34	50	33
	8%	7%	10%	6%	12%	8%	8%
				c			
Don't know	3	3	-	3	-	3	-
	*%	*%	-%	*%	-%	*%	-%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 37

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

QD12D (QD4D). SHOWCARD How often, it at all, do you use your mobile phone to use apps or applications? (SINGLE CODE)

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1211	599	612	263	335	488	125	133	121	152	300	325	385	241	258	897	103	96	115
Effective Weighted Sample	1005	493	512	215	274	416	104	107	97	121	255	279	322	202	208	806	101	80	114
Total	1109	544	565	237	322	452	98	98	105	124	302	338	367	192	211	949	84	47	28
Several times a day	431	218	213	129	134	151	17	40	35	44	134	135	149	73	73	377	29	**	9
	39%	40%	38%	54% def	41% ef	33% f	18%	41%	33%	36%	44%	40%	41%	38%	35%	40%	34%	**	32%
Every day	247	121	126	46	88	99	13	22	18	26	66	67	79	49	52	211	16	**	8
	22%	22%	22%	20%	27% cf	22%	14%	23%	17%	21%	22%	20%	22%	25%	25%	22%	20%	**	28%
Several times a week	117	56	61	24	36	47	9	11	11	15	30	36	30	27	25	94	16	**	2
	11%	10%	11%	10%	11%	10%	10%	12%	10%	12%	10%	11%	8%	14% l	12%	10%	19% or	**	8%
At least once a week	99	48	51	17	27	42	13	6	8	13	23	33	36	15	16	86	11	**	2
	9%	9%	9%	7%	8%	9%	13%	6%	8%	10%	8%	10%	10%	8%	8%	9%	13%	**	7%
At least once a month	46	21	25	3	9	24	10	4	6	4	8	15	20	4	8	39	4	**	2
	4%	4%	4%	1%	3%	5% c	10% cd	4%	5%	3%	3%	4%	5%	2%	4%	4%	5%	**	6%
Less than once a month	45	23	23	3	14	20	8	1	6	6	15	18	11	10	6	39	2	**	1
	4%	4%	4%	1%	4%	4%	8% c	1%	6% g	4%	5%	5%	3%	5%	3%	4%	3%	**	5%
Never	119	54	66	14	13	66	26	13	22	16	25	34	42	14	29	100	6	**	4
	11%	10%	12%	6%	4%	15% cd	27% cde	14%	21% j	12%	8%	10%	11%	7%	14% m	11%	7%	**	14%
Don't know	4	3	1	-	1	3	1	1	-	1	2	2	-	1	2	3	1	**	-
	*%	1%	*%	-%	*%	1%	1%	1%	-%	1%	1%	*%	-%	*%	1%	*%	1%	**	-%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 37

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

QD12D (QD4D). SHOWCARD How often, it at all, do you use your mobile phone to use apps or applications? (SINGLE CODE)

Base : Those with a smartphone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1211	1040	171	797	410	678	418
Effective Weighted Sample	1005	872	138	684	337	597	364
Total	1109	984	125	814	290	666	415
Several times a day	431	389	42	321	110	264	158
	39%	39%	34%	39%	38%	40%	38%
Every day	247	220	26	186	59	140	99
	22%	22%	21%	23%	20%	21%	24%
Several times a week	117	104	13	83	33	61	54
	11%	11%	11%	10%	11%	9%	13%
At least once a week	99	87	13	73	27	64	34
	9%	9%	10%	9%	9%	10%	8%
At least once a month	46	41	4	35	10	29	15
	4%	4%	3%	4%	4%	4%	4%
Less than once a month	45	39	6	35	10	28	16
	4%	4%	5%	4%	4%	4%	4%
Never	119	99	20	78	40	79	37
	11%	10%	16%	10%	14%	12%	9%
			a				
Don't know	4	4	-	3	1	2	2
	*%	*%	-%	*%	*%	*%	1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2445	1173	1272	341	448	880	776	416	263	285	424	552	707	511	671	1775	216	218	236
Effective Weighted Sample	2020	965	1055	278	360	746	663	343	211	230	354	468	585	424	558	1582	211	179	234
Total	2038	977	1061	305	412	764	556	293	204	223	403	531	616	379	510	1711	168	100	58
Send/ receive text messages (SMS)	1751	833	917	291	388	698	374	226	162	198	369	475	536	322	416	1477	142	83	49
	86%	85%	86%	95% ef	94% f	91% f	67%	77%	79%	89% gh	92% gh	90% mn	87% n	85%	82%	86%	84%	83%	83%
Use your phone as a camera	1306	613	694	265	330	533	179	147	123	154	313	361	433	228	284	1112	107	55	32
	64%	63%	65%	87% def	80% ef	70% f	32%	50%	60% g	69% g	78% ghi	68% mn	70% mn	60%	56%	65% qr	63%	55%	56%
Accessing the internet	945	454	490	214	279	373	79	89	90	114	246	289	314	162	179	806	70	42	27
	46%	47%	46%	70% ef	68% ef	49% f	14%	30%	44% g	51% g	61% ghi	54% mn	51% mn	43% n	35%	47%	42%	42%	46%
Send/ receive messages with pictures/ images	898	415	483	200	264	349	85	96	72	102	234	273	302	152	169	761	82	32	22
	44%	42%	46%	65% ef	64% ef	46% f	15%	33%	35%	46% gh	58% ghi	52% mn	49% mn	40% n	33%	44% qr	49% qr	32%	38%
Send/ receive emails (not SMS)	726	358	368	161	228	282	55	65	53	78	222	248	255	110	112	631	54	24	17
	36%	37%	35%	53% ef	55% ef	37% f	10%	22%	26%	35% gh	55% ghi	47% mn	41% mn	29% n	22%	37% qr	32%	24%	30%
Visiting social networking sites e.g. Facebook, Twitter, LinkedIn	657	301	356	189	210	234	23	70	58	76	159	192	232	108	124	556	52	30	18
	32%	31%	34%	62% def	51% ef	31% f	4%	24%	28%	34% g	40% gh	36% mn	38% mn	29%	24%	33%	31%	29%	32%
Play games	600	303	298	179	183	213	25	78	52	74	128	151	208	102	139	514	52	19	15
	29%	31%	28%	59% def	44% ef	28% f	4%	27%	26%	33%	32%	28%	34% mn	27%	27%	30% q	31% q	19%	26%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2445	1173	1272	341	448	880	776	416	263	285	424	552	707	511	671	1775	216	218	236
Effective Weighted Sample	2020	965	1055	278	360	746	663	343	211	230	354	468	585	424	558	1582	211	179	234
Total	2038	977	1061	305	412	764	556	293	204	223	403	531	616	379	510	1711	168	100	58
Download apps or programs directly to your phone	597 29%	299 31%	298 28%	163 53% ef	192 47% ef	211 28% f	31 5%	55 19%	49 24%	66 29% g	173 43% ghi	183 34% mn	212 34% mn	97 26%	105 21%	512 30% q	47 28%	22 22%	16 27%
Use IM/ Instant messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp)	551 27%	265 27%	286 27%	142 46% ef	176 43% ef	202 26% f	32 6%	53 18%	54 26% g	58 26% g	138 34% ghi	172 32% mn	198 32% mn	87 23%	93 18%	485 28% pq	33 19%	20 20%	14 24%
Listen to music using MP3 function	423 21%	232 24% b	191 18%	141 46% def	136 33% ef	136 18% f	10 2%	47 16%	33 16%	53 24% gh	108 27% gh	131 25% mn	142 23% mn	62 16%	88 17%	366 21% p	26 15%	18 18%	13 22%
Record video clips using the phone	339 17%	158 16%	181 17%	89 29% ef	112 27% ef	119 16% f	19 3%	42 14%	25 12%	48 22% gh	92 23% gh	111 21% mn	104 17%	55 14%	69 13%	289 17%	27 16%	13 13%	10 17%
Accessing/ receiving news	323 16%	176 18% b	147 14%	78 26% ef	96 23% ef	125 16% f	24 4%	23 8%	25 12%	36 16% g	97 24% ghi	138 26% lmn	109 18% mn	41 11% n	35 7%	290 17% pqr	18 11%	9 9%	6 11%
Listen to FM radio	309 15%	158 16%	151 14%	77 25% ef	89 21% ef	116 15% f	27 5%	35 12%	31 15%	36 16%	91 23% gh	91 17%	99 16%	51 14%	66 13%	280 16% pq	12 7%	7 7%	9 16% pq
Send/ receive video clips	292 14%	137 14%	155 15%	62 20% ef	109 26% ef	100 13% f	21 4%	29 10%	22 11%	30 13%	73 18% gh	102 19% mn	92 15% n	53 14% n	45 9%	255 15% q	24 14% q	6 6%	7 13% q
Accessing/ receiving sports/ team news/ scores	259 13%	182 19% b	77 7%	72 23% ef	74 18% ef	94 12% f	19 4%	17 6%	16 8%	28 13% g	81 20% ghi	99 19% mn	90 15% n	40 11% n	30 6%	224 13%	19 12%	9 9%	7 11%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 38

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2445	1173	1272	341	448	880	776	416	263	285	424	552	707	511	671	1775	216	218	236
Effective Weighted Sample	2020	965	1055	278	360	746	663	343	211	230	354	468	585	424	558	1582	211	179	234
Total	2038	977	1061	305	412	764	556	293	204	223	403	531	616	379	510	1711	168	100	58
Making voice calls using VoIP service e.g. Skype	191 9%	90 9%	101 10%	46 15% ef	61 15% ef	69 9% f	16 3%	14 5%	21 10% g	22 10% g	59 15% g	73 14% mn	65 11% n	27 7%	26 5%	173 10% qr	10 6%	5 5%	3 5%
TV streaming (e.g. BBC iPlayer, Sky Go)	164 8%	90 9%	74 7%	48 16% ef	50 12% ef	60 8% f	5 1%	13 4%	10 5%	23 10% gh	53 13% gh	57 11% mn	56 9% n	23 6%	27 5%	144 8% p	7 4%	8 8%	5 8%
Download a new video clip	152 7%	80 8%	71 7%	42 14% ef	50 12% ef	51 7% f	8 2%	16 5%	8 4%	15 7%	45 11% gh	46 9% n	50 8% n	31 8% n	24 5%	127 7% q	17 10% q	3 3%	5 8% q
Video streaming	139 7%	94 10% b	45 4%	41 14% ef	42 10% ef	51 7% f	5 1%	14 5% h	3 1%	16 7% h	47 12% gh	51 10% mn	53 9% mn	19 5%	16 3%	116 7%	10 6%	7 7%	6 10%
Video calling e.g. Facetime	127 6%	68 7%	59 6%	35 11% ef	49 12% ef	36 5% f	7 1%	17 6%	8 4%	15 7%	36 9% h	42 8% n	46 7% n	22 6%	17 3%	110 6%	9 5%	6 6%	3 5%
Listen to Podcasts	108 5%	61 6%	46 4%	34 11% ef	30 7% f	39 5% f	5 1%	11 4%	8 4%	10 5%	33 8% gh	42 8% mn	38 6% n	17 5% n	10 2%	96 6%	4 3%	4 4%	3 6%
Download TV programmes	73 4%	35 4%	38 4%	30 10% def	18 4% f	22 3% f	2 *% cde	11 4% h	2 1%	10 4% h	22 6% h	19 4%	30 5% n	13 3%	10 2%	65 4%	4 2%	3 3%	1 3%
Other	19 1%	7 1%	12 1%	1 *% cd	2 1% cde	6 1% cd	10 2% cde	3 1% ij	3 1% ij	* *% ij	3 1%	3 *% kl	6 1% kl	5 1% kl	5 1% kl	19 1% kl	- -% kl	* *% kl	* *% kl
None of these	179 9%	93 10%	86 8%	2 1%	4 1%	29 4% cd	144 26% cde	46 16% ij	30 14% ij	12 5%	13 3%	34 6%	49 8%	35 9%	62 12% kl	142 8%	19 11%	11 11%	7 12% o

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2445	1173	1272	341	448	880	776	416	263	285	424	552	707	511	671	1775	216	218	236
Effective Weighted Sample	2020	965	1055	278	360	746	663	343	211	230	354	468	585	424	558	1582	211	179	234
Total	2038	977	1061	305	412	764	556	293	204	223	403	531	616	379	510	1711	168	100	58
Don't know	2	-	2	1	-	-	1	1	1	-	-	-	1	-	1	2	-	-	-
	*%	-%	*%	*%	-%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

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

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2445	2049	396	1283	1151	1379	830
Effective Weighted Sample	2020	1707	325	1093	970	1202	718
Total	2038	1770	268	1238	790	1230	749
Send/ receive text messages (SMS)	1751	1541	209	1137	607	1059	643
	86%	87%	78%	92%	77%	86%	86%
		b		d			
Use your phone as a camera	1306	1151	155	915	384	785	489
	64%	65%	58%	74%	49%	64%	65%
		b		d			
Accessing the internet	945	837	107	697	244	555	363
	46%	47%	40%	56%	31%	45%	48%
		b		d			
Send/ receive messages with pictures/ images	898	803	95	650	244	539	337
	44%	45%	35%	53%	31%	44%	45%
		b		d			
Send/ receive emails (not SMS)	726	648	78	548	176	447	262
	36%	37%	29%	44%	22%	36%	35%
		b		d			
Visiting social networking sites e.g. Facebook, Twitter, LinkedIn	657	585	71	472	182	388	250
	32%	33%	27%	38%	23%	32%	33%
		b		d			
Play games	600	545	55	416	181	346	239
	29%	31%	20%	34%	23%	28%	32%
		b		d			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 38

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

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2445	2049	396	1283	1151	1379	830
Effective Weighted Sample	2020	1707	325	1093	970	1202	718
Total	2038	1770	268	1238	790	1230	749
Download apps or programs directly to your phone	597	532	64	445	151	357	224
	29%	30%	24%	36%	19%	29%	30%
		b		d			
Use IM/ Instant messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp)	551	499	52	408	140	335	202
	27%	28%	19%	33%	18%	27%	27%
		b		d			
Listen to music using MP3 function	423	383	40	287	134	230	181
	21%	22%	15%	23%	17%	19%	24%
		b		d			e
Record video clips using the phone	339	307	32	245	93	201	128
	17%	17%	12%	20%	12%	16%	17%
		b		d			
Accessing/ receiving news	323	300	23	248	75	185	131
	16%	17%	9%	20%	9%	15%	18%
		b		d			
Listen to FM radio	309	285	23	225	83	193	107
	15%	16%	9%	18%	11%	16%	14%
		b		d			
Send/ receive video clips	292	275	17	218	73	168	117
	14%	16%	7%	18%	9%	14%	16%
		b		d			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

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

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2445	2049	396	1283	1151	1379	830
Effective Weighted Sample	2020	1707	325	1093	970	1202	718
Total	2038	1770	268	1238	790	1230	749
Accessing/ receiving sports/ team news/ scores	259	238	21	198	60	148	104
	13%	13%	8%	16%	8%	12%	14%
		b		d			
Making voice calls using VoIP service e.g. Skype	191	169	22	149	42	112	77
	9%	10%	8%	12%	5%	9%	10%
				d			
TV streaming (e.g. BBC iPlayer, Sky Go)	164	150	14	120	44	105	54
	8%	8%	5%	10%	6%	9%	7%
		b		d			
Download a new video clip	152	139	13	107	44	91	56
	7%	8%	5%	9%	6%	7%	8%
		b		d			
Video streaming	139	127	13	99	40	88	45
	7%	7%	5%	8%	5%	7%	6%
				d			
Video calling e.g. Facetime	127	116	11	95	32	83	42
	6%	7%	4%	8%	4%	7%	6%
				d			
Listen to Podcasts	108	102	6	77	30	71	34
	5%	6%	2%	6%	4%	6%	5%
		b		d			
Download TV programmes	73	68	5	49	24	41	30
	4%	4%	2%	4%	3%	3%	4%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2445	2049	396	1283	1151	1379	830
Effective Weighted Sample	2020	1707	325	1093	970	1202	718
Total	2038	1770	268	1238	790	1230	749
Other	19	11	8	10	10	15	4
	1%	1%	3%	1%	1%	1%	*%
			a				
None of these	179	142	38	42	137	110	63
	9%	8%	14%	3%	17%	9%	8%
			a		c		
Don't know	2	2	-	1	1	1	1
	*%	*%	-%	*%	*%	*%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 39

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

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2445	1173	1272	341	448	880	776	416	263	285	424	552	707	511	671	1775	216	218	236
Effective Weighted Sample	2020	965	1055	278	360	746	663	343	211	230	354	468	585	424	558	1582	211	179	234
Total	2038	977	1061	305	412	764	556	293	204	223	403	531	616	379	510	1711	168	100	58
Send/ receive text messages (SMS)	1587 78%	743 76%	844 80%	273 89% f	362 88% f	650 85% f	303 54%	198 68%	145 71%	186 83% gh	347 86% gh	439 83% mn	489 79% n	287 76%	371 73%	1331 78%	136 80%	75 75%	46 79%
Accessing the internet	784 38%	369 38%	415 39%	189 62% ef	240 58% ef	299 39% f	56 10%	74 25%	68 33% g	98 44% gh	213 53% ghi	249 47% mn	256 41% mn	130 34%	150 29%	666 39%	62 37%	34 34%	21 37%
Use your phone as a camera	770 38%	342 35%	428 40% a	187 61% ef	229 55% ef	297 39% f	57 10%	91 31%	69 34%	97 43% gh	212 53% ghi	220 41% mn	254 41% mn	122 32%	172 34%	657 38%	56 34%	36 36%	21 36%
Send/ receive emails (not SMS)	572 28%	285 29%	287 27%	138 45% ef	169 41% ef	225 29% f	40 7%	53 18%	37 18%	58 26% gh	185 46% ghi	204 38% lmn	199 32% mn	80 21%	87 17%	496 29% qr	42 25%	21 21%	13 22%
Visiting social networking sites e.g. Facebook, Twitter, LinkedIn	551 27%	242 25%	309 29% a	176 58% def	181 44% ef	175 23% f	19 3%	64 22%	44 21%	64 28%	141 35% gh	163 31% mn	188 30% mn	87 23%	113 22%	462 27%	45 27%	26 26%	17 30%
Send/ receive messages with pictures/ images	497 24%	206 21%	291 27% a	124 41% ef	161 39% ef	188 25% f	25 4%	54 19%	28 14%	58 26% gh	157 39% ghi	169 32% lmn	160 26% mn	74 19%	93 18%	423 25%	38 23%	23 22%	13 22%
Use IM/ Instant messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp)	426 21%	208 21%	218 21%	110 36% ef	140 34% ef	152 20% f	25 4%	41 14%	38 18%	44 20%	115 29% ghi	139 26% mn	147 24% mn	66 17%	74 14%	373 22% q	27 16%	15 15%	11 19%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 39

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2445	1173	1272	341	448	880	776	416	263	285	424	552	707	511	671	1775	216	218	236
Effective Weighted Sample	2020	965	1055	278	360	746	663	343	211	230	354	468	585	424	558	1582	211	179	234
Total	2038	977	1061	305	412	764	556	293	204	223	403	531	616	379	510	1711	168	100	58
Play games	402	195	207	129	125	134	13	51	41	47	91	100	137	67	96	346	30	15	11
	20%	20%	19%	42%	30%	18%	2%	17%	20%	21%	23%	19%	22%	18%	19%	20%	18%	15%	19%
				def	ef	f													
Download apps or programs directly to your phone	333	160	174	104	106	112	11	33	25	43	107	102	128	46	58	283	23	18	10
	16%	16%	16%	34%	26%	15%	2%	11%	12%	19%	27%	19%	21%	12%	11%	17%	13%	18%	16%
				def	ef	f				gh	ghi	mn	mn						
Listen to music using MP3 function	314	179	136	107	103	98	6	37	24	38	86	95	99	47	73	269	21	15	10
	15%	18%	13%	35%	25%	13%	1%	13%	12%	17%	21%	18%	16%	13%	14%	16%	12%	15%	17%
		b		def	ef	f					gh	m							
Accessing/ receiving news	209	118	92	50	73	75	11	16	12	26	72	91	67	29	22	189	10	7	4
	10%	12%	9%	17%	18%	10%	2%	5%	6%	12%	18%	17%	11%	8%	4%	11%	6%	7%	6%
		b		ef	ef	f				gh	ghi	lmn	n	n		pr			
Listen to FM radio	175	93	82	34	51	75	15	20	10	21	64	55	42	35	42	158	6	5	5
	9%	9%	8%	11%	12%	10%	3%	7%	5%	9%	16%	10%	7%	9%	8%	9%	4%	5%	8%
				f	f	f					ghi	l				p			p
Accessing/ receiving sports/ team news/ scores	169	126	43	48	51	59	11	13	5	19	65	70	51	28	20	147	12	6	5
	8%	13%	4%	16%	12%	8%	2%	4%	2%	8%	16%	13%	8%	7%	4%	9%	7%	6%	8%
		b		ef	ef	f				gh	ghi	lmn	n	n					
Record video clips using the phone	152	72	80	49	49	50	4	16	11	26	56	47	49	25	31	125	13	9	6
	7%	7%	8%	16%	12%	7%	1%	5%	5%	11%	14%	9%	8%	7%	6%	7%	8%	9%	10%
				ef	ef	f				gh	gh								
Making voice calls using VoIP service e.g. Skype	118	55	62	30	37	41	9	8	14	14	40	39	45	19	15	109	4	3	1
	6%	6%	6%	10%	9%	5%	2%	3%	7%	6%	10%	7%	7%	5%	3%	6%	2%	3%	2%
				ef	ef	f			g	g	g	n	n			pr			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 39

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2445	1173	1272	341	448	880	776	416	263	285	424	552	707	511	671	1775	216	218	236
Effective Weighted Sample	2020	965	1055	278	360	746	663	343	211	230	354	468	585	424	558	1582	211	179	234
Total	2038	977	1061	305	412	764	556	293	204	223	403	531	616	379	510	1711	168	100	58
Send/ receive video clips	110 5%	53 5%	57 5%	32 10% ef	40 10% ef	34 4% f	5 1%	19 6%	6 3%	14 6%	32 8% h	36 7%	35 6%	16 4%	23 4%	93 5%	10 6%	4 4%	3 6%
TV streaming (e.g. BBC iPlayer, Sky Go)	101 5%	65 7% b	36 3%	31 10% ef	32 8% ef	35 5% f	2 *%	9 3%	7 3%	17 8% g	38 10% gh	36 7% n	32 5%	18 5%	15 3%	87 5%	4 2%	8 8% p	3 5%
Video streaming	80 4%	60 6% b	20 2%	25 8% ef	24 6% f	30 4% f	1 *%	7 2%	1 1%	13 6% gh	32 8% gh	30 6% mn	32 5% mn	9 2%	8 2%	65 4%	6 3%	6 6%	4 6%
Video calling e.g. Facetime	76 4%	38 4%	38 4%	23 8% ef	31 8% ef	19 3% f	2 *%	10 3%	5 2%	11 5%	23 6% h	25 5% n	30 5% n	11 3%	9 2%	65 4%	6 4%	4 4%	1 2%
Download a new video clip	60 3%	34 3%	26 2%	24 8% def	16 4% f	20 3% f	1 *%	5 2%	4 2%	10 5% g	19 5% g	17 3%	18 3%	13 3%	11 2%	47 3%	9 5% o	2 2%	2 4%
Listen to Podcasts	53 3%	29 3%	24 2%	15 5% f	18 4% f	19 3% f	1 *%	4 1%	5 3%	4 2%	23 6% gi	25 5% ln	14 2%	9 2%	5 1%	46 3%	3 2%	2 2%	2 3%
Download TV programmes	40 2%	23 2%	17 2%	22 7% def	7 2% f	10 1% f	1 *%	4 1%	* *%	6 3% h	16 4% gh	15 3% n	13 2%	7 2%	4 1%	35 2%	2 1%	2 2%	1 2%
Other	13 1%	6 1%	7 1%	1 *% %	1 *% %	5 1%	6 1%	2 1%	2 1%	* *%	2 *% %	3 *% %	3 1%	4 1%	3 1%	12 1%	- -%	- -%	* *%
None of these	283 14%	150 15%	133 13%	7 2%	11 3%	45 6% cd	220 40% cde	70 24% ij	41 20% ij	23 10% j	17 4%	54 10%	72 12%	61 16% kl	95 19% kl	229 13%	25 15%	20 20% o	9 16%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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

Base : Those who personally use a mobile phone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2445	1173	1272	341	448	880	776	416	263	285	424	552	707	511	671	1775	216	218	236
Effective Weighted Sample	2020	965	1055	278	360	746	663	343	211	230	354	468	585	424	558	1582	211	179	234
Total	2038	977	1061	305	412	764	556	293	204	223	403	531	616	379	510	1711	168	100	58
Don't know	6	1	4	1	-	-	4	2	2	-	1	-	3	-	2	6	-	-	-
	*%	*%	*%	*%	-%	-%	1%	1%	1%	-%	*%	-%	1%	-%	*%	*%	-%	-%	-%

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

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

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2445	2049	396	1283	1151	1379	830
Effective Weighted Sample	2020	1707	325	1093	970	1202	718
Total	2038	1770	268	1238	790	1230	749
Send/ receive text messages (SMS)	1587	1402	186	1047	533	964	577
	78%	79%	69%	85%	68%	78%	77%
		b		d			
Accessing the internet	784	692	92	572	208	462	300
	38%	39%	34%	46%	26%	38%	40%
				d			
Use your phone as a camera	770	683	87	542	223	481	268
	38%	39%	32%	44%	28%	39%	36%
		b		d			
Send/ receive emails (not SMS)	572	506	66	429	141	355	204
	28%	29%	25%	35%	18%	29%	27%
				d			
Visiting social networking sites e.g. Facebook, Twitter, LinkedIn	551	486	66	381	167	332	202
	27%	27%	24%	31%	21%	27%	27%
				d			
Send/ receive messages with pictures/ images	497	446	51	362	135	317	167
	24%	25%	19%	29%	17%	26%	22%
		b		d			
Use IM/ Instant messaging (e.g. BlackBerry Messenger/ BBM, Apple iMessage, WhatsApp)	426	384	43	317	107	253	162
	21%	22%	16%	26%	14%	21%	22%
		b		d			

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

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

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2445	2049	396	1283	1151	1379	830
Effective Weighted Sample	2020	1707	325	1093	970	1202	718
Total	2038	1770	268	1238	790	1230	749
Play games	402	362	40	272	128	240	151
	20%	20%	15%	22%	16%	19%	20%
		b		d			
Download apps or programs directly to your phone	333	293	40	239	94	215	109
	16%	17%	15%	19%	12%	17%	15%
				d			
Listen to music using MP3 function	314	284	30	212	102	172	132
	15%	16%	11%	17%	13%	14%	18%
		b		d			e
Accessing/ receiving news	209	193	16	156	53	128	78
	10%	11%	6%	13%	7%	10%	10%
		b		d			
Listen to FM radio	175	158	17	127	47	111	59
	9%	9%	6%	10%	6%	9%	8%
				d			
Accessing/ receiving sports/ team news/ scores	169	153	16	126	42	100	64
	8%	9%	6%	10%	5%	8%	9%
				d			
Record video clips using the phone	152	136	17	111	41	93	54
	7%	8%	6%	9%	5%	8%	7%
				d			
Making voice calls using VoIP service e.g. Skype	118	103	15	92	26	70	46
	6%	6%	6%	7%	3%	6%	6%
				d			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 39

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

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2445	2049	396	1283	1151	1379	830
Effective Weighted Sample	2020	1707	325	1093	970	1202	718
Total	2038	1770	268	1238	790	1230	749
Send/ receive video clips	110 5%	103 6% b	7 3%	72 6%	38 5%	65 5%	42 6%
TV streaming (e.g. BBC iPlayer, Sky Go)	101 5%	93 5%	8 3%	71 6% d	30 4%	70 6%	29 4%
Video streaming	80 4%	71 4%	9 3%	59 5% d	22 3%	55 4%	22 3%
Video calling e.g. Facetime	76 4%	69 4%	7 3%	55 4% d	21 3%	51 4%	24 3%
Download a new video clip	60 3%	54 3%	6 2%	40 3%	21 3%	37 3%	22 3%
Listen to Podcasts	53 3%	49 3%	4 1%	41 3% d	13 2%	34 3%	17 2%
Download TV programmes	40 2%	38 2%	2 1%	25 2%	15 2%	23 2%	16 2%
Other	13 1%	8 *% a	5 2% a	6 *% c	7 1%	9 1%	4 *% c
None of these	283 14%	220 12%	63 23% a	70 6%	212 27% c	179 15%	95 13%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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

Base : Those who personally use a mobile phone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2445	2049	396	1283	1151	1379	830
Effective Weighted Sample	2020	1707	325	1093	970	1202	718
Total	2038	1770	268	1238	790	1230	749
Don't know	6	6	-	2	4	4	1
	*%	*%	-%	*%	*%	*%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QD15 (QD28C). SHOWCARD You said that you use your mobile phone to access the internet. Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	g	~h	i	j	k	l	m	n	o	~p	~q	r
Unweighted total	1036	502	534	239	302	398	97	120	99	137	246	276	330	210	220	757	85	85	109
Effective Weighted Sample	857	410	447	193	242	341	83	94	79	111	208	239	276	174	176	683	83	70	108
Total	945	454	490	214	279	373	79	89	90	114	246	289	314	162	179	806	70	42	27
I always use in the home	49	17	32	4	20	17	**	3	**	8	12	9	14	13	13	39	**	**	3
	5%	4%	7%	2%	7%	5%	**	4%	**	7%	5%	3%	4%	8%	7%	5%	**	**	11% o
I mainly use in the home	105	45	60	30	32	34	**	10	**	16	28	26	29	20	31	95	**	**	4
	11%	10%	12%	14%	12%	9%	**	11%	**	14%	11%	9%	9%	12%	17% kl	12%	**	**	15%
I use equally in the home and outside the home	611	307	304	159	189	223	**	63	**	72	148	189	204	106	112	518	**	**	14
	65%	68%	62%	75% e	68%	60%	**	71%	**	63%	60%	65%	65%	65%	62%	64% r	**	**	51%
I mainly use outside the home	143	68	76	16	31	79	**	8	**	14	46	54	56	18	16	125	**	**	3
	15%	15%	15%	8%	11%	21% cd	**	9%	**	12%	19% g	19% mn	18% n	11%	9%	16%	**	**	13%
I always use outside the home	28	10	18	3	4	16	**	4	**	3	10	9	9	4	6	22	**	**	2
	3%	2%	4%	1%	2%	4%	**	5%	**	3%	4%	3%	3%	3%	3%	3%	**	**	7% o
Don't know	8	7	1	2	2	4	**	-	**	*	3	3	1	1	2	6	**	**	1
	1%	2% b	*%	1%	1%	1%	**	-%	**	*%	1%	1%	*%	1%	1%	1%	**	**	3% o

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

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QD15 (QD28C). SHOWCARD You said that you use your mobile phone to access the internet. Which one of these best describes where you use your mobile phone to access the internet? (SINGLE CODE)

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

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1036	889	147	688	345	560	367
Effective Weighted Sample	857	744	116	589	281	496	318
Total	945	837	107	697	244	555	363
I always use in the home	49	41	8	34	14	31	15
	5%	5%	7%	5%	6%	6%	4%
I mainly use in the home	105	88	17	68	37	68	33
	11%	11%	16%	10%	15%	12%	9%
				c			
I use equally in the home and outside the home	611	553	58	453	155	335	262
	65%	66%	54%	65%	63%	60%	72%
		b					e
I mainly use outside the home	143	127	16	118	26	98	42
	15%	15%	15%	17%	11%	18%	12%
				d		f	
I always use outside the home	28	23	6	17	10	19	7
	3%	3%	5%	2%	4%	3%	2%
Don't know	8	5	3	6	2	5	2
	1%	1%	3%	1%	1%	1%	1%
			a				

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

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QD16 (QD28E). SHOWCARD Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	g	~h	i	j	k	l	m	n	o	~p	~q	r
Unweighted total	1036	502	534	239	302	398	97	120	99	137	246	276	330	210	220	757	85	85	109
Effective Weighted Sample	857	410	447	193	242	341	83	94	79	111	208	239	276	174	176	683	83	70	108
Total	945	454	490	214	279	373	79	89	90	114	246	289	314	162	179	806	70	42	27
Via mobile network (2G or 3G)	692	347	345	162	201	276	**	68	**	78	172	211	232	113	135	592	**	**	14
	73%	76%	70%	76%	72%	74%	**	76%	**	68%	70%	73%	74%	70%	75%	73%	**	**	52%
		b														r			
Wi-Fi/ wireless broadband network at home	460	222	239	101	147	180	**	34	**	60	134	170	143	80	68	395	**	**	19
	49%	49%	49%	47%	53%	48%	**	38%	**	52%	54%	59%	46%	49%	38%	49%	**	**	70%
										g	g	lmn		n					o
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	250	124	126	54	71	101	**	13	**	22	72	111	83	30	27	211	**	**	9
	26%	27%	26%	25%	25%	27%	**	15%	**	19%	29%	38%	26%	18%	15%	26%	**	**	35%
											gi	lmn	mn						
Don't know	16	6	9	2	3	9	**	3	**	2	2	4	6	2	4	14	**	**	*
	2%	1%	2%	1%	1%	2%	**	4%	**	2%	1%	1%	2%	1%	2%	2%	**	**	1%

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

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QD16 (QD28E). SHOWCARD Which of these ways do you use your mobile phone to access the internet? (MULTI CODE)

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

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1036	889	147	688	345	560	367
Effective Weighted Sample	857	744	116	589	281	496	318
Total	945	837	107	697	244	555	363
Via mobile network (2G or 3G)	692	628	64	512	176	393	286
	73%	75%	59%	74%	72%	71%	79%
		b					e
Wi-Fi/ wireless broadband network at home	460	393	67	348	110	278	164
	49%	47%	62%	50%	45%	50%	45%
			a				
Wi-Fi/ wireless broadband elsewhere (i.e. 'hotspots')	250	221	29	189	60	150	90
	26%	26%	27%	27%	24%	27%	25%
Don't know	16	12	3	8	8	12	3
	2%	1%	3%	1%	3%	2%	1%
				c			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	~f	g	~h	i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	956	468	488	231	270	370	85	113	91	123	228	260	314	186	196	708	81	73	94
Effective Weighted Sample	797	385	412	187	220	319	74	90	74	101	195	227	263	156	157	640	79	61	93
Total	888	431	457	208	257	352	72	86	84	105	232	277	299	148	164	760	68	37	23
When travelling (e.g. on a train or in a car)	627	306	321	162	185	231	**	58	**	67	165	208	220	92	107	542	**	**	**
	71%	71%	70%	78% e	72%	66%	**	68%	**	64%	71%	75% mn	74% m	62%	65%	71%	**	**	**
Outdoors	608	309	299	148	186	230	**	58	**	69	158	193	210	101	105	519	**	**	**
	69%	72% b	65%	71%	73%	65%	**	67%	**	65%	68%	70%	70%	68%	64%	68%	**	**	**
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	599	293	306	164	178	218	**	56	**	65	160	197	204	86	111	503	**	**	**
	67%	68%	67%	79% de	69%	62%	**	65%	**	62%	69%	71% m	68% m	58%	68%	66%	**	**	**
In other people's homes (e.g. friends/ family)	508	248	260	144	160	174	**	56	**	51	128	160	172	77	100	434	**	**	**
	57%	58%	57%	69% e	62% e	49%	**	66% i	**	49%	55%	58%	57%	52%	61%	57%	**	**	**
At your workplace	438	253	185	89	139	187	**	19	**	55	145	147	171	74	46	380	**	**	**
	49%	59% b	40%	43%	54% c	53% c	**	23%	**	53% g	63% g	53% n	57% n	50% n	28%	50%	**	**	**
Other	18	12	6	8	4	4	**	4	**	2	6	6	3	5	4	15	**	**	**
	2%	3%	1%	4% e	2%	1%	**	4%	**	2%	3%	2%	1%	3%	2%	2%	**	**	**
Don't know	13	3	11	2	2	7	**	1	**	3	-	4	1	3	5	11	**	**	**
	2%	1%	2% a	1%	1%	2%	**	1%	**	3% j	-%	1%	*%	2%	3% l	1%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 42

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

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

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	956	824	132	642	311	520	342
Effective Weighted Sample	797	696	105	551	256	462	299
Total	888	791	97	656	228	520	345
When travelling (e.g. on a train or in a car)	627	562	65	456	170	375	240
	71%	71%	67%	69%	74%	72%	69%
Outdoors	608	549	60	456	149	350	244
	69%	69%	61%	70%	65%	67%	71%
Indoor public spaces (e.g. pub/ restaurant/ theatre/ shopping centre)	599	538	61	435	161	350	238
	67%	68%	63%	66%	71%	67%	69%
In other people's homes (e.g. friends/ family)	508	457	52	353	153	282	216
	57%	58%	54%	54%	67%	54%	63%
				c	e		
At your workplace	438	391	47	394	41	263	166
	49%	49%	48%	60%	18%	51%	48%
				d			
Other	18	17	1	9	9	13	4
	2%	2%	1%	1%	4%	2%	1%
				c			
Don't know	13	11	2	8	5	9	4
	2%	1%	2%	1%	2%	2%	1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 43

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1211	599	612	263	335	488	125	133	121	152	300	325	385	241	258	897	103	96	115
Effective Weighted Sample	1005	493	512	215	274	416	104	107	97	121	255	279	322	202	208	806	101	80	114
Total	1109	544	565	237	322	452	98	98	105	124	302	338	367	192	211	949	84	47	28
Social networking (e.g. Facebook, Twitter, LinkedIn)	668 60%	317 58%	351 62%	180 76% ef	218 68% ef	247 55% f	23 24%	64 66% j	62 59%	76 61%	163 54%	192 57%	229 63%	114 60%	132 62%	564 59%	58 70% o	** **	17 59%
Weather	633 57%	335 62% b	298 53%	122 52%	198 61% c	259 57%	54 55%	49 51%	53 50%	71 57%	172 57%	222 66% mn	215 59% n	108 56% n	88 42%	557 59% r	47 56%	** **	13 45%
Maps/ navigation	576 52%	321 59% b	254 45%	125 53%	163 51%	243 54%	45 46%	40 41%	42 40%	60 48%	181 60% ghi	214 63% lmn	199 54% n	91 47% n	71 34%	505 53%	38 45%	** **	12 44%
News	543 49%	301 55% b	242 43%	114 48%	169 52%	219 48%	41 42%	41 42%	37 35%	61 49% h	165 55% gh	199 59% lmn	180 49% n	87 45%	78 37%	475 50%	40 48%	** **	11 40%
Games	540 49%	270 50%	270 48%	161 68% def	171 53% ef	181 40% f	28 29%	62 64% ij	54 51%	62 50%	120 40%	135 40%	186 51% k	104 54% k	115 54% k	463 49%	44 52%	** **	13 46%
Music	471 42%	238 44%	232 41%	136 57% ef	157 49% ef	158 35% f	19 20%	47 49%	44 41%	64 51% j	117 39%	138 41%	160 44%	72 37%	100 47% m	396 42%	40 47%	** **	14 49%
Travel/ journey planning	418 38%	228 42% b	190 34%	86 36%	123 38%	179 40%	30 31%	26 27%	33 31%	47 38%	137 46% gh	166 49% lmn	140 38% n	65 34% n	47 22%	374 39% r	25 29%	** **	6 22%
Sports/ sports news	367 33%	273 50% b	94 17%	93 39% e	109 34%	136 30%	28 29%	22 23%	20 19%	37 29%	107 35% gh	128 38% n	122 33% n	69 36% n	48 23%	322 34%	24 28%	** **	10 35%
Banking	341 31%	181 33%	160 28%	73 31%	125 39% ef	123 27%	20 21%	28 28%	27 25%	48 39% h	98 32%	105 31% n	129 35% n	58 30%	48 23%	295 31%	25 30%	** **	9 31%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 43

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1211	599	612	263	335	488	125	133	121	152	300	325	385	241	258	897	103	96	115
Effective Weighted Sample	1005	493	512	215	274	416	104	107	97	121	255	279	322	202	208	806	101	80	114
Total	1109	544	565	237	322	452	98	98	105	124	302	338	367	192	211	949	84	47	28
Shopping (e.g. Tesco, Ocado, eBay)	324	134	190	80	111	123	10	28	33	33	99	106	107	50	60	279	26	**	10
	29%	25%	34%	34%	35%	27%	10%	29%	31%	26%	33%	31%	29%	26%	29%	29%	31%	**	34%
			a	f	ef	f													
Books	180	100	80	47	55	70	8	13	20	22	65	67	60	24	29	164	6	**	5
	16%	18%	14%	20%	17%	16%	8%	14%	19%	18%	22%	20%	16%	12%	14%	17%	7%	**	19%
				f	f							m				p			p
Vouchers	135	58	77	29	42	57	7	8	11	15	42	58	44	18	15	125	4	**	3
	12%	11%	14%	12%	13%	13%	7%	9%	11%	12%	14%	17%	12%	9%	7%	13%	4%	**	9%
												mn				p			
Finance/ business	125	75	49	20	35	61	9	10	7	10	45	59	45	7	14	117	3	**	2
	11%	14%	9%	8%	11%	13%	10%	10%	6%	8%	15%	17%	12%	4%	7%	12%	4%	**	9%
			b								h	mn	mn			p			
NONE OF THESE	105	50	55	10	17	58	19	12	14	13	31	30	30	14	30	87	6	**	2
	9%	9%	10%	4%	5%	13%	20%	12%	14%	10%	10%	9%	8%	7%	14%	9%	8%	**	8%
					cd	cd									lm				
Don't know	12	4	8	1	1	8	2	1	1	*	6	3	4	2	4	11	-	**	-
	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	**	1%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

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Table 43

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

Base : Those with a smartphone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1211	1040	171	797	410	678	418
Effective Weighted Sample	1005	872	138	684	337	597	364
Total	1109	984	125	814	290	666	415
Social networking (e.g. Facebook, Twitter, LinkedIn)	668	593	75	481	182	380	271
	60%	60%	61%	59%	63%	57%	65% e
Weather	633	562	71	480	148	382	238
	57%	57%	57%	59% d	51%	57%	57%
Maps/ navigation	576	504	72	452	120	370	193
	52%	51%	58%	56% d	41%	56% f	46%
News	543	481	63	435	105	313	218
	49%	49%	50%	53% d	36%	47%	53%
Games	540	486	54	381	158	313	214
	49%	49%	43%	47%	54% c	47%	52%
Music	471	418	53	335	133	270	187
	42%	42%	43%	41%	46%	41%	45%
Travel/ journey planning	418	364	54	333	82	266	146
	38%	37%	43%	41% d	28%	40%	35%
Sports/ sports news	367	325	42	288	78	221	136
	33%	33%	34%	35% d	27%	33%	33%
Banking	341	294	47	274	65	203	129
	31%	30%	37%	34% d	23%	31%	31%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 43

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

Base : Those with a smartphone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1211	1040	171	797	410	678	418
Effective Weighted Sample	1005	872	138	684	337	597	364
Total	1109	984	125	814	290	666	415
Shopping (e.g. Tesco, Ocado, eBay)	324	291	33	242	81	196	118
	29%	30%	26%	30%	28%	29%	28%
Books	180	159	21	139	38	106	68
	16%	16%	17%	17%	13%	16%	16%
Vouchers	135	115	20	107	25	101	32
	12%	12%	16%	13%	9%	15%	8%
				d		f	
Finance/ business	125	107	17	106	18	88	34
	11%	11%	14%	13%	6%	13%	8%
				d		f	
NONE OF THESE	105	86	19	67	38	75	28
	9%	9%	15%	8%	13%	11%	7%
			a		c	f	
Don't know	12	12	1	8	4	6	6
	1%	1%	1%	1%	1%	1%	1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 44

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1211	599	612	263	335	488	125	133	121	152	300	325	385	241	258	897	103	96	115
Effective Weighted Sample	1005	493	512	215	274	416	104	107	97	121	255	279	322	202	208	806	101	80	114
Total	1109	544	565	237	322	452	98	98	105	124	302	338	367	192	211	949	84	47	28
Games	156 14%	91 17% b	64 11%	45 19% ef	57 18% ef	47 10%	7 7%	16 16%	14 13%	21 17%	41 14%	43 13%	50 14%	33 17%	30 14%	145 15% p	3 4%	** **	4 13% p
Music	94 8%	59 11% b	34 6%	20 9%	39 12% ef	30 7%	4 4%	5 6%	9 8%	14 11%	31 10%	32 9%	31 8%	16 8%	14 7%	80 8%	8 9%	** **	3 11%
News	51 5%	33 6% b	17 3%	9 4%	17 5%	21 5%	4 4%	4 5%	3 2%	6 5%	24 8%	18 5%	18 5%	10 5%	4 2%	50 5% p	- -%	** **	* 2%
Books	45 4%	27 5%	19 3%	7 3%	19 6% f	18 4%	1 1%	2 2%	7 7%	3 2%	26 9% gi	16 5%	15 4%	8 4%	6 3%	42 4%	1 1%	** **	1 3%
Social networking (e.g. Facebook, Twitter, LinkedIn)	42 4%	18 3%	24 4%	9 4%	13 4%	19 4%	1 1%	5 5%	5 5%	1 1%	9 3%	9 3%	9 3%	13 7% kl	11 5%	40 4% p	- -%	** **	1 4% p
Sports/ sports news	42 4%	34 6% b	8 1%	10 4%	15 5%	15 3%	2 2%	2 2%	2 2%	1 1%	20 7% i	20 6% ln	9 3%	10 5%	4 2%	37 4%	4 5%	** **	* 2%
Maps/ navigation	38 3%	24 4%	14 2%	5 2%	9 3%	22 5%	2 2%	2 2%	4 4%	1 1%	19 6% i	14 4%	13 3%	8 4%	3 2%	37 4% p	- -%	** **	* 1%
Weather	37 3%	20 4%	17 3%	4 2%	10 3%	18 4%	5 5%	3 3%	5 5%	2 1%	14 5%	12 4%	13 3%	5 3%	6 3%	36 4% p	- -%	** **	1 3%
Travel/ journey planning	30 3%	17 3%	13 2%	3 1%	8 3%	17 4%	2 2%	1 1%	1 1%	4 3%	14 5%	12 3%	11 3%	5 2%	2 1%	29 3%	1 1%	** **	* 1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 44

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

Base : Those with a smartphone

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	~q	r
Unweighted total	1211	599	612	263	335	488	125	133	121	152	300	325	385	241	258	897	103	96	115
Effective Weighted Sample	1005	493	512	215	274	416	104	107	97	121	255	279	322	202	208	806	101	80	114
Total	1109	544	565	237	322	452	98	98	105	124	302	338	367	192	211	949	84	47	28
Shopping (e.g. Tesco, Ocado, eBay)	27	11	16	4	8	15	-	3	3	1	10	8	8	3	7	25	1	**	1
	2%	2%	3%	2%	3%	3%	-%	3%	3%	1%	3%	2%	2%	2%	4%	3%	1%	**	4%
Banking	20	12	9	4	4	10	2	1	3	3	6	6	10	3	2	20	-	**	1
	2%	2%	2%	2%	1%	2%	2%	2%	3%	3%	2%	2%	3%	2%	1%	2%	-%	**	2%
Vouchers	12	10	3	5	1	7	-	-	-	1	4	7	3	3	-	11	1	**	*
	1%	2%	*%	2%	*%	1%	-%	-%	-%	1%	1%	2%	1%	2%	-%	1%	1%	**	1%
		b										n							
Finance/ business	7	3	4	1	1	5	-	-	-	-	3	3	3	-	1	7	-	**	*
	1%	1%	1%	*%	*%	1%	-%	-%	-%	-%	1%	1%	1%	-%	*%	1%	-%	**	1%
NONE OF THESE	773	364	409	161	210	329	73	72	77	83	193	238	256	128	150	646	69	**	21
	70%	67%	72%	68%	65%	73%	75%	74%	73%	67%	64%	70%	70%	67%	71%	68%	82%	**	74%
						d											o		
Don't know	40	14	26	6	9	18	6	4	2	3	9	12	9	7	12	36	2	**	*
	4%	3%	5%	3%	3%	4%	7%	4%	2%	3%	3%	4%	2%	4%	6%	4%	3%	**	2%
															l				

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those with a smartphone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1211	1040	171	797	410	678	418
Effective Weighted Sample	1005	872	138	684	337	597	364
Total	1109	984	125	814	290	666	415
Games	156 14%	145 15%	11 9%	114 14%	41 14%	97 15%	55 13%
Music	94 8%	88 9%	6 5%	71 9%	23 8%	51 8%	40 10%
News	51 5%	49 5%	2 1%	45 6% d	5 2%	23 3%	27 7% e
Books	45 4%	40 4%	5 4%	41 5% d	4 1%	28 4%	17 4%
Social networking (e.g. Facebook, Twitter, LinkedIn)	42 4%	40 4%	3 2%	28 3%	14 5%	20 3%	21 5%
Sports/ sports news	42 4%	39 4%	4 3%	35 4%	7 3%	25 4%	17 4%
Maps/ navigation	38 3%	37 4%	1 1%	35 4% d	2 1%	23 3%	15 4%
Weather	37 3%	37 4% b	- -%	31 4%	6 2%	20 3%	16 4%
Travel/ journey planning	30 3%	30 3%	1 1%	28 3% d	1 1%	20 3%	10 3%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 44

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

Base : Those with a smartphone

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1211	1040	171	797	410	678	418
Effective Weighted Sample	1005	872	138	684	337	597	364
Total	1109	984	125	814	290	666	415
Shopping (e.g. Tesco, Ocado, eBay)	27	27	*	22	4	15	11
	2%	3%	*%	3%	2%	2%	3%
Banking	20	19	1	19	2	14	6
	2%	2%	1%	2%	1%	2%	1%
Vouchers	12	9	3	9	1	12	-
	1%	1%	3%	1%	1%	2%	-%
						f	
Finance/ business	7	7	-	6	1	7	-
	1%	1%	-%	1%	*%	1%	-%
NONE OF THESE	773	671	102	562	209	474	278
	70%	68%	82%	69%	72%	71%	67%
			a				
Don't know	40	37	3	27	13	21	19
	4%	4%	2%	3%	5%	3%	4%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE1. Does your household have a PC, laptop, netbook or tablet computer? (MULTI CODE OPTIONS 1-4 ONLY)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Yes - desktop PC	919	490	429	141	140	382	255	92	71	98	209	298	284	173	163	793	62	44	21
	41%	46%	37%	46%	33%	49%	35%	25%	32%	43%	51%	53%	43%	42%	27%	42%	32%	40%	33%
		b		df		df				gh	ghi	lmn	n	n		pr			
Yes - laptop	1373	662	711	217	298	575	284	127	118	162	348	421	462	232	257	1152	117	68	37
	61%	62%	61%	70%	71%	74%	39%	35%	53%	71%	85%	75%	70%	57%	43%	62%	60%	61%	60%
				f	f	f			g	gh	ghi	mn	mn	n					
Yes - netbook	152	65	88	25	23	86	17	15	11	21	43	51	46	26	29	127	15	6	4
	7%	6%	8%	8%	6%	11%	2%	4%	5%	9%	11%	9%	7%	6%	5%	7%	8%	5%	6%
				f	f	df				g	gh	n							
Yes - tablet computer - e.g. iPad	364	171	193	64	83	180	37	22	17	34	130	150	106	63	44	318	19	17	11
	16%	16%	17%	21%	20%	23%	5%	6%	7%	15%	32%	27%	16%	15%	7%	17%	10%	15%	17%
				f	f	f				gh	ghi	lmn	n	n		p			p
No	478	221	257	46	51	77	303	176	65	19	11	50	90	85	252	383	57	25	14
	21%	21%	22%	15%	12%	10%	41%	48%	29%	8%	3%	9%	14%	21%	42%	20%	29%	22%	22%
				e			cde	hij	ij	j			k	kl	klm		o		

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 45

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QE1. Does your household have a PC, laptop, netbook or tablet computer? (MULTI CODE OPTIONS 1-4 ONLY)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Yes - desktop PC	919	787	133	589	327	586	313
	41%	41%	45%	47%	33%	44%	37%
				d		f	
Yes - laptop	1373	1186	187	922	444	889	447
	61%	61%	63%	74%	45%	67%	53%
				d		f	
Yes - netbook	152	131	21	117	35	101	47
	7%	7%	7%	9%	4%	8%	6%
				d			
Yes - tablet computer - e.g. iPad	364	305	60	271	91	253	101
	16%	16%	20%	22%	9%	19%	12%
			a	d		f	
No	478	424	53	120	354	229	235
	21%	22%	18%	10%	36%	17%	28%
				c		e	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those with any tablet computers in the household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	~i	j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	406	191	215	73	84	192	57	28	22	43	135	147	121	81	56	306	24	34	42
Effective Weighted Sample	335	157	178	60	69	165	46	25	17	36	112	125	97	67	49	275	24	27	42
Total	364	171	193	64	83	180	37	22	17	34	130	150	106	63	44	318	19	17	11
One	(1.0)	276	122	154	**	**	128	**	**	**	96	113	77	**	**	236	**	**	**
		76%	71%	80%	**	**	71%	**	**	**	74%	76%	72%	**	**	74%	**	**	**
Two	(2.0)	62	33	30	**	**	32	**	**	**	23	25	22	**	**	56	**	**	**
		17%	19%	15%	**	**	18%	**	**	**	18%	17%	20%	**	**	18%	**	**	**
Three	(3.0)	15	8	7	**	**	10	**	**	**	3	3	7	**	**	14	**	**	**
		4%	5%	4%	**	**	6%	**	**	**	2%	2%	7%	**	**	4%	**	**	**
Four	(4.0)	8	7	1	**	**	7	**	**	**	7	5	-	**	**	8	**	**	**
		2%	4%	*%	**	**	4%	**	**	**	5%	3%	-%	**	**	2%	**	**	**
		b																	
Five or more	(5.0)	3	2	1	**	**	2	**	**	**	1	2	-	**	**	3	**	**	**
		1%	1%	*%	**	**	1%	**	**	**	1%	1%	-%	**	**	1%	**	**	**
Don't know		1	-	1	**	**	1	**	**	**	-	1	-	**	**	1	**	**	**
		*%	-%	*%	**	**	*%	**	**	**	-%	*%	-%	**	**	*%	**	**	**
Mean number	1.3	1.5	1.3	**	**	1.5	**	**	**	**	1.4	1.4	1.3	**	**	1.4	**	**	**
		b																	
Standard deviation	.73	.86	.58	**	**	.85	**	**	**	**	.82	.81	.61	**	**	.76	**	**	**
Standard error	.04	.06	.04	**	**	.06	**	**	**	**	.07	.07	.06	**	**	.04	**	**	**
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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

Base : Those with any tablet computers in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
		Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
			a	~b	c	d	e f
Significance Level: 95%							
Unweighted total		406	326	80	271	133	257 107
Effective Weighted Sample		335	274	62	231	111	224 94
Total		364	305	60	271	91	253 101
One	(1.0)	276 76%	227 74%	**	198 73%	75 82%	189 75% 78 77%
Two	(2.0)	62 17%	53 17%	**	49 18%	13 14%	44 18% 16 16%
Three	(3.0)	15 4%	13 4%	**	12 5%	2 3%	10 4% 4 4%
Four	(4.0)	8 2%	8 3%	**	8 3%	- -%	7 3% 1 1%
Five or more	(5.0)	3 1%	3 1%	**	3 1%	- -%	2 1% 1 1%
Don't know		1 *%	1 *%	**	- -%	1 1%	- -% 1 1%
Mean number		1.3	1.4	**	1.4 d	1.2	1.4 1.3
Standard deviation		.73	.77	**	.80	.46	.75 .71
Standard error		.04	.04	**	.05	.04	.05 .07
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those with any tablet computers in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	~i	j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	406	191	215	73	84	192	57	28	22	43	135	147	121	81	56	306	24	34	42
Effective Weighted Sample	335	157	178	60	69	165	46	25	17	36	112	125	97	67	49	275	24	27	42
Total	364	171	193	64	83	180	37	22	17	34	130	150	106	63	44	318	19	17	11
Yes	293	137	156	**	**	147	**	**	**	**	110	124	87	**	**	252	**	**	**
	80%	80%	81%	**	**	82%	**	**	**	**	85%	83%	82%	**	**	79%	**	**	**
No	72	35	37	**	**	33	**	**	**	**	19	26	19	**	**	66	**	**	**
	20%	20%	19%	**	**	18%	**	**	**	**	15%	17%	18%	**	**	21%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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

Base : Those with any tablet computers in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	~b	c	d	e	f
Significance Level: 95%							
Unweighted total	406	326	80	271	133	257	107
Effective Weighted Sample	335	274	62	231	111	224	94
Total	364	305	60	271	91	253	101
Yes	293	244	**	226	66	205	79
	80%	80%	**	83%	72%	81%	78%
				d			
No	72	61	**	45	25	48	22
	20%	20%	**	17%	28%	19%	22%
				c			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those who personally use a tablet computer

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	~f	~g	~h	~i	j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	324	152	172	50	79	158	37	20	18	39	115	119	101	54	49	240	21	27	36
Effective Weighted Sample	267	126	142	40	65	135	30	18	14	32	95	102	80	44	43	216	21	22	36
Total	293	137	156	43	79	147	24	14	14	30	110	124	87	42	39	252	17	14	9
Yes	158	81	76	**	**	84	**	**	**	**	53	74	45	**	**	141	**	**	**
	54%	60%	49%	**	**	57%	**	**	**	**	49%	59%	51%	**	**	56%	**	**	**
No	118	53	64	**	**	56	**	**	**	**	53	45	37	**	**	96	**	**	**
	40%	39%	41%	**	**	38%	**	**	**	**	48%	36%	43%	**	**	38%	**	**	**
Don't know	17	2	15	**	**	7	**	**	**	**	4	6	5	**	**	16	**	**	**
	6%	1%	10%	**	**	4%	**	**	**	**	3%	5%	6%	**	**	6%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 48

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

Base : Those who personally use a tablet computer

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	~b	c	~d	e	~f
Significance Level: 95%							
Unweighted total	324	258	66	225	98	205	83
Effective Weighted Sample	267	217	52	191	82	179	74
Total	293	244	49	226	66	205	79
Yes	158	135	**	124	**	105	**
	54%	55%	**	55%	**	51%	**
No	118	94	**	88	**	85	**
	40%	39%	**	39%	**	42%	**
Don't know	17	14	**	13	**	14	**
	6%	6%	**	6%	**	7%	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those who use a 3G enabled tablet computer

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	175	85	90	30	39	89	17	8	8	27	57	68	56	26	25	135	7	11	22
Effective Weighted Sample	143	72	72	24	32	75	14	7	6	23	46	60	44	21	21	121	7	9	22
Total	158	81	76	24	39	84	11	5	7	21	53	74	45	21	19	141	6	6	5
Yes	77	**	**	**	**	**	**	**	**	**	**	**	**	**	**	70	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	50%	**	**	**
No	72	**	**	**	**	**	**	**	**	**	**	**	**	**	**	64	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	45%	**	**	**
Don't know	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those who use a 3G enabled tablet computer

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	~d	e	~f
Unweighted total	175	144	31	125	49	105	48
Effective Weighted Sample	143	120	24	105	41	92	43
Total	158	135	23	124	32	105	47
Yes	77	71	**	61	**	49	**
	49%	52%	**	49%	**	47%	**
No	72	57	**	58	**	49	**
	46%	42%	**	46%	**	46%	**
Don't know	8	7	**	5	**	7	**
	5%	5%	**	4%	**	7%	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 50

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

QE6 (QE2). Do you or does anyone in your household have access to the internet/ Worldwide Web at HOME (via any device, e.g. PC, laptop, mobile phone etc)? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Yes - have access and use at home	1724	831	893	274	375	685	390	174	163	205	391	506	553	323	340	1452	139	84	49
	77%	77%	77%	88%	89%	88%	53%	48%	73%	90%	96%	90%	83%	79%	56%	78%	71%	76%	79%
				f	f	f			g	gh	ghi	lmn	mn	n		p			
Yes - have access but don't use at home	54	21	33	4	6	13	31	8	7	2	7	7	22	6	19	46	4	2	2
	2%	2%	3%	1%	1%	2%	4%	2%	3%	1%	2%	1%	3%	1%	3%	2%	2%	2%	2%
							cde						k		k				
No do not have access at home	432	206	226	32	37	73	290	174	49	21	9	45	81	74	232	349	49	23	11
	19%	19%	19%	10%	9%	9%	40%	48%	22%	9%	2%	8%	12%	18%	39%	19%	25%	21%	19%
							cde	hij	ij	j			k	kl	klm		o		
Don't know	30	16	14	*	3	4	23	8	4	-	1	4	7	7	12	25	3	2	*
	1%	1%	1%	%	1%	1%	3%	2%	2%	-%	%	1%	1%	2%	2%	1%	1%	1%	%
							cde	ij	i										
INTERNET ACCESS AT HOME																			
YES	1778	852	926	278	381	698	421	182	170	207	398	514	574	329	359	1498	144	86	50
	79%	79%	79%	90%	91%	90%	57%	50%	76%	91%	98%	91%	87%	80%	60%	80%	74%	78%	81%
				f	f	f			g	gh	ghi	lmn	mn	n		p			
NO	432	206	226	32	37	73	290	174	49	21	9	45	81	74	232	349	49	23	11
	19%	19%	19%	10%	9%	9%	40%	48%	22%	9%	2%	8%	12%	18%	39%	19%	25%	21%	19%
							cde	hij	ij	j			k	kl	klm		o		

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 50

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

QE6 (QE2). Do you or does anyone in your household have access to the internet/ Worldwide Web at HOME (via any device, e.g. PC, laptop, mobile phone etc)? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Yes - have access and use at home	1724	1490	234	1120	597	1076	599
	77%	77%	79%	89% d	61%	81% f	71%
Yes - have access but don't use at home	54	45	9	23	31	35	17
	2%	2%	3%	2% c	3%	3%	2%
No do not have access at home	432	383	50	104	323	207	214
	19%	20%	17%	8% c	33%	16%	25% e
Don't know	30	25	5	6	24	14	15
	1%	1%	2%	*% c	2%	1%	2%
INTERNET ACCESS AT HOME							
YES	1778	1535	243	1143	628	1112	616
	79%	79%	82%	91% d	64%	83% f	73%
NO	432	383	50	104	323	207	214
	19%	20%	17%	8% c	33%	16%	25% e

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

QE7 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all (via any device, e.g. PC, laptop, mobile phone, etc.)? IF YES: Where is that? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Your workplace	684 31%	370 34% b	314 27% f	93 30% f	177 42% cf	342 44% cf	72 10%	22 6%	51 23% g	83 36% gh	230 56% ghi	290 52% lmn	256 39% mn	88 22% n	49 8% qr	601 32% qr	51 26% q	18 16%	15 24% q
In someone else's home	499 22%	236 22%	262 22%	142 46% def	142 34% ef	171 22% f	44 6%	70 19%	50 22%	61 27% g	112 27% g	135 24%	134 20%	82 20%	146 24%	410 22%	57 29% oqr	22 19%	10 17%
Library	102 5%	47 4%	55 5%	37 12% def	21 5% f	26 3%	18 2%	32 9% ij	12 5%	9 4%	12 3%	17 3%	34 5% m	11 3%	40 7% km	85 5%	9 5%	5 5%	3 5%
School/ college	84 4%	45 4%	38 3%	59 19% def	13 3% ef	6 1%	5 1%	10 3%	8 4% i	2 1%	7 2%	19 3%	42 6% kmn	7 2%	15 3%	70 4%	6 3%	5 5%	3 5%
Internet café	76 3%	39 4%	37 3%	20 7% df	5 1%	38 5% df	13 2%	11 3%	6 3%	6 3%	29 7% ghi	29 5% n	24 4%	12 3%	11 2%	65 3%	4 2%	3 3%	4 6% op
University	64 3%	24 2%	40 3%	42 14% def	11 3% f	11 1% f	- -%	19 5% hj	5 2%	7 3%	8 2%	18 3% mn	35 5% mn	3 1%	8 1%	57 3%	3 2%	2 2%	2 3%
Other	110 5%	63 6% b	47 4%	21 7% f	28 7% f	50 6% f	11 1%	15 4%	10 5%	10 4%	35 9% gi	39 7% l	20 3%	24 6% l	27 4%	96 5%	7 4%	4 4%	3 4%
No, do not	1079 48%	489 45%	590 51% a	57 18%	122 29% c	304 39% cd	596 81% cde	231 64% ij	127 57% ij	95 42% j	106 26%	183 33%	272 41% k	242 59% kl	379 63% kl	883 47%	94 48%	70 63% opr	33 53%
EVER USE INTERNET AT HOME OR ELSEWHERE	1833 82%	882 82%	950 82%	296 96% f	403 96% f	724 93% f	409 56%	216 59%	175 79% g	212 93% gh	396 97% ghi	519 92% lmn	585 88% mn	338 82% n	389 65%	1541 82%	151 78%	89 80%	51 83%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

QE7 (IN6). SHOWCARD Do you ever go online anywhere other than in your home at all (via any device, e.g. PC, laptop, mobile phone, etc.)? IF YES: Where is that? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Your workplace	684	599	85	649	31	455	214
	31%	31%	29%	52% d	3%	34% f	25%
In someone else's home	499	447	52	318	178	265	223
	22%	23% b	17%	25% d	18%	20%	26% e
Library	102	96	6	46	56	43	56
	5%	5% b	2%	4% c	6% c	3%	7% e
School/ college	84	76	8	13	69	45	35
	4%	4%	3%	1% c	7% c	3%	4%
Internet café	76	64	12	52	24	49	23
	3%	3%	4%	4% d	2%	4%	3%
University	64	59	5	16	48	34	28
	3%	3%	2%	1% c	5% c	3%	3%
Other	110	91	19	83	27	81	27
	5%	5%	6%	7% d	3%	6% f	3%
No, do not	1079	915	164	401	672	639	407
	48%	47%	55% a	32%	69% c	48%	48%
EVER USE INTERNET AT HOME OR ELSEWHERE	1833	1584	249	1178	648	1122	659
	82%	82%	84%	94% d	66%	84% f	78%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE8 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2153	1038	1115	332	433	828	560	294	224	272	416	537	661	448	504	1567	190	189	207
Effective Weighted Sample	1783	856	927	270	350	704	479	244	179	218	347	456	547	375	418	1399	186	158	205
Total	1833	882	950	296	403	724	409	216	175	212	396	519	585	338	389	1541	151	89	51
Every day	1269 69%	625 71%	644 68%	240 81%	309 77%	516 71%	204 50%	115 53%	121 69%	151 71%	315 79%	419 81%	414 71%	207 61%	227 58%	1076 70%	94 62%	62 70%	37 72%
				ef	f	f			g	g	ghi	lmn	mn			p			p
Several times a week	326 18%	147 17%	180 19%	38 13%	68 17%	123 17%	96 24%	40 18%	30 17%	37 18%	65 16%	66 13%	110 19%	75 22%	75 19%	279 18%	29 19%	11 12%	8 15%
							cde						k	k	k				
At least once a week	110 6%	51 6%	59 6%	11 4%	13 3%	44 6%	41 10%	25 11%	14 8%	13 6%	9 2%	18 3%	28 5%	28 8%	36 9%	83 5%	15 10%	9 10%	2 4%
							cde	ij	j	j				kl	kl		or	or	
At least once a month	43 2%	21 2%	22 2%	2 1%	5 1%	16 2%	21 5%	16 7%	4 2%	3 1%	2 1%	4 1%	10 2%	10 3%	19 5%	34 2%	4 3%	3 4%	2 3%
							cde	hij						k	kl				
A few times a year	19 1%	8 1%	11 1%	1 *%	1 *%	5 1%	13 3%	3 1%	2 1%	2 1%	1 *%	3 1%	2 *%	5 1%	9 2%	14 1%	3 2%	2 2%	* *%
							cde								l				
Less than once a year	1 *%	* *%	1 *%	- -%	- -%	- -%	1 *%	- -%	* *%	- -%	- -%	1 *%	- -%	* *%	- -%	- -%	1 1%	1 1%	- -%
																	o	o	
Never	43 2%	19 2%	24 3%	- -%	2 1%	15 2%	27 7%	11 5%	3 2%	5 2%	1 *%	4 1%	12 2%	11 3%	16 4%	36 2%	4 3%	1 1%	2 4%
							cde	j		j				k	k				
Don't know	21 1%	11 1%	9 1%	4 1%	5 1%	5 1%	7 2%	7 3%	- -%	1 *%	2 1%	3 1%	8 1%	3 1%	7 2%	19 1%	1 *%	* *%	* 1%
								hij											

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE8 (QE23). SHOWCARD And how often do you personally use the internet nowadays either at home or elsewhere? (SINGLE CODE)

Base : Those who use the internet at home or elsewhere

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2153	1795	358	1216	929	1233	713
Effective Weighted Sample	1783	1497	297	1034	784	1079	617
Total	1833	1584	249	1178	648	1122	659
Every day	1269 69%	1088 69%	181 73%	870 74% d	393 61%	812 72% f	420 64%
Several times a week	326 18%	286 18%	40 16%	210 18%	115 18%	193 17%	125 19%
At least once a week	110 6%	100 6%	10 4%	49 4%	61 9% c	53 5%	55 8% e
At least once a month	43 2%	39 2%	4 2%	18 2%	25 4% c	18 2%	24 4% e
A few times a year	19 1%	18 1%	1 *%	8 1%	11 2% c	9 1%	9 1%
Less than once a year	1 *%	1 *%	- -%	- -%	1 *%	1 *%	1 *%
Never	43 2%	33 2%	11 4% a	14 1%	29 4% c	25 2%	17 3%
Don't know	21 1%	18 1%	3 1%	9 1%	12 2% c	12 1%	9 1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2095	1005	1090	312	409	798	576	251	220	268	420	533	653	439	467	1527	181	184	203
Effective Weighted Sample	1732	826	906	253	330	677	492	206	174	215	350	452	541	366	385	1362	177	153	201
Total	1778	852	926	278	381	698	421	182	170	207	398	514	574	329	359	1498	144	86	50
Ordinary phone line - dialup access	24 1%	11 1%	13 1%	4 1%	2 *%	11 2%	7 2%	3 2%	2 1%	3 2%	4 1%	4 1%	7 1%	3 1%	9 3% k	20 1%	- -%	2 2% p	1 2%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	1577 89%	757 89%	820 89%	223 80%	321 84%	639 92% cd	394 94% cd	148 82%	144 85%	185 89% g	373 94% gh	489 95% lmn	508 88% n	286 87%	293 82%	1333 89%	125 87%	75 87%	45 89%
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	184 10%	95 11%	89 10%	34 12% f	60 16% ef	74 11% f	17 4%	20 11%	15 9%	20 9%	52 13%	58 11%	56 10%	33 10%	37 10%	157 10%	13 9%	10 12%	4 8%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	499 28%	252 30%	247 27%	124 45% def	135 35% f	207 30% f	34 8%	41 22%	49 29%	71 34% g	153 38% gh	163 32%	154 27%	87 27%	94 26%	415 28%	38 26%	20 23%	26 52% opq
TOTAL NARROWBAND	24 1%	11 1%	13 1%	4 1%	2 *%	11 2%	7 2%	3 2%	2 1%	3 2%	4 1%	4 1%	7 1%	3 1%	9 3% k	20 1%	- -%	2 2% p	1 2%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 53

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

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2095	1005	1090	312	409	798	576	251	220	268	420	533	653	439	467	1527	181	184	203
Effective Weighted Sample	1732	826	906	253	330	677	492	206	174	215	350	452	541	366	385	1362	177	153	201
Total	1778	852	926	278	381	698	421	182	170	207	398	514	574	329	359	1498	144	86	50
TOTAL BROADBAND (INC. USING MOBILE PHONE)	1747	835	911	276	377	685	409	179	167	206	394	510	563	323	349	1470	143	85	49
	98%	98%	98%	99%	99%	98%	97%	99%	99%	99%	99%	99%	98%	98%	97%	98%	99%	99%	98%
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1675	805	870	247	353	670	405	166	153	198	388	502	543	307	322	1418	130	81	46
	94%	95%	94%	89%	93%	96%	96%	92%	90%	96%	97%	98%	95%	93%	90%	95%	90%	94%	93%
						cd	cd			h	gh	lmn	n			p			
MOBILE BROADBAND ONLY	77	38	39	13	29	25	10	14	8	10	8	10	29	16	22	67	4	5	1
	4%	4%	4%	5%	8%	4%	2%	8%	4%	5%	2%	2%	5%	5%	6%	4%	3%	5%	2%
					ef			j					k	k	k				
Other	10	8	2	*	1	6	3	1	-	1	3	2	4	3	2	9	-	1	*
	1%	1%	*%	*%	*%	1%	1%	*%	-%	1%	1%	*%	1%	1%	1%	1%	-%	1%	*%
		b																	
Don't know	12	5	7	2	3	3	4	1	1	-	1	1	5	2	3	10	1	*	*
	1%	1%	1%	1%	1%	*%	1%	1%	1%	-%	*%	*%	1%	1%	1%	1%	1%	*%	*%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

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

Base : Those with access to the internet at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2095	1747	348	1180	908	1225	667
Effective Weighted Sample	1732	1454	289	1003	765	1071	576
Total	1778	1535	243	1143	628	1112	616
Ordinary phone line - dialup access	24 1%	19 1%	5 2%	15 1%	9 1%	12 1%	10 2%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	1577 89%	1353 88%	224 92% a	1025 90%	547 87%	1028 92% f	505 82%
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	184 10%	172 11% b	12 5%	131 11% d	53 8%	100 9%	80 13% e
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	499 28%	442 29%	57 23%	356 31% d	142 23%	294 26%	179 29%
TOTAL NARROWBAND	24 1%	19 1%	5 2%	15 1%	9 1%	12 1%	10 2%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : Those with access to the internet at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2095	1747	348	1180	908	1225	667
Effective Weighted Sample	1732	1454	289	1003	765	1071	576
Total	1778	1535	243	1143	628	1112	616
TOTAL BROADBAND (INC. USING MOBILE PHONE)	1747	1512	235	1125	615	1099	599
	98%	99%	97%	98%	98%	99%	97%
		b				f	
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1675	1446	229	1087	582	1069	559
	94%	94%	94%	95%	93%	96%	91%
				d		f	
MOBILE BROADBAND ONLY	77	74	3	49	28	34	42
	4%	5%	1%	4%	4%	3%	7%
		b					e
Other	10	6	4	8	3	6	4
	1%	*%	2%	1%	*%	1%	1%
			a				
Don't know	12	9	3	5	7	4	8
	1%	1%	1%	*%	1%	*%	1%
							e

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Ordinary phone line - dialup access	24 1%	11 1%	13 1%	4 1%	2 *%	11 1%	7 1%	3 1%	2 1%	3 1%	4 1%	4 1%	7 1%	3 1%	9 2%	20 1%	- -%	2 2% p	1 2% p
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	1577 70%	757 71%	820 70%	223 72% f	321 76% f	639 82% cdf	394 54%	148 41%	144 65% g	185 81% gh	373 91% ghi	489 87% lmn	508 77% mn	286 70% n	293 49%	1333 71% p	125 64%	75 68%	45 72% p
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	184 8%	95 9%	89 8%	34 11% f	60 14% ef	74 10% f	17 2%	20 6%	15 7%	20 9%	52 13% gh	58 10% n	56 8%	33 8%	37 6%	157 8%	13 7%	10 9%	4 7%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	499 22%	252 23%	247 21%	124 40% def	135 32% f	207 27% f	34 5%	41 11%	49 22% g	71 31% gh	153 37% gh	163 29% lmn	154 23% n	87 21% n	94 16%	415 22%	38 19%	20 18%	26 42% opq
TOTAL NARROWBAND	24 1%	11 1%	13 1%	4 1%	2 *%	11 1%	7 1%	3 1%	2 1%	3 1%	4 1%	4 1%	7 1%	3 1%	9 2%	20 1%	- -%	2 2% p	1 2% p

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

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

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
TOTAL BROADBAND (INC. USING MOBILE PHONE)	1747	835	911	276	377	685	409	179	167	206	394	510	563	323	349	1470	143	85	49
	78%	78%	78%	89%	90%	88%	56%	49%	75%	90%	96%	91%	85%	79%	58%	79%	73%	77%	79%
				f	f	f			g	gh	ghi	lmn	mn	n					
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1675	805	870	247	353	670	405	166	153	198	388	502	543	307	322	1418	130	81	46
	75%	75%	75%	80%	84%	86%	55%	46%	69%	87%	95%	89%	82%	75%	53%	76%	66%	73%	75%
				f	f	cf			g	gh	ghi	lmn	mn	n		p			p
MOBILE BROADBAND ONLY	77	38	39	13	29	25	10	14	8	10	8	10	29	16	22	67	4	5	1
	3%	4%	3%	4%	7%	3%	1%	4%	3%	4%	2%	2%	4%	4%	4%	4%	2%	4%	2%
				f	ef	f							k	k					
Other	10	8	2	*	1	6	3	1	-	1	3	2	4	3	2	9	-	1	*
	*%	1%	*%	*%	*%	1%	*%	*%	-%	1%	1%	*%	1%	1%	*%	*%	-%	1%	*%
		b																	
Don't know	12	5	7	2	3	3	4	1	1	-	1	1	5	2	3	10	1	*	*
	1%	*%	1%	1%	1%	*%	1%	*%	1%	-%	*%	*%	1%	*%	1%	1%	*%	*%	*%
No internet access at home	432	206	226	32	37	73	290	174	49	21	9	45	81	74	232	349	49	23	11
	19%	19%	19%	10%	9%	9%	40%	48%	22%	9%	2%	8%	12%	18%	39%	19%	25%	21%	19%
							cde	hij	ij	j			k	kl	klm		o		

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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QE9. SHOWCARD Which of these methods does your household use to connect to the internet at home? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Ordinary phone line - dialup access	24 1%	19 1%	5 2%	15 1%	9 1%	12 1%	10 1%
Fixed Broadband ADSL through a phone line or cable service - perhaps using a Wi-Fi router. This would include superfast broadband services.	1577 70%	1353 70%	224 75% a	1025 82% d	547 56%	1028 77% f	505 60%
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	184 8%	172 9% b	12 4%	131 10% d	53 5%	100 8%	80 9%
Access to the internet using a mobile phone or smartphone - through a Wi-Fi network or your phone's mobile network	499 22%	442 23%	57 19%	356 28% d	142 15%	294 22%	179 21%
TOTAL NARROWBAND	24 1%	19 1%	5 2%	15 1%	9 1%	12 1%	10 1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

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

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
TOTAL BROADBAND (INC. USING MOBILE PHONE)	1747	1512	235	1125	615	1099	599
	78%	78%	79%	90%	63%	82%	71%
				d		f	
TOTAL BROADBAND (EXC. USING MOBILE PHONE)	1675	1446	229	1087	582	1069	559
	75%	74%	77%	87%	60%	80%	66%
				d		f	
MOBILE BROADBAND ONLY	77	74	3	49	28	34	42
	3%	4%	1%	4%	3%	3%	5%
		b					e
Other	10	6	4	8	3	6	4
	*%	*%	1%	1%	*%	*%	*%
			a				
Don't know	12	9	3	5	7	4	8
	1%	*%	1%	*%	1%	*%	1%
No internet access at home	432	383	50	104	323	207	214
	19%	20%	17%	8%	33%	16%	25%
				c			e

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE10 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : Those in a household with mobile broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	196	102	94	36	57	80	23	29	17	21	50	53	58	36	49	138	16	25	17
Effective Weighted Sample	158	82	76	28	46	67	19	22	13	16	42	45	47	29	40	124	16	20	17
Total	184	95	89	34	60	74	17	20	15	20	52	58	56	33	37	157	13	10	4
Yes	169	89	**	**	**	**	**	**	**	**	**	**	**	**	**	144	**	**	**
	92%	94%	**	**	**	**	**	**	**	**	**	**	**	**	**	92%	**	**	**
No	13	6	**	**	**	**	**	**	**	**	**	**	**	**	**	10	**	**	**
	7%	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	7%	**	**	**
Don't know	2	-	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 55

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QE10 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : Those in a household with mobile broadband

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	~b	c	~d	~e	~f
Significance Level: 95%							
Unweighted total	196	179	17	120	76	95	84
Effective Weighted Sample	158	145	13	101	62	82	70
Total	184	172	12	131	53	100	80
Yes	169	160	**	126	**	**	**
	92%	93%	**	96%	**	**	**
No	13	11	**	5	**	**	**
	7%	7%	**	4%	**	**	**
Don't know	2	1	**	*	**	**	**
	1%	1%	**	*0%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE10 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Yes	169 8%	89 8%	80 7%	32 10% f	55 13% ef	68 9% f	14 2%	18 5%	11 5%	19 8%	51 12% gh	54 10% n	54 8% n	30 7%	31 5%	144 8%	13 7%	8 7%	3 5%
No	13 1%	6 1%	7 1%	1 *% op	4 1%	5 1%	3 *%	2 1%	4 2%	* *% op	1 *% op	3 1%	1 *% op	4 1% l	5 1% l	10 1%	- -%	2 2% op	1 1%
Don't know	2 *%	- -%	2 *%	1 *% op	* *% op	1 *% op	- -%	* *% op	* *% op	- -%	- -%	1 *% op	1 *% op	- -%	* *% op	2 *% op	- -%	* *% op	* *% op
DO NOT HAVE MOBILE BROADBAND CONNECTION IN HOUSEHOLD	2056 92%	979 91%	1077 92%	276 89%	361 86%	701 90% d	718 98% cde	344 94% j	207 93% j	209 91%	356 87%	504 90%	607 92%	377 92%	565 94% k	1716 92%	182 93%	100 91%	58 93%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 56

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QE10 (QE22B). You mentioned that your household has a mobile broadband connection (connecting via a USB stick or dongle, or built-in 3G connectivity in a laptop or another device). Do you personally access the internet in this way, using mobile broadband?

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Yes	169 8%	160 8% b	9 3%	126 10% d	43 4%	94 7%	71 8%
No	13 1%	11 1%	2 1%	5 *%	8 1%	4 *%	9 1% e
Don't know	2 *%	1 *%	1 *%	* *%	2 *%	2 *%	* *%
DO NOT HAVE MOBILE BROADBAND CONNECTION IN HOUSEHOLD	2056 92%	1770 91%	285 96% a	1122 90%	922 95% c	1233 92%	765 91%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 57

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QE11 (QE32). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED

Base : Those who use mobile broadband to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	174	93	81	34	51	71	18	26	11	20	48	48	55	30	41	124	16	20	14
Effective Weighted Sample	142	76	66	26	42	60	15	19	9	15	41	41	45	24	33	112	16	17	14
Total	169	89	80	32	55	68	14	18	11	19	51	54	54	30	31	144	13	8	3
To have access to broadband on the move	84 50%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	73 51%	** **	** **	** **
Because I don't want to pay for a landline	46 27%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	38 26%	** **	** **	** **
Because it was cheaper than a fixed broadband contract	41 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	35 24%	** **	** **	** **
Because it is less of a commitment than a fixed broadband contract	12 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 7%	** **	** **	** **
As a back-up in case I have problems with my fixed broadband line	8 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 5%	** **	** **	** **
For work/ my employer purchased it	6 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 4%	** **	** **	** **
Other	10 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	9 6%	** **	** **	** **
Don't know	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE11 (QE32). What were the reasons you took up a mobile broadband service? (MULTI CODE) UNPROMPTED

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	c	~d	~e	~f
Unweighted total	174	161	13	113	61	88	72
Effective Weighted Sample	142	132	10	97	50	76	61
Total	169	160	9	126	43	94	71
To have access to broadband on the move	84	77	**	69	**	**	**
	50%	48%	**	55%	**	**	**
Because I don't want to pay for a landline	46	43	**	32	**	**	**
	27%	27%	**	25%	**	**	**
Because it was cheaper than a fixed broadband contract	41	40	**	28	**	**	**
	24%	25%	**	23%	**	**	**
Because it is less of a commitment than a fixed broadband contract	12	12	**	8	**	**	**
	7%	8%	**	7%	**	**	**
As a back-up in case I have problems with my fixed broadband line	8	7	**	6	**	**	**
	5%	4%	**	5%	**	**	**
For work/ my employer purchased it	6	6	**	6	**	**	**
	4%	4%	**	5%	**	**	**
Other	10	10	**	4	**	**	**
	6%	6%	**	3%	**	**	**
Don't know	2	2	**	1	**	**	**
	1%	1%	**	1%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE12 (QE22C). Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	174	93	81	34	51	71	18	26	11	20	48	48	55	30	41	124	16	20	14
Effective Weighted Sample	142	76	66	26	42	60	15	19	9	15	41	41	45	24	33	112	16	17	14
Total	169	89	80	32	55	68	14	18	11	19	51	54	54	30	31	144	13	8	3
I always use in the home	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	29	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	20%	**	**	**
I mainly use in the home	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	18	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
I use equally in the home and outside the home	82	**	**	**	**	**	**	**	**	**	**	**	**	**	**	70	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	48%	**	**	**
I mainly use outside the home	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	23	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	16%	**	**	**
I always use outside the home	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
ALWAYS/ MAINLY USE IN THE HOME	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**	48	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	33%	**	**	**
ALWAYS/ MAINLY USE OUTSIDE THE HOME	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	26	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	18%	**	**	**
EVER USE OUTSIDE THE HOME	130	**	**	**	**	**	**	**	**	**	**	**	**	**	**	114	**	**	**
	77%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	79%	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 58

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QE12 (QE22C). Which one of these best describes where you use mobile broadband to access the internet? (SINGLE CODE)

Base : Those who use mobile broadband to access the internet

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	~d	~e	~f
Unweighted total	174	161	13	113	61	88	72
Effective Weighted Sample	142	132	10	97	50	76	61
Total	169	160	9	126	43	94	71
I always use in the home	38	37	**	22	**	**	**
	22%	23%	**	17%	**	**	**
I mainly use in the home	19	18	**	16	**	**	**
	11%	11%	**	12%	**	**	**
I use equally in the home and outside the home	82	80	**	62	**	**	**
	48%	50%	**	49%	**	**	**
I mainly use outside the home	27	21	**	22	**	**	**
	16%	13%	**	18%	**	**	**
I always use outside the home	3	3	**	3	**	**	**
	2%	2%	**	3%	**	**	**
ALWAYS/ MAINLY USE IN THE HOME	56	54	**	38	**	**	**
	33%	34%	**	30%	**	**	**
ALWAYS/ MAINLY USE OUTSIDE THE HOME	30	24	**	26	**	**	**
	18%	15%	**	20%	**	**	**
EVER USE OUTSIDE THE HOME	130	122	**	103	**	**	**
	77%	76%	**	82%	**	**	**
Don't know	1	1	**	1	**	**	**
	1%	1%	**	1%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 59

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QE13 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	126	70	56	27	38	51	10	9	7	13	41	43	39	22	22	97	13	8	8
Effective Weighted Sample	107	60	46	21	33	44	9	6	6	11	36	38	32	18	19	88	13	7	8
Total	130	72	58	26	43	52	9	7	8	13	46	51	38	22	20	114	11	3	2
When travelling (e.g. on a train or in a car)	84	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
65%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Outdoors	68	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
52%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In other people's home (e.g. friends/family)	57	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
44%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre)	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
43%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
At your work place	53	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
41%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 59

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QE13 (QE32). SHOWCARD In which of these places do you use mobile broadband to access the internet outside of the home? (MULTI CODE)

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

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	~b	~c	~d	~e	~f
Significance Level: 95%							
Unweighted total	126	117	9	91	35	68	50
Effective Weighted Sample	107	99	8	80	29	60	44
Total	130	122	8	103	27	75	53
When travelling (e.g. on a train or in a car)	84	79	**	**	**	**	**
	65%	65%	**	**	**	**	**
Outdoors	68	66	**	**	**	**	**
	52%	54%	**	**	**	**	**
In other people's home (e.g. friends/ family)	57	54	**	**	**	**	**
	44%	44%	**	**	**	**	**
Indoor public spaces (e.g. pub/restaurant/ theatre/ shopping centre)	56	53	**	**	**	**	**
	43%	43%	**	**	**	**	**
At your work place	53	53	**	**	**	**	**
	41%	43%	**	**	**	**	**
Other	7	6	**	**	**	**	**
	5%	5%	**	**	**	**	**
Don't know	1	1	**	**	**	**	**
	1%	1%	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 60

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QE14 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1688	810	878	245	327	679	437	161	155	222	377	455	529	366	336	1248	138	140	162
Effective Weighted Sample	1403	671	732	200	266	578	373	134	126	178	313	388	442	308	277	1116	135	115	161
Total	1433	692	741	218	302	594	320	120	120	165	354	441	461	268	261	1218	108	67	40
1	123 9%	47 7%	77 10% a	16 7%	27 9%	42 7%	38 12% e	33 28% hij	19 16% ij	9 5%	13 4%	21 5%	33 7%	20 8%	48 18% klm	103 8%	11 10%	5 8%	5 12%
2	862 60%	420 61%	442 60%	71 32%	226 75% ce	334 56% c	232 72% ce	56 47%	77 64% g	119 72% gj	225 63% g	275 62%	275 60%	170 63% n	143 55%	732 60%	69 63%	40 59%	22 54%
3	247 17%	124 18%	123 17%	62 29% def	29 10%	125 21% df	31 10%	13 11%	14 12%	21 12%	71 20% ghi	75 17%	82 18%	41 15%	49 19%	212 17%	16 15%	12 18%	7 17%
4	133 9%	77 11% b	56 8%	47 21% def	9 3%	64 11% df	13 4%	12 10%	5 4%	9 6%	35 10%	51 11% n	41 9%	26 10%	14 6%	112 9%	9 8%	7 11%	5 13%
5 or more	51 4%	20 3%	32 4%	18 8% def	8 3% f	24 4% f	1 *% f	5 4%	3 3%	6 3%	7 2%	14 3%	22 5%	9 3%	6 2%	45 4%	2 2%	2 3%	1 3%
Don't know	16 1%	5 1%	11 2%	4 2%	2 1%	5 1%	5 2%	* *% f	1 1%	1 1%	3 1%	7 2% n	6 1% n	3 1%	- -%	14 1%	2 1%	1 1%	* 1%
Mean number of people	2.3	2.4 b	2.3	2.8 def	2.1	2.4 df	2.0	2.1	2.0	2.2 h	2.4 ghi	2.4 n	2.4 n	2.3 n	2.1	2.3	2.2	2.4	2.4
Standard deviation	.99	.94	1.03	1.20	.83	1.03	.70	1.20	.92	.89	.84	.96	1.03	.94	.98	1.00	.89	.99	1.04
Standard error	.02	.03	.03	.08	.05	.04	.03	.09	.07	.06	.04	.05	.04	.05	.05	.03	.08	.08	.08
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

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Table 60

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QE14 (QE3B). How many people aged 16 or over in your household (including yourself) could access the fixed broadband connection in your home if they wanted to?

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

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1688	1402	286	990	692	1027	499
Effective Weighted Sample	1403	1172	238	847	584	902	433
Total	1433	1230	203	953	474	937	456
1	123	104	19	59	63	83	35
	9%	8%	9%	6%	13%	9%	8%
				c			
2	862	747	115	588	271	567	274
	60%	61%	57%	62%	57%	61%	60%
3	247	207	39	173	74	164	76
	17%	17%	19%	18%	16%	18%	17%
4	133	114	19	91	41	79	49
	9%	9%	9%	10%	9%	8%	11%
5 or more	51	44	7	30	21	30	20
	4%	4%	4%	3%	4%	3%	4%
Don't know	16	13	4	12	4	13	3
	1%	1%	2%	1%	1%	1%	1%
Mean number of people	2.3	2.3	2.4	2.4	2.3	2.3	2.4
Standard deviation	.99	.97	1.09	.94	1.08	.98	1.00
Standard error	.02	.03	.06	.03	.04	.03	.04

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 61

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QE15 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to?

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

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	174	90	84	32	53	70	19	27	16	16	44	46	53	35	40	120	15	24	15
Effective Weighted Sample	139	72	67	25	42	58	15	20	12	12	36	39	42	28	32	108	15	19	15
Total	163	86	77	29	55	65	14	19	14	16	45	49	51	33	29	137	12	10	4
1	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**	29	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	21%	**	**	**
2	84	**	**	**	**	**	**	**	**	**	**	**	**	**	**	71	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	52%	**	**	**
3	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	17	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
4	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	14	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	10%	**	**	**
5 or more	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
Mean number of people	2.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2.1	**	**	**
Standard deviation	1.02	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1.00	**	**	**
Standard error	.08	**	**	**	**	**	**	**	**	**	**	**	**	**	**	.09	**	**	**

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

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Table 61

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QE15 (QE3A). How many people aged 16 or over in your household (including yourself) could access the mobile broadband connection in your home if they wanted to?

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

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	~d	~e	~f
Unweighted total	174	158	16	108	66	78	81
Effective Weighted Sample	139	127	13	91	53	66	68
Total	163	151	12	118	45	82	78
1	33	29	**	21	**	**	**
	20%	19%	**	18%	**	**	**
2	84	79	**	62	**	**	**
	52%	52%	**	53%	**	**	**
3	21	19	**	15	**	**	**
	13%	13%	**	13%	**	**	**
4	17	15	**	13	**	**	**
	10%	10%	**	11%	**	**	**
5 or more	3	3	**	2	**	**	**
	2%	2%	**	2%	**	**	**
Don't know	5	5	**	4	**	**	**
	3%	3%	**	4%	**	**	**
Mean number of people	2.1	2.1	**	2.1	**	**	**
Standard deviation	1.02	1.02	**	1.01	**	**	**
Standard error	.08	.08	**	.10	**	**	**
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 62

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QE16 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2095	1005	1090	312	409	798	576	251	220	268	420	533	653	439	467	1527	181	184	203
Effective Weighted Sample	1732	826	906	253	330	677	492	206	174	215	350	452	541	366	385	1362	177	153	201
Total	1778	852	926	278	381	698	421	182	170	207	398	514	574	329	359	1498	144	86	50
General surfing/ browsing the internet	1555	762	793	257	331	628	340	146	153	182	365	462	505	287	299	1317	119	76	44
	88%	89%	86%	92%	87%	90%	81%	80%	90%	88%	91%	90%	88%	87%	83%	88%	83%	88%	87%
		b		df	f	f			g	g	g	n							
Sending and receiving e-mail	1541	748	793	248	329	619	344	141	141	175	367	476	512	271	281	1320	109	72	40
	87%	88%	86%	89%	86%	89%	82%	78%	83%	85%	92%	93%	89%	82%	78%	88%	76%	84%	81%
				f		f					ghi	mn	mn			pr			
Purchasing goods/services/ tickets etc.	1256	601	655	188	285	528	256	109	107	153	316	403	414	225	212	1050	102	67	37
	71%	71%	71%	68%	75%	76%	61%	60%	63%	74%	79%	78%	72%	69%	59%	70%	71%	78%	74%
					f	cf				gh	gh	lmn	n	n				o	
Using social networking sites (such as Facebook, LinkedIn or Bebo)	1115	506	609	237	283	453	141	107	111	138	270	315	362	206	231	932	93	57	32
	63%	59%	66%	85%	74%	65%	33%	59%	65%	67%	68%	61%	63%	63%	65%	62%	65%	66%	64%
			a	def	ef	f					g								
Banking	1097	531	566	160	261	475	202	82	76	138	310	382	373	192	150	933	89	47	28
	62%	62%	61%	57%	68%	68%	48%	45%	45%	67%	78%	74%	65%	58%	42%	62%	62%	54%	57%
				f	cf	cf				gh	ghi	lmn	mn	n		q			
Finding/ downloading information for work/ business	788	419	370	122	169	376	122	59	56	82	237	308	279	105	96	688	52	30	19
	44%	49%	40%	44%	44%	54%	29%	32%	33%	40%	60%	60%	49%	32%	27%	46%	36%	35%	37%
		b		f	f	cdf					ghi	lmn	mn			pqr			
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	775	398	377	183	188	325	79	73	76	85	195	243	254	120	157	675	55	25	20
	44%	47%	41%	66%	49%	47%	19%	40%	45%	41%	49%	47%	44%	37%	44%	45%	38%	29%	40%
		b		def	f	f					g	m	m		m	q			q

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 62

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QE16 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2095	1005	1090	312	409	798	576	251	220	268	420	533	653	439	467	1527	181	184	203
Effective Weighted Sample	1732	826	906	253	330	677	492	206	174	215	350	452	541	366	385	1362	177	153	201
Total	1778	852	926	278	381	698	421	182	170	207	398	514	574	329	359	1498	144	86	50
Playing games online/ interactively	675 38%	336 39%	339 37%	151 54% def	159 42% f	280 40% f	86 20%	72 40%	67 39%	88 43%	153 38%	182 35%	203 35%	134 41%	155 43% kl	581 39% q	46 32%	25 29%	24 47% opq
Downloading music files, movies or video clips	664 37%	347 41% b	317 34%	160 57% def	184 48% ef	260 37% f	60 14%	60 33%	44 26%	70 34%	188 47% ghi	238 46% lmn	199 35%	109 33%	118 33%	574 38% p	40 28%	29 33%	22 43% p
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	653 37%	320 38%	333 36%	89 32%	130 34%	300 43% cdf	134 32%	46 25%	52 30%	70 34%	201 50% ghi	267 52% lmn	212 37% mn	87 27%	86 24%	579 39% pr	33 23%	27 31%	14 27%
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	641 36%	329 39% b	311 34%	140 50% def	146 38% f	254 36% f	101 24%	53 29%	57 34%	68 33%	181 46% ghi	238 46% lmn	205 36% m	82 25%	115 32% m	562 38% pq	37 25%	24 27%	19 38% pq
To find information on health related issues e.g. NHS Direct/ NHS 24	638 36%	277 33%	361 39% a	82 29%	152 40% cf	271 39% cf	133 32%	56 31%	48 28%	67 32%	197 49% ghi	245 48% lmn	199 35% n	95 29%	97 27%	566 38% pq	32 22%	24 28%	17 34% p
Finding/ downloading information for school/ college/ university/ homework	612 34%	278 33%	334 36%	140 50% def	119 31% f	289 41% df	64 15%	64 35%	49 29%	64 31%	158 40% hi	210 41% mn	213 37% mn	86 26%	102 28%	532 35% p	36 25%	29 33%	17 33%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

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QE16 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2095	1005	1090	312	409	798	576	251	220	268	420	533	653	439	467	1527	181	184	203
Effective Weighted Sample	1732	826	906	253	330	677	492	206	174	215	350	452	541	366	385	1362	177	153	201
Total	1778	852	926	278	381	698	421	182	170	207	398	514	574	329	359	1498	144	86	50
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	557 31%	274 32%	283 31%	127 46% ef	155 41% ef	222 32% f	52 12%	57 31%	40 23%	56 27%	152 38% hi	181 35% m	193 34% m	74 23%	109 30% m	478 32% q	46 32% q	17 20%	16 32% q
Making voice calls using a VoIP service e.g. Skype	535 30%	271 32%	264 28%	89 32% f	131 34% f	220 31% f	95 23%	43 24%	34 20%	49 24%	153 38% ghi	223 43% lmn	159 28% n	74 23%	78 22%	469 31% q	37 26%	16 19%	12 25%
Watching live TV programmes	454 26%	229 27%	225 24%	115 42% def	104 27% f	179 26% f	56 13%	46 25%	34 20%	52 25%	123 31% h	161 31% mn	149 26% m	65 20%	79 22%	392 26% p	22 15%	23 27% p	17 34% op
Using Twitter (browsing/ reading site)	428 24%	214 25%	215 23%	115 42% def	112 29% f	177 25% f	25 6%	27 15%	25 15%	47 23% g	136 34% ghi	148 29% mn	154 27% mn	64 19%	62 17%	355 24% q	45 31% oq	14 16%	14 28% q
Listening to radio	356 20%	194 23% b	162 17%	90 32% def	74 19% f	147 21% f	45 11%	30 17%	18 11%	47 23% h	111 28% gh	146 28% lmn	107 19% m	44 13%	59 16%	307 21% m	27 19%	14 16%	9 17%
Real time gambling/ trading/ auctions	301 17%	175 21% b	126 14%	58 21% f	77 20% f	130 19% f	36 9%	20 11%	23 14%	39 19% g	70 18% g	100 20% n	93 16%	55 17%	51 14%	256 17% r	28 19% r	11 13%	6 12%
Uploading/ adding content to the internet	291 16%	161 19% b	131 14%	76 27% def	75 20% f	117 17% f	23 6%	27 15%	19 11%	29 14%	96 24% ghi	106 21% mn	95 17% m	38 12%	53 15%	245 16% m	25 17%	13 15%	9 18%

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

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QE16 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2095	1005	1090	312	409	798	576	251	220	268	420	533	653	439	467	1527	181	184	203
Effective Weighted Sample	1732	826	906	253	330	677	492	206	174	215	350	452	541	366	385	1362	177	153	201
Total	1778	852	926	278	381	698	421	182	170	207	398	514	574	329	359	1498	144	86	50
Using Twitter (account holder, posting on site)	261 15%	138 16%	123 13%	72 26% def	70 18% f	104 15% f	15 4%	19 11%	12 7%	34 16% h	90 22% gh	93 18% mn	86 15%	36 11%	45 13%	211 14%	34 23% oqr	8 10%	7 15%
Downloading films (Video on Demand)	228 13%	130 15% b	98 11%	72 26% def	56 15% f	86 12% f	13 3%	23 13%	15 9%	26 12%	63 16% h	78 15% m	67 12%	33 10%	50 14%	195 13%	12 8%	10 11%	11 22% opq
Streamed audio services (free)	157 9%	102 12% b	55 6%	40 14% f	37 10% f	70 10% f	10 2%	13 7%	7 4%	13 6%	61 15% ghi	60 12% m	52 9% m	17 5%	28 8%	136 9%	13 9%	5 6%	3 6%
Streamed audio services (subscription)	59 3%	36 4% b	23 2%	19 7% def	11 3%	24 3% f	6 1%	6 3%	4 3%	2 1%	23 6% i	21 4% m	20 3%	5 2%	13 4%	51 3%	4 2%	3 3%	1 2%
Other	15 1%	8 1%	7 1%	1 *% de	* *% de	6 1%	8 2% d	4 2%	1 1%	2 1%	4 1%	4 1%	3 1%	3 1%	5 1%	13 1%	1 *% de	1 1%	* *% de
None of these	25 1%	13 1%	12 1%	1 *% de	6 1%	4 1%	14 3% ce	10 5% hij	1 1%	2 1%	1 *% de	3 1%	9 2%	5 1%	8 2%	16 1%	6 4% o	2 2%	1 3%
Don't know	12 1%	8 1%	4 *% de	2 1%	- -% de	3 *% de	8 2% de	1 1%	1 *% de	1 *% de	1 *% de	3 1%	2 *% de	2 1%	5 1%	11 1%	2 1%	- -% de	- -% de

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

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QE16 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

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	c	d	e	f
Unweighted total	2095	1747	348	1180	908	1225	667
Effective Weighted Sample	1732	1454	289	1003	765	1071	576
Total	1778	1535	243	1143	628	1112	616
General surfing/ browsing the internet	1555 88%	1352 88%	204 84%	1015 89% d	536 85%	968 87%	543 88%
Sending and receiving e-mail	1541 87%	1345 88% b	196 81%	1020 89% d	516 82%	967 87%	533 87%
Purchasing goods/services/ tickets etc.	1256 71%	1069 70%	187 77% a	850 74% d	401 64%	810 73% f	409 66%
Using social networking sites (such as Facebook, LinkedIn or Bebo)	1115 63%	981 64% b	134 55%	758 66% d	352 56%	682 61%	401 65%
Banking	1097 62%	947 62%	150 62%	800 70% d	296 47%	731 66% f	338 55%
Finding/ downloading information for work/ business	788 44%	687 45%	102 42%	608 53% d	179 29%	521 47% f	249 40%
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	775 44%	689 45% b	86 35%	537 47% d	234 37%	473 42%	282 46%

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

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QE16 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

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	c	d	e	f
Unweighted total	2095	1747	348	1180	908	1225	667
Effective Weighted Sample	1732	1454	289	1003	765	1071	576
Total	1778	1535	243	1143	628	1112	616
Playing games online/ interactively	675	595	80	433	240	416	235
	38%	39%	33%	38%	38%	37%	38%
Downloading music files, movies or video clips	664	581	83	464	198	436	206
	37%	38%	34%	41%	32%	39%	33%
				d		f	
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	653	568	85	452	199	441	199
	37%	37%	35%	40%	32%	40%	32%
				d		f	
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	641	563	77	437	201	421	201
	36%	37%	32%	38%	32%	38%	33%
				d		f	
To find information on health related issues e.g. NHS Direct/ NHS 24	638	558	80	428	208	411	211
	36%	36%	33%	37%	33%	37%	34%
Finding/ downloading information for school/ college/ university/ homework	612	545	67	406	203	387	209
	34%	36%	28%	36%	32%	35%	34%
		b					

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

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QE16 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

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	c	d	e	f
Unweighted total	2095	1747	348	1180	908	1225	667
Effective Weighted Sample	1732	1454	289	1003	765	1071	576
Total	1778	1535	243	1143	628	1112	616
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	557 31%	500 33% b	57 23%	387 34% d	168 27%	344 31%	197 32%
Making voice calls using a VoIP service e.g. Skype	535 30%	468 30%	67 27%	363 32% d	170 27%	354 32%	168 27%
Watching live TV programmes	454 26%	405 26% b	49 20%	320 28% d	133 21%	287 26%	151 24%
Using Twitter (browsing/ reading site)	428 24%	381 25%	48 20%	318 28% d	109 17%	255 23%	160 26%
Listening to radio	356 20%	317 21%	39 16%	251 22% d	105 17%	224 20%	124 20%
Real time gambling/ trading/ auctions	301 17%	263 17%	38 16%	219 19% d	81 13%	203 18%	93 15%
Uploading/ adding content to the internet	291 16%	259 17%	33 14%	208 18% d	80 13%	178 16%	105 17%

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

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QE16 (QE5A). SHOWCARD Which, if any, of these do you or members of your household use the internet for whilst at home? (MULTI CODE)

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	c	d	e	f
Unweighted total	2095	1747	348	1180	908	1225	667
Effective Weighted Sample	1732	1454	289	1003	765	1071	576
Total	1778	1535	243	1143	628	1112	616
Using Twitter (account holder, posting on site)	261	227	34	196	64	150	103
	15%	15%	14%	17%	10%	14%	17%
				d			
Downloading films (Video on Demand)	228	196	32	150	78	145	71
	13%	13%	13%	13%	12%	13%	12%
Streamed audio services (free)	157	145	13	118	39	97	57
	9%	9%	5%	10%	6%	9%	9%
		b		d			
Streamed audio services (subscription)	59	53	5	42	17	40	17
	3%	3%	2%	4%	3%	4%	3%
Other	15	10	4	4	11	11	4
	1%	1%	2%	*%	2%	1%	1%
			a		c		
None of these	25	20	5	8	17	16	7
	1%	1%	2%	1%	3%	1%	1%
				c			
Don't know	12	11	1	2	8	6	6
	1%	1%	*%	*%	1%	1%	1%
				c			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE17 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2095	1005	1090	312	409	798	576	251	220	268	420	533	653	439	467	1527	181	184	203
Effective Weighted Sample	1732	826	906	253	330	677	492	206	174	215	350	452	541	366	385	1362	177	153	201
Total	1778	852	926	278	381	698	421	182	170	207	398	514	574	329	359	1498	144	86	50
General surfing/ browsing the internet	1370	686	684	234	301	563	273	129	127	160	342	405	443	256	264	1160	105	67	38
	77%	81%	74%	84%	79%	81%	65%	71%	75%	77%	86%	79%	77%	78%	74%	77%	73%	78%	76%
		b		f	f	f					ghi								
Sending and receiving e-mail	1331	658	672	220	283	550	278	115	121	141	340	432	445	221	231	1138	95	64	34
	75%	77%	73%	79%	74%	79%	66%	63%	72%	68%	85%	84%	77%	67%	64%	76%	66%	74%	68%
		b		f	f	f					ghi	lmn	mn			pr			
Using social networking sites (such as Facebook, LinkedIn or Bebo)	930	417	513	214	236	375	105	95	96	119	226	254	297	173	204	770	80	51	28
	52%	49%	55%	77%	62%	54%	25%	52%	57%	58%	57%	49%	52%	53%	57%	51%	56%	60%	56%
			a	def	ef	f									k				
Banking	836	405	431	111	205	374	146	61	58	103	258	297	285	143	110	710	61	42	22
	47%	48%	47%	40%	54%	54%	35%	34%	34%	49%	65%	58%	50%	44%	31%	47%	43%	49%	44%
					cf	cf					gh	ghi	n	n					
Purchasing goods/services/ tickets etc.	723	337	387	103	171	329	120	61	53	92	222	246	237	126	113	589	56	53	25
	41%	40%	42%	37%	45%	47%	29%	34%	31%	44%	56%	48%	41%	38%	31%	39%	39%	61%	50%
				f	f	cf				gh	ghi	lmn	n	n				opr	op
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	535	284	252	147	139	209	41	54	56	60	145	158	179	82	116	464	36	21	14
	30%	33%	27%	53%	36%	30%	10%	30%	33%	29%	36%	31%	31%	25%	32%	31%	25%	24%	28%
		b		def	ef	f							m		m				
Finding/ downloading information for work/ business	499	292	207	72	101	257	68	44	30	57	171	221	175	54	49	431	31	24	13
	28%	34%	22%	26%	27%	37%	16%	24%	18%	28%	43%	43%	30%	16%	14%	29%	22%	28%	25%
		b		f	f	cdf				h	ghi	lmn	mn			p			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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QE17 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2095	1005	1090	312	409	798	576	251	220	268	420	533	653	439	467	1527	181	184	203
Effective Weighted Sample	1732	826	906	253	330	677	492	206	174	215	350	452	541	366	385	1362	177	153	201
Total	1778	852	926	278	381	698	421	182	170	207	398	514	574	329	359	1498	144	86	50
Playing games online/ interactively	442 25%	215 25%	227 25%	109 39% def	104 27% f	175 25% f	55 13%	52 28%	48 28%	58 28%	104 26%	112 22%	128 22%	86 26%	115 32% kl	382 26% p	22 15%	19 22%	18 37% opq
Finding/ downloading information for school/ college/ university/ homework	393 22%	173 20%	220 24%	104 37% def	75 20% f	192 27% df	23 6%	46 25%	34 20%	43 21%	103 26%	141 27% mn	138 24% mn	49 15%	64 18%	338 23%	24 17%	21 24%	11 22%
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	359 20%	187 22%	172 19%	87 31% def	84 22% f	147 21% f	41 10%	35 19%	20 12%	48 23% h	121 30% gh	126 24% m	112 20%	50 15%	70 19%	302 20%	27 19%	17 20%	12 23%
Downloading music files, movies or video clips	354 20%	197 23% b	157 17%	98 35% def	96 25% f	138 20% f	22 5%	40 22% h	21 12%	42 20% h	115 29% hi	117 23%	111 19%	60 18%	65 18%	287 19%	29 20%	25 28% o	14 29% op
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	351 20%	171 20%	180 19%	71 26% f	103 27% ef	143 21% f	33 8%	39 21% h	21 12%	33 16%	107 27% hi	116 23% m	114 20%	51 15%	71 20%	295 20%	29 20%	14 17%	12 25%
Making voice calls using a VoIP service e.g. Skype	335 19%	172 20%	163 18%	62 22% f	77 20% f	142 20% f	55 13%	30 16%	20 12%	32 16%	102 26% ghi	144 28% lmn	103 18% n	45 14%	42 12%	290 19%	23 16%	14 16%	8 16%
Using Twitter (browsing/ reading site)	298 17%	151 18%	147 16%	86 31% def	75 20% f	121 17% f	16 4%	19 10%	17 10%	38 18% gh	100 25% gh	102 20% mn	110 19% mn	40 12%	47 13%	242 16%	34 23% oq	11 13%	12 23% oq

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

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QE17 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2095	1005	1090	312	409	798	576	251	220	268	420	533	653	439	467	1527	181	184	203
Effective Weighted Sample	1732	826	906	253	330	677	492	206	174	215	350	452	541	366	385	1362	177	153	201
Total	1778	852	926	278	381	698	421	182	170	207	398	514	574	329	359	1498	144	86	50
Watching live TV programmes	257 14%	130 15%	127 14%	73 26% def	56 15% f	103 15% f	26 6%	30 17%	18 11%	32 15%	77 19% h	86 17%	79 14%	42 13%	50 14%	216 14% p	13 9%	18 21% op	11 22% op
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	242 14%	125 15%	117 13%	30 11%	49 13%	118 17% cf	46 11%	26 15%	19 11%	25 12%	86 22% ghi	98 19% lmn	72 13%	29 9%	41 12%	205 14%	15 10%	16 18% p	6 13%
To find information on health related issues e.g. NHS Direct/ NHS 24	233 13%	101 12%	132 14%	36 13%	59 15% f	102 15% f	37 9%	30 16% h	11 7%	26 12%	88 22% hi	97 19% lmn	66 12%	31 9%	38 11%	200 13% p	11 8%	15 17% p	8 15% p
Listening to radio	199 11%	108 13%	91 10%	54 19% def	40 10% f	88 13% f	17 4%	19 11%	12 7%	24 11%	70 18% gh	85 17% lmn	62 11% m	18 5%	33 9% m	169 11%	13 9%	11 13%	5 10%
Using Twitter (account holder, posting on site)	182 10%	98 11%	84 9%	51 19% def	46 12% f	74 11% f	10 2%	13 7%	8 5%	24 12% h	67 17% gh	68 13% m	62 11% m	18 5%	33 9%	141 9%	27 19% oqr	7 8%	6 11%
Uploading/ adding content to the internet	164 9%	97 11% b	66 7%	38 14% f	43 11% f	69 10% f	13 3%	17 10%	12 7%	19 9%	57 14% h	61 12% m	49 8%	22 7%	32 9%	130 9%	18 12%	10 12%	6 11%
Real time gambling/ trading/ auctions	155 9%	94 11% b	61 7%	30 11% f	38 10% f	71 10% f	16 4%	9 5%	12 7%	24 11% g	44 11% g	62 12% ln	41 7%	28 9%	23 6%	126 8%	16 11%	9 10%	4 7%

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

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QE17 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

Base : Those with access to the internet at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2095	1005	1090	312	409	798	576	251	220	268	420	533	653	439	467	1527	181	184	203
Effective Weighted Sample	1732	826	906	253	330	677	492	206	174	215	350	452	541	366	385	1362	177	153	201
Total	1778	852	926	278	381	698	421	182	170	207	398	514	574	329	359	1498	144	86	50
Downloading films (Video on Demand)	119	74	45	48	30	38	4	17	5	12	32	44	31	15	29	97	9	8	6
	7%	9%	5%	17%	8%	5%	1%	9%	3%	6%	8%	9%	5%	5%	8%	6%	6%	9%	13%
		b		def	f	f		h			h	lm							op
Streamed audio services (free)	88	63	25	27	19	39	3	7	2	4	42	36	28	7	16	71	11	4	2
	5%	7%	3%	10%	5%	6%	1%	4%	1%	2%	10%	7%	5%	2%	4%	5%	8%	5%	4%
		b		def	f	f					ghi	m	m						
Streamed audio services (subscription)	38	25	13	13	4	17	4	5	2	1	15	18	14	-	6	32	4	2	*
	2%	3%	1%	5%	1%	2%	1%	3%	1%	1%	4%	3%	2%	-%	2%	2%	2%	3%	1%
		b		df							i	m	m		m				
Other	10	5	6	1	-	4	6	3	1	1	1	2	2	2	4	9	1	*	*
	1%	1%	1%	1%	0%	1%	1%	2%	1%	1%	1%	0%	0%	1%	1%	1%	0%	0%	0%
							d	j											
None of these	55	28	26	4	8	9	34	15	8	4	3	10	18	14	13	41	8	4	2
	3%	3%	3%	1%	2%	1%	8%	8%	5%	2%	1%	2%	3%	4%	4%	3%	5%	4%	5%
							cde	ij	j					k			o		
Don't know	21	9	12	3	-	4	14	2	1	2	2	5	6	4	7	19	2	*	-
	1%	1%	1%	1%	0%	1%	3%	1%	0%	1%	0%	1%	1%	1%	2%	1%	2%	0%	0%
							de												

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

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QE17 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

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	c	d	e	f
Unweighted total	2095	1747	348	1180	908	1225	667
Effective Weighted Sample	1732	1454	289	1003	765	1071	576
Total	1778	1535	243	1143	628	1112	616
General surfing/ browsing the internet	1370	1188	182	902	464	852	480
	77%	77%	75%	79%	74%	77%	78%
				d			
Sending and receiving e-mail	1331	1154	176	901	426	840	457
	75%	75%	73%	79%	68%	76%	74%
				d			
Using social networking sites (such as Facebook, LinkedIn or Bebo)	930	817	112	629	298	568	333
	52%	53%	46%	55%	47%	51%	54%
		b		d			
Banking	836	713	123	621	214	572	242
	47%	46%	51%	54%	34%	51%	39%
				d		f	
Purchasing goods/services/ tickets etc.	723	602	121	503	219	508	190
	41%	39%	50%	44%	35%	46%	31%
			a	d		f	
Watching video clips/ webcasts (e.g. YouTube or Big Brother)	535	478	57	369	164	318	203
	30%	31%	24%	32%	26%	29%	33%
		b		d			
Finding/ downloading information for work/ business	499	428	71	393	106	339	147
	28%	28%	29%	34%	17%	30%	24%
				d		f	

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

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Base : Those with access to the internet at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2095	1747	348	1180	908	1225	667
Effective Weighted Sample	1732	1454	289	1003	765	1071	576
Total	1778	1535	243	1143	628	1112	616
Playing games online/ interactively	442	378	64	268	174	280	144
	25%	25%	26%	23%	28%	25%	23%
				c			
Finding/ downloading information for school/ college/ university/ homework	393	348	45	246	145	246	136
	22%	23%	19%	22%	23%	22%	22%
Watching catch-up TV (such as BBC iPlayer, Sky Player, ITV Player)	359	313	46	249	109	230	117
	20%	20%	19%	22%	17%	21%	19%
				d			
Downloading music files, movies or video clips	354	309	45	239	115	224	116
	20%	20%	19%	21%	18%	20%	19%
Communicating via instant messaging, SMS messaging, chat rooms, voice calls	351	307	44	240	110	221	118
	20%	20%	18%	21%	18%	20%	19%
Making voice calls using a VoIP service e.g. Skype	335	298	37	229	105	219	108
	19%	19%	15%	20%	17%	20%	18%
Using Twitter (browsing/ reading site)	298	262	36	223	74	175	111
	17%	17%	15%	20%	12%	16%	18%
				d			

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

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Base : Those with access to the internet at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2095	1747	348	1180	908	1225	667
Effective Weighted Sample	1732	1454	289	1003	765	1071	576
Total	1778	1535	243	1143	628	1112	616
Watching live TV programmes	257	227	30	174	84	164	82
	14%	15%	13%	15%	13%	15%	13%
Using local council/ Government sites, e.g. to find information, to complete processes such as tax returns, to contact local MP	242	205	37	162	79	169	67
	14%	13%	15%	14%	13%	15% f	11%
To find information on health related issues e.g. NHS Direct/ NHS 24	233	208	25	156	76	145	80
	13%	14%	10%	14%	12%	13%	13%
Listening to radio	199	174	25	141	57	126	68
	11%	11%	10%	12% d	9%	11%	11%
Using Twitter (account holder, posting on site)	182	156	26	138	44	107	69
	10%	10%	11%	12% d	7%	10%	11%
Uploading/ adding content to the internet	164	140	23	121	43	106	52
	9%	9%	10%	11% d	7%	10%	8%
Real time gambling/ trading/ auctions	155	129	26	110	45	110	41
	9%	8%	11%	10%	7%	10% f	7%
Columns Tested: a,b - c,d - e,f							

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QE17 (QE5B) SHOWCARD And, which, if any, of these activities have you or members of your household used the internet for in the LAST WEEK? (MULTI CODE)

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	c	d	e	f
Unweighted total	2095	1747	348	1180	908	1225	667
Effective Weighted Sample	1732	1454	289	1003	765	1071	576
Total	1778	1535	243	1143	628	1112	616
Downloading films (Video on Demand)	119	100	19	74	45	73	39
	7%	7%	8%	6%	7%	7%	6%
Streamed audio services (free)	88	79	9	69	19	58	28
	5%	5%	4%	6%	3%	5%	5%
				d			
Streamed audio services (subscription)	38	34	4	30	9	27	11
	2%	2%	2%	3%	1%	2%	2%
Other	10	8	2	2	9	6	4
	1%	1%	1%	*%	1%	1%	1%
				c			
None of these	55	45	10	19	35	32	20
	3%	3%	4%	2%	6%	3%	3%
					c		
Don't know	21	20	1	7	13	11	10
	1%	1%	1%	1%	2%	1%	2%
					c		

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

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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.

QE18 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with fixed broadband

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1871	897	974	251	347	731	542	200	191	244	398	512	587	392	378	1374	159	157	181
Effective Weighted Sample	1555	742	813	205	282	622	463	168	154	196	331	436	488	330	314	1229	156	130	180
Total	1577	757	820	223	321	639	394	148	144	185	373	489	508	286	293	1333	125	75	45
Up to 512kb	3 *%	3 *%	* *%	- -%	- -%	1 *%	2 *%	- -%	1 1%	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	3 *%	- -%	- -%	* 1%
Up to 1MB	10 1%	5 1%	6 1%	- -%	5 1%	3 *%	3 1%	- -%	1 1%	2 1%	3 1%	5 1%	3 1%	2 1%	1 *%	8 1%	2 1%	1 1%	- -%
Up to 2MB	28 2%	22 3% b	5 1%	4 2%	8 2%	9 1%	7 2%	5 3%	3 2%	2 1%	8 2%	7 1%	11 2%	3 1%	7 2%	22 2%	2 1%	2 3%	2 4%
Up to 4MB	34 2%	22 3% b	12 1%	4 2%	10 3%	11 2%	8 2%	7 5%	3 2%	6 3%	10 3%	11 2%	10 2%	7 2%	5 2%	28 2%	4 4%	1 2%	* 1%
Up to 8MB	99 6%	65 9% b	35 4%	11 5%	26 8% f	46 7% f	16 4%	9 6%	10 7%	15 8%	28 8%	37 8%	28 5%	20 7%	14 5%	77 6%	17 13% oqr	3 4%	2 6%
Up to 10MB	64 4%	43 6% b	21 3%	9 4%	14 4%	28 4%	14 3%	6 4%	4 3%	7 4%	19 5%	25 5%	20 4%	10 4%	9 3%	50 4%	8 6%	5 6%	1 3%
Up to 16MB	17 1%	12 2% b	5 1%	1 *%	6 2% f	9 1% f	1 *%	1 1%	1 1%	3 2%	8 2%	6 1%	4 1%	4 2%	3 1%	13 1%	3 2%	- -%	2 3% oq
Up to 20MB	108 7%	66 9% b	42 5%	11 5%	27 8% f	55 9% f	15 4%	5 3%	8 5%	9 5%	35 9% g	38 8%	33 7%	21 7%	16 6%	89 7%	11 9%	5 7%	2 4%
Up to 30MB	38 2%	23 3%	15 2%	11 5% ef	7 2%	14 2%	6 2%	4 3%	4 3%	4 2%	6 2%	17 4%	9 2%	7 3%	4 1%	35 3%	2 1%	* *%	1 3%
Up to 40MB	23 1%	15 2%	8 1%	4 2%	5 1%	11 2%	3 1%	1 1%	4 3%	2 1%	9 2%	11 2%	4 1%	4 1%	4 1%	20 2%	- -%	1 1%	2 5% opq

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE18 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1871	897	974	251	347	731	542	200	191	244	398	512	587	392	378	1374	159	157	181
Effective Weighted Sample	1555	742	813	205	282	622	463	168	154	196	331	436	488	330	314	1229	156	130	180
Total	1577	757	820	223	321	639	394	148	144	185	373	489	508	286	293	1333	125	75	45
Up to 50MB	19	14	5	3	4	8	3	1	1	4	9	8	5	5	2	16	-	1	1
	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	-%	2%	2%
		b																	
Up to 100MB	27	18	9	2	6	15	4	6	-	2	6	7	7	7	6	26	-	1	*
	2%	2%	1%	1%	2%	2%	1%	4%	-%	1%	2%	1%	1%	2%	2%	2%	-%	1%	1%
								h											
Over 100MB	19	18	2	2	2	14	2	-	1	-	9	8	6	3	2	19	-	-	*
	1%	2%	*%	1%	1%	2%	*%	-%	1%	-%	2%	2%	1%	1%	1%	1%	-%	-%	*%
		b				f					gi								
Don't know	1088	431	657	161	200	417	310	105	104	127	222	308	368	191	220	927	77	54	30
	69%	57%	80%	72%	62%	65%	79%	70%	72%	69%	60%	63%	72%	67%	75%	70%	62%	73%	66%
			a	d			de	j	j	j			k		km	p		p	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE18 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with fixed broadband

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1871	1553	318	1070	795	1135	555
Effective Weighted Sample	1555	1297	266	913	673	997	481
Total	1577	1353	224	1025	547	1028	505
Up to 512kb	3 *%	2 *%	1 *%	2 *%	1 *%	2 *%	1 *%
Up to 1MB	10 1%	8 1%	3 1%	7 1%	3 1%	7 1%	4 1%
Up to 2MB	28 2%	22 2%	5 2%	15 1%	13 2%	20 2%	6 1%
Up to 4MB	34 2%	27 2%	7 3%	23 2%	10 2%	17 2%	16 3% e
Up to 8MB	99 6%	73 5%	26 12% a	73 7% d	26 5%	68 7%	29 6%
Up to 10MB	64 4%	56 4%	8 4%	43 4%	21 4%	46 4%	17 3%
Up to 16MB	17 1%	13 1%	4 2%	14 1%	3 *%	9 1%	6 1%
Up to 20MB	108 7%	98 7%	10 5%	80 8% d	27 5%	63 6%	43 8%
Up to 30MB	38 2%	35 3%	2 1%	27 3%	10 2%	20 2%	17 3%
Up to 40MB	23 1%	22 2%	1 *%	14 1%	9 2%	14 1%	7 1%
Up to 50MB	19 1%	17 1%	1 1%	17 2% d	1 *%	11 1%	7 1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE18 (QENEW11) SHOWCARD What was the advertised speed of your fixed broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with fixed broadband

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	1871	1553	318	1070	795	1135	555
Effective Weighted Sample	1555	1297	266	913	673	997	481
Total	1577	1353	224	1025	547	1028	505
Up to 100MB	27	25	2	18	9	15	11
	2%	2%	1%	2%	2%	1%	2%
Over 100MB	19	15	4	17	2	14	5
	1%	1%	2%	2%	*%	1%	1%
				d			
Don't know	1088	938	150	674	411	724	335
	69%	69%	67%	66%	75%	70%	66%
				c			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE19 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1871	897	974	251	347	731	542	200	191	244	398	512	587	392	378	1374	159	157	181
Effective Weighted Sample	1555	742	813	205	282	622	463	168	154	196	331	436	488	330	314	1229	156	130	180
Total	1577	757	820	223	321	639	394	148	144	185	373	489	508	286	293	1333	125	75	45
512K	7 *%	3 *%	4 1%	- -%	1 *%	2 *%	5 1%	- -%	1 1%	1 *%	- -%	2 *%	3 1%	1 *%	1 *%	6 *%	- -%	1 1%	- -%
750K	5 *%	3 *%	2 *%	- -%	1 *%	3 1%	1 *%	- -%	1 1%	1 1%	- -%	3 1%	1 *%	1 *%	- -%	5 *%	- -%	- -%	- -%
1MB	15 1%	10 1%	6 1%	2 1%	6 2%	5 1%	2 1%	* *%	1 1%	2 1%	5 1%	8 2% n	5 1%	2 1%	- -%	12 1%	3 3% or	* 1%	- -%
1.5MB	18 1%	12 2%	5 1%	3 1%	3 1%	10 2%	2 1%	1 *%	1 1%	2 1%	6 2%	8 2%	5 1%	3 1%	2 1%	14 1%	3 2%	1 1%	* 1%
2MB	32 2%	22 3% b	10 1%	2 1%	10 3% f	16 3%	4 1%	4 3%	1 1%	2 1%	13 3%	12 3%	6 1%	8 3%	6 2%	25 2%	5 4%	2 3%	1 2%
3MB	17 1%	9 1%	8 1%	4 2%	3 1%	6 1%	4 1%	3 2%	1 *%	4 2%	3 1%	6 1%	2 *%	5 2% l	4 1%	14 1%	1 1%	1 2%	1 1%
4MB	51 3%	34 4% b	17 2%	5 2%	11 3%	25 4%	10 3%	3 2%	5 4%	8 4%	15 4%	17 3%	17 3%	8 3%	10 3%	40 3%	6 5%	3 4%	1 3%
8MB	61 4%	48 6% b	13 2%	6 3%	14 4%	26 4%	15 4%	8 6%	6 4%	6 3%	23 6%	17 4%	19 4%	15 5%	10 3%	48 4%	11 9% oqr	1 2%	1 2%
10MB	52 3%	34 4% b	18 2%	11 5%	6 2%	26 4%	10 3%	6 4%	2 1%	7 4%	14 4%	22 4%	15 3%	7 2%	8 3%	43 3%	4 4%	2 3%	2 4%
16MB	33 2%	24 3% b	9 1%	5 2%	7 2%	13 2%	8 2%	2 2%	3 2%	5 3%	7 2%	10 2%	16 3%	4 1%	3 1%	28 2%	3 3%	1 1%	1 3%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE19 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1871	897	974	251	347	731	542	200	191	244	398	512	587	392	378	1374	159	157	181
Effective Weighted Sample	1555	742	813	205	282	622	463	168	154	196	331	436	488	330	314	1229	156	130	180
Total	1577	757	820	223	321	639	394	148	144	185	373	489	508	286	293	1333	125	75	45
20MB	33 2%	17 2%	16 2%	2 1%	7 2%	20 3% f	4 1%	1 1%	4 3%	2 1%	7 2%	10 2%	11 2%	7 2%	4 2%	26 2%	3 2%	2 3%	1 3%
24MB	14 1%	13 2% b	1 *%	2 1%	2 1%	8 1%	3 1%	* *%	3 2%	4 2%	3 1%	4 1%	3 1%	6 2% n	* *%	12 1%	1 1%	- -%	1 3% oq
50MB	31 2%	20 3% b	11 1%	7 3%	4 1%	14 2%	5 1%	* *%	2 1%	4 2%	14 4% g	14 3%	7 1%	6 2%	5 2%	28 2%	- -%	1 2%	1 3% p
100MB	17 1%	11 1%	6 1%	3 1%	5 2%	7 1%	2 1%	4 3%	1 *%	2 1%	2 1%	4 1%	5 1%	3 1%	5 2%	16 1%	- -%	- -%	* 1%
Over 100MB	12 1%	10 1% b	2 *%	1 *%	2 1%	9 1% f	- -%	1 1%	- -%	- -%	8 2% i	4 1%	4 1%	2 1%	1 *%	12 1%	- -%	- -%	- -%
Other	27 2%	21 3% b	6 1%	* *%	4 1%	14 2% c	9 2% c	2 1%	2 2%	1 *%	8 2%	11 2%	7 1%	4 1%	5 2%	22 2%	2 2%	1 1%	2 5% o
Don't know	1152 73%	466 62%	686 84% a	171 77% e	235 73%	436 68%	310 79% e	113 76% j	110 76% j	133 72%	245 66%	336 69%	381 75% k	203 71%	230 78% km	981 74% p	81 65%	58 78% p	32 72%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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QE19 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1871	1553	318	1070	795	1135	555
Effective Weighted Sample	1555	1297	266	913	673	997	481
Total	1577	1353	224	1025	547	1028	505
512K	7 *%	2 *%	5 2% a	3 *%	4 1%	7 1%	- -%
750K	5 *%	3 *%	2 1%	4 *%	1 *%	5 *%	- -%
1MB	15 1%	11 1%	5 2% a	13 1%	3 *%	12 1%	3 1%
1.5MB	18 1%	8 1%	10 5% a	15 1% d	2 *%	15 1%	2 *%
2MB	32 2%	22 2%	10 5% a	26 2%	7 1%	23 2%	9 2%
3MB	17 1%	14 1%	3 1%	10 1%	7 1%	10 1%	6 1%
4MB	51 3%	40 3%	11 5%	35 3%	16 3%	34 3%	16 3%
8MB	61 4%	52 4%	9 4%	44 4%	17 3%	36 4%	24 5%
10MB	52 3%	48 4%	4 2%	33 3%	19 3%	28 3%	22 4%
16MB	33 2%	25 2%	8 4%	25 2%	8 2%	22 2%	10 2%
20MB	33 2%	33 2% b	- -%	25 2%	7 1%	23 2%	9 2%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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QE19 (QE11A). SHOWCARD What is the actual speed of your fixed broadband home internet connection? (SINGLE CODE)

Base : Those in a household with fixed broadband

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1871	1553	318	1070	795	1135	555
Effective Weighted Sample	1555	1297	266	913	673	997	481
Total	1577	1353	224	1025	547	1028	505
24MB	14	14	*	12	2	8	5
	1%	1%	*%	1%	*%	1%	1%
50MB	31	29	2	23	8	17	13
	2%	2%	1%	2%	1%	2%	3%
100MB	17	16	1	11	6	10	6
	1%	1%	*%	1%	1%	1%	1%
Over 100MB	12	8	4	12	-	11	1
	1%	1%	2%	1%	-%	1%	*%
				d			
Other	27	25	2	17	10	19	6
	2%	2%	1%	2%	2%	2%	1%
Don't know	1152	1006	146	716	431	748	372
	73%	74%	65%	70%	79%	73%	74%
		b		c			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 66

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

QE20 (QE36) SHOWCARD What was the advertised speed of your mobile broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with mobile broadband

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	196	102	94	36	57	80	23	29	17	21	50	53	58	36	49	138	16	25	17
Effective Weighted Sample	158	82	76	28	46	67	19	22	13	16	42	45	47	29	40	124	16	20	17
Total	184	95	89	34	60	74	17	20	15	20	52	58	56	33	37	157	13	10	4
Up to 512kb	1	-	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
Up to 1MB	3	2	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
Up to 2MB	2	1	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**
Up to 4MB	13	12	**	**	**	**	**	**	**	**	**	**	**	**	**	9	**	**	**
	7%	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	6%	**	**	**
Up to 8MB	5	2	**	**	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	2%	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
Up to 10MB	2	1	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
Up to 16MB	1	1	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
Up to 20MB	7	4	**	**	**	**	**	**	**	**	**	**	**	**	**	6	**	**	**
	4%	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
Up to 30MB	1	-	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
Up to 50MB	5	3	**	**	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	3%	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
Up to 100MB	4	3	**	**	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	2%	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
Over 100MB	4	3	**	**	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**
	2%	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 66

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

QE20 (QE36) SHOWCARD What was the advertised speed of your mobile broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with mobile broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	196	102	94	36	57	80	23	29	17	21	50	53	58	36	49	138	16	25	17
Effective Weighted Sample	158	82	76	28	46	67	19	22	13	16	42	45	47	29	40	124	16	20	17
Total	184	95	89	34	60	74	17	20	15	20	52	58	56	33	37	157	13	10	4
Don't know	137	64	**	**	**	**	**	**	**	**	**	**	**	**	**	119	**	**	**
	74%	68%	**	**	**	**	**	**	**	**	**	**	**	**	**	76%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 66

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

QE20 (QE36) SHOWCARD What was the advertised speed of your mobile broadband home internet connection when you took up your service? (SINGLE CODE)

Base : Those in a household with mobile broadband

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	~b	c	~d	~e	~f
Significance Level: 95%							
Unweighted total	196	179	17	120	76	95	84
Effective Weighted Sample	158	145	13	101	62	82	70
Total	184	172	12	131	53	100	80
Up to 512kb	1	1	**	1	**	**	**
	1%	1%	**	1%	**	**	**
Up to 1MB	3	2	**	2	**	**	**
	1%	1%	**	1%	**	**	**
Up to 2MB	2	1	**	2	**	**	**
	1%	*%	**	1%	**	**	**
Up to 4MB	13	13	**	12	**	**	**
	7%	8%	**	9%	**	**	**
Up to 8MB	5	4	**	2	**	**	**
	2%	2%	**	1%	**	**	**
Up to 10MB	2	1	**	1	**	**	**
	1%	1%	**	1%	**	**	**
Up to 16MB	1	1	**	-	**	**	**
	1%	1%	**	-%	**	**	**
Up to 20MB	7	7	**	6	**	**	**
	4%	4%	**	4%	**	**	**
Up to 30MB	1	1	**	1	**	**	**
	1%	1%	**	1%	**	**	**
Up to 50MB	5	4	**	5	**	**	**
	3%	3%	**	4%	**	**	**
Up to 100MB	4	4	**	4	**	**	**
	2%	3%	**	3%	**	**	**
Over 100MB	4	4	**	2	**	**	**
	2%	2%	**	2%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 66

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QE20 (QE36) SHOWCARD What was the advertised speed of your mobile broadband home internet connection when you took up your service? (SINGLE CODE)

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	c	~d	~e	~f
Unweighted total	196	179	17	120	76	95	84
Effective Weighted Sample	158	145	13	101	62	82	70
Total	184	172	12	131	53	100	80
Don't know	137	128	**	94	**	**	**
	74%	75%	**	72%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE21 (QE37). SHOWCARD What is the actual speed of your mobile broadband home internet connection? (SINGLE CODE)

Base : Those in a household with mobile broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	196	102	94	36	57	80	23	29	17	21	50	53	58	36	49	138	16	25	17
Effective Weighted Sample	158	82	76	28	46	67	19	22	13	16	42	45	47	29	40	124	16	20	17
Total	184	95	89	34	60	74	17	20	15	20	52	58	56	33	37	157	13	10	4
512K	3	-	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	2%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
1MB	2	2	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
2MB	2	2	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
3MB	1	-	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**
	*%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**
4MB	8	7	**	**	**	**	**	**	**	**	**	**	**	**	**	5	**	**	**
	5%	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
8MB	6	3	**	**	**	**	**	**	**	**	**	**	**	**	**	5	**	**	**
	3%	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**	**
16MB	1	-	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	*%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	*%	**	**	**
20MB	3	3	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	2%	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**
24MB	2	2	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
50MB	2	-	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
100MB	1	1	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
Over 100MB	3	2	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	2%	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 67

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QE21 (QE37). SHOWCARD What is the actual speed of your mobile broadband home internet connection? (SINGLE CODE)

Base : Those in a household with mobile broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	196	102	94	36	57	80	23	29	17	21	50	53	58	36	49	138	16	25	17
Effective Weighted Sample	158	82	76	28	46	67	19	22	13	16	42	45	47	29	40	124	16	20	17
Total	184	95	89	34	60	74	17	20	15	20	52	58	56	33	37	157	13	10	4
Other	1	1	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	*%	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
Don't know	148	73	**	**	**	**	**	**	**	**	**	**	**	**	**	128	**	**	**
	80%	76%	**	**	**	**	**	**	**	**	**	**	**	**	**	82%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 67

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QE21 (QE37). SHOWCARD What is the actual speed of your mobile broadband home internet connection? (SINGLE CODE)

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	c	~d	~e	~f
Unweighted total	196	179	17	120	76	95	84
Effective Weighted Sample	158	145	13	101	62	82	70
Total	184	172	12	131	53	100	80
512K	3	2	**	3	**	**	**
	2%	1%	**	3%	**	**	**
1MB	2	1	**	1	**	**	**
	1%	*%	**	1%	**	**	**
2MB	2	2	**	2	**	**	**
	1%	1%	**	2%	**	**	**
3MB	1	1	**	1	**	**	**
	*%	1%	**	1%	**	**	**
4MB	8	8	**	6	**	**	**
	5%	5%	**	5%	**	**	**
8MB	6	5	**	3	**	**	**
	3%	3%	**	3%	**	**	**
16MB	1	1	**	-	**	**	**
	*%	*%	**	-%	**	**	**
20MB	3	3	**	3	**	**	**
	2%	2%	**	2%	**	**	**
24MB	2	2	**	2	**	**	**
	1%	1%	**	2%	**	**	**
50MB	2	2	**	2	**	**	**
	1%	1%	**	1%	**	**	**
100MB	1	1	**	1	**	**	**
	1%	1%	**	1%	**	**	**
Over 100MB	3	3	**	2	**	**	**
	2%	2%	**	2%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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QE21 (QE37). SHOWCARD What is the actual speed of your mobile broadband home internet connection? (SINGLE CODE)

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	c	~d	~e	~f
Unweighted total	196	179	17	120	76	95	84
Effective Weighted Sample	158	145	13	101	62	82	70
Total	184	172	12	131	53	100	80
Other	1	1	**	-	**	**	**
	*%	*%	**	-%	**	**	**
Don't know	148	140	**	104	**	**	**
	80%	81%	**	79%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 68

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

QE22 (QE12X). SHOWCARD You said you use a mobile USB stick or dongle to access the internet, thinking about the speed of your mobile broadband, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with mobile broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	196	102	94	36	57	80	23	29	17	21	50	53	58	36	49	138	16	25	17
Effective Weighted Sample	158	82	76	28	46	67	19	22	13	16	42	45	47	29	40	124	16	20	17
Total	184	95	89	34	60	74	17	20	15	20	52	58	56	33	37	157	13	10	4
A lot faster	9	8	**	**	**	**	**	**	**	**	**	**	**	**	**	6	**	**	**
	5%	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
A little faster	22	11	**	**	**	**	**	**	**	**	**	**	**	**	**	21	**	**	**
	12%	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
About the same	85	45	**	**	**	**	**	**	**	**	**	**	**	**	**	71	**	**	**
	46%	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	45%	**	**	**
A little slower	19	11	**	**	**	**	**	**	**	**	**	**	**	**	**	16	**	**	**
	10%	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	10%	**	**	**
A lot slower	8	2	**	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**	**
	5%	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
Don't know	40	18	**	**	**	**	**	**	**	**	**	**	**	**	**	36	**	**	**
	22%	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	23%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 68

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QE22 (QE12X). SHOWCARD You said you use a mobile USB stick or dongle to access the internet, thinking about the speed of your mobile broadband, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with mobile broadband

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	~b	c	~d	~e	~f
Significance Level: 95%							
Unweighted total	196	179	17	120	76	95	84
Effective Weighted Sample	158	145	13	101	62	82	70
Total	184	172	12	131	53	100	80
A lot faster	9	8	**	6	**	**	**
	5%	5%	**	5%	**	**	**
A little faster	22	21	**	17	**	**	**
	12%	12%	**	13%	**	**	**
About the same	85	81	**	61	**	**	**
	46%	47%	**	46%	**	**	**
A little slower	19	19	**	15	**	**	**
	10%	11%	**	11%	**	**	**
A lot slower	8	7	**	5	**	**	**
	5%	4%	**	4%	**	**	**
Don't know	40	35	**	27	**	**	**
	22%	20%	**	21%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE23 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1871	897	974	251	347	731	542	200	191	244	398	512	587	392	378	1374	159	157	181
Effective Weighted Sample	1555	742	813	205	282	622	463	168	154	196	331	436	488	330	314	1229	156	130	180
Total	1577	757	820	223	321	639	394	148	144	185	373	489	508	286	293	1333	125	75	45
A lot faster	101 6%	56 7%	45 6%	14 6%	24 7%	38 6%	25 6%	9 6%	7 5%	13 7%	17 4%	38 8% m	34 7%	12 4%	17 6%	91 7% p	2 2%	5 7% p	3 7% p
A little faster	180 11%	77 10%	103 13%	28 12%	30 9%	78 12%	44 11%	25 17%	16 11%	20 11%	48 13%	47 10%	62 12%	26 9%	45 15% km	155 12% p	7 5%	10 14% p	8 17% op
About the same	718 46%	338 45%	379 46%	114 51% f	164 51% f	291 46% f	148 38%	65 44%	73 51%	95 52%	170 46%	227 46%	208 41%	153 54% kln	130 44%	596 45%	65 52%	35 47%	22 49%
A little slower	217 14%	116 15%	101 12%	26 12%	38 12%	99 15%	54 14%	14 10%	20 14%	24 13%	61 16% g	81 17% mn	73 14%	32 11%	30 10%	185 14%	21 17%	7 9%	5 11%
A lot slower	160 10%	78 10%	82 10%	17 8%	34 11%	70 11%	39 10%	16 11%	9 6%	10 6%	43 11% i	45 9%	61 12%	26 9%	29 10%	139 10%	8 6%	10 13%	3 8%
Don't know	201 13%	93 12%	108 13%	24 11%	31 10%	63 10%	84 21% cde	18 12%	19 13%	21 11%	34 9%	52 11%	70 14%	36 12%	44 15%	167 13%	22 18% r	8 10%	4 8%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 69

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QE23 (QE12). SHOWCARD Thinking about the speed of your household's fixed broadband internet, is this faster, slower or about the same as you expected it to be when you first got it? (SINGLE CODE)

Base : Those in a household with fixed broadband

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1871	1553	318	1070	795	1135	555
Effective Weighted Sample	1555	1297	266	913	673	997	481
Total	1577	1353	224	1025	547	1028	505
A lot faster	101 6%	98 7% b	4 2%	65 6%	37 7%	64 6%	34 7%
A little faster	180 11%	164 12% b	15 7%	119 12%	61 11%	107 10%	65 13%
About the same	718 46%	629 47% b	89 40%	485 47% d	230 42%	456 44%	240 48%
A little slower	217 14%	176 13%	41 18% a	152 15%	65 12%	151 15%	61 12%
A lot slower	160 10%	107 8%	53 24% a	109 11%	50 9%	128 12% f	29 6%
Don't know	201 13%	179 13%	23 10%	95 9%	104 19% c	121 12%	76 15%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE24 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those in a household with fixed broadband

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1871	897	974	251	347	731	542	200	191	244	398	512	587	392	378	1374	159	157	181
Effective Weighted Sample	1555	742	813	205	282	622	463	168	154	196	331	436	488	330	314	1229	156	130	180
Total	1577	757	820	223	321	639	394	148	144	185	373	489	508	286	293	1333	125	75	45
Yes	1390	674	716	206	300	584	300	118	122	167	355	443	450	247	249	1173	111	69	37
	88%	89%	87%	92%	94%	91%	76%	80%	85%	91%	95%	91%	89%	87%	85%	88%	89%	92%	83%
				f	f	f				g	ghi	n						r	
No	133	58	75	14	14	39	66	22	16	10	14	37	41	24	30	112	11	4	6
	8%	8%	9%	6%	4%	6%	17%	15%	11%	6%	4%	8%	8%	9%	10%	8%	9%	6%	13%
							cde	ij	j										oq
Don't know	55	25	29	3	7	16	28	8	6	7	4	9	17	14	14	48	3	2	1
	3%	3%	4%	1%	2%	3%	7%	5%	4%	4%	1%	2%	3%	5%	5%	4%	2%	2%	3%
							cde	j	j	j				k	k				

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 70

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QE24 (QE35). READ OUT DESCRIPTION OF WIRELESS ROUTER. Do you or anyone in your household use a fixed wireless internet connection at home (Wi-Fi)? (SINGLE CODE)

Base : Those in a household with fixed broadband

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	1871	1553	318	1070	795	1135	555
Effective Weighted Sample	1555	1297	266	913	673	997	481
Total	1577	1353	224	1025	547	1028	505
Yes	1390 88%	1190 88%	199 89%	946 92% d	438 80%	909 88%	443 88%
No	133 8%	112 8%	21 10%	56 5%	76 14% c	87 8%	40 8%
Don't know	55 3%	51 4%	4 2%	22 2%	33 6% c	32 3%	22 4%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE25 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi) at least once a week? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1624	787	837	228	327	660	409	158	156	215	371	455	514	335	319	1193	141	138	152
Effective Weighted Sample	1353	654	699	185	265	566	351	129	127	174	312	392	426	284	263	1068	138	116	151
Total	1390	674	716	206	300	584	300	118	122	167	355	443	450	247	249	1173	111	69	37
Laptop	1126	536	590	165	257	496	208	80	99	129	312	380	368	185	192	938	98	60	30
	81%	80%	82%	80%	86%	85%	70%	68%	81%	77%	88%	86%	82%	75%	77%	80%	88%	88%	81%
				f	f	f			g		gi	mn	m				o	o	
Desktop PC	594	314	280	99	83	269	143	46	47	71	152	217	178	104	94	516	43	26	10
	43%	47%	39%	48%	28%	46%	48%	39%	39%	42%	43%	49%	40%	42%	38%	44%	39%	37%	26%
		b		d		d	d					ln				r	r	r	
Smartphone	477	246	231	108	122	208	39	36	43	56	148	169	155	76	76	427	24	12	14
	34%	36%	32%	53%	41%	36%	13%	31%	35%	34%	42%	38%	35%	31%	31%	36%	22%	18%	37%
				def	f	f					g	mn				pq			pq
Tablet computer (e.g. iPad)	301	134	166	44	69	156	32	18	13	28	112	129	84	50	37	263	16	13	9
	22%	20%	23%	21%	23%	27%	11%	16%	10%	17%	32%	29%	19%	20%	15%	22%	14%	19%	24%
				f	f	f					ghi	lmn				p			p
Games console	250	139	111	64	54	118	15	15	29	34	74	81	77	42	50	215	20	10	6
	18%	21%	16%	31%	18%	20%	5%	13%	24%	20%	21%	18%	17%	17%	20%	18%	18%	14%	15%
		b		def	f	f			g										
Netbook	115	54	62	14	21	66	14	11	8	9	35	42	34	20	19	98	10	5	2
	8%	8%	9%	7%	7%	11%	5%	9%	7%	6%	10%	9%	8%	8%	7%	8%	9%	7%	7%
						df													
E-reader (e.g. Kindle)	104	52	52	13	20	56	15	5	8	9	42	44	40	11	8	91	6	3	4
	7%	8%	7%	6%	7%	10%	5%	4%	6%	5%	12%	10%	9%	4%	3%	8%	5%	5%	10%
						f					gi	mn	mn						
TV set	85	42	43	17	12	46	10	8	4	18	32	29	25	14	17	71	7	4	3
	6%	6%	6%	8%	4%	8%	3%	7%	3%	11%	9%	7%	5%	6%	7%	6%	6%	6%	9%
				f		df				h	h								

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 71

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QE25 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi) at least once a week? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1624	787	837	228	327	660	409	158	156	215	371	455	514	335	319	1193	141	138	152
Effective Weighted Sample	1353	654	699	185	265	566	351	129	127	174	312	392	426	284	263	1068	138	116	151
Total	1390	674	716	206	300	584	300	118	122	167	355	443	450	247	249	1173	111	69	37
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	69	39	30	12	14	41	3	4	7	6	26	27	22	13	7	60	4	3	2
	5%	6%	4%	6%	5%	7%	1%	3%	6%	4%	7%	6%	5%	5%	3%	5%	3%	4%	6%
				f	f	f						n							
None of these	13	6	7	1	4	2	6	3	1	1	-	1	4	3	5	12	-	-	1
	1%	1%	1%	*%	1%	*%	2%	3%	1%	1%	-%	*%	1%	1%	2%	1%	-%	-%	2%
							e	j							k				
Don't know	4	3	1	-	-	1	3	2	-	-	-	1	1	2	1	4	-	-	-
	*%	*%	*%	-%	-%	*%	1%	1%	-%	-%	-%	*%	*%	1%	*%	*%	-%	-%	-%
								j											
Mean number of types of devices	2.2	2.3	2.2	2.6	2.2	2.5	1.6	1.9	2.1	2.2	2.6	2.5	2.2	2.1	2.0	2.3	2.0	2.0	2.2
				df	f	df					ghi	lmn				q			
Standard deviation	1.45	1.50	1.40	1.51	1.31	1.59	.95	1.45	1.30	1.35	1.56	1.52	1.46	1.32	1.34	1.48	1.22	1.29	1.43
Standard error	.04	.05	.05	.10	.07	.06	.05	.12	.10	.09	.08	.07	.06	.07	.08	.04	.10	.11	.12
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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QE25 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi) at least once a week? (MULTI CODE)

Base : Those using a wireless internet connection at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1624	1350	274	982	637	987	485
Effective Weighted Sample	1353	1127	234	840	540	869	421
Total	1390	1190	199	946	438	909	443
Laptop	1126	970	157	787	334	750	347
	81%	81%	79%	83%	76%	82%	78%
				d			
Desktop PC	594	504	90	409	183	399	185
	43%	42%	45%	43%	42%	44%	42%
Smartphone	477	415	61	355	118	294	169
	34%	35%	31%	38%	27%	32%	38%
				d			e
Tablet computer (e.g. iPad)	301	260	41	227	73	212	80
	22%	22%	21%	24%	17%	23%	18%
				d		f	
Games console	250	219	32	174	73	177	68
	18%	18%	16%	18%	17%	19%	15%
Netbook	115	98	17	91	25	80	32
	8%	8%	9%	10%	6%	9%	7%
				d			
E-reader (e.g. Kindle)	104	87	17	81	23	81	19
	7%	7%	9%	9%	5%	9%	4%
				d		f	
TV set	85	70	15	65	20	60	22
	6%	6%	8%	7%	5%	7%	5%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	69	58	11	53	16	50	17
	5%	5%	6%	6%	4%	5%	4%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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QE25 (QE11D). SHOWCARD How many of these devices does your household connect to the fixed wireless internet connection (Wi-Fi) at least once a week? (MULTI CODE)

Base : Those using a wireless internet connection at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1624	1350	274	982	637	987	485
Effective Weighted Sample	1353	1127	234	840	540	869	421
Total	1390	1190	199	946	438	909	443
None of these	13	10	2	6	7	8	4
	1%	1%	1%	1%	2%	1%	1%
Don't know	4	3	1	2	2	4	-
	*%	*%	1%	*%	1%	*%	-%
Mean number of types of devices	2.2	2.3	2.2	2.4	2.0	2.3	2.1
				d		f	
Standard deviation	1.45	1.44	1.49	1.48	1.34	1.49	1.36
Standard error	.04	.04	.09	.05	.05	.05	.06

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QE26 (QE11E). SHOWCARD How many of these devices has your household connected to the fixed wireless internet connection (Wi-Fi) in the last 12 months? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1624	787	837	228	327	660	409	158	156	215	371	455	514	335	319	1193	141	138	152
Effective Weighted Sample	1353	654	699	185	265	566	351	129	127	174	312	392	426	284	263	1068	138	116	151
Total	1390	674	716	206	300	584	300	118	122	167	355	443	450	247	249	1173	111	69	37
Laptop	1132	539	593	165	258	497	212	80	99	131	312	382	370	187	192	944	98	60	30
	81%	80%	83%	80%	86%	85%	71%	68%	81%	78%	88%	86%	82%	76%	77%	80%	88%	88%	82%
				f	f	f			g	g	gi	mn	m				o	o	
Desktop PC	597	315	281	99	83	272	143	46	47	71	154	218	179	104	94	518	43	26	10
	43%	47%	39%	48%	28%	47%	48%	39%	39%	42%	43%	49%	40%	42%	38%	44%	39%	37%	27%
		b		d		d	d					ln				r	r		
Smartphone	480	247	233	108	124	209	39	36	43	56	150	170	157	76	76	429	24	12	14
	35%	37%	33%	53%	41%	36%	13%	31%	36%	34%	42%	38%	35%	31%	31%	37%	22%	18%	38%
				def	f	f					g	mn				pq			pq
Tablet computer (e.g. iPad)	305	135	169	45	70	158	32	20	13	28	113	131	85	51	37	267	16	13	9
	22%	20%	24%	22%	23%	27%	11%	17%	10%	17%	32%	30%	19%	20%	15%	23%	14%	19%	24%
				f	f	f					ghi	lmn				p			p
Games console	261	145	116	64	56	124	17	16	29	36	77	86	79	45	51	220	25	10	6
	19%	21%	16%	31%	19%	21%	6%	14%	24%	22%	22%	19%	18%	18%	20%	19%	22%	14%	16%
		b		def	f	f			g		g								
Netbook	116	54	62	14	21	67	14	11	9	9	35	42	35	20	19	98	10	5	3
	8%	8%	9%	7%	7%	11%	5%	9%	7%	6%	10%	9%	8%	8%	8%	8%	9%	7%	8%
						df													
E-reader (e.g. Kindle)	109	54	55	14	20	60	15	5	8	9	45	47	42	11	8	95	6	4	4
	8%	8%	8%	7%	7%	10%	5%	4%	6%	5%	13%	11%	9%	4%	3%	8%	5%	6%	12%
						f					gi	mn	mn						p
TV set	91	43	48	18	14	49	10	9	4	20	33	30	27	15	19	74	9	4	4
	7%	6%	7%	9%	5%	8%	3%	7%	3%	12%	9%	7%	6%	6%	8%	6%	8%	6%	10%
				f		f				h	h								

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 72

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QE26 (QE11E). SHOWCARD How many of these devices has your household connected to the fixed wireless internet connection (Wi-Fi) in the last 12 months? (MULTI CODE)

Base : Those using a wireless internet connection at home

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1624	787	837	228	327	660	409	158	156	215	371	455	514	335	319	1193	141	138	152
Effective Weighted Sample	1353	654	699	185	265	566	351	129	127	174	312	392	426	284	263	1068	138	116	151
Total	1390	674	716	206	300	584	300	118	122	167	355	443	450	247	249	1173	111	69	37
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	71 5%	40 6%	31 4%	12 6% f	14 5% f	42 7% f	4 1%	4 3%	7 6%	7 4%	26 7%	28 6%	23 5%	13 5%	8 3%	60 5%	5 4%	3 5%	3 7%
None of these	13 1%	6 1%	7 1%	1 *% e	4 1%	2 *% e	6 2% e	3 3% j	1 1%	1 1%	- -%	1 *% j	4 1%	3 1%	5 2% k	12 1%	- -%	- -%	1 2%
Don't know	4 *% j	3 *%	1 *%	- -%	- -%	1 *%	3 1%	2 1% j	- -%	- -%	- -%	1 *% j	1 *%	2 1%	1 *%	4 *%	- -%	- -%	- -%
Mean number of types of devices	2.3	2.3	2.2	2.6 df	2.2 f	2.5 df	1.6	1.9	2.1	2.2	2.7 ghi	2.6 lmn	2.2	2.1	2.0	2.3 q	2.1	2.0	2.2
Standard deviation	1.47	1.50	1.43	1.54	1.32	1.61	.96	1.47	1.34	1.38	1.58	1.54	1.48	1.32	1.35	1.49	1.20	1.29	1.58
Standard error	.04	.05	.05	.10	.07	.06	.05	.12	.11	.09	.08	.07	.07	.07	.08	.04	.10	.11	.13
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

QE26 (QE11E). SHOWCARD How many of these devices has your household connected to the fixed wireless internet connection (Wi-Fi) in the last 12 months? (MULTI CODE)

Base : Those using a wireless internet connection at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1624	1350	274	982	637	987	485
Effective Weighted Sample	1353	1127	234	840	540	869	421
Total	1390	1190	199	946	438	909	443
Laptop	1132	976	157	792	335	753	349
	81%	82%	79%	84%	76%	83%	79%
				d			
Desktop PC	597	506	90	412	183	401	186
	43%	43%	45%	44%	42%	44%	42%
Smartphone	480	417	63	358	118	297	169
	35%	35%	31%	38%	27%	33%	38%
				d			
Tablet computer (e.g. iPad)	305	263	42	229	74	214	81
	22%	22%	21%	24%	17%	24%	18%
				d		f	
Games console	261	227	34	182	75	184	70
	19%	19%	17%	19%	17%	20%	16%
Netbook	116	98	17	91	25	80	32
	8%	8%	9%	10%	6%	9%	7%
				d			
E-reader (e.g. Kindle)	109	89	19	86	23	83	22
	8%	8%	10%	9%	5%	9%	5%
				d		f	
TV set	91	74	17	68	21	63	24
	7%	6%	8%	7%	5%	7%	5%
Other portable/ handheld device (e.g. portable games console/ iPod Touch)	71	60	11	53	18	52	17
	5%	5%	6%	6%	4%	6%	4%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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QE26 (QE11E). SHOWCARD How many of these devices has your household connected to the fixed wireless internet connection (Wi-Fi) in the last 12 months? (MULTI CODE)

Base : Those using a wireless internet connection at home

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1624	1350	274	982	637	987	485
Effective Weighted Sample	1353	1127	234	840	540	869	421
Total	1390	1190	199	946	438	909	443
None of these	13	10	2	6	7	8	4
	1%	1%	1%	1%	2%	1%	1%
Don't know	4	3	1	2	2	4	-
	*%	*%	1%	*%	1%	*%	-%
Mean number of types of devices	2.3	2.3	2.3	2.4	2.0	2.3	2.1
				d		f	
Standard deviation	1.47	1.45	1.54	1.50	1.35	1.51	1.36
Standard error	.04	.04	.09	.05	.05	.05	.06

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 73

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Only terrestrial TV (Channels 1-4/1-5)	49	21	28	5	5	6	33	17	7	2	-	10	12	5	21	46	1	1	1
	2%	2%	2%	2%	1%	1%	4%	5%	3%	1%	-%	2%	2%	1%	4%	2%	1%	1%	2%
							cde	ij	j						m				
Terrestrial TV	75	41	34	9	11	27	28	9	12	7	17	20	15	17	22	51	19	1	5
	3%	4%	3%	3%	3%	4%	4%	2%	6%	3%	4%	4%	2%	4%	4%	3%	10%	1%	7%
									g								oq		oq
Cable TV (through Virgin Media - previously NTL and Telewest)	399	199	199	60	79	151	108	48	44	42	91	98	133	72	95	374	16	4	5
	18%	19%	17%	19%	19%	19%	15%	13%	20%	18%	22%	18%	20%	18%	16%	20%	8%	3%	8%
						f			g		g		n			pqr	q		q
Satellite TV (Sky)	909	452	457	127	194	362	227	84	75	97	207	271	274	171	191	712	95	64	38
	41%	42%	39%	41%	46%	47%	31%	23%	34%	42%	51%	48%	41%	42%	32%	38%	49%	58%	62%
				f	f	f			g	g	ghi	lmn	n	n			o	o	op
Satellite (Freesat)	56	27	28	*	10	25	21	9	9	3	14	17	11	13	14	50	1	4	1
	2%	3%	2%	*%	2%	3%	3%	2%	4%	2%	3%	3%	2%	3%	2%	3%	*%	3%	2%
					c	c	c									p		p	
Satellite TV (Other)	13	8	5	1	7	3	3	1	1	3	4	4	*	6	3	12	-	-	1
	1%	1%	*%	*%	2%	*%	*%	*%	*%	1%	1%	1%	*%	1%	*%	1%	-%	-%	1%
					ef							l		l					
Freeview (through a set-top box or digital television set) with ONLY free channels	877	398	479	122	118	285	353	200	82	105	127	187	248	161	280	686	94	47	49
	39%	37%	41%	39%	28%	37%	48%	55%	37%	46%	31%	33%	37%	39%	46%	37%	48%	43%	80%
				d		d	cde	hij		hj					klm		o		opq

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 73

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	111 5%	46 4%	65 6%	12 4%	23 5%	29 4%	47 6% e	21 6%	13 6%	6 3%	15 4%	23 4%	31 5%	18 4%	38 6%	93 5%	7 4%	10 9% opr	2 3%
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	27 1%	14 1%	12 1%	1 *%	3 1%	15 2%	7 1%	- -%	2 1% g	5 2% g	6 1% g	8 1%	9 1%	4 1%	5 1%	20 1%	4 2%	2 1%	1 2%
No TV in household	63 3%	34 3%	29 2%	19 6% ef	20 5% ef	16 2%	7 1%	17 5% j	10 4% j	5 2%	5 1%	16 3%	29 4% mn	9 2%	9 2%	61 3% pqr	1 *% pqr	1 1%	* *%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Only terrestrial TV (Channels 1-4/1-5)	49	43	6	15	34	21	28
	2%	2%	2%	1%	3%	2%	3%
					c		e
Terrestrial TV	75	66	9	44	30	40	30
	3%	3%	3%	4%	3%	3%	3%
Cable TV (through Virgin Media - previously NTL and Telewest)	399	391	7	255	140	241	153
	18%	20%	2%	20%	14%	18%	18%
		b		d			
Satellite TV (Sky)	909	752	156	586	321	579	291
	41%	39%	53%	47%	33%	43%	34%
			a	d		f	
Satellite (Freesat)	56	41	15	30	25	34	21
	2%	2%	5%	2%	3%	3%	2%
			a				
Satellite TV (Other)	13	12	1	8	5	9	3
	1%	1%	*%	1%	1%	1%	*%
Freeview (through a set-top box or digital television set) with ONLY free channels	877	742	135	427	446	492	336
	39%	38%	45%	34%	46%	37%	40%
			a		c		

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	111 5%	96 5%	15 5%	50 4%	60 6% c	75 6%	35 4%
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	27 1%	20 1%	6 2%	18 1%	9 1%	19 1%	6 1%
No TV in household	63 3%	56 3%	7 2%	30 2%	32 3%	20 2%	42 5% e

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

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Table 74

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Only terrestrial TV (Channels 1-4/1-5)	49	21	28	5	5	6	33	17	7	2	-	10	12	5	21	46	1	1	1
	2%	2%	2%	2%	1%	1%	4%	5%	3%	1%	-%	2%	2%	1%	4%	2%	1%	1%	2%
							cde	ij	j						m				
Terrestrial TV	5	4	2	-	1	1	4	2	2	-	-	2	1	1	2	4	1	*	-
	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	0%
Cable TV (through Virgin Media - previously NTL and Telewest)	390	192	198	57	79	148	106	46	44	41	89	97	127	70	95	366	16	3	5
	17%	18%	17%	19%	19%	19%	14%	13%	20%	18%	22%	17%	19%	17%	16%	20%	8%	3%	8%
						f			g		g					pqr	q		q
Satellite TV (Sky)	901	448	453	127	191	359	224	83	73	97	207	269	273	170	188	708	93	63	38
	40%	42%	39%	41%	45%	46%	31%	23%	33%	42%	51%	48%	41%	41%	31%	38%	48%	57%	61%
				f	f	f			g	gh	ghi	lmn	n	n			o	o	op
Satellite (Freesat)	44	22	22	*	9	20	14	7	6	3	11	12	10	12	10	39	1	3	1
	2%	2%	2%	1%	2%	3%	2%	2%	3%	1%	3%	2%	1%	3%	2%	2%	1%	3%	1%
					c	c	c											p	
Satellite TV (Other)	12	8	5	1	6	3	3	1	1	3	4	4	-	6	3	12	-	-	*
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%
					ef					g		l		l					
Freeview (through a set-top box or digital television set) with ONLY free channels	665	297	368	94	91	184	297	175	67	69	76	129	176	124	235	547	72	32	15
	30%	28%	32%	30%	22%	24%	40%	48%	30%	30%	19%	23%	27%	30%	39%	29%	37%	29%	24%
			a	de			cde	hij	j	j				k	klm		or		

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 74

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	86 4%	37 3%	50 4%	5 2%	18 4%	24 3%	40 5% ce	17 5%	11 5%	5 2%	10 2%	14 3%	26 4%	12 3%	34 6% km	72 4%	7 4%	6 6% r	1 2%
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	24 1%	12 1%	12 1%	1 *%	2 1%	14 2%	7 1%	- -%	2 1% g	4 2% g	6 1% g	8 1%	9 1%	3 1%	4 1%	18 1%	3 2%	2 1%	1 1%
No TV in household	63 3%	34 3%	29 2%	19 6% ef	20 5% ef	16 2%	7 1%	17 5% j	10 4% j	5 2%	5 1%	16 3%	29 4% mn	9 2%	9 2%	61 3% pqr	1 *% r	1 1%	* *%

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

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Only terrestrial TV (Channels 1-4/1-5)	49	43	6	15	34	21	28
	2%	2%	2%	1%	3%	2%	3%
					c		e
Terrestrial TV	5	2	4	1	4	3	2
	*%	*%	1%	*%	*%	*%	*%
			a				
Cable TV (through Virgin Media - previously NTL and Telewest)	390	383	7	250	137	235	150
	17%	20%	2%	20%	14%	18%	18%
		b		d			
Satellite TV (Sky)	901	748	153	583	317	574	289
	40%	39%	51%	47%	32%	43%	34%
			a	d		f	
Satellite (Freesat)	44	31	13	25	18	27	16
	2%	2%	4%	2%	2%	2%	2%
			a				
Satellite TV (Other)	12	12	1	7	5	9	3
	1%	1%	*%	1%	1%	1%	*%
Freeview (through a set-top box or digital television set) with ONLY free channels	665	572	93	289	372	374	277
	30%	29%	31%	23%	38%	28%	33%
					c		e

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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QH1B. SHOWCARD And which of these do you consider is your MAIN type of television? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	86 4%	78 4%	8 3%	35 3%	50 5% c	52 4%	34 4%
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	24 1%	18 1%	6 2%	17 1%	7 1%	18 1%	5 1%
No TV in household	63 3%	56 3%	7 2%	30 2%	32 3%	20 2%	42 5% e

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 75

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QH2 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2664	1270	1394	326	438	880	1020	504	277	290	425	579	738	554	788	1914	251	250	249
Effective Weighted Sample	2200	1046	1154	265	352	745	871	418	222	232	354	490	609	459	659	1703	246	204	247
Total	2177	1040	1137	290	401	759	727	347	212	224	403	546	633	402	593	1812	194	110	62
Yes, the main TV in the household is an HDTV set or HD ready	1600	797	803	225	299	608	467	192	146	182	339	462	465	298	373	1314	148	87	51
	73%	77%	71%	77%	75%	80%	64%	55%	69%	81%	84%	85%	73%	74%	63%	73%	76%	79%	83%
		b		f	f	df			g	gh	gh	lmn	n	n				o	o
No	490	218	272	57	90	131	211	124	61	33	58	79	136	87	187	429	35	19	8
	22%	21%	24%	20%	23%	17%	29%	36%	29%	15%	14%	14%	22%	22%	32%	24%	18%	17%	13%
					e		cde	ij	ij				k	k	klm	pqr			
Don't know	88	26	62	9	11	20	49	31	6	8	6	5	32	17	33	69	12	4	3
	4%	3%	5%	3%	3%	3%	7%	9%	3%	4%	1%	1%	5%	4%	6%	4%	6%	4%	4%
			a				cde	hij					k	k	k				

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

QH2 (QH53). Is the MAIN TV in your household an HDTV set or HD ready? (SINGLE CODE)

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2664	2226	438	1271	1381	1506	909
Effective Weighted Sample	2200	1854	359	1081	1168	1308	784
Total	2177	1887	291	1223	944	1313	803
Yes, the main TV in the household is an HDTV set or HD ready	1600 73%	1383 73%	217 74%	961 79% d	634 67%	981 75% f	567 71%
No	490 22%	430 23%	60 20%	234 19%	251 27% c	277 21%	205 26% e
Don't know	88 4%	73 4%	15 5%	28 2%	59 6% c	54 4%	31 4%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

QH3 (QH54) Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	1953	973	980	254	339	702	658	282	202	240	367	492	553	410	494	1364	189	192	208
Effective Weighted Sample	1602	799	803	203	270	593	555	231	160	191	306	417	452	338	405	1217	185	156	206
Total	1600	797	803	225	299	608	467	192	146	182	339	462	465	298	373	1314	148	87	51
Yes	1106 69%	553 69%	553 69%	162 72%	207 69%	433 71% f	304 65%	111 58%	105 72% g	129 71% g	254 75% g	339 73% n	330 71% n	200 67%	235 63%	910 69%	98 66%	57 66%	41 80% opq
No	450 28%	224 28%	225 28%	61 27%	83 28%	161 26%	144 31%	77 40% hij	38 26%	50 27%	77 23%	112 24%	125 27%	87 29%	125 34% kl	366 28% r	47 32% r	28 32% r	9 17%
Don't know	44 3%	19 2%	25 3%	2 1%	9 3%	14 2%	19 4% c	4 2%	3 2%	3 2%	7 2%	12 3%	9 2%	11 4%	12 3%	38 3%	4 3%	2 2%	1 3%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH3 (QH54) Although you have an HDTV ready set, to actually watch TV channels and programmes that are broadcast in high definition, you need an HD set top box or a TV with built-in HDTV receiver. For the main TV set, does your household have an HDTV service - from either Sky, Virgin Media, Freesat or Freeview? (SINGLE CODE)

Base : Those whose main TV set is an HDTV or HD-ready

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	1953	1634	319	1009	939	1106	639
Effective Weighted Sample	1602	1349	261	854	786	963	550
Total	1600	1383	217	961	634	981	567
Yes	1106 69%	953 69%	153 71%	688 72% d	415 65%	704 72% f	360 64%
No	450 28%	392 28%	58 27%	247 26%	201 32% c	255 26%	186 33% e
Don't know	44 3%	39 3%	6 3%	26 3%	18 3%	22 2%	21 4%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 77

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

QH4 (QH57). Is the MAIN TV in your household 3D ready? IF NECESSARY - By this I mean that the TV can display pictures in 3D from specific channels (such as Sky 3D) or when watching 3D DVDs or Blue Ray disks or when playing 3D video games. (SINGLE CODE)

Base : Those with a TV in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2664	1270	1394	326	438	880	1020	504	277	290	425	579	738	554	788	1914	251	250	249
Effective Weighted Sample	2200	1046	1154	265	352	745	871	418	222	232	354	490	609	459	659	1703	246	204	247
Total	2177	1040	1137	290	401	759	727	347	212	224	403	546	633	402	593	1812	194	110	62
Yes, the main TV in the household is 3D ready	161	87	74	29	40	57	35	12	16	18	45	55	52	26	28	136	16	4	5
	7%	8%	6%	10% f	10% f	8% f	5%	3%	8% g	8% g	11% g	10% mn	8% n	6%	5%	7% q	8% q	3%	9% q
No	1949	926	1023	253	350	687	658	326	188	200	349	480	562	355	548	1622	170	105	52
	89%	89%	90%	87%	87%	91%	90%	94% hij	89%	89%	87%	88%	89%	88%	92% klm	89% r	88%	96% opr	84% oq
Don't know	68	27	41	8	10	15	35	9	8	6	9	11	19	21	17	55	8	1	4
	3%	3%	4%	3%	3%	2%	5% e	3%	4%	2%	2%	2%	3%	5% kn	3%	3%	4%	1% oq	7% oq

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 77

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

QH4 (QH57). Is the MAIN TV in your household 3D ready? IF NECESSARY - By this I mean that the TV can display pictures in 3D from specific channels (such as Sky 3D) or when watching 3D DVDs or Blue Ray disks or when playing 3D video games. (SINGLE CODE)

Base : Those with a TV in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2664	2226	438	1271	1381	1506	909
Effective Weighted Sample	2200	1854	359	1081	1168	1308	784
Total	2177	1887	291	1223	944	1313	803
Yes, the main TV in the household is 3D ready	161 7%	132 7%	29 10%	110 9% d	50 5%	104 8%	51 6%
No	1949 89%	1699 90% b	250 86%	1078 88%	861 91% c	1169 89%	728 91%
Don't know	68 3%	56 3%	12 4%	34 3%	34 4%	39 3%	24 3%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH5 (QH58). Do you or anyone in your household watch 3D content on your TV - whether from 3D TV channels, 3D DVDs or Blu Ray disks or 3D video games? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	179	99	80	30	42	62	45	18	20	21	44	58	53	33	35	127	20	10	22
Effective Weighted Sample	143	80	63	24	33	51	37	14	16	18	36	48	41	27	29	112	20	8	22
Total	161	87	74	29	40	57	35	12	16	18	45	55	52	26	28	136	16	4	5
Yes	80	**	**	**	**	**	**	**	**	**	**	**	**	**	**	69	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	51%	**	**	**
No	79	**	**	**	**	**	**	**	**	**	**	**	**	**	**	65	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	48%	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH5 (QH58). Do you or anyone in your household watch 3D content on your TV - whether from 3D TV channels, 3D DVDs or Blu Ray disks or 3D video games? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	~d	e	~f
Unweighted total	179	141	38	100	78	108	49
Effective Weighted Sample	143	114	30	87	62	93	41
Total	161	132	29	110	50	104	51
Yes	80	67	**	57	**	49	**
	50%	51%	**	52%	**	47%	**
No	79	63	**	52	**	56	**
	49%	48%	**	47%	**	53%	**
Don't know	1	1	**	1	**	-	**
	1%	1%	**	1%	**	-%	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH6 (QH59). SHOWCARD How often do you or anyone in your household watch 3D content on your TV? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	o	~p	~q	~r
Unweighted total	179	99	80	30	42	62	45	18	20	21	44	58	53	33	35	127	20	10	22
Effective Weighted Sample	143	80	63	24	33	51	37	14	16	18	36	48	41	27	29	112	20	8	22
Total	161	87	74	29	40	57	35	12	16	18	45	55	52	26	28	136	16	4	5
Every day	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	**	**
Several times a week	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**
At least once a week	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	18	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
At least once a month	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	16	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	12%	**	**	**
A few times a year	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	17	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	13%	**	**	**
Less than once a year	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**
Never	83	**	**	**	**	**	**	**	**	**	**	**	**	**	**	68	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	50%	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 79

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QH6 (QH59). SHOWCARD How often do you or anyone in your household watch 3D content on your TV? (SINGLE CODE)

Base : Those whose main TV set is 3D ready

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	~d	e	~f
Unweighted total	179	141	38	100	78	108	49
Effective Weighted Sample	143	114	30	87	62	93	41
Total	161	132	29	110	50	104	51
Every day	8	6	**	5	**	5	**
	5%	5%	**	5%	**	5%	**
Several times a week	9	8	**	6	**	6	**
	6%	6%	**	6%	**	6%	**
At least once a week	18	17	**	12	**	8	**
	11%	13%	**	11%	**	8%	**
At least once a month	19	15	**	16	**	14	**
	12%	11%	**	15%	**	13%	**
A few times a year	18	16	**	13	**	11	**
	11%	12%	**	12%	**	11%	**
Less than once a year	2	1	**	2	**	2	**
	1%	1%	**	2%	**	2%	**
Never	83	67	**	54	**	57	**
	51%	50%	**	49%	**	55%	**
Don't know	3	3	**	2	**	1	**
	2%	2%	**	1%	**	1%	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH7 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1216	609	607	155	248	462	351	156	120	151	250	306	345	273	290	789	123	146	158
Effective Weighted Sample	982	491	491	120	195	384	292	122	94	121	205	256	278	222	237	706	121	118	157
Total	967	482	485	128	210	385	244	93	83	103	222	287	285	189	206	765	95	67	39
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	821 85%	410 85%	411 85%	110 86%	180 86%	336 87% f	195 80%	71 77%	63 75%	89 86% gh	196 88% gh	241 84%	257 90% kn	162 86% n	160 78%	636 83%	93 97% oqr	56 84%	36 90% o
Sky satellite dish for free to air services only - you pay no monthly subscription fee	63 7%	35 7%	29 6%	11 9% d	7 3%	23 6%	23 9% d	10 11% j	9 11% j	6 6%	8 4%	22 8%	12 4%	8 4%	21 10% lm	57 7% p	- -%	5 7% p	2 5% p
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	37 4%	17 4%	20 4%	* %*	8 4% c	18 5% c	11 5% c	6 7%	5 6%	3 3%	9 4%	10 4%	8 3%	9 5%	10 5%	33 4%	1 1%	3 5%	1 1%
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	19 2%	10 2%	9 2%	* %*	2 1%	9 2%	9 4%	1 1%	3 3%	2 2%	4 2%	7 2%	5 2%	5 2%	3 1%	19 2%	- -%	* 1%	* 1%
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	7 1%	4 1%	3 1%	1 1%	3 1%	2 1%	1 1%	1 1%	* %*	2 2%	1 1%	3 1%	* %*	3 1%	1 1%	7 1%	- -%	- -%	1 1%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 80

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QH7 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1216	609	607	155	248	462	351	156	120	151	250	306	345	273	290	789	123	146	158
Effective Weighted Sample	982	491	491	120	195	384	292	122	94	121	205	256	278	222	237	706	121	118	157
Total	967	482	485	128	210	385	244	93	83	103	222	287	285	189	206	765	95	67	39
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	1 1%	- -%	1 *%	- -%	- -%	- -%
Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes	4 *%	3 1%	1 *%	- -%	2 1%	2 *%	1 *%	- -%	- -%	2 2% j	* *%	3 1%	- -%	1 *%	1 *%	4 *%	- -%	* *%	* 1%
Don't know	34 4%	12 3%	22 4%	6 4% e	10 5% e	5 1%	13 5% e	4 4%	4 5%	2 2%	6 3%	11 4%	7 2%	4 2%	13 6% lm	28 4%	2 2%	3 4%	1 2%
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH7 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1216	961	255	678	535	687	371
Effective Weighted Sample	982	785	202	567	436	596	318
Total	967	797	170	620	345	615	312
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	821 85%	690 87% b	130 77%	542 88% d	277 80%	521 85%	264 85%
Sky satellite dish for free to air services only - you pay no monthly subscription fee	63 7%	43 5%	20 12% a	34 5%	29 8%	43 7%	18 6%
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	37 4%	28 4%	9 5%	19 3%	17 5%	21 3%	16 5%
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	19 2%	14 2%	5 3%	10 2%	9 3%	14 2%	5 2%
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	7 1%	5 1%	2 1%	5 1%	2 1%	5 1%	2 1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

QH7 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTI CODE)

Base : Those with Satellite TV

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	1216	961	255	678	535	687	371
Effective Weighted Sample	982	785	202	567	436	596	318
Total	967	797	170	620	345	615	312
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	1 *%	1 *%	- -%	1 *%	- -%	1 *%	- -%
Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes	4 *%	4 *%	1 *%	2 *%	2 1%	4 1%	* *%
Don't know	34 4%	27 3%	7 4%	16 3%	18 5% c	21 3%	12 4%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

QH8 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1034	515	519	133	215	400	286	121	93	134	223	257	312	238	225	650	119	122	143
Effective Weighted Sample	831	412	419	102	170	331	235	96	70	107	183	216	250	193	181	582	117	98	142
Total	821	410	411	110	180	336	195	71	63	89	196	241	257	162	160	636	93	56	36
Sky Sports 1 only	23 3%	10 2%	14 3%	- -%	2 1%	12 4%	9 5%	2 3%	** **	1 2%	6 3%	9 4%	4 2%	5 3%	5 3%	20 3%	1 1%	2 4%	1 2%
Sky Sports 2 only	4 1%	4 1%	- -%	- -%	- -%	4 1%	- -%	1 2%	** **	- -%	3 2%	2 1%	- -%	3 2%	- -%	4 1%	- -%	- -%	- -%
Sky Sports Pack (Sky Sports 1, 2, 3 and 4)	305 37%	164 40%	140 34%	34 31%	70 39%	126 38%	74 38%	16 23%	** **	34 38%	82 42%	102 42%	108 42%	48 30%	47 30%	237 37%	41 45%	12 21%	14 39%
Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance)	37 5%	18 4%	19 5%	3 3%	5 3%	19 6%	11 6%	3 4%	** **	1 1%	11 5%	15 6%	13 5%	7 4%	2 1%	29 5%	4 4%	2 3%	2 6%
Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure)	7 1%	2 *%	5 1%	2 2%	1 1%	2 1%	2 1%	- -%	** **	- -%	2 1%	1 *%	1 1%	2 1%	3 2%	6 1%	- -%	- -%	* 1%
Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic)	233 28%	122 30%	111 27%	35 31%	61 34%	107 32%	31 16%	12 17%	** **	29 32%	64 32%	82 34%	70 27%	45 28%	36 23%	179 28%	30 33%	14 25%	10 27%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 81

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QH8 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	~h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1034	515	519	133	215	400	286	121	93	134	223	257	312	238	225	650	119	122	143
Effective Weighted Sample	831	412	419	102	170	331	235	96	70	107	183	216	250	193	181	582	117	98	142
Total	821	410	411	110	180	336	195	71	63	89	196	241	257	162	160	636	93	56	36
Sky+ HD (High Definition channels through Sky+ HD box)	290 35%	149 36%	141 34%	40 37%	66 37%	122 36%	62 32%	13 19%	** **	33 37% g	85 43% g	95 39% n	93 36% n	57 35%	43 27%	231 36%	34 37%	15 26%	10 29%
Basic package only	246 30%	113 28%	133 32%	36 33%	57 32%	84 25%	69 35% e	37 52% ij	** **	33 37% j	43 22%	49 20%	79 31% k	53 33% k	65 41% kl	181 28%	33 36%	19 35%	13 35%
None of these	20 2%	9 2%	11 3%	3 3%	3 2%	11 3%	2 1%	1 2%	** **	- -%	7 4% i	4 2%	9 3%	3 2%	4 2%	15 2%	- -%	4 8% opr	- -%
Don't know	21 3%	13 3%	8 2%	5 5%	4 2%	9 3%	3 2%	1 2%	** **	- -%	3 2%	8 3%	5 2%	5 3%	4 2%	19 3%	- -%	1 2%	1 4% p

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 81

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QH8 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1034	832	202	598	435	578	313
Effective Weighted Sample	831	679	157	499	349	501	268
Total	821	690	130	542	277	521	264
Sky Sports 1 only	23	20	3	14	9	17	6
	3%	3%	3%	3%	3%	3%	2%
Sky Sports 2 only	4	4	-	4	-	3	1
	1%	1%	-%	1%	-%	1%	*%
Sky Sports Pack (Sky Sports 1, 2, 3 and 4)	305	257	47	212	92	207	84
	37%	37%	36%	39%	33%	40%	32%
						f	
Sky Movies 1 only (Comedy, Family, Classics, Modern Greats, Drama & Romance)	37	31	6	27	11	28	7
	5%	5%	5%	5%	4%	5%	3%
Sky Movies 2 only (Comedy, Indie, Sci-Fi & Horror, Crime & Thriller, Action & Adventure)	7	7	-	5	2	2	4
	1%	1%	-%	1%	1%	*%	1%
Sky Movies Pack (All Sky Movies channels in Sky Movies 1 and 2, plus Premiere and Disney Cinemagic)	233	190	44	175	58	152	72
	28%	27%	34%	32%	21%	29%	27%
				d			
Sky+ HD (High Definition channels through Sky+ HD box)	290	250	40	204	84	191	89
	35%	36%	30%	38%	30%	37%	34%
				d			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 81

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QH8 (QH4). SHOWCARD Which, if any, of these channels do you subscribe to through your Sky satellite service? (MULTI CODE)

Base : Those with paid for Sky Satellite TV

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1034	832	202	598	435	578	313
Effective Weighted Sample	831	679	157	499	349	501	268
Total	821	690	130	542	277	521	264
Basic package only	246	202	44	139	107	137	97
	30%	29%	34%	26%	39%	26%	37%
				c			e
None of these	20	16	4	16	4	16	4
	2%	2%	3%	3%	1%	3%	2%
Don't know	21	17	4	14	7	10	10
	3%	3%	3%	3%	3%	2%	4%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH9 (QH5). SHOWCARD Which, if any, of these channels do you subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	n	o	~p	~q	~r
Unweighted total	425	210	215	58	68	158	141	58	53	44	81	89	136	85	115	376	21	7	21
Effective Weighted Sample	365	181	184	52	59	137	124	50	42	36	71	80	117	74	97	333	21	6	21
Total	399	199	199	60	79	151	108	48	44	42	91	98	133	72	95	374	16	4	5
Sky Sports channels	96	52	43	**	**	38	17	**	**	**	**	**	36	**	16	90	**	**	**
	24%	26%	22%	**	**	25%	16%	**	**	**	**	**	27%	**	17%	24%	**	**	**
Sky Movies channels	88	50	38	**	**	36	15	**	**	**	**	**	33	**	13	84	**	**	**
	22%	25%	19%	**	**	24%	14%	**	**	**	**	**	25%	**	13%	23%	**	**	**
						f							n						
High Definition channel through V+ HD box	128	66	63	**	**	52	24	**	**	**	**	**	44	**	25	115	**	**	**
	32%	33%	31%	**	**	34%	22%	**	**	**	**	**	33%	**	27%	31%	**	**	**
						f													
Basic package only	171	75	96	**	**	60	62	**	**	**	**	**	53	**	49	160	**	**	**
	43%	38%	48%	**	**	39%	58%	**	**	**	**	**	40%	**	51%	43%	**	**	**
			a			e													
None of these	21	12	10	**	**	11	4	**	**	**	**	**	6	**	4	20	**	**	**
	5%	6%	5%	**	**	8%	3%	**	**	**	**	**	4%	**	4%	5%	**	**	**
Don't know	11	6	5	**	**	4	5	**	**	**	**	**	4	**	3	11	**	**	**
	3%	3%	3%	**	**	2%	5%	**	**	**	**	**	3%	**	3%	3%	**	**	**
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 82

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QH9 (QH5). SHOWCARD Which, if any, of these channels do you subscribe to through your Cable TV service? (MULTI CODE)

Base : Those with Cable TV

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	425	417	8	233	188	254	150
Effective Weighted Sample	365	357	7	207	166	226	131
Total	399	391	7	255	140	241	153
Sky Sports channels	96	94	**	70	26	57	38
	24%	24%	**	27%	19%	24%	25%
Sky Movies channels	88	87	**	64	24	52	36
	22%	22%	**	25%	17%	21%	24%
High Definition channel through V+ HD box	128	123	**	85	42	81	46
	32%	32%	**	33%	30%	33%	30%
Basic package only	171	168	**	99	72	96	72
	43%	43%	**	39%	51%	40%	47%
				c			
None of these	21	21	**	15	4	15	6
	5%	5%	**	6%	3%	6%	4%
Don't know	11	11	**	7	4	11	1
	3%	3%	**	3%	3%	4%	1%
						f	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH10A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1141	569	572	152	232	432	325	139	110	142	235	288	332	251	268	728	122	138	153
Effective Weighted Sample	919	457	461	119	181	358	269	109	85	113	192	240	268	203	218	652	120	112	152
Total	909	452	457	127	194	362	227	84	75	97	207	271	274	171	191	712	95	64	38
Yes	737	359	378	102	167	305	162	51	56	82	192	229	226	147	134	580	81	45	30
	81%	79%	83%	81%	86%	84%	71%	61%	75%	85%	93%	84%	82%	86%	70%	82%	86%	71%	78%
					f	f				g	ghi	n	n	n		q	q		
No	159	89	71	22	24	53	61	31	16	15	15	37	46	24	52	122	13	16	8
	18%	20%	16%	17%	12%	15%	27%	37%	22%	15%	7%	14%	17%	14%	27%	17%	14%	26%	20%
							cde	hij	j	j					klm			op	
Don't know	12	5	8	3	3	4	3	1	3	-	*	5	2	1	5	10	-	2	1
	1%	1%	2%	2%	1%	1%	1%	2%	4%	-%	*%	2%	1%	*%	3%	1%	-%	3%	2%
									ij										

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 83

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QH10A (QR1A). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky TV

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1141	907	234	642	497	641	347
Effective Weighted Sample	919	738	185	535	403	555	298
Total	909	752	156	586	321	579	291
Yes	737	617	120	505	231	478	228
	81%	82%	76%	86%	72%	83%	78%
				d			
No	159	125	35	76	83	96	56
	18%	17%	22%	13%	26%	17%	19%
				c			
Don't know	12	10	2	6	7	5	7
	1%	1%	1%	1%	2%	1%	2%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH10B (QR1B). Does your household have V+? (SINGLE CODE)

Base : Those with Cable TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	~d	e	f	~g	~h	~i	~j	~k	l	~m	n	o	~p	~q	~r
Unweighted total	425	210	215	58	68	158	141	58	53	44	81	89	136	85	115	376	21	7	21
Effective Weighted Sample	365	181	184	52	59	137	124	50	42	36	71	80	117	74	97	333	21	6	21
Total	399	199	199	60	79	151	108	48	44	42	91	98	133	72	95	374	16	4	5
Yes	262	133	130	**	**	98	64	**	**	**	**	**	93	**	52	247	**	**	**
	66%	67%	65%	**	**	65%	59%	**	**	**	**	**	70%	**	55%	66%	**	**	**
													n						
No	132	65	67	**	**	53	40	**	**	**	**	**	38	**	41	122	**	**	**
	33%	33%	33%	**	**	35%	37%	**	**	**	**	**	29%	**	43%	33%	**	**	**
													l						
Don't know	5	2	3	**	**	-	5	**	**	**	**	**	2	**	2	5	**	**	**
	1%	1%	2%	**	**	-%	4%	**	**	**	**	**	1%	**	2%	1%	**	**	**
							e												

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH10B (QR1B). Does your household have V+? (SINGLE CODE)

Base : Those with Cable TV

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	~b	c	d	e	f
Significance Level: 95%							
Unweighted total	425	417	8	233	188	254	150
Effective Weighted Sample	365	357	7	207	166	226	131
Total	399	391	7	255	140	241	153
Yes	262	257	**	176	84	171	89
	66%	66%	**	69%	60%	71%	58%
						f	
No	132	130	**	77	53	67	62
	33%	33%	**	30%	38%	28%	40%
							e
Don't know	5	5	**	2	3	3	2
	1%	1%	**	1%	2%	1%	1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH10C (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	70	34	36	2	10	28	30	15	9	8	13	18	16	16	20	57	1	9	3
Effective Weighted Sample	58	29	29	2	8	25	26	12	8	7	11	16	13	14	17	50	1	7	3
Total	56	27	29	*	10	26	20	7	8	5	13	17	13	12	13	51	1	4	1
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH10C (QR1C). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	70	47	23	29	40	44	23
Effective Weighted Sample	58	40	19	26	34	38	18
Total	56	41	14	30	25	35	20
Yes	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH10D (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1307	596	711	163	181	388	575	323	133	150	167	253	347	267	437	840	130	131	206
Effective Weighted Sample	1044	469	575	123	135	313	485	266	104	112	129	205	273	214	356	746	127	110	204
Total	980	440	540	132	139	313	397	218	95	112	142	209	277	179	314	771	102	56	51
Yes	178	93	85	25	22	51	81	29	18	11	34	53	54	34	37	148	14	11	5
	18%	21%	16%	19%	16%	16%	20%	13%	19%	10%	24%	25%	20%	19%	12%	19%	14%	19%	11%
		b									gi	n	n	n		r		r	
No	765	331	435	102	112	251	300	174	72	98	108	150	214	137	262	594	84	43	44
	78%	75%	81%	77%	81%	80%	76%	80%	76%	88%	76%	72%	77%	76%	84%	77%	83%	77%	87%
			a							ghj					km				oq
Don't know	36	16	20	5	5	10	16	15	5	2	-	5	8	8	14	29	3	2	1
	4%	4%	4%	4%	4%	3%	4%	7%	5%	2%	-%	3%	3%	5%	5%	4%	3%	4%	3%
								ij	j										

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH10D (QR1D). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1307	1056	251	543	759	678	423
Effective Weighted Sample	1044	855	198	435	631	586	366
Total	980	830	149	475	500	560	369
Yes	178	153	25	88	89	124	49
	18%	18%	17%	19%	18%	22%	13%
						f	
No	765	647	119	373	388	414	307
	78%	78%	79%	79%	78%	74%	83%
							e
Don't know	36	30	6	14	22	21	13
	4%	4%	4%	3%	4%	4%	4%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 87

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

QH10E (QR1E). Does your broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Broadband TV

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	34	19	15	2	4	18	10	-	3	7	6	10	11	6	7	22	5	3	4
Effective Weighted Sample	29	16	13	2	4	15	9	-	3	5	6	9	9	5	7	20	5	3	4
Total	27	14	12	1	3	15	7	-	2	5	6	8	9	4	5	20	4	2	1
Yes	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 87

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

QH10E (QR1E). Does your broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Broadband TV

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	34	24	10	20	14	23	7
Effective Weighted Sample	29	21	9	18	12	20	7
Total	27	20	6	18	9	19	6
Yes	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH10F (QR1F). Do you have a YouView set top box? This is a new product allowing you to watch catch-up TV via services such as BBC iPlayer and ITV Player, view TV 'on demand', and also record, pause and rewind live TV programmes. (SINGLE CODE)

Base : Those with a TV in the household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER	£11.5K-	£17.5K-	£30K+	AB	C1	C2	DE	ENG	SCOT	WALES	NI
		a	b	c	d	e	f	£11.5K	£17.5K	£29.9K	£30K+	k	l	m	n	LAND	LAND	q	r
								g	h	i	j					o	p		
Significance Level: 95%																			
Unweighted total	2664	1270	1394	326	438	880	1020	504	277	290	425	579	738	554	788	1914	251	250	249
Effective Weighted Sample	2200	1046	1154	265	352	745	871	418	222	232	354	490	609	459	659	1703	246	204	247
Total	2177	1040	1137	290	401	759	727	347	212	224	403	546	633	402	593	1812	194	110	62
Yes	132	73	60	18	31	47	37	8	10	15	20	50	39	27	17	104	19	3	6
	6%	7%	5%	6%	8%	6%	5%	2%	5%	7%	5%	9%	6%	7%	3%	6%	10%	2%	10%
										g	g	n	n	n		q	oq		oq
No	1974	940	1034	259	359	690	666	329	197	199	370	486	570	360	555	1644	172	104	54
	91%	90%	91%	89%	89%	91%	92%	95%	93%	89%	92%	89%	90%	90%	94%	91%	88%	95%	88%
								i							klm			opr	
Don't know	71	27	43	13	12	22	24	9	5	9	12	11	25	14	21	63	3	3	1
	3%	3%	4%	4%	3%	3%	3%	3%	2%	4%	3%	2%	4%	4%	4%	3%	2%	3%	2%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH10F (QR1F). Do you have a YouView set top box? This is a new product allowing you to watch catch-up TV via services such as BBC iPlayer and ITV Player, view TV 'on demand', and also record, pause and rewind live TV programmes. (SINGLE CODE)

Base : Those with a TV in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2664	2226	438	1271	1381	1506	909
Effective Weighted Sample	2200	1854	359	1081	1168	1308	784
Total	2177	1887	291	1223	944	1313	803
Yes	132 6%	118 6%	14 5%	93 8% d	39 4%	87 7%	39 5%
No	1974 91%	1704 90%	271 93%	1090 89%	874 93% c	1179 90%	741 92%
Don't know	71 3%	65 3%	6 2%	40 3%	31 3%	46 4%	23 3%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 89

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

QH11 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1411	701	710	187	268	530	426	149	140	168	323	367	442	306	294	1010	138	114	149
Effective Weighted Sample	1164	577	587	150	214	447	366	120	111	132	269	312	365	254	241	901	136	94	148
Total	1199	595	605	169	247	466	318	107	110	127	301	357	383	229	229	1000	108	55	37
Every day	444 37%	220 37%	224 37%	57 34%	105 42% f	185 40% f	97 30%	35 33%	41 37%	44 34%	130 43%	130 36%	142 37%	77 34%	95 42%	365 37%	31 28%	33 61% opr	14 39%
A few times a week	383 32%	188 32%	195 32%	49 29%	76 31%	148 32%	109 34%	36 33%	28 25%	43 34%	95 31%	124 35%	118 31%	74 33%	65 29%	317 32% q	46 43% oqr	11 19%	9 25%
Once a week	117 10%	55 9%	61 10%	20 12%	20 8%	42 9%	34 11%	10 10%	14 13%	16 13%	25 8%	26 7%	46 12% k	20 9%	25 11%	97 10%	13 12%	4 7%	2 6%
A few times a month	61 5%	29 5%	33 5%	12 7%	6 3%	29 6% d	14 4%	4 4%	3 3%	6 5%	23 8%	24 7%	20 5%	9 4%	9 4%	52 5%	4 4%	2 4%	3 7%
Once a month	20 2%	12 2%	8 1%	3 2%	7 3% e	3 1%	8 2% e	3 2%	4 3%	2 2%	2 1%	4 1%	8 2%	5 2%	3 1%	15 1%	3 3%	1 1%	1 3%
Less often	45 4%	26 4%	19 3%	8 5%	11 5%	13 3%	13 4%	5 5%	1 1%	4 3%	9 3%	16 5%	11 3%	12 5%	5 2%	38 4%	3 3%	2 3%	2 7%
Never	109 9%	56 9%	53 9%	15 9%	19 8%	38 8%	36 11%	12 11% j	17 16% j	11 9%	15 5%	28 8%	33 9%	24 11%	23 10%	96 10%	6 6%	2 4%	4 10%
Don't know	22 2%	10 2%	12 2%	4 3%	2 1%	7 1%	8 3%	2 2%	1 1%	1 1%	2 1%	5 1%	6 2%	7 3%	4 2%	19 2%	2 2%	- -%	1 3%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 89

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

QH11 (QR5). SHOWCARD How often, if ever, do you use your DVR to watch recorded programmes? (SINGLE CODE)

Base : Those who own a DVR

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1411	1190	221	817	589	855	407
Effective Weighted Sample	1164	987	182	692	492	751	351
Total	1199	1042	158	785	410	788	375
Every day	444	382	61	307	135	308	121
	37%	37%	39%	39% d	33%	39% f	32%
A few times a week	383	327	56	255	126	246	128
	32%	31%	36%	33%	31%	31%	34%
Once a week	117	104	13	75	42	71	44
	10%	10%	8%	10%	10%	9%	12%
A few times a month	61	55	6	42	19	41	17
	5%	5%	4%	5%	5%	5%	5%
Once a month	20	17	3	10	10	12	6
	2%	2%	2%	1%	2%	2%	2%
Less often	45	39	6	28	16	26	16
	4%	4%	4%	4%	4%	3%	4%
Never	109	101	8	59	49	70	35
	9%	10% b	5%	8%	12% c	9%	9%
Don't know	22	17	5	9	12	14	7
	2%	2%	3%	1%	3% c	2%	2%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH12 (QR7). SHOWCARD DVRs allow you to record and watch programmes in several different ways and have many different functions. From this list, which do you do regularly, by regularly I mean at least once a week? (MULTI CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1411	701	710	187	268	530	426	149	140	168	323	367	442	306	294	1010	138	114	149
Effective Weighted Sample	1164	577	587	150	214	447	366	120	111	132	269	312	365	254	241	901	136	94	148
Total	1199	595	605	169	247	466	318	107	110	127	301	357	383	229	229	1000	108	55	37
Recorded a programme and watched it on a different day to which it was broadcast	928 77%	459 77%	468 77%	120 71%	197 79%	366 79%	245 77%	71 66%	78 71%	93 73%	251 83% ghi	293 82% n	292 76%	176 77%	166 72%	766 77% r	88 81% r	49 89% or	24 66%
Recorded a programme and watched it on the same day	656 55%	323 54%	333 55%	95 56%	134 54%	264 57%	164 52%	55 52%	65 59%	66 52%	162 54%	194 54%	218 57%	127 56%	117 51%	534 53%	66 61%	37 67% or	19 51%
Set to record an individual episode or series link a particular programme through the electronic programme guide, also known as the on-screen TV guide	592 49%	286 48%	306 51%	86 51% f	134 54% f	245 53% f	128 40%	52 49%	54 49%	64 50%	172 57%	184 52%	190 50%	106 46%	111 49%	495 49% r	48 44%	36 66% opr	13 36%
Paused live television	429 36%	211 35%	219 36%	69 41% f	99 40% f	176 38% f	85 27%	37 34%	35 32%	42 33%	131 44% hi	138 38%	134 35%	83 36%	75 33%	359 36%	33 31%	25 45% pr	12 32%
Rewound a programme I have been watching to catch a highlight again	375 31%	201 34%	174 29%	57 34% f	89 36% f	156 34% f	72 23%	23 22%	36 33%	37 29%	108 36% g	126 35% n	118 31%	71 31%	61 27%	319 32% r	34 32% r	15 27%	7 19%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 90

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QH12 (QR7). SHOWCARD DVRs allow you to record and watch programmes in several different ways and have many different functions. From this list, which do you do regularly, by regularly I mean at least once a week? (MULTI CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1411	701	710	187	268	530	426	149	140	168	323	367	442	306	294	1010	138	114	149
Effective Weighted Sample	1164	577	587	150	214	447	366	120	111	132	269	312	365	254	241	901	136	94	148
Total	1199	595	605	169	247	466	318	107	110	127	301	357	383	229	229	1000	108	55	37
Recorded a programme then watched it back, fast forwarding through to just watch the highlights (for example goals in a football match)	369 31%	188 32%	181 30%	57 34% f	81 33% f	155 33% f	77 24%	22 20%	30 28%	36 28%	117 39% ghi	127 35% m	117 31%	61 27%	63 28%	313 31% r	37 34% qr	12 22%	8 21%
Recorded a number of episodes of one series and watched them all in one go	354 29%	159 27%	194 32% a	65 38% ef	80 32%	127 27%	82 26%	27 25%	34 31%	39 31%	93 31%	97 27%	124 32%	64 28%	68 30%	284 28%	44 41% or	17 31%	9 24%
Set to record an individual episode or series link a particular programme by clicking on the on screen icon available on some live trailers for particular programmeS	300 25%	152 25%	148 25%	45 27% f	73 30% f	128 27% f	54 17%	23 22%	27 25%	34 27%	93 31%	96 27%	95 25%	60 26%	48 21%	249 25%	23 22%	21 38% opr	7 18%
Rewound a programme I have been watching for another reason	272 23%	136 23%	136 23%	41 24% f	60 24% f	118 25% f	53 17%	14 13%	31 28% gi	18 14%	74 25% gi	90 25% n	87 23%	56 25% n	39 17%	225 23% r	34 31% oqr	11 19% r	3 7%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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QH12 (QR7). SHOWCARD DVRs allow you to record and watch programmes in several different ways and have many different functions. From this list, which do you do regularly, by regularly I mean at least once a week? (MULTI CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1411	701	710	187	268	530	426	149	140	168	323	367	442	306	294	1010	138	114	149
Effective Weighted Sample	1164	577	587	150	214	447	366	120	111	132	269	312	365	254	241	901	136	94	148
Total	1199	595	605	169	247	466	318	107	110	127	301	357	383	229	229	1000	108	55	37
Recorded something using my DVR and then put it onto video or DVD	76 6%	33 6%	43 7%	15 9% f	11 4%	36 8% f	14 4%	4 4%	6 5%	5 4%	10 3%	26 7%	24 6%	13 6%	13 6%	70 7%	3 3%	2 3%	1 4%
None of these	107 9%	54 9%	54 9%	15 9%	18 7%	38 8%	36 11%	13 12% j	14 13% j	10 8%	17 6%	29 8%	35 9%	23 10%	20 9%	93 9%	7 7%	2 4%	4 11%
Don't know	26 2%	13 2%	13 2%	6 4%	3 1%	11 2%	6 2%	4 4% j	1 1%	4 3%	2 1%	5 1%	8 2%	7 3%	6 3%	24 2%	1 1%	- -%	1 4% q

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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QH12 (QR7). SHOWCARD DVRs allow you to record and watch programmes in several different ways and have many different functions. From this list, which do you do regularly, by regularly I mean at least once a week? (MULTI CODE)

Base : Those who own a DVR

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	1411	1190	221	817	589	855	407
Effective Weighted Sample	1164	987	182	692	492	751	351
Total	1199	1042	158	785	410	788	375
Recorded a programme and watched it on a different day to which it was broadcast	928 77%	801 77%	127 81%	617 79%	307 75%	632 80% f	272 73%
Recorded a programme and watched it on the same day	656 55%	573 55%	83 52%	443 56%	213 52%	443 56%	194 52%
Set to record an individual episode or series link a particular programme through the electronic programme guide, also known as the on-screen TV guide	592 49%	507 49%	85 54%	400 51%	190 46%	402 51%	177 47%
Paused live television	429 36%	365 35%	64 41%	295 38%	133 32%	298 38%	120 32%
Rewound a programme I have been watching to catch a highlight again	375 31%	333 32%	42 27%	268 34% d	106 26%	252 32%	117 31%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 90

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QH12 (QR7). SHOWCARD DVRs allow you to record and watch programmes in several different ways and have many different functions. From this list, which do you do regularly, by regularly I mean at least once a week? (MULTI CODE)

Base : Those who own a DVR

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1411	1190	221	817	589	855	407
Effective Weighted Sample	1164	987	182	692	492	751	351
Total	1199	1042	158	785	410	788	375
Recorded a programme then watched it back, fast forwarding through to just watch the highlights (for example goals in a football match)	369 31%	325 31%	44 28%	256 33%	114 28%	252 32%	110 29%
Recorded a number of episodes of one series and watched them all in one go	354 29%	312 30%	41 26%	236 30%	117 29%	222 28%	122 33%
Set to record an individual episode or series link a particular programme by clicking on the on screen icon available on some live trailers for particular programmes	300 25%	263 25%	37 24%	217 28% d	83 20%	207 26%	87 23%
Rewound a programme I have been watching for another reason	272 23%	235 23%	37 24%	197 25% d	75 18%	195 25%	74 20%
Recorded something using my DVR and then put it onto video or DVD	76 6%	68 7%	8 5%	53 7%	23 6%	50 6%	24 7%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 90

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QH12 (QR7). SHOWCARD DVRs allow you to record and watch programmes in several different ways and have many different functions. From this list, which do you do regularly, by regularly I mean at least once a week? (MULTI CODE)

Base : Those who own a DVR

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	1411	1190	221	817	589	855	407
Effective Weighted Sample	1164	987	182	692	492	751	351
Total	1199	1042	158	785	410	788	375
None of these	107 9%	95 9%	12 8%	58 7%	49 12% c	71 9%	32 9%
Don't know	26 2%	25 2%	1 1%	15 2%	12 3%	16 2%	9 3%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 91

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QH13 (QR9). SHOWCARD When you watch recordings you have made with your DVR, how often, if at all, do you fast forward through the adverts? (SINGLE CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1411	701	710	187	268	530	426	149	140	168	323	367	442	306	294	1010	138	114	149
Effective Weighted Sample	1164	577	587	150	214	447	366	120	111	132	269	312	365	254	241	901	136	94	148
Total	1199	595	605	169	247	466	318	107	110	127	301	357	383	229	229	1000	108	55	37
I always or almost always fast forward through the adverts	847 71%	423 71%	425 70%	122 72%	188 76% f	333 71% f	205 65%	58 54%	74 68% g	96 75% g	218 72% g	273 76% mn	279 73% mn	147 64%	147 64%	695 69%	79 74%	48 87% opr	25 69%
I fast forward through the adverts about half the time	185 15%	85 14%	100 17%	20 12%	35 14%	78 17%	52 16%	23 22%	16 14%	16 12%	57 19%	44 12%	57 15%	39 17%	46 20% k	156 16% q	20 18% q	3 6%	6 16% q
I never or hardly ever fast forward through the adverts	39 3%	17 3%	21 4%	7 4%	7 3%	9 2%	15 5% e	8 7% j	4 4%	3 2%	9 3%	8 2%	9 2%	9 4%	12 5% l	34 3%	1 1%	1 2%	2 4%
I never play back programmes recorded from channels with adverts	23 2%	17 3% b	7 1%	4 3%	4 1%	6 1%	10 3%	3 3%	2 2%	3 3%	3 1%	4 1%	9 2%	7 3%	4 2%	20 2%	2 2%	- -%	1 4% q
Don't know	105 9%	53 9%	52 9%	15 9%	14 6%	40 9%	35 11% d	15 14% j	13 12% j	9 7%	15 5%	29 8%	30 8%	26 11%	20 9%	94 9%	5 5%	2 4%	3 7%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 91

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QH13 (QR9). SHOWCARD When you watch recordings you have made with your DVR, how often, if at all, do you fast forward through the adverts? (SINGLE CODE)

Base : Those who own a DVR

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1411	1190	221	817	589	855	407
Effective Weighted Sample	1164	987	182	692	492	751	351
Total	1199	1042	158	785	410	788	375
I always or almost always fast forward through the adverts	847 71%	722 69%	126 80% a	578 74% d	268 65%	588 75% f	234 62%
I fast forward through the adverts about half the time	185 15%	169 16% b	16 10%	116 15%	68 17%	96 12%	83 22% e
I never or hardly ever fast forward through the adverts	39 3%	34 3%	4 3%	21 3%	16 4%	22 3%	16 4%
I never play back programmes recorded from channels with adverts	23 2%	20 2%	3 2%	11 1%	13 3% c	15 2%	7 2%
Don't know	105 9%	97 9%	8 5%	59 8%	45 11% c	67 9%	35 9%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 92

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QH14 (QR12). SHOWCARD Which of these statements apply to when and how you use your DVR to record programmes? (MULTI CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1411	701	710	187	268	530	426	149	140	168	323	367	442	306	294	1010	138	114	149
Effective Weighted Sample	1164	577	587	150	214	447	366	120	111	132	269	312	365	254	241	901	136	94	148
Total	1199	595	605	169	247	466	318	107	110	127	301	357	383	229	229	1000	108	55	37
I record programmes because I am not going to be at home	896 75%	437 73%	459 76%	133 79% f	184 74%	358 77% f	222 70%	67 62%	76 70%	95 74% g	233 77% g	293 82% lmn	286 75% n	165 72%	151 66%	737 74%	90 84% or	43 79%	26 70%
I record programmes because two programmes I want to watch are on at the same time	667 56%	324 54%	343 57%	91 54%	132 53%	276 59%	167 53%	50 46%	62 57%	72 57%	193 64% g	202 57%	215 56%	124 54%	124 54%	548 55%	64 60% r	38 68% or	17 47%
I record programmes because someone else is watching the TV	643 54%	299 50%	345 57% a	94 56% f	144 58% f	277 59% f	129 40%	46 43%	59 54%	74 58% g	163 54% g	180 50%	201 52%	136 59% k	126 55%	535 53% r	59 54%	34 63% r	16 43%
I use my DVR so I can fast forward through the ads when I am watching TV	325 27%	164 28%	161 27%	45 26%	75 30% f	142 30% f	63 20%	22 20%	23 21%	30 24%	93 31% g	106 30%	97 25%	70 31% n	51 22%	284 28% qr	25 23%	9 17%	6 17%
I use my DVR so that I can build up an archive of the TV programmes I like watching	164 14%	88 15%	76 13%	31 18% f	35 14%	64 14%	34 11%	9 8%	9 8%	19 15%	42 14%	60 17%	47 12%	32 14%	25 11%	127 13% r	25 23% or	11 20% r	1 4%
I never watch TV as it is broadcast, instead I use my DVR to record all of my TV watching for a week	86 7%	47 8%	39 6%	18 11% f	15 6%	35 8%	18 6%	9 8%	4 4%	4 3%	19 6%	29 8%	26 7%	15 7%	16 7%	70 7%	14 13% oqr	1 2%	1 3%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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QH14 (QR12). SHOWCARD Which of these statements apply to when and how you use your DVR to record programmes? (MULTI CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1411	701	710	187	268	530	426	149	140	168	323	367	442	306	294	1010	138	114	149
Effective Weighted Sample	1164	577	587	150	214	447	366	120	111	132	269	312	365	254	241	901	136	94	148
Total	1199	595	605	169	247	466	318	107	110	127	301	357	383	229	229	1000	108	55	37
Other	32	15	16	5	8	12	7	2	2	2	7	10	11	6	5	28	1	2	1
	3%	3%	3%	3%	3%	2%	2%	2%	1%	2%	2%	3%	3%	3%	2%	3%	1%	3%	3%
Don't know	110	59	51	14	14	43	39	18	13	11	13	24	34	25	27	98	7	2	3
	9%	10%	9%	8%	6%	9%	12%	17%	12%	9%	4%	7%	9%	11%	12%	10%	6%	4%	9%
							d	j	j						k				

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

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QH14 (QR12). SHOWCARD Which of these statements apply to when and how you use your DVR to record programmes? (MULTI CODE)

Base : Those who own a DVR

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1411	1190	221	817	589	855	407
Effective Weighted Sample	1164	987	182	692	492	751	351
Total	1199	1042	158	785	410	788	375
I record programmes because I am not going to be at home	896 75%	775 74%	121 77%	619 79% d	275 67%	603 77%	268 71%
I record programmes because two programmes I want to watch are on at the same time	667 56%	574 55%	92 59%	436 56%	229 56%	453 57%	196 52%
I record programmes because someone else is watching the TV	643 54%	560 54%	83 53%	431 55%	212 52%	424 54%	204 54%
I use my DVR so I can fast forward through the ads when I am watching TV	325 27%	272 26%	53 33% a	224 29%	101 25%	230 29% f	88 24%
I use my DVR so that I can build up an archive of the TV programmes I like watching	164 14%	144 14%	20 13%	118 15%	46 11%	114 15%	48 13%
I never watch TV as it is broadcast, instead I use my DVR to record all of my TV watching for a week	86 7%	76 7%	10 7%	55 7%	31 8%	54 7%	31 8%

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

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QH14 (QR12). SHOWCARD Which of these statements apply to when and how you use your DVR to record programmes? (MULTI CODE)

Base : Those who own a DVR

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	1411	1190	221	817	589	855	407
Effective Weighted Sample	1164	987	182	692	492	751	351
Total	1199	1042	158	785	410	788	375
Other	32	29	3	15	16	20	10
	3%	3%	2%	2%	4%	3%	3%
Don't know	110	100	10	62	47	72	35
	9%	10%	6%	8%	11%	9%	9%
				c			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 93

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QH15 (QR14). SHOWCARD When you watch television, which, if any, of these do you usually do first? (SINGLE CODE)

Base : Those who own a DVR

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1411	701	710	187	268	530	426	149	140	168	323	367	442	306	294	1010	138	114	149
Effective Weighted Sample	1164	577	587	150	214	447	366	120	111	132	269	312	365	254	241	901	136	94	148
Total	1199	595	605	169	247	466	318	107	110	127	301	357	383	229	229	1000	108	55	37
Check live TV (what is being broadcast at that time)	678 56%	333 56%	345 57%	92 55%	131 53%	279 60%	175 55%	50 46%	59 53%	65 51%	179 60%	217 61%	215 56%	127 56%	118 51%	552 55%	69 64%	31 56%	25 69%
											g	n							oq
Check recorded TV (see what you have recorded on your DVR)	139 12%	71 12%	69 11%	23 13%	44 18%	43 9%	29 9%	14 13%	13 12%	19 15%	36 12%	32 9%	55 14%	22 10%	31 13%	122 12%	5 4%	8 15%	4 12%
					ef								k			p		p	p
Check on-demand services such as BBC iPlayer, ITV Player, Sky Anytime+, Virgin on demand	19 2%	6 1%	13 2%	5 3%	5 2%	6 1%	3 1%	2 1%	1 1%	- -%	5 2%	7 2%	6 2%	2 1%	4 2%	17 2%	1 1%	- -%	* 1%
It depends/ no set routine	252 21%	124 21%	128 21%	36 22%	52 21%	94 20%	69 22%	24 22%	25 23%	30 24%	64 21%	76 21%	74 19%	50 22%	52 23%	205 21%	27 25%	15 28%	5 12%
																r	r	r	
Don't know	113 9%	62 10%	50 8%	13 7%	15 6%	43 9%	42 13%	18 17%	12 11%	12 9%	17 6%	27 7%	34 9%	27 12%	25 11%	103 10%	7 6%	1 2%	2 6%
							d	j								q			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 93

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QH15 (QR14). SHOWCARD When you watch television, which, if any, of these do you usually do first? (SINGLE CODE)

Base : Those who own a DVR

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1411	1190	221	817	589	855	407
Effective Weighted Sample	1164	987	182	692	492	751	351
Total	1199	1042	158	785	410	788	375
Check live TV (what is being broadcast at that time)	678	577	100	460	216	438	215
	56%	55%	64% a	59% d	53%	56%	57%
Check recorded TV (see what you have recorded on your DVR)	139	123	16	98	41	92	43
	12%	12%	10%	12%	10%	12%	11%
Check on-demand services such as BBC iPlayer, ITV Player, Sky Anytime+, Virgin on demand	19	14	4	12	6	14	4
	2%	1%	3%	2%	2%	2%	1%
It depends/ no set routine	252	225	26	152	100	166	81
	21%	22%	17%	19%	24% c	21%	22%
Don't know	113	102	11	63	47	78	32
	9%	10%	7%	8%	11%	10%	9%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH16 (QH42A). Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) IF 'YES' Are you watching programmes 'on demand' through your TV service such as Sky or Virgin Media, or through a 'standalone' service such as LoveFilm, Netflix or Blinkbox?

Base : Those with multichannel TV

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2604	1246	1358	322	434	873	975	479	270	288	425	569	724	545	761	1862	249	248	245
Effective Weighted Sample	2149	1026	1123	262	348	738	833	397	217	231	354	481	596	452	635	1657	244	203	243
Total	2128	1019	1109	285	396	753	694	330	206	222	403	536	621	396	571	1766	193	109	60
Yes, via Pay TV service such as Sky or Virgin Media	369	180	189	65	97	146	62	28	26	49	112	108	123	72	67	312	37	11	10
	17%	18%	17%	23% f	24% f	19% f	9%	9%	13%	22% gh	28% gh	20% n	20% n	18% n	12%	18% q	19% q	10% q	16% q
Yes, via 'standalone' services such as LoveFilm, Netflix or Blinkbox	61	35	27	11	28	15	7	4	8	12	19	19	22	10	10	53	1	5	2
	3%	3%	2%	4% f	7% ef	2%	1%	1%	4% g	5% g	5% g	4% n	3%	3%	2%	3% p	1%	5% p	3%
No	1547	743	805	194	253	547	553	259	159	143	255	387	434	286	438	1264	148	88	47
	73%	73%	73%	68%	64%	73% d	80% cde	79% ij	77% ij	65%	63%	72%	70%	72%	77% l	72%	77%	81% o	77%
Don't know	169	73	95	20	26	49	74	39	14	21	24	30	46	33	59	153	8	6	3
	8%	7%	9%	7%	7%	6%	11% de	12% hj	7%	9%	6%	6%	7%	8%	10% k	9% pr	4%	5%	4%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 94

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QH16 (QH42A). Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY) IF 'YES' Are you watching programmes 'on demand' through your TV service such as Sky or Virgin Media, or through a 'standalone' service such as LoveFilm, Netflix or Blinkbox?

Base : Those with multichannel TV

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2604	2176	428	1258	1334	1479	880
Effective Weighted Sample	2149	1811	350	1069	1128	1284	759
Total	2128	1844	285	1207	910	1292	776
Yes, via Pay TV service such as Sky or Virgin Media	369	330	39	265	103	244	115
	17%	18%	14%	22% d	11%	19% f	15%
Yes, via 'standalone' services such as LoveFilm, Netflix or Blinkbox	61	56	5	46	15	38	22
	3%	3%	2%	4% d	2%	3%	3%
No	1547	1324	223	826	716	911	589
	73%	72%	78% a	68%	79% c	71%	76% e
Don't know	169	151	18	85	81	113	53
	8%	8%	6%	7%	9%	9%	7%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH17 (QH42B). SHOWCARD How often, if ever, do you use your 'on demand' TV service to watch TV programmes after they've been shown?

Base : Those who ever watch TV programmes 'on demand' through their TV service

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	~c	d	e	~f	~g	~h	~i	j	k	l	~m	~n	o	~p	~q	~r
Unweighted total	453	230	223	80	120	171	82	44	37	66	120	114	148	99	92	328	48	29	48
Effective Weighted Sample	372	189	183	64	95	144	71	35	27	53	102	98	123	83	71	292	47	25	48
Total	412	203	209	71	117	157	67	32	33	58	124	119	141	78	75	349	37	15	11
Every day	33 8%	16 8%	17 8%	** **	10 9%	12 8%	** **	** **	** **	** **	16 13%	14 12%	6 4%	** **	** **	26 7%	** **	** **	** **
A few times a week	142 34%	68 34%	73 35%	** **	39 34%	56 35%	** **	** **	** **	** **	51 41%	42 35%	49 34%	** **	** **	125 36%	** **	** **	** **
Once a week	82 20%	43 21%	39 18%	** **	25 21%	28 18%	** **	** **	** **	** **	21 17%	22 19%	32 23%	** **	** **	67 19%	** **	** **	** **
A few times a month	64 16%	33 16%	32 15%	** **	16 14%	26 17%	** **	** **	** **	** **	16 13%	20 17%	20 14%	** **	** **	53 15%	** **	** **	** **
Once a month	37 9%	20 10%	17 8%	** **	15 13%	13 8%	** **	** **	** **	** **	12 10%	9 7%	13 9%	** **	** **	31 9%	** **	** **	** **
Less often	44 11%	17 8%	27 13%	** **	10 9%	19 12%	** **	** **	** **	** **	8 6%	11 9%	17 12%	** **	** **	36 10%	** **	** **	** **
Don't know	11 3%	6 3%	5 2%	** **	1 1%	4 2%	** **	** **	** **	** **	- -%	1 1%	4 3%	** **	** **	10 3%	** **	** **	** **

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 95

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QH17 (QH42B). SHOWCARD How often, if ever, do you use your 'on demand' TV service to watch TV programmes after they've been shown?

Base : Those who ever watch TV programmes 'on demand' through their TV service

	URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e f
Unweighted total	453	404	49	296	155	270 135
Effective Weighted Sample	372	330	42	248	129	239 114
Total	412	369	43	297	114	268 133
Every day	33 8%	29 8%	** **	22 7%	11 10%	18 7% 13 10%
A few times a week	142 34%	127 34%	** **	105 35%	37 32%	99 37% 40 30%
Once a week	82 20%	69 19%	** **	60 20%	22 19%	44 16% 35 26% e
A few times a month	64 16%	57 15%	** **	45 15%	18 16%	47 17% 17 12%
Once a month	37 9%	35 10%	** **	28 9%	8 7%	26 10% 10 8%
Less often	44 11%	42 11%	** **	30 10%	13 12%	28 10% 14 11%
Don't know	11 3%	10 3%	** **	7 2%	4 4%	7 2% 4 3%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QH18 (QH43A). Do you ever watch TV programmes online or download programmes from UK TV broadcasters' website (such as BBC iPlayer, ITV Player, Channel 4 On-Demand/ 4OD, Demand Five, or Sky Player) after they've been shown? I don't mean watching live programmes online.

Base : Those with access to the internet at home or elsewhere

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2203	1059	1144	332	435	836	600	300	231	275	423	543	676	459	522	1602	195	196	210
Effective Weighted Sample	1823	872	951	270	352	710	512	250	184	221	352	461	561	382	432	1430	191	163	208
Total	1869	897	972	296	405	730	438	221	179	214	401	523	598	343	403	1571	155	91	52
Yes	660	338	322	143	162	254	100	60	58	69	193	242	206	93	117	580	38	24	18
	35%	38%	33%	48%	40%	35%	23%	27%	32%	32%	48%	46%	35%	27%	29%	37%	25%	26%	34%
		b		def	f	f					ghi	lmn	m			pq			p
No	1175	537	638	146	236	465	327	156	119	143	202	270	384	243	277	964	111	67	34
	63%	60%	66%	49%	58%	64%	75%	71%	66%	67%	50%	52%	64%	71%	69%	61%	72%	74%	65%
			a		c	c	cde	j	j	j			k	kl	k		o	o	
Don't know	34	22	12	7	7	10	11	5	2	1	6	11	7	7	8	27	6	*	*
	2%	2%	1%	2%	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	4%	*%	1%
		b															q		

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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QH18 (QH43A). Do you ever watch TV programmes online or download programmes from UK TV broadcasters' website (such as BBC iPlayer, ITV Player, Channel 4 On-Demand/ 4OD, Demand Five, or Sky Player) after they've been shown? I don't mean watching live programmes online.

Base : Those with access to the internet at home or elsewhere

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2203	1835	368	1230	965	1263	730
Effective Weighted Sample	1823	1530	304	1046	813	1104	631
Total	1869	1614	255	1190	672	1144	673
Yes	660 35%	586 36% b	74 29%	452 38% d	205 31%	437 38% f	205 31%
No	1175 63%	995 62%	180 70% a	718 60%	453 67% c	687 60%	454 68% e
Don't know	34 2%	32 2%	2 1%	20 2%	14 2%	20 2%	13 2%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 97

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QH19 (QH43B). SHOWCARD How often, if ever, do you watch TV programmes online or download from UK TV broadcasters' websites after they've been shown?

Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	j	k	l	m	n	o	~p	~q	~r
Unweighted total	720	363	357	151	168	270	131	71	70	77	187	238	222	119	139	554	47	46	73
Effective Weighted Sample	598	302	296	121	138	232	113	59	54	62	159	206	183	98	111	497	46	41	73
Total	660	338	322	143	162	254	100	60	58	69	193	242	206	93	117	580	38	24	18
Every day	31 5%	11 3%	21 6%	11 7% f	5 3%	14 5%	2 1%	** **	** **	** **	5 2%	8 3%	16 8%	4 4%	4 3%	26 4%	** **	** **	** **
A few times a week	142 22%	80 24%	62 19%	41 28% ef	43 26% ef	45 17%	14 14%	** **	** **	** **	42 22%	51 21%	44 21%	18 19%	30 25%	117 20%	** **	** **	** **
Once a week	130 20%	76 22%	54 17%	35 25%	26 16%	48 19%	21 21%	** **	** **	** **	48 25%	52 21%	42 20%	17 19%	19 16%	114 20%	** **	** **	** **
A few times a month	172 26%	81 24%	92 28%	43 30%	41 25%	66 26%	22 22%	** **	** **	** **	53 28%	69 29% m	49 24%	16 17%	37 32% m	160 28%	** **	** **	** **
Once a month	71 11%	33 10%	38 12%	5 3%	20 12% c	30 12% c	17 17% c	** **	** **	** **	23 12%	26 11%	22 11%	15 16% n	9 7%	61 10%	** **	** **	** **
Less often	104 16%	52 15%	52 16%	9 6%	23 14% c	49 19% c	23 23% c	** **	** **	** **	20 11%	34 14%	29 14%	22 24% kl	18 15%	95 16%	** **	** **	** **
Don't know	8 1%	5 2%	3 1%	- -%	4 2%	3 1%	1 1%	** **	** **	** **	2 1%	2 1%	4 2%	1 1%	1 1%	8 1%	** **	** **	** **

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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QH19 (QH43B). SHOWCARD How often, if ever, do you watch TV programmes online or download from UK TV broadcasters' websites after they've been shown?

Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	~b	c	d	e	f
Unweighted total	720	624	96	436	281	442	205
Effective Weighted Sample	598	519	83	374	235	392	178
Total	660	586	74	452	205	437	205
Every day	31	27	**	20	11	23	7
	5%	5%	**	4%	5%	5%	3%
A few times a week	142	122	**	97	46	95	41
	22%	21%	**	21%	22%	22%	20%
Once a week	130	118	**	92	38	75	52
	20%	20%	**	20%	18%	17%	25% e
A few times a month	172	156	**	112	60	121	48
	26%	27%	**	25%	29%	28%	24%
Once a month	71	64	**	53	18	46	24
	11%	11%	**	12%	9%	10%	12%
Less often	104	93	**	73	30	72	31
	16%	16%	**	16%	15%	17%	15%
Don't know	8	6	**	5	2	5	3
	1%	1%	**	1%	1%	1%	1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 98

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QH20 (QH62). Are any of your TV sets "Smart TVs"? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, LoveFilm and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2664	1270	1394	326	438	880	1020	504	277	290	425	579	738	554	788	1914	251	250	249
Effective Weighted Sample	2200	1046	1154	265	352	745	871	418	222	232	354	490	609	459	659	1703	246	204	247
Total	2177	1040	1137	290	401	759	727	347	212	224	403	546	633	402	593	1812	194	110	62
Yes	131 6%	69 7%	62 5%	12 4%	23 6% f	75 10% cdf	21 3%	11 3%	9 4%	7 3%	43 11% ghi	54 10% lmn	42 7% n	19 5%	17 3%	119 7% pq	5 3%	2 2%	4 7% pq
No	2005 92%	959 92%	1046 92%	268 92%	370 92%	672 89%	695 96% cde	331 95% j	199 94% j	214 96% j	350 87%	481 88%	578 91%	376 94% k	567 96% kl	1657 91%	186 96% or	106 96% or	56 91%
Don't know	41 2%	12 1%	29 3% a	10 3%	8 2%	12 2%	11 2%	5 1%	4 2%	3 1%	10 3%	12 2%	14 2%	7 2%	9 2%	35 2%	3 1%	2 2%	1 2%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 98

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QH20 (QH62). Are any of your TV sets "Smart TVs"? These are new types of TV that are connected to the internet and can stream video directly onto your television screen, without the need for a computer, set-top box or games console. IF NECESSARY - It's a TV that allows you to surf the internet and stream movies, TV shows and videos using services such as BBC iPlayer, LoveFilm and YouTube. They are also sometimes referred to as a Connected TV or a Hybrid TV.

Base : Those with a TV in the household

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2664	2226	438	1271	1381	1506	909
Effective Weighted Sample	2200	1854	359	1081	1168	1308	784
Total	2177	1887	291	1223	944	1313	803
Yes	131 6%	106 6%	26 9% a	99 8% d	32 3%	89 7%	38 5%
No	2005 92%	1746 93% b	260 89%	1101 90%	894 95% c	1203 92%	746 93%
Don't know	41 2%	36 2%	5 2%	23 2%	18 2%	21 2%	19 2%

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

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QH21 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last 12 months? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER £11.5K ~g	£11.5K- £17.5K ~h	£17.5K- £29.9K ~i	£30K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	136	74	62	13	25	71	27	16	11	9	41	53	40	21	22	107	7	5	17
Effective Weighted Sample	112	61	51	10	19	63	21	12	10	8	36	44	34	19	17	97	7	4	17
Total	131	69	62	12	23	75	21	11	9	7	43	54	42	19	17	119	5	2	4
Watching TV you've previously recorded	69	**	**	**	**	**	**	**	**	**	**	**	**	**	**	62	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	52%	**	**	**
Catch-up services - watch programmes or films recently broadcast (e.g. using the BBC iPlayer)	62	**	**	**	**	**	**	**	**	**	**	**	**	**	**	57	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	48%	**	**	**
Browse the internet - e.g. online shopping, checking emails, social networking sites	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	23%	**	**	**
Applications that come with the TV that allow you to watch programmes and video clips (e.g. YouTube, Amazon video)	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**	25	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	21%	**	**	**
Free Video on-demand services - e.g. a service which may provide films (such as those recently available on DVD), classic TV shows and other content	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	22	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	18%	**	**	**
Applications that come with the TV that allow you to play games	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	16	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	14%	**	**	**

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

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QH21 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last 12 months? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE ~a	FEMALE ~b	16-24 ~c	25-34 ~d	35-54 ~e	55+ ~f	UNDER £11.5K ~g	£11.5K- £17.5K ~h	£17.5K- £29.9K ~i	£30K+ ~j	AB ~k	C1 ~l	C2 ~m	DE ~n	ENG LAND o	SCOT LAND ~p	WALES ~q	NI ~r
Significance Level: 95%																			
Unweighted total	136	74	62	13	25	71	27	16	11	9	41	53	40	21	22	107	7	5	17
Effective Weighted Sample	112	61	51	10	19	63	21	12	10	8	36	44	34	19	17	97	7	4	17
Total	131	69	62	12	23	75	21	11	9	7	43	54	42	19	17	119	5	2	4
Pay per view Video on-demand services - e.g. a service such as Blinkbox which may provide films (such as those recently available on DVD), classic TV shows and other content	13 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 9%	** **	** **	** **
Subscription Video on-demand services such as LoveFilm or Netflix	13 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	13 11%	** **	** **	** **
Making voice calls using the internet	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 3%	** **	** **	** **
None of these	33 26%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	30 25%	** **	** **	** **
Don't know	2 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 2%	** **	** **	** **

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

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QH21 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last 12 months? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL ~b	YES ~c	NO ~d	LOW ~e	MEDIUM/ HIGH ~f
Significance Level: 95%							
Unweighted total	136	104	32	88	48	85	34
Effective Weighted Sample	112	87	26	78	39	75	31
Total	131	106	26	99	32	89	38
Watching TV you've previously recorded	69	53	**	**	**	**	**
	53%	50%	**	**	**	**	**
Catch-up services - watch programmes or films recently broadcast (e.g. using the BBC iPlayer)	62	47	**	**	**	**	**
	47%	45%	**	**	**	**	**
Browse the internet - e.g. online shopping, checking emails, social networking sites	28	22	**	**	**	**	**
	21%	21%	**	**	**	**	**
Applications that come with the TV that allow you to watch programmes and video clips (e.g. YouTube, Amazon video)	28	17	**	**	**	**	**
	21%	16%	**	**	**	**	**
Free Video on-demand services - e.g. a service which may provide films (such as those recently available on DVD), classic TV shows and other content	24	19	**	**	**	**	**
	18%	18%	**	**	**	**	**

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

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QH21 (QH63). SHOWCARD Which, if any, of the uses shown on this card have you used your "Smart TV" set for in the last 12 months? Please don't include anything you've done using an additional device to play the content, such as a games console or computer. (MULTI CODE)

Base : Those with a 'Smart TV' in the household

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	~b	~c	~d	~e	~f
Significance Level: 95%							
Unweighted total	136	104	32	88	48	85	34
Effective Weighted Sample	112	87	26	78	39	75	31
Total	131	106	26	99	32	89	38
Applications that come with the TV that allow you to play games	16 13%	12 12%	**	**	**	**	**
Pay per view Video on-demand services - e.g. a service such as Blinkbox which may provide films (such as those recently available on DVD), classic TV shows and other content	13 10%	11 10%	**	**	**	**	**
Subscription Video on-demand services such as LoveFilm or Netflix	13 10%	12 11%	**	**	**	**	**
Making voice calls using the internet	4 3%	2 2%	**	**	**	**	**
None of these	33 26%	29 28%	**	**	**	**	**
Don't know	2 2%	2 2%	**	**	**	**	**

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

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QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Landline phone	1887	905	983	207	322	676	683	247	180	192	383	528	570	348	439	1578	162	94	53
	84%	84%	84%	67%	77%	87%	93%	68%	81%	84%	94%	94%	86%	85%	73%	84%	83%	85%	85%
					c	cd	cde		g	g	ghi	lmn	n	n					
Mobile phone	2038	977	1061	305	412	764	556	293	204	223	403	531	616	379	510	1711	168	100	58
	91%	91%	91%	99%	98%	98%	76%	80%	92%	98%	99%	94%	93%	92%	85%	91%	86%	91%	94%
				f	f	f			g	gh	gh	n	n	n		p			p
Fixed broadband internet access	1577	757	820	223	321	639	394	148	144	185	373	489	508	286	293	1333	125	75	45
	70%	71%	70%	72%	76%	82%	54%	41%	65%	81%	91%	87%	77%	70%	49%	71%	64%	68%	72%
				f	f	cdf			g	gh	ghi	lmn	mn	n		p			p
Mobile broadband internet access	184	95	89	34	60	74	17	20	15	20	52	58	56	33	37	157	13	10	4
	8%	9%	8%	11%	14%	10%	2%	6%	7%	9%	13%	10%	8%	8%	6%	8%	7%	9%	7%
				f	ef	f					gh	n							
Narrowband internet access	24	11	13	4	2	11	7	3	2	3	4	4	7	3	9	20	-	2	1
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-%	2%	2%
																	p	p	p
TV service with additional channels you pay to receive	1339	662	677	177	281	527	354	137	120	141	303	367	422	252	296	1110	117	68	43
	60%	62%	58%	57%	67%	68%	48%	38%	54%	62%	74%	65%	64%	61%	49%	59%	60%	62%	70%
				f	cf	cf			g	g	ghi	n	n	n					op
No, none of these	13	9	3	2	3	3	5	7	-	-	-	-	3	1	9	9	3	1	-
	1%	1%	*%	1%	1%	*%	1%	2%	-%	-%	-%	-%	*%	*%	1%	*%	2%	1%	-%
								hij							klm		or		

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QCHECK. Can I just check that you have the following services? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Landline phone	1887	1612	275	1082	798	1198	636
	84%	83%	92%	86%	82%	90%	75%
			a	d		f	
Mobile phone	2038	1770	268	1238	790	1230	749
	91%	91%	90%	99%	81%	92%	89%
				d		f	
Fixed broadband internet access	1577	1353	224	1025	547	1028	505
	70%	70%	75%	82%	56%	77%	60%
			a	d		f	
Mobile broadband internet access	184	172	12	131	53	100	80
	8%	9%	4%	10%	5%	8%	9%
		b		d			
Narrowband internet access	24	19	5	15	9	12	10
	1%	1%	2%	1%	1%	1%	1%
TV service with additional channels you pay to receive	1339	1182	156	854	479	840	456
	60%	61%	53%	68%	49%	63%	54%
		b		d		f	
No, none of these	13	11	1	4	9	3	9
	1%	1%	*%	*%	1%	*%	1%
							e

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

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QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Landline phone	1638	783	855	76	276	634	652	230	167	175	339	454	495	301	385	1372	143	81	42
	73%	73%	73%	25%	66%	82%	89%	63%	75%	76%	83%	81%	75%	73%	64%	73%	73%	73%	68%
					c	cd	cde		g	g	ghi	lmn	n	n					
Mobile phone	1808	874	934	241	369	699	500	265	187	199	366	470	543	335	458	1513	154	91	51
	81%	81%	80%	78%	88%	90%	68%	73%	84%	87%	90%	84%	82%	82%	76%	81%	79%	82%	82%
				f	cf	cf			g	g	gh	n	n	n					
Fixed broadband internet access	1328	631	696	89	283	585	370	131	133	168	323	411	429	240	246	1118	113	62	35
	59%	59%	60%	29%	67%	76%	50%	36%	60%	73%	79%	73%	65%	59%	41%	60%	58%	56%	56%
					cf	cdf	c		g	gh	gh	lmn	mn	n					
Mobile broadband internet access	140	70	70	20	47	58	15	17	12	19	40	39	46	25	30	122	7	8	2
	6%	6%	6%	6%	11%	8%	2%	5%	5%	8%	10%	7%	7%	6%	5%	7%	4%	7%	4%
				f	cef	f					g								
Narrowband internet access	15	9	6	1	1	5	7	2	1	2	1	4	6	-	5	13	-	1	*
	1%	1%	1%	*%	*%	1%	1%	*%	*%	1%	*%	1%	1%	-%	1%	1%	-%	1%	1%
													m						
TV service with additional channels you pay to receive	1052	522	530	61	230	444	316	117	104	115	252	284	325	203	239	865	100	55	32
	47%	49%	45%	20%	55%	57%	43%	32%	47%	50%	62%	50%	49%	49%	40%	46%	51%	50%	52%
					cf	cf	c		g	g	ghi	n	n	n					
None of these	143	70	73	56	23	34	30	18	6	8	22	36	41	26	40	118	12	9	5
	6%	7%	6%	18%	5%	4%	4%	5%	3%	4%	5%	6%	6%	6%	7%	6%	6%	8%	8%
				def															

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QDM. And which, if any, of these services are you primarily or jointly responsible for - in terms of deciding which supplier or network to use? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Landline phone	1638	1399	239	947	685	1051	545
	73%	72%	80%	76%	70%	79%	65%
			a	d		f	
Mobile phone	1808	1576	232	1113	686	1088	670
	81%	81%	78%	89%	70%	82%	79%
				d			
Fixed broadband internet access	1328	1144	184	880	442	864	429
	59%	59%	62%	70%	45%	65%	51%
				d		f	
Mobile broadband internet access	140	132	8	102	38	75	62
	6%	7%	3%	8%	4%	6%	7%
		b		d			
Narrowband internet access	15	12	3	8	7	8	6
	1%	1%	1%	1%	1%	1%	1%
TV service with additional channels you pay to receive	1052	937	114	676	371	675	344
	47%	48%	38%	54%	38%	51%	41%
		b		d		f	
None of these	143	125	18	67	76	84	54
	6%	6%	6%	5%	8%	6%	6%
				c			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Yes	1248	609	640	132	272	497	347	120	126	142	285	374	382	235	256	1071	95	52	31
	56%	57%	55%	43%	65%	64%	47%	33%	57%	62%	70%	67%	58%	57%	43%	57%	49%	47%	50%
					cf	cf			g	g	gh	lmn	n	n		pqr			
No	920	431	489	142	140	262	376	238	92	83	116	168	259	168	324	742	94	54	30
	41%	40%	42%	46%	33%	34%	51%	65%	41%	36%	28%	30%	39%	41%	54%	40%	48%	49%	49%
				de			de	hij	j	j			k	k	klm		o	o	o
Don't know	72	35	37	36	9	16	11	6	4	3	8	20	22	8	22	59	6	5	1
	3%	3%	3%	12%	2%	2%	2%	2%	2%	1%	2%	4%	3%	2%	4%	3%	3%	4%	2%
				def															

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QG1. Do you receive more than one of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Yes	1248	1094	154	816	429	817	401
	56%	56%	52%	65%	44%	61%	47%
				d		f	
No	920	781	140	407	505	475	415
	41%	40%	47%	32%	52%	36%	49%
			a		c		e
Don't know	72	68	4	30	41	41	29
	3%	3%	1%	2%	4%	3%	3%
		b		c			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1462	713	749	143	282	566	471	167	164	175	297	380	433	318	328	1101	121	116	124
Effective Weighted Sample	1215	592	623	116	229	483	404	139	130	142	248	323	361	269	272	979	119	96	123
Total	1248	609	640	132	272	497	347	120	126	142	285	374	382	235	256	1071	95	52	31
Landline phone	1129 90%	558 92%	571 89%	107 81%	239 88%	457 92% c	326 94% cd	103 86%	115 92%	127 89%	248 87%	343 92%	340 89%	215 91%	230 90%	963 90%	90 94%	48 93%	28 91%
One mobile phone	83 7%	36 6%	47 7%	12 9%	17 6%	26 5%	28 8%	8 7%	10 8%	7 5%	16 6%	25 7%	23 6%	15 6%	20 8%	73 7% p	2 2%	7 13% opr	1 4%
More than one mobile phone	25 2%	10 2%	14 2%	6 4% f	5 2%	12 2% f	2 1%	2 2%	4 4%	3 2%	2 1%	3 1%	11 3% k	5 2%	6 2%	21 2%	3 3% r	1 1%	- -%
Internet - Fixed Broadband access	1083 87%	528 87%	554 87%	117 89% f	233 86%	454 91% df	278 80%	95 80%	105 83%	127 89% g	257 90% g	337 90% n	336 88% n	203 86%	206 80%	935 87%	78 82%	44 84%	26 86%
Internet - Mobile Broadband access	44 4%	20 3%	24 4%	7 5%	19 7% ef	12 2%	7 2%	4 3%	5 4%	5 4%	12 4%	14 4%	15 4%	9 4%	7 3%	40 4%	2 2%	2 4%	* 1%
Internet - not broadband access	5 *%	3 1%	1 *%	- -%	- -%	2 *%	3 1%	- -%	* *%	- -%	- -%	2 *%	1 *%	- -%	1 1%	4 *%	- -%	- -%	* 1%
TV service	680 55%	337 55%	344 54%	76 58% f	160 59% f	285 57% f	160 46%	59 49%	65 52%	78 55%	172 60% g	186 50%	204 54%	137 58% k	151 59% k	587 55% q	58 61% q	20 39%	15 50%
Don't know	13 1%	4 1%	9 1%	3 3% e	4 1%	2 *%	3 1%	6 5% j	2 1%	1 1%	2 1%	4 1%	4 1%	1 *%	4 2%	12 1%	1 1%	- -%	* 1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 103

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QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	1462	1241	221	828	630	895	443
Effective Weighted Sample	1215	1036	187	712	534	782	381
Total	1248	1094	154	816	429	817	401
Landline phone	1129	985	144	732	394	742	359
	90%	90%	93%	90%	92%	91%	90%
One mobile phone	83	71	12	52	31	59	22
	7%	6%	7%	6%	7%	7%	5%
More than one mobile phone	25	23	2	15	10	15	10
	2%	2%	1%	2%	2%	2%	3%
Internet - Fixed Broadband access	1083	949	134	728	353	720	336
	87%	87%	87%	89% d	82%	88% f	84%
Internet - Mobile Broadband access	44	42	2	32	12	24	20
	4%	4%	1%	4%	3%	3%	5%
Internet - not broadband access	5	3	1	2	3	3	1
	*%	*%	1%	*%	1%	*%	*%
TV service	680	629	51	459	218	446	220
	55%	58% b	33%	56%	51%	55%	55%
Don't know	13	11	2	6	8	9	3
	1%	1%	1%	1%	2%	1%	1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 104

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

QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Landline phone	1129	558	571	107	239	457	326	103	115	127	248	343	340	215	230	963	90	48	28
	50%	52%	49%	34%	57%	59%	44%	28%	52%	55%	61%	61%	51%	52%	38%	51%	46%	44%	45%
					cf	cf	c		g	g	gh	lmn	n	n		q			
One mobile phone	83	36	47	12	17	26	28	8	10	7	16	25	23	15	20	73	2	7	1
	4%	3%	4%	4%	4%	3%	4%	2%	4%	3%	4%	4%	3%	4%	3%	4%	1%	6%	2%
																p		pr	
More than one mobile phone	25	10	14	6	5	12	2	2	4	3	2	3	11	5	6	21	3	1	-
	1%	1%	1%	2%	1%	2%	*%	1%	2%	1%	1%	*%	2%	1%	1%	1%	2%	1%	-%
				f		f										r			
Internet - Fixed Broadband access	1083	528	554	117	233	454	278	95	105	127	257	337	336	203	206	935	78	44	26
	48%	49%	48%	38%	55%	59%	38%	26%	47%	55%	63%	60%	51%	49%	34%	50%	40%	40%	43%
					cf	cf			g	g	gh	lmn	n	n		pqr			
Internet - Mobile Broadband access	44	20	24	7	19	12	7	4	5	5	12	14	15	9	7	40	2	2	*
	2%	2%	2%	2%	5%	1%	1%	1%	2%	2%	3%	2%	2%	2%	1%	2%	1%	2%	*%
					ef						g								
Internet - not broadband access	5	3	1	-	-	2	3	-	*	-	-	2	1	-	1	4	-	-	*
	*%	*%	*%	-%	-%	*%	*%	-%	*%	-%	-%	*%	*%	-%	*%	*%	-%	-%	*%
TV service	680	337	344	76	160	285	160	59	65	78	172	186	204	137	151	587	58	20	15
	30%	31%	29%	25%	38%	37%	22%	16%	29%	34%	42%	33%	31%	33%	25%	31%	30%	18%	25%
					cf	cf			g	g	gh	n	n	n		qr	q		
Don't know	13	4	9	3	4	2	3	6	2	1	2	4	4	1	4	12	1	-	*
	1%	*%	1%	1%	1%	*%	*%	2%	1%	1%	1%	1%	1%	*%	1%	1%	*%	-%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 104

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

QG2 (QG3A). SHOWCARD Thinking about the service package you consider to be the main one, or the one your household spends the most on... Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTI CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Landline phone	1129	985	144	732	394	742	359
	50%	51%	48%	58% d	40%	56% f	42%
One mobile phone	83	71	12	52	31	59	22
	4%	4%	4%	4%	3%	4% f	3%
More than one mobile phone	25	23	2	15	10	15	10
	1%	1%	1%	1%	1%	1%	1%
Internet - Fixed Broadband access	1083	949	134	728	353	720	336
	48%	49%	45%	58% d	36%	54% f	40%
Internet - Mobile Broadband access	44	42	2	32	12	24	20
	2%	2%	1%	3% d	1%	2%	2%
Internet - not broadband access	5	3	1	2	3	3	1
	*%	*%	*%	*%	*%	*%	*%
TV service	680	629	51	459	218	446	220
	30%	32% b	17%	37% d	22%	33% f	26%
Don't know	13	11	2	6	8	9	3
	1%	1%	1%	*%	1%	1%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1462	713	749	143	282	566	471	167	164	175	297	380	433	318	328	1101	121	116	124
Effective Weighted Sample	1215	592	623	116	229	483	404	139	130	142	248	323	361	269	272	979	119	96	123
Total	1248	609	640	132	272	497	347	120	126	142	285	374	382	235	256	1071	95	52	31
Sky	396	200	196	38	108	172	77	27	35	41	102	121	111	85	78	319	43	22	12
	32%	33%	31%	29%	40%	35%	22%	23%	28%	29%	36%	32%	29%	36%	31%	30%	46%	42%	40%
					cf	f					g						o	o	o
Virgin Media (previously NTL/ Telewest)	368	186	182	52	75	140	101	47	39	39	82	95	119	59	94	346	14	2	5
	29%	31%	28%	39%	28%	28%	29%	39%	31%	27%	29%	26%	31%	25%	37%	32%	15%	5%	15%
				def				ij							km	pqr	q		q
BT	260	127	133	16	40	105	99	20	24	34	62	89	74	53	43	217	21	11	10
	21%	21%	21%	12%	15%	21%	29%	17%	19%	24%	22%	24%	19%	22%	17%	20%	22%	22%	31%
						cd	cde					n							o
Talk Talk/ Carphone Warehouse	129	58	71	14	15	48	51	17	14	17	16	39	41	23	25	105	12	9	2
	10%	9%	11%	11%	6%	10%	15%	14%	11%	12%	6%	11%	11%	10%	10%	10%	12%	18%	7%
							de	j		j								or	
Orange	22	7	15	4	7	10	2	2	1	4	4	8	7	2	5	19	1	2	-
	2%	1%	2%	3%	2%	2%	1%	2%	1%	3%	2%	2%	2%	1%	2%	2%	1%	5%	-%
																		r	
O2	19	4	15	3	9	3	4	3	4	1	2	4	8	3	3	16	2	*	*
	1%	1%	2%	2%	3%	1%	1%	2%	3%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%
			a		ef														
Plusnet	9	4	5	-	3	3	3	-	1	1	2	3	3	3	-	8	-	*	*
	1%	1%	1%	-%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	-%	1%	-%	1%	1%
Vodafone	9	5	3	*	4	2	3	2	1	1	2	-	4	3	2	8	-	*	-
	1%	1%	1%	*%	1%	*%	1%	2%	1%	1%	1%	-%	1%	1%	1%	1%	-%	1%	-%
Other	29	13	16	4	7	13	5	1	6	3	11	10	11	4	4	23	2	3	1
	2%	2%	2%	3%	3%	3%	2%	1%	4%	2%	4%	3%	3%	2%	2%	2%	2%	7%	3%
																		o	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 105

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1462	713	749	143	282	566	471	167	164	175	297	380	433	318	328	1101	121	116	124
Effective Weighted Sample	1215	592	623	116	229	483	404	139	130	142	248	323	361	269	272	979	119	96	123
Total	1248	609	640	132	272	497	347	120	126	142	285	374	382	235	256	1071	95	52	31
Don't know	8	4	4	2	4	-	2	1	-	1	1	4	4	-	-	8	-	-	*
	1%	1%	1%	1%	1%	-%	1%	1%	-%	1%	*%	1%	1%	-%	-%	1%	-%	-%	1%
				e	e														

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 105

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QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1462	1241	221	828	630	895	443
Effective Weighted Sample	1215	1036	187	712	534	782	381
Total	1248	1094	154	816	429	817	401
Sky	396 32%	354 32%	42 27%	285 35% d	111 26%	257 31%	127 32%
Virgin Media (previously NTL/ Telewest)	368 29%	360 33% b	8 5%	233 29%	131 31%	224 27%	139 35% e
BT	260 21%	185 17%	75 49% a	165 20%	95 22%	188 23% f	63 16%
Talk Talk/ Carphone Warehouse	129 10%	114 10%	14 9%	69 9%	59 14% c	84 10%	42 11%
Orange	22 2%	17 2%	6 4% a	18 2%	5 1%	20 2% f	3 1%
O2	19 1%	16 2%	2 1%	13 2%	6 1%	13 2%	6 1%
Plusnet	9 1%	7 1%	2 1%	6 1%	3 1%	7 1%	2 *%
Vodafone	9 1%	8 1%	* *%	5 1%	3 1%	2 *%	7 2% e
Other	29 2%	25 2%	4 3%	19 2%	10 2%	17 2%	11 3%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QG3 (QG3D). Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	URBANITY			WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1462	1241	221	828	630	895	443
Effective Weighted Sample	1215	1036	187	712	534	782	381
Total	1248	1094	154	816	429	817	401
Don't know	8	8	*	3	5	7	1
	1%	1%	*%	*%	1%	1%	*%
				c			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION					
		Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI	
			a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Significance Level: 95%																					
Unweighted total		2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250	
Effective Weighted Sample		2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248	
Total		2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62	
7 days a week	(7.0)	1036	517	519	107	169	378	383	132	90	116	213	298	305	195	237	875	84	46	31	
		46%	48%	45%	34%	40%	49% cd	52% cd	36%	41%	51% gh	52% gh	53% ln	46% n	48% n	39%	47%	43%	42%	51%	
6 days a week	(6.0)	91	48	43	8	21	38	24	13	10	9	26	26	28	16	22	83	3	3	2	
		4%	4%	4%	3%	5%	5%	3%	3%	4%	4%	6%	5%	4%	4%	4%	4% p	2%	3%	3%	
5 days a week	(5.0)	196	85	110	22	46	86	42	20	18	25	60	48	68	41	38	163	14	14	4	
		9%	8%	9%	7%	11% f	11% f	6%	5%	8%	11% g	15% gh	9%	10% n	10% n	6%	9%	7%	13% or	7%	
3 or 4 days a week	(3.5)	171	72	99	36	26	59	50	25	13	18	35	55	46	23	46	148	14	4	5	
		8%	7%	8%	12% def	6%	8%	7%	7%	6%	8%	9%	10% m	7%	6%	8%	8% q	7%	4%	8% q	
1 or 2 days a week	(1.5)	173	83	90	31	46	44	52	34	22	19	24	35	49	27	62	141	16	11	5	
		8%	8%	8%	10% e	11% ef	6%	7%	9%	10%	8%	6%	6%	7%	7%	10% km	8%	8%	10%	8%	
Less often	(0.5)	109	59	50	24	25	29	31	26	11	5	15	23	31	17	38	91	9	6	3	
		5%	5%	4%	8% ef	6%	4%	4%	7% ij	5%	2%	4%	4%	5%	4%	6%	5%	5%	5%	5%	
Never/ do not listen to the radio	(0.0)	461	208	252	81	88	140	152	113	58	37	35	78	133	92	158	370	53	27	11	
		21%	19%	22%	26% e	21%	18%	21%	31% ij	26% ij	16% j	9%	14%	20% k	22% k	26% kl	20%	27% or	24%	18%	
Don't know		3	2	2	1	-	1	1	1	*	-	1	-	2	-	1	3	1	*	-	
		*%	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%	-%	
Mean number of days during an average week		4.3	4.4	4.3	3.5	4.1 c	4.6 cd	4.5 cd	3.5	3.9	4.7 gh	5.2 ghi	4.9 lmn	4.4 n	4.4 n	3.8	4.4 p	3.9	4.0	4.5 p	
Standard deviation		2.95	2.95	2.95	2.98	2.95	2.83	2.99	3.11	3.07	2.78	2.43	2.73	2.93	2.99	3.06	2.93	3.09	3.03	2.95	
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																					

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE a	FEMALE b	16-24 c	25-34 d	35-54 e	55+ f	UNDER £11.5K g	£11.5K- £17.5K h	£17.5K- £29.9K i	£30K+ j	AB k	C1 l	C2 m	DE n	ENG LAND o	SCOT LAND p	WALES q	NI r
Significance Level: 95%																			
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Standard error	.06	.08	.08	.16	.14	.09	.09	.14	.18	.16	.12	.11	.11	.13	.11	.07	.20	.19	.19
Columns Tested: a,b - c,d,e,f - g,h,i,j - k,l,m,n - o,p,q,r																			

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 106

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QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		URBANITY			WORKING		DEPRIVATION LEVEL	
		Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%			a	b	c	d	e	f
Unweighted total		2730	2283	447	1298	1419	1527	953
Effective Weighted Sample		2257	1904	367	1106	1201	1326	823
Total		2240	1942	298	1253	976	1333	845
7 days a week	(7.0)	1036	877	160	608	425	675	330
		46%	45%	54%	49%	44%	51%	39%
6 days a week	(6.0)	91	80	11	60	31	54	35
		4%	4%	4%	5%	3%	4%	4%
5 days a week	(5.0)	196	169	26	152	43	123	69
		9%	9%	9%	12%	4%	9%	8%
3 or 4 days a week	(3.5)	171	151	19	96	73	99	67
		8%	8%	7%	8%	8%	7%	8%
1 or 2 days a week	(1.5)	173	153	20	79	94	94	74
		8%	8%	7%	6%	10%	7%	9%
Less often	(0.5)	109	95	14	48	57	51	54
		5%	5%	5%	4%	6%	4%	6%
Never/ do not listen to the radio	(0.0)	461	413	48	207	251	236	214
		21%	21%	16%	17%	26%	18%	25%
Don't know		3	3	-	2	2	1	3
		*%	*%	-%	*%	*%	*%	*%
Mean number of days during an average week		4.3	4.3	4.8	4.7	3.9	4.6	3.8
Standard deviation		2.95	2.96	2.84	2.79	3.09	2.86	3.03
Columns Tested: a,b - c,d - e,f								

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 106

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QP1. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Standard error	.06	.06	.13	.08	.08	.07	.10
Columns Tested: a,b - c,d - e,f							

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QP2A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Radio set with AM Stereo - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2137	1040	1097	252	355	722	808	360	214	242	392	506	613	437	578	1563	182	188	204
Effective Weighted Sample	1765	860	904	206	288	611	686	298	170	197	326	428	505	361	484	1392	178	153	202
Total	1776	864	912	228	332	635	581	249	164	192	373	485	528	319	443	1500	141	84	51
Every day	242	126	117	28	29	76	109	49	17	28	51	62	62	45	74	206	16	12	8
	14%	15%	13%	12%	9%	12%	19%	20%	10%	14%	14%	13%	12%	14%	17%	14%	11%	14%	16%
							cde	hj							l				
At least weekly	150	82	69	17	25	52	56	26	10	16	37	43	42	27	38	121	23	3	4
	8%	9%	8%	8%	7%	8%	10%	10%	6%	9%	10%	9%	8%	8%	9%	8%	16%	3%	7%
																q	oqr		
At least monthly	71	38	33	11	15	22	23	10	5	7	11	24	14	16	17	55	11	3	2
	4%	4%	4%	5%	4%	3%	4%	4%	3%	4%	3%	5%	3%	5%	4%	4%	8%	3%	3%
																	oqr		
Have tried it once	99	41	58	10	18	33	38	15	6	13	14	13	36	18	32	85	4	10	1
	6%	5%	6%	4%	6%	5%	7%	6%	3%	7%	4%	3%	7%	6%	7%	6%	3%	12%	2%
													k	k	k	r		opr	
Never	873	414	459	118	183	314	259	102	92	95	172	234	275	162	202	744	51	44	35
	49%	48%	50%	52%	55%	49%	44%	41%	56%	49%	46%	48%	52%	51%	46%	50%	36%	53%	68%
					f				gj				n			p		p	opq
Do not have access to device	340	164	177	44	62	138	96	48	34	33	88	108	100	52	81	290	37	12	2
	19%	19%	19%	19%	19%	22%	17%	19%	21%	17%	24%	22%	19%	16%	18%	19%	26%	14%	3%
						f						m				r	oqr	r	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QP2A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Radio set with AM Stereo - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2137	1758	379	1079	1048	1237	696
Effective Weighted Sample	1765	1468	311	918	884	1075	602
Total	1776	1526	250	1044	723	1096	629
Every day	242	213	30	127	115	130	104
	14%	14%	12%	12%	16% c	12%	17% e
At least weekly	150	135	15	88	60	71	76
	8%	9%	6%	8%	8%	6%	12% e
At least monthly	71	65	6	41	30	45	24
	4%	4%	2%	4%	4%	4%	4%
Have tried it once	99	94	5	58	41	50	48
	6%	6% b	2%	6%	6%	5%	8% e
Never	873	718	155	539	329	593	246
	49%	47%	62% a	52% d	45%	54% f	39%
Do not have access to device	340	301	39	191	148	207	132
	19%	20%	16%	18%	20%	19%	21%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 108

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

QP2B (QP11B). SHOWCARD How often, if at all, do you access the radio via - Radio set with FM stereo - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2137	1040	1097	252	355	722	808	360	214	242	392	506	613	437	578	1563	182	188	204
Effective Weighted Sample	1765	860	904	206	288	611	686	298	170	197	326	428	505	361	484	1392	178	153	202
Total	1776	864	912	228	332	635	581	249	164	192	373	485	528	319	443	1500	141	84	51
Every day	558	269	289	48	67	204	239	86	47	65	99	146	155	109	146	475	39	27	16
	31%	31%	32%	21%	20%	32%	41%	34%	29%	34%	26%	30%	29%	34%	33%	32%	28%	33%	32%
						cd	cde	j											
At least weekly	270	127	143	29	51	102	88	44	28	22	61	72	82	38	77	218	33	13	6
	15%	15%	16%	13%	15%	16%	15%	18%	17%	11%	16%	15%	16%	12%	17%	15%	23%	16%	13%
															m		or		
At least monthly	102	45	56	18	23	34	27	12	8	11	19	32	30	14	25	82	8	10	2
	6%	5%	6%	8%	7%	5%	5%	5%	5%	6%	5%	7%	6%	4%	6%	5%	6%	12%	4%
																		opr	
Have tried it once	57	22	35	10	12	18	17	10	7	7	9	7	23	10	17	47	2	7	1
	3%	3%	4%	4%	4%	3%	3%	4%	4%	4%	2%	1%	4%	3%	4%	3%	1%	8%	2%
													k		k			opr	
Never	571	292	279	88	133	195	154	65	50	68	127	158	169	111	133	496	34	17	23
	32%	34%	31%	39%	40%	31%	27%	26%	31%	35%	34%	33%	32%	35%	30%	33%	24%	21%	45%
				ef	ef					g	g					pq			opq
Do not have access to device	218	109	109	35	45	82	56	33	24	18	58	69	69	36	45	182	26	9	2
	12%	13%	12%	15%	14%	13%	10%	13%	15%	9%	16%	14%	13%	11%	10%	12%	18%	11%	4%
				f							i					r	or	r	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 108

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QP2B (QP11B). SHOWCARD How often, if at all, do you access the radio via - Radio set with FM stereo - either at home or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2137	1758	379	1079	1048	1237	696
Effective Weighted Sample	1765	1468	311	918	884	1075	602
Total	1776	1526	250	1044	723	1096	629
Every day	558	461	97	313	245	352	190
	31%	30%	39%	30%	34%	32%	30%
			a				
At least weekly	270	236	35	154	116	148	116
	15%	15%	14%	15%	16%	13%	18%
							e
At least monthly	102	92	10	61	38	60	39
	6%	6%	4%	6%	5%	5%	6%
Have tried it once	57	56	1	34	22	31	25
	3%	4%	1%	3%	3%	3%	4%
		b					
Never	571	482	89	351	217	380	168
	32%	32%	35%	34%	30%	35%	27%
						f	
Do not have access to device	218	200	19	132	85	126	90
	12%	13%	7%	13%	12%	12%	14%
		b					

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 109

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

QP2C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2137	1040	1097	252	355	722	808	360	214	242	392	506	613	437	578	1563	182	188	204
Effective Weighted Sample	1765	860	904	206	288	611	686	298	170	197	326	428	505	361	484	1392	178	153	202
Total	1776	864	912	228	332	635	581	249	164	192	373	485	528	319	443	1500	141	84	51
Every day	56 3%	24 3%	32 3%	14 6% f	14 4% f	21 3% f	7 1%	14 6% h	2 1%	12 6% h	11 3%	12 2%	6 1%	20 6% kl	18 4% l	47 3%	6 4%	2 3%	2 3%
At least weekly	101 6%	50 6%	50 6%	28 12% ef	31 9% ef	32 5% f	9 2%	8 3%	10 6%	12 6%	31 8% g	27 6%	33 6%	14 5%	27 6%	90 6%	5 4%	3 4%	3 5%
At least monthly	67 4%	34 4%	33 4%	20 9% def	12 4% f	27 4% f	8 1%	4 2%	1 1%	10 5% gh	27 7% gh	20 4%	18 3%	15 5%	14 3%	55 4%	6 5%	4 5%	1 3%
Have tried it once	116 7%	66 8%	50 5%	19 8% f	35 10% f	52 8% f	10 2%	10 4%	9 5%	15 8%	33 9% g	43 9% n	31 6%	21 7%	19 4%	102 7%	7 5%	4 5%	2 3%
Never	1199 68%	576 67%	623 68%	127 56%	222 67% c	454 72% c	396 68% c	152 61%	120 73% g	128 67%	243 65%	327 68%	374 71% n	215 67%	282 64%	1000 67%	100 71%	59 70%	40 78% o
Do not have access to device	238 13%	113 13%	124 14%	20 9%	18 5%	48 8%	151 26% cde	61 25% hij	21 13%	14 7%	28 8%	55 11%	65 12%	33 11%	83 19% klm	207 14% r	17 12%	10 13%	4 8%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 109

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

QP2C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2137	1758	379	1079	1048	1237	696
Effective Weighted Sample	1765	1468	311	918	884	1075	602
Total	1776	1526	250	1044	723	1096	629
Every day	56	52	4	30	26	29	25
	3%	3%	1%	3%	4%	3%	4%
At least weekly	101	91	9	69	32	69	29
	6%	6%	4%	7% d	4%	6%	5%
At least monthly	67	61	6	48	19	30	35
	4%	4%	2%	5% d	3%	3%	6% e
Have tried it once	116	113	3	90	25	60	54
	7%	7% b	1%	9% d	3%	6%	9% e
Never	1199	1008	192	737	455	777	382
	68%	66%	77% a	71% d	63%	71% f	61%
Do not have access to device	238	201	37	70	167	130	103
	13%	13%	15%	7%	23% c	12%	16% e

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 110

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

QP2D (QP11D). SHOWCARD How often, if at all, do you access the radio via - Digital radio through TV. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2137	1040	1097	252	355	722	808	360	214	242	392	506	613	437	578	1563	182	188	204
Effective Weighted Sample	1765	860	904	206	288	611	686	298	170	197	326	428	505	361	484	1392	178	153	202
Total	1776	864	912	228	332	635	581	249	164	192	373	485	528	319	443	1500	141	84	51
Every day	62 4%	21 2%	41 4% a	10 4%	11 3%	22 3%	20 3%	14 6% h	2 1%	7 4%	11 3%	17 3%	19 4%	10 3%	16 4%	45 3%	9 6% o	7 8% o	2 4%
At least weekly	169 10%	80 9%	89 10%	24 10% f	36 11% f	72 11% f	36 6%	17 7%	15 9%	23 12% g	40 11%	47 10%	49 9%	36 11%	37 8%	136 9%	16 11%	14 17% or	3 6%
At least monthly	146 8%	80 9%	66 7%	28 12% f	30 9% f	61 10% f	27 5%	18 7%	6 4%	17 9% h	45 12% gh	46 9%	49 9%	23 7%	28 6%	106 7%	32 22% oqr	3 4%	5 9% q
Have tried it once	147 8%	78 9%	69 8%	16 7%	36 11% f	57 9%	38 6%	9 3%	23 14% gj	18 9% g	27 7% g	49 10% l	35 7%	26 8%	37 8%	130 9%	8 6%	5 7%	3 6%
Never	1054 59%	517 60%	537 59%	121 53%	199 60%	373 59%	360 62% c	136 54%	103 63%	115 60%	221 59%	277 57%	324 61%	196 62%	254 57%	903 60% p	69 49%	46 54%	36 71% opq
Do not have access to device	198 11%	88 10%	110 12%	29 13% de	20 6%	49 8%	100 17% de	56 22% hij	14 9%	12 6%	29 8%	48 10%	52 10%	27 8%	71 16% klm	181 12% pr	8 5%	8 10% r	1 3%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 110

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

QP2D (QP11D). SHOWCARD How often, if at all, do you access the radio via - Digital radio through TV. (SINGLE CODE)

Base : Those who listen to radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2137	1758	379	1079	1048	1237	696
Effective Weighted Sample	1765	1468	311	918	884	1075	602
Total	1776	1526	250	1044	723	1096	629
Every day	62 4%	54 4%	8 3%	31 3%	31 4%	39 4%	21 3%
At least weekly	169 10%	146 10%	23 9%	115 11% d	53 7%	103 9%	63 10%
At least monthly	146 8%	133 9% b	13 5%	103 10% d	43 6%	83 8%	59 9%
Have tried it once	147 8%	139 9% b	7 3%	95 9%	52 7%	77 7%	67 11% e
Never	1054 59%	886 58%	167 67% a	628 60%	421 58%	689 63% f	329 52%
Do not have access to device	198 11%	167 11%	31 13%	74 7%	123 17% c	107 10%	90 14% e

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QP2E (QP11E). SHOWCARD How often, if at all, do you access the radio via - Digital radio through the internet. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2137	1040	1097	252	355	722	808	360	214	242	392	506	613	437	578	1563	182	188	204
Effective Weighted Sample	1765	860	904	206	288	611	686	298	170	197	326	428	505	361	484	1392	178	153	202
Total	1776	864	912	228	332	635	581	249	164	192	373	485	528	319	443	1500	141	84	51
Every day	48	30	17	10	11	18	8	2	1	5	12	19	14	8	6	41	4	2	1
	3%	3%	2%	5%	3%	3%	1%	1%	*%	3%	3%	4%	3%	2%	1%	3%	3%	2%	2%
		b		f							gh	n							
At least weekly	97	60	37	29	11	46	11	8	5	10	37	43	26	10	17	85	6	4	2
	5%	7%	4%	13%	3%	7%	2%	3%	3%	5%	10%	9%	5%	3%	4%	6%	5%	4%	3%
		b		def		df					ghi	lmn							
At least monthly	105	58	47	21	21	48	16	6	7	11	36	47	38	11	8	98	5	1	1
	6%	7%	5%	9%	6%	8%	3%	2%	4%	6%	10%	10%	7%	4%	2%	7%	3%	2%	2%
				f	f	f				g	gh	mn	mn			qr			
Have tried it once	103	48	54	19	32	35	17	5	12	12	23	34	33	18	17	84	11	5	2
	6%	6%	6%	8%	10%	6%	3%	2%	7%	6%	6%	7%	6%	6%	4%	6%	8%	7%	3%
				f	ef	f			g	g	g	n					r		
Never	1125	526	599	125	223	418	359	143	109	132	231	286	357	219	262	936	91	56	42
	63%	61%	66%	55%	67%	66%	62%	58%	67%	69%	62%	59%	68%	69%	59%	62%	65%	67%	82%
			a		c	c				g			kn	kn					opq
Do not have access to device	299	142	157	24	36	69	170	86	31	21	32	55	59	52	133	256	24	15	4
	17%	16%	17%	10%	11%	11%	29%	34%	19%	11%	9%	11%	11%	16%	30%	17%	17%	18%	7%
							cde	hij	ij					kl	klm	r	r	r	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QP2E (QP11E). SHOWCARD How often, if at all, do you access the radio via - Digital radio through the internet. (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2137	1758	379	1079	1048	1237	696
Effective Weighted Sample	1765	1468	311	918	884	1075	602
Total	1776	1526	250	1044	723	1096	629
Every day	48	43	5	30	17	31	16
	3%	3%	2%	3%	2%	3%	2%
At least weekly	97	85	11	65	32	61	34
	5%	6%	5%	6%	4%	6%	5%
At least monthly	105	98	7	83	22	70	34
	6%	6%	3%	8%	3%	6%	5%
		b		d			
Have tried it once	103	97	6	70	32	61	40
	6%	6%	2%	7%	4%	6%	6%
		b		d			
Never	1125	938	187	693	427	731	353
	63%	61%	75%	66%	59%	67%	56%
			a	d		f	
Do not have access to device	299	265	34	103	194	143	152
	17%	17%	13%	10%	27%	13%	24%
				c			e

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QP2F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2137	1040	1097	252	355	722	808	360	214	242	392	506	613	437	578	1563	182	188	204
Effective Weighted Sample	1765	860	904	206	288	611	686	298	170	197	326	428	505	361	484	1392	178	153	202
Total	1776	864	912	228	332	635	581	249	164	192	373	485	528	319	443	1500	141	84	51
Every day	333	186	146	27	52	119	135	26	31	39	77	131	98	55	48	289	21	16	6
	19%	22%	16%	12%	16%	19%	23%	10%	19%	20%	21%	27%	19%	17%	11%	19%	15%	19%	13%
		b				c	cde		g	g	g	lmn	n	n		r			
At least weekly	157	82	75	13	33	69	42	10	11	17	55	65	40	21	31	138	13	4	2
	9%	10%	8%	6%	10%	11%	7%	4%	6%	9%	15%	13%	8%	7%	7%	9%	9%	5%	4%
						cf				g	ghi	lmn				r	r		
At least monthly	46	21	25	10	12	18	6	2	3	3	14	20	13	10	4	42	2	1	2
	3%	2%	3%	4%	4%	3%	1%	1%	2%	1%	4%	4%	2%	3%	1%	3%	1%	1%	3%
				f	f	f					g	n		n					
Have tried it once	39	17	22	5	9	18	8	4	1	4	5	10	20	5	4	34	-	5	-
	2%	2%	2%	2%	3%	3%	1%	2%	1%	2%	1%	2%	4%	2%	1%	2%	-%	6%	-%
													n			pr		opr	
Never	636	291	345	94	122	223	197	99	61	74	114	141	195	127	170	542	43	23	28
	36%	34%	38%	41%	37%	35%	34%	40%	37%	39%	30%	29%	37%	40%	38%	36%	31%	27%	54%
								j					k	k	k	q			opq
Do not have access to device	565	266	298	79	104	189	192	109	58	55	109	116	163	101	185	454	62	35	13
	32%	31%	33%	35%	31%	30%	33%	44%	35%	29%	29%	24%	31%	32%	42%	30%	44%	42%	26%
								ij					k	k	klm		or	or	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QP2F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2137	1758	379	1079	1048	1237	696
Effective Weighted Sample	1765	1468	311	918	884	1075	602
Total	1776	1526	250	1044	723	1096	629
Every day	333	280	53	203	129	229	97
	19%	18%	21%	19%	18%	21%	15%
						f	
At least weekly	157	141	16	115	42	99	56
	9%	9%	6%	11%	6%	9%	9%
				d			
At least monthly	46	43	3	31	14	36	9
	3%	3%	1%	3%	2%	3%	1%
						f	
Have tried it once	39	38	1	27	12	22	18
	2%	2%	1%	3%	2%	2%	3%
		b					
Never	636	526	110	373	259	417	191
	36%	34%	44%	36%	36%	38%	30%
			a			f	
Do not have access to device	565	498	66	295	268	293	258
	32%	33%	26%	28%	37%	27%	41%
		b			c		e

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 113

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

QP2G (QP11G) SHOWCARD How often, if at all, do you access the radio via - A car radio (FM). (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2137	1040	1097	252	355	722	808	360	214	242	392	506	613	437	578	1563	182	188	204
Effective Weighted Sample	1765	860	904	206	288	611	686	298	170	197	326	428	505	361	484	1392	178	153	202
Total	1776	864	912	228	332	635	581	249	164	192	373	485	528	319	443	1500	141	84	51
Every day	646	334	312	75	119	300	151	36	57	83	186	218	202	137	88	527	57	33	28
	36%	39%	34%	33%	36%	47%	26%	14%	35%	43%	50%	45%	38%	43%	20%	35%	40%	40%	55%
				f	f	cdf			g	g	gh	ln	n	n					opq
At least weekly	416	202	214	56	82	145	132	43	41	44	99	128	127	73	88	362	23	20	11
	23%	23%	23%	25%	25%	23%	23%	17%	25%	23%	27%	26%	24%	23%	20%	24%	16%	25%	21%
									g		g	n				p			
At least monthly	68	34	34	13	18	18	18	5	8	4	12	26	22	6	14	64	1	2	1
	4%	4%	4%	6%	6%	3%	3%	2%	5%	2%	3%	5%	4%	2%	3%	4%	1%	3%	1%
					e							m				p			
Have tried it once	27	14	13	2	5	8	12	4	1	5	3	6	8	5	9	20	2	5	-
	2%	2%	1%	1%	2%	1%	2%	2%	*%	2%	1%	1%	1%	2%	2%	1%	2%	6%	-%
																		or	
Never	339	156	184	39	55	98	148	76	29	36	47	68	90	68	113	292	23	14	9
	19%	18%	20%	17%	17%	15%	25%	30%	18%	19%	13%	14%	17%	21%	25%	19%	17%	17%	19%
							cde	hij						k	kl				
Do not have access to device	280	124	156	42	53	65	120	85	28	20	25	40	78	30	132	235	35	9	2
	16%	14%	17%	19%	16%	10%	21%	34%	17%	11%	7%	8%	15%	9%	30%	16%	25%	10%	4%
				e	e		e	hij	j				km		klm	r	oqr	r	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 113

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

QP2G (QP11G) SHOWCARD How often, if at all, do you access the radio via - A car radio (FM). (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2137	1758	379	1079	1048	1237	696
Effective Weighted Sample	1765	1468	311	918	884	1075	602
Total	1776	1526	250	1044	723	1096	629
Every day	646	546	100	490	153	443	175
	36%	36%	40%	47%	21%	40%	28%
				d		f	
At least weekly	416	349	66	257	159	268	137
	23%	23%	26%	25%	22%	24%	22%
At least monthly	68	60	8	36	32	45	23
	4%	4%	3%	3%	4%	4%	4%
Have tried it once	27	26	1	12	14	16	11
	2%	2%	1%	1%	2%	1%	2%
Never	339	286	54	159	178	213	117
	19%	19%	21%	15%	25%	19%	19%
				c			
Do not have access to device	280	259	21	90	187	111	166
	16%	17%	8%	9%	26%	10%	26%
		b			c		e

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QP2H (QP11H) SHOWCARD How often, if at all, do you access the radio via - A car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2137	1040	1097	252	355	722	808	360	214	242	392	506	613	437	578	1563	182	188	204
Effective Weighted Sample	1765	860	904	206	288	611	686	298	170	197	326	428	505	361	484	1392	178	153	202
Total	1776	864	912	228	332	635	581	249	164	192	373	485	528	319	443	1500	141	84	51
Every day	209	123	86	27	30	96	56	13	8	26	61	76	66	40	25	162	26	12	9
	12%	14%	9%	12%	9%	15%	10%	5%	5%	14%	16%	16%	13%	13%	6%	11%	18%	14%	17%
		b				df				gh	gh	n	n	n			o		o
At least weekly	157	82	75	25	29	61	43	11	11	16	49	45	47	39	26	133	16	6	3
	9%	9%	8%	11%	9%	10%	7%	5%	6%	8%	13%	9%	9%	12%	6%	9%	11%	7%	6%
											gh			n					
At least monthly	52	35	16	6	6	17	23	3	2	6	12	26	14	5	7	46	4	*	1
	3%	4%	2%	2%	2%	3%	4%	1%	2%	3%	3%	5%	3%	2%	2%	3%	3%	%	2%
		b										lmn							
Have tried it once	59	28	31	8	14	18	20	7	8	8	6	18	14	10	16	46	2	10	*
	3%	3%	3%	3%	4%	3%	3%	3%	5%	4%	2%	4%	3%	3%	4%	3%	1%	12%	1%
																		opr	
Never	826	384	441	100	166	298	261	113	91	90	163	209	246	163	207	703	48	40	35
	47%	44%	48%	44%	50%	47%	45%	45%	56%	47%	44%	43%	47%	51%	47%	47%	34%	48%	69%
									gj					k		p		p	opq
Do not have access to device	474	212	262	62	87	145	179	102	43	46	81	112	140	60	161	410	47	15	2
	27%	25%	29%	27%	26%	23%	31%	41%	26%	24%	22%	23%	27%	19%	36%	27%	33%	18%	5%
			a				e	hij					m		klm	qr	qr	r	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

QP2H (QP11H) SHOWCARD How often, if at all, do you access the radio via - A car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2137	1758	379	1079	1048	1237	696
Effective Weighted Sample	1765	1468	311	918	884	1075	602
Total	1776	1526	250	1044	723	1096	629
Every day	209	186	23	153	56	137	63
	12%	12%	9%	15% d	8%	13%	10%
At least weekly	157	143	14	102	53	84	70
	9%	9% b	6%	10%	7%	8%	11% e
At least monthly	52	45	6	32	20	35	15
	3%	3%	3%	3%	3%	3%	2%
Have tried it once	59	54	5	36	22	30	28
	3%	4%	2%	3%	3%	3%	4%
Never	826	669	157	508	314	568	223
	47%	44%	63% a	49% d	43%	52% f	35% e
Do not have access to device	474	429	45	213	258	241	231
	27%	28% b	18%	20%	36% c	22%	37% e

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 115

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

QP2I (QP11I) SHOWCARD How often, if at all, do you access the radio via - A car radio (DAB). (SINGLE CODE)

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2137	1040	1097	252	355	722	808	360	214	242	392	506	613	437	578	1563	182	188	204
Effective Weighted Sample	1765	860	904	206	288	611	686	298	170	197	326	428	505	361	484	1392	178	153	202
Total	1776	864	912	228	332	635	581	249	164	192	373	485	528	319	443	1500	141	84	51
Every day	143 8%	81 9% b	62 7%	13 6%	31 9%	63 10% f	36 6%	6 2%	8 5%	19 10% g	37 10% gh	55 11% mn	52 10% n	20 6%	16 4%	129 9% p	5 4%	6 7%	3 6%
At least weekly	62 3%	35 4%	27 3%	11 5%	7 2%	20 3%	24 4%	2 1%	3 2%	8 4% g	14 4% g	20 4%	16 3%	11 3%	15 3%	54 4%	4 3%	4 4%	1 2%
At least monthly	14 1%	9 1%	5 1%	3 1%	4 1%	3 *% f	5 1%	3 1%	- -%	- -%	5 1%	6 1%	3 1%	1 *% kl	5 1%	14 1% p	- -%	- -%	- -%
Have tried it once	12 1%	7 1%	5 1%	5 2% f	3 1%	4 1%	1 *% f	1 *% i	1 1%	1 *% i	- -%	5 1%	3 1%	3 1%	1 *% m	11 1% r	1 1% oqr	- -% r	* *% r
Never	742 42%	348 40%	394 43%	105 46%	144 43%	247 39%	246 42%	108 43%	70 43%	84 44%	143 38%	185 38%	213 40%	156 49% kl	187 42%	626 42% p	48 34%	34 41%	34 68% opq
Do not have access to device	802 45%	384 44%	418 46%	90 40%	144 43%	298 47%	270 46%	129 52% i	81 50%	80 42%	175 47%	213 44%	241 46%	129 40%	219 49% m	666 44% r	84 59% oqr	40 48% r	12 24%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 115

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

QP21 (QP11I) SHOWCARD How often, if at all, do you access the radio via - A car radio (DAB). (SINGLE CODE)

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2137	1758	379	1079	1048	1237	696
Effective Weighted Sample	1765	1468	311	918	884	1075	602
Total	1776	1526	250	1044	723	1096	629
Every day	143	125	18	107	37	95	46
	8%	8%	7%	10% d	5%	9%	7%
At least weekly	62	57	5	37	24	39	22
	3%	4%	2%	4%	3%	4%	4%
At least monthly	14	14	1	6	9	9	5
	1%	1%	*%	1%	1%	1%	1%
Have tried it once	12	12	*	11	1	2	10
	1%	1%	*%	1% d	*%	*%	2% e
Never	742	616	126	435	303	506	202
	42%	40%	50% a	42%	42%	46% f	32%
Do not have access to device	802	702	100	448	350	445	345
	45%	46% b	40%	43%	48% c	41%	55% e

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

SUMMARY - EVER USE DIGITAL RADIO

Base : Those who listen to radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2137	1040	1097	252	355	722	808	360	214	242	392	506	613	437	578	1563	182	188	204
Effective Weighted Sample	1765	860	904	206	288	611	686	298	170	197	326	428	505	361	484	1392	178	153	202
Total	1776	864	912	228	332	635	581	249	164	192	373	485	528	319	443	1500	141	84	51
YES, EVER USED	1004	517	487	128	197	392	287	100	83	118	251	333	302	167	201	850	85	45	24
	57%	60%	53%	56%	59%	62%	49%	40%	51%	62%	67%	69%	57%	53%	45%	57%	60%	54%	47%
		b			f	f			g	gh	gh	lmn	n	n		r	r		
YES, USE AT LEAST MONTHLY	913	469	444	118	174	354	267	93	72	108	233	310	277	150	175	771	81	40	21
	51%	54%	49%	52%	52%	56%	46%	37%	44%	56%	62%	64%	53%	47%	40%	51%	57%	48%	42%
		b				f				gh	gh	lmn	n	n		r	r		
YES, USE AT LEAST WEEKLY	782	409	373	90	140	309	243	73	63	93	198	274	234	126	147	668	58	38	16
	44%	47%	41%	39%	42%	49%	42%	29%	38%	48%	53%	56%	44%	40%	33%	45%	41%	46%	32%
		b				cf			g	g	gh	lmn	n			r		r	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

SUMMARY - EVER USE DIGITAL RADIO

Base : Those who listen to radio

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2137	1758	379	1079	1048	1237	696
Effective Weighted Sample	1765	1468	311	918	884	1075	602
Total	1776	1526	250	1044	723	1096	629
YES, EVER USED	1004	883	120	643	355	620	360
	57%	58%	48%	62%	49%	57%	57%
		b		d			
YES, USE AT LEAST MONTHLY	913	796	117	579	328	579	312
	51%	52%	47%	55%	45%	53%	50%
				d			
YES, USE AT LEAST WEEKLY	782	674	108	495	284	509	256
	44%	44%	43%	47%	39%	46%	41%
				d		f	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 117

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

QP3 (QP2). Before today, had you heard of digital radios, sometimes called D-A-B radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Yes	1818	919	900	251	344	672	552	237	178	203	371	499	571	325	421	1524	168	82	44
	81%	86%	77%	81%	82%	87%	75%	65%	80%	89%	91%	89%	86%	79%	70%	81%	86%	74%	72%
		b		f	f	cdf			g	gh	gh	mn	mn	n		qr	qr		
No	355	125	230	51	65	86	153	112	38	23	32	50	80	71	154	289	25	25	16
	16%	12%	20%	16%	15%	11%	21%	31%	17%	10%	8%	9%	12%	17%	26%	15%	13%	23%	26%
			a	e	e		de	hij	ij					kl	klm			op	op
Unsure	66	30	36	8	12	17	29	15	6	2	5	13	12	15	26	59	3	3	1
	3%	3%	3%	3%	3%	2%	4%	4%	3%	1%	1%	2%	2%	4%	4%	3%	1%	3%	2%
							e	ij							l				

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 117

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

QP3 (QP2). Before today, had you heard of digital radios, sometimes called D-A-B radios? READ OUT EXPLANATION IF NECESSARY (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Yes	1818 81%	1575 81%	244 82%	1095 87% d	715 73%	1128 85% f	646 76%
No	355 16%	310 16%	45 15%	130 10%	224 23% c	170 13%	169 20% e
Unsure	66 3%	57 3%	9 3%	28 2%	37 4% c	34 3%	30 4%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QP4 (QP9). How many DAB sets do you have in your household? (SINGLE CODE)

Base : Those who listen to radio and are aware of digital radio

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	1774	905	869	204	290	650	630	248	176	211	356	457	535	363	416	1327	160	139	148
Effective Weighted Sample	1483	758	724	170	237	552	543	206	143	175	301	390	444	304	355	1183	157	115	147
Total	1510	770	740	188	277	575	470	177	137	172	340	441	468	271	328	1284	125	65	37
1	474 31%	255 33%	219 30%	47 25%	81 29%	185 32%	161 34% c	41 23%	43 31%	52 30%	116 34% g	178 40% lmn	138 29%	81 30%	78 24%	408 32%	37 30%	20 31%	9 25%
2	123 8%	59 8%	64 9%	15 8%	22 8%	49 9%	37 8%	17 10%	9 6%	10 6%	37 11%	51 12% lmn	36 8%	13 5%	21 7%	112 9% r	8 6%	2 4%	1 2%
3 or more	35 2%	20 3%	15 2%	5 2%	3 1%	15 3%	13 3%	2 1%	3 2%	2 1%	6 2%	15 3%	9 2%	5 2%	6 2%	34 3% p	- -%	1 2%	* 1%
None	853 56%	428 56%	425 57%	116 62% f	170 61% f	317 55%	250 53%	114 64% j	79 58%	106 62%	180 53%	189 43%	279 60% k	167 62% k	217 66% k	709 55%	78 62%	40 62%	26 71% o
Don't know	25 2%	8 1%	17 2% a	5 3% d	1 *% d	9 2%	10 2%	2 1%	4 3%	2 1%	2 1%	8 2%	6 1%	5 2%	6 2%	21 2%	2 2%	1 2%	1 1%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

QP4 (QP9). How many DAB sets do you have in your household? (SINGLE CODE)

Base : Those who listen to radio and are aware of digital radio

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	1774	1462	312	963	803	1072	554
Effective Weighted Sample	1483	1233	261	825	687	938	482
Total	1510	1297	213	937	566	964	510
1	474	391	84	299	172	322	143
	31%	30%	39%	32%	30%	33%	28%
			a			f	
2	123	107	16	78	44	84	38
	8%	8%	7%	8%	8%	9%	7%
3 or more	35	33	2	19	16	23	12
	2%	3%	1%	2%	3%	2%	2%
None	853	743	110	529	321	518	309
	56%	57%	51%	56%	57%	54%	61%
							e
Don't know	25	23	2	12	13	16	8
	2%	2%	1%	1%	2%	2%	2%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 119

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

QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Married/ civil partnership	1154	577	577	16	184	526	428	91	101	124	289	343	337	246	227	975	93	57	29
	52%	54%	49%	5%	44%	68%	58%	25%	45%	54%	71%	61%	51%	60%	38%	52%	48%	52%	47%
		b			c	cd	cd		g	g	ghi	ln	n	ln					
Co-habiting	182	82	100	38	81	52	11	23	19	38	48	40	62	45	35	160	10	8	4
	8%	8%	9%	12%	19%	7%	2%	6%	9%	17%	12%	7%	9%	11%	6%	9%	5%	7%	7%
				ef	cef	f				gh	g		n	kn					
Single	564	291	273	255	149	103	57	134	59	41	52	115	176	69	202	456	59	30	19
	25%	27%	23%	82%	35%	13%	8%	37%	27%	18%	13%	20%	27%	17%	34%	24%	30%	27%	31%
		b		def	ef	f		hij	ij				km		klm		o		o
Widowed, divorced or separated	338	122	217	1	7	92	238	116	43	25	20	64	86	49	137	281	33	15	9
	15%	11%	19%	*%	2%	12%	32%	32%	19%	11%	5%	11%	13%	12%	23%	15%	17%	14%	15%
			a			cd	cde	hij	ij	j					klm				
Refused	2	1	*	*	-	1	*	-	-	*	-	*	1	*	-	1	-	-	*
	*%	*%	*%	*%	-%	*%	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	-%	-%	1%
																			o

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 119

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

QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE)

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Married/ civil partnership	1154	979	175	726	422	764	361
	52%	50%	59%	58%	43%	57%	43%
			a	d		f	
Co-habiting	182	161	21	142	39	106	71
	8%	8%	7%	11%	4%	8%	8%
				d			
Single	564	504	60	278	283	264	281
	25%	26%	20%	22%	29%	20%	33%
		b			c		e
Widowed, divorced or separated	338	296	42	105	232	198	131
	15%	15%	14%	8%	24%	15%	15%
					c		
Refused	2	2	-	2	-	-	1
	*%	*%	-%	*%	-%	-%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 120

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
WHITE																			
British	1491	699	792	196	270	507	517	242	149	157	274	370	442	277	400	1362	37	51	41
	67%	65%	68%	63%	64%	65%	70% cde	67%	67%	69%	67%	66%	67%	67%	67%	73% pqr	19%	46% p	66% pq
English	221	119	103	25	34	76	86	27	25	19	55	59	63	44	55	206	9	5	1
	10%	11%	9%	8%	8%	10%	12%	7%	11%	8%	13% g	10%	9%	11%	9%	11% pqr	5% r	5% r	1%
Scottish	158	74	84	23	22	51	62	31	9	18	22	34	44	30	50	13	144	1	1
	7%	7%	7%	7%	5%	7%	8% d	8% h	4%	8%	5%	6%	7%	7%	8%	1%	74% oqr	1%	1%
Welsh	59	30	29	4	10	16	29	14	8	12	6	8	16	12	24	11	1	47	*
	3%	3%	3%	1%	2%	2%	4% ce	4% j	3%	5% j	1%	1%	2%	3%	4% k	1%	1%	42% opr	*% opq
Irish	28	15	13	3	6	12	8	5	2	5	7	3	6	11	8	10	2	*	17
	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	3% kl	1%	1%	1%	*% opq	27%
Any other white background	59	23	36	10	15	29	6	10	4	5	10	23	18	10	9	57	1	-	2
	3%	2%	3%	3% f	3% f	4% f	1%	3%	2%	2%	2%	4% n	3%	2%	1%	3% pq	*% pq	-% pq	3% pq
MIXED																			
White and Black Caribbean	14	6	8	4	6	4	-	2	5	-	2	4	5	2	3	14	-	-	-
	1%	1%	1%	1% f	2% f	*% f	-%	1%	2% i	-%	1%	1%	1%	*% i	1%	1%	-%	-%	-%
White and Black African	14	6	9	3	3	6	2	5	2	-	-	4	6	2	3	14	-	-	-
	1%	1%	1%	1%	1%	1%	*% j	1% j	1%	-%	-%	1%	1%	*% j	*% j	1%	-%	-%	-%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 120

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
White and Asian	4	2	2	2	1	1	-	-	1	-	-	1	1	2	1	3	-	1	-
	*%	*%	*%	1%	*%	*%	-%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	1%	-%
Any other mixed background	3	1	2	1	1	*	*	1	-	-	-	1	-	*	2	3	-	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	-%	1%	-%
ASIAN AND BRITISH ASIAN																			
Indian	55	26	29	8	12	26	8	9	2	4	13	20	21	5	8	52	-	3	*
	2%	2%	3%	3%	3%	3%	1%	2%	1%	2%	3%	4%	3%	1%	1%	3%	-%	3%	1%
Pakistani	41	32	9	12	15	11	4	2	2	2	6	8	11	8	15	39	1	2	-
	2%	3%	1%	4%	4%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	1%	2%	-%
Bangladeshi	8	5	3	3	-	4	1	3	1	-	1	1	3	2	3	7	1	-	-
	*%	*%	*%	1%	-%	1%	*%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	-%
Any other Asian background	11	4	8	2	2	6	1	2	1	-	-	3	4	1	3	11	-	-	-
	1%	*%	1%	1%	1%	1%	*%	1%	*%	-%	-%	1%	1%	*%	*%	1%	-%	-%	-%
BLACK AND BLACK BRITISH																			
Caribbean	24	9	15	7	3	9	5	3	5	2	8	8	8	4	5	24	-	-	-
	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	-%	-%	-%
African	30	17	12	3	13	11	4	3	4	3	2	9	11	-	10	30	-	-	-
	1%	2%	1%	1%	3%	1%	1%	1%	2%	1%	1%	2%	2%	-%	2%	2%	-%	-%	-%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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Q22. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Any other black background	3	-	3	1	-	1	1	2	-	-	-	-	-	-	3	3	-	-	-
	*%	-%	*%	*%	-%	*%	*%	*%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%
CHINESE OR OTHER ETHNIC GROUP																			
Chinese	10	5	4	1	4	4	-	-	2	-	4	6	2	-	1	10	-	-	-
	*%	*%	*%	*%	1%	1%	-%	-%	1%	-%	1%	1%	*%	-%	*%	1%	-%	-%	-%
					f	f					g	mn							
Any other background	4	1	3	-	3	-	1	1	2	1	-	1	1	-	1	4	-	-	-
	*%	*%	*%	-%	1%	-%	*%	*%	1%	*%	-%	*%	*%	-%	*%	*%	-%	-%	-%
					e														
Refused	2	-	2	1	1	-	-	2	-	-	-	-	1	-	1	2	-	-	-
	*%	-%	*%	*%	*%	-%	-%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	-%	-%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
Table 120

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
WHITE							
British	1491	1278	212	842	639	934	515
	67%	66%	71%	67%	65%	70%	61%
			a			f	
English	221	185	36	123	98	166	55
	10%	10%	12%	10%	10%	12%	7%
						f	
Scottish	158	135	24	75	83	84	74
	7%	7%	8%	6%	9%	6%	9%
					c		e
Welsh	59	49	10	27	32	37	22
	3%	3%	3%	2%	3%	3%	3%
Irish	28	23	5	16	13	6	6
	1%	1%	2%	1%	1%	*%	1%
Any other white background	59	53	6	38	21	34	23
	3%	3%	2%	3%	2%	3%	3%
MIXED							
White and Black Caribbean	14	14	-	9	5	6	8
	1%	1%	-%	1%	*%	*%	1%
White and Black African	14	14	-	7	7	1	13
	1%	1%	-%	1%	1%	*%	2%
							e
White and Asian	4	4	-	3	1	3	1
	*%	*%	-%	*%	*%	*%	*%

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

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Any other mixed background	3 *%	3 *%	- -%	1 *%	2 *%	1 *%	2 *%
ASIAN AND BRITISH ASIAN							
Indian	55 2%	54 3% b	1 *%	31 2%	23 2%	18 1%	36 4% e
Pakistani	41 2%	41 2% b	- -%	24 2%	17 2%	11 1%	31 4% e
Bangladeshi	8 *%	6 *%	1 *%	5 *%	3 *%	3 *%	5 1%
Any other Asian background	11 1%	11 1%	1 *%	6 *%	5 1%	4 *%	8 1%
BLACK AND BLACK BRITISH							
Caribbean	24 1%	24 1% b	- -%	13 1%	11 1%	9 1%	15 2% e
African	30 1%	29 2% b	1 *%	19 2%	10 1%	8 1%	22 3% e
Any other black background	3 *%	3 *%	- -%	- -%	3 *%	- -%	3 *% e

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

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Table 120

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
		a	b	c	d	e	f
Significance Level: 95%							
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
CHINESE OR OTHER ETHNIC GROUP							
Chinese	10	10	-	7	3	7	3
	*%	*%	-%	1%	*%	*%	*%
Any other background	4	4	-	3	1	1	3
	*%	*%	-%	*%	*%	*%	*%
Refused	2	2	-	-	2	1	1
	*%	*%	-%	-%	*%	*%	*%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 121

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QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Cannot walk far or manage stairs or can only do so with difficulty	116 5%	49 5%	67 6%	- -%	2 *%	20 3%	94 13% cd	37 10% ij	13 6% j	6 3%	3 1%	13 2%	30 5% k	18 4% klm	55 9%	96 5%	10 5%	7 6%	3 5%
Breathlessness or chest pains	92 4%	43 4%	49 4%	2 1%	8 2%	20 3%	62 8% cde	33 9% ij	13 6% j	6 3%	3 1%	15 3%	21 3%	11 3%	46 8% klm	75 4%	8 4%	6 5%	3 4%
Poor hearing, partial hearing or deafness	51 2%	29 3%	23 2%	2 1%	1 *%	4 1%	45 6% cde	16 4% ij	7 3% ij	1 *%	1 *%	5 1%	12 2%	9 2%	26 4% kl	41 2%	8 4% r	2 2%	* *%
Poor vision, partial sight or blindness	44 2%	17 2%	27 2%	- -%	* *%	10 1%	33 5% d cde	14 4% hj	2 1%	3 1%	3 1%	7 1%	7 1%	3 1%	25 4% klm	36 2%	3 1%	4 3%	1 2%
Mental health problems or difficulties	28 1%	13 1%	15 1%	1 *%	4 1%	13 2%	10 1%	16 4% hj	2 1%	4 2% j	* *%	* *%	6 1%	1 *%	21 3% klm	19 1%	3 2%	3 3% o	2 3% o
Limited ability to reach	22 1%	9 1%	12 1%	- -%	1 *%	4 1%	17 2% cde	6 2%	4 2%	1 *%	2 *%	1 *%	6 1%	2 1%	13 2% km	20 1%	- -%	1 1%	* 1%
Other illnesses or health problems which limit your daily activities or the work that you can do	101 5%	47 4%	54 5%	4 1%	9 2%	30 4%	58 8% c cde	40 11% hij	8 3%	4 2%	9 2%	13 2%	25 4%	12 3%	51 8% klm	79 4%	8 4%	12 11% opr	2 3%

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

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Table 121

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QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
None	1918	921	997	302	399	704	513	254	187	211	387	519	582	367	447	1611	166	88	53
	86%	86%	86%	98%	95%	91%	70%	70%	84%	92%	95%	92%	88%	89%	74%	86%	85%	80%	86%
				ef	ef	f			g	gh	gh	ln	n	n		q			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.
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.

QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Cannot walk far or manage stairs or can only do so with difficulty	116 5%	97 5%	19 6%	7 1%	109 11% c	64 5%	49 6%
Breathlessness or chest pains	92 4%	76 4%	16 5%	19 1%	73 7% c	54 4%	35 4%
Poor hearing, partial hearing or deafness	51 2%	43 2%	8 3%	7 1%	44 5% c	30 2%	22 3%
Poor vision, partial sight or blindness	44 2%	37 2%	7 2%	8 1%	35 4% c	25 2%	17 2%
Mental health problems or difficulties	28 1%	24 1%	4 1%	4 *% c	24 2% c	11 1%	15 2% e
Limited ability to reach	22 1%	19 1%	2 1%	4 *% c	18 2% c	10 1%	11 1%
Other illnesses or health problems which limit your daily activities or the work that you can do	101 5%	96 5% b	5 2%	22 2%	78 8% c	39 3%	60 7% e

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN a	RURAL b	YES c	NO d	LOW e	MEDIUM/ HIGH f
Significance Level: 95%							
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
None	1918	1670	248	1193	714	1157	708
	86%	86%	83%	95% d	73%	87% f	84%

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 122

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

QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	64	24	40	-	1	12	51	21	5	5	4	11	12	7	34	46	4	9	5
Effective Weighted Sample	54	21	34	-	1	10	45	18	3	5	3	9	9	6	31	42	4	7	5
Total	44	17	27	-	*	10	33	14	2	3	3	7	7	3	25	36	3	4	1
Have difficulty seeing ordinary newspaper print	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot tell by the light where the windows are	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 122

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QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	64	24	40	-	1	12	51	21	5	5	4	11	12	7	34	46	4	9	5
Effective Weighted Sample	54	21	34	-	1	10	45	18	3	5	3	9	9	6	31	42	4	7	5
Total	44	17	27	-	*	10	33	14	2	3	3	7	7	3	25	36	3	4	1
Cannot see well enough to recognise a friend across a road	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 122

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QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN ~a	RURAL ~b	YES ~c	NO ~d	LOW ~e	MEDIUM/ HIGH ~f
Significance Level: 95%							
Unweighted total	64	54	10	11	53	35	24
Effective Weighted Sample	54	46	8	9	46	30	22
Total	44	37	7	8	35	25	17
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Cannot tell by the light where the windows are	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 122

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QZ4 (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		~a	~b	~c	~d	~e	~f
Unweighted total	64	54	10	11	53	35	24
Effective Weighted Sample	54	46	8	9	46	30	22
Total	44	37	7	8	35	25	17
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 123

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QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	68	35	33	2	1	4	61	24	8	1	1	6	14	14	34	51	11	5	1
Effective Weighted Sample	61	31	30	2	1	4	54	22	7	1	1	5	13	13	31	47	11	3	1
Total	51	29	23	2	1	4	45	16	7	1	1	5	12	9	26	41	8	2	*
Cannot hear sounds at all	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	GENDER			AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
	Total	MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r
Unweighted total	68	35	33	2	1	4	61	24	8	1	1	6	14	14	34	51	11	5	1
Effective Weighted Sample	61	31	30	2	1	4	54	22	7	1	1	5	13	13	31	47	11	3	1
Total	51	29	23	2	1	4	45	16	7	1	1	5	12	9	26	41	8	2	*
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN ~a	RURAL ~b	YES ~c	NO ~d	LOW ~e	MEDIUM/ HIGH ~f
Significance Level: 95%							
Unweighted total	68	57	11	8	60	37	30
Effective Weighted Sample	61	51	10	8	53	34	27
Total	51	43	8	7	44	30	22
Cannot hear sounds at all	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Cannot follow a TV programme with the volume turned up	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Cannot follow a TV programme at a volume others find acceptable	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Difficulty following a conversation against background noise	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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QZ5 (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

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	~c	~d	~e	~f
Unweighted total	68	57	11	8	60	37	30
Effective Weighted Sample	61	51	10	8	53	34	27
Total	51	43	8	7	44	30	22
Don't know	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QZ8 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Under £11,500	364	145	219	50	60	90	165	364	-	-	-	12	65	46	241	295	34	22	13
	16%	13%	19%	16%	14%	12%	22%	100%	-%	-%	-%	2%	10%	11%	40%	16%	17%	20%	20%
			a				cde	hij					k	k	klm				
Above £11,500	1164	570	594	125	251	497	292	-	208	224	378	361	387	235	181	962	104	63	35
	52%	53%	51%	40%	60%	64%	40%	-%	94%	98%	93%	64%	58%	57%	30%	51%	53%	57%	57%
					cf	cf			g	ghj	g	lmn	n	n					
Don't know	182	79	103	88	24	26	43	-	6	4	4	32	55	25	69	145	19	10	8
	8%	7%	9%	29%	6%	3%	6%	-%	3%	2%	1%	6%	8%	6%	12%	8%	10%	9%	12%
				def			e		g	g	g				km				o
Refused	530	281	249	47	86	162	235	-	7	1	26	158	156	105	111	470	38	16	6
	24%	26%	21%	15%	21%	21%	32%	-%	3%	1%	6%	28%	24%	26%	18%	25%	20%	14%	10%
		b				c	cde		gi		gi	n	n	n		qr	r		

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

Table 124

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QZ8 (QZ9A). Could you please tell me if your total household income from all sources before tax and other deductions is above or below £11,500 per year?

Base : All respondents

	Total	URBANITY		WORKING		DEPRIVATION LEVEL	
		URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Under £11,500	364	324	40	61	301	161	190
	16%	17%	14%	5%	31%	12%	23%
					c		e
Above £11,500	1164	999	165	842	319	729	400
	52%	51%	56%	67%	33%	55%	47%
				d		f	
Don't know	182	159	23	58	122	90	84
	8%	8%	8%	5%	13%	7%	10%
					c		e
Refused	530	461	69	291	234	352	172
	24%	24%	23%	23%	24%	26%	20%
						f	

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QZ9 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

	Total	GENDER		AGE GROUP				HOUSEHOLD INCOME				SOCIAL GROUP				NATION			
		MALE	FEMALE	16-24	25-34	35-54	55+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	ENG LAND	SCOT LAND	WALES	NI
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Unweighted total	2730	1305	1425	347	456	896	1031	523	287	295	430	594	767	564	800	1976	252	252	250
Effective Weighted Sample	2257	1076	1181	283	368	759	881	435	231	237	358	502	636	468	669	1758	247	206	248
Total	2240	1074	1166	310	421	775	734	364	222	229	408	562	662	410	602	1872	195	111	62
Under £11,500	364	145	219	50	60	90	165	364	-	-	-	12	65	46	241	295	34	22	13
	16%	13%	19%	16%	14%	12%	22%	100%	-%	-%	-%	2%	10%	11%	40%	16%	17%	20%	20%
			a				cde	hij					k	k	klm				
£11,500 - £17,499	222	96	126	27	52	58	86	-	222	-	-	34	69	46	74	192	8	13	9
	10%	9%	11%	9%	12%	7%	12%	-%	100%	-%	-%	6%	10%	11%	12%	10%	4%	12%	15%
					e		e		gij				k	k	k	p		p	op
£17,500 - £29,999	229	101	128	25	55	102	47	-	-	229	-	29	91	72	37	173	28	16	11
	10%	9%	11%	8%	13%	13%	6%	-%	-%	100%	-%	5%	14%	18%	6%	9%	15%	14%	18%
					cf	cf				ghj			kn	kn			o	o	o
£30,000 - £49,999	268	134	134	22	72	132	42	-	-	-	268	99	94	54	22	226	20	14	8
	12%	13%	11%	7%	17%	17%	6%	-%	-%	-%	66%	18%	14%	13%	4%	12%	10%	13%	14%
					cf	cf					ghi	n	n	n					
£50,000+	140	81	59	15	23	90	12	-	-	-	140	89	33	11	5	122	13	3	3
	6%	8%	5%	5%	6%	12%	2%	-%	-%	-%	34%	16%	5%	3%	1%	6%	6%	3%	5%
		b		f	f	cdf					ghi	lmn	n	n		q	q		
REFUSED BUT ABOVE £11.5K	353	189	165	40	55	143	115	-	-	-	-	132	108	61	53	291	38	19	4
	16%	18%	14%	13%	13%	18%	16%	-%	-%	-%	-%	23%	16%	15%	9%	16%	20%	18%	7%
		b				cd						lmn	n	n		r	r	r	
DK/ Refused	664	328	335	131	104	161	267	-	-	-	-	168	203	121	171	574	53	24	13
	30%	31%	29%	42%	25%	21%	36%	-%	-%	-%	-%	30%	31%	30%	28%	31%	27%	21%	21%
				de			de									qr			

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

OFCOM TECHNOLOGY TRACKER WAVE 3 2012 - MAIN SET. 6th October to 15th December 2012.

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.

QZ9 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All respondents

		URBANITY		WORKING		DEPRIVATION LEVEL	
	Total	URBAN	RURAL	YES	NO	LOW	MEDIUM/ HIGH
Significance Level: 95%		a	b	c	d	e	f
Unweighted total	2730	2283	447	1298	1419	1527	953
Effective Weighted Sample	2257	1904	367	1106	1201	1326	823
Total	2240	1942	298	1253	976	1333	845
Under £11,500	364	324	40	61	301	161	190
	16%	17%	14%	5%	31%	12%	23%
					c		e
£11,500 - £17,499	222	185	37	122	100	122	91
	10%	10%	13%	10%	10%	9%	11%
£17,500 - £29,999	229	196	32	175	53	141	77
	10%	10%	11%	14%	5%	11%	9%
				d			
£30,000 - £49,999	268	230	39	240	29	175	85
	12%	12%	13%	19%	3%	13%	10%
				d		f	
£50,000+	140	117	23	122	16	111	26
	6%	6%	8%	10%	2%	8%	3%
				d		f	
REFUSED BUT ABOVE £11.5K	353	313	41	221	131	215	134
	16%	16%	14%	18%	13%	16%	16%
				d			
DK/ Refused	664	578	86	312	346	408	243
	30%	30%	29%	25%	35%	31%	29%
					c		

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