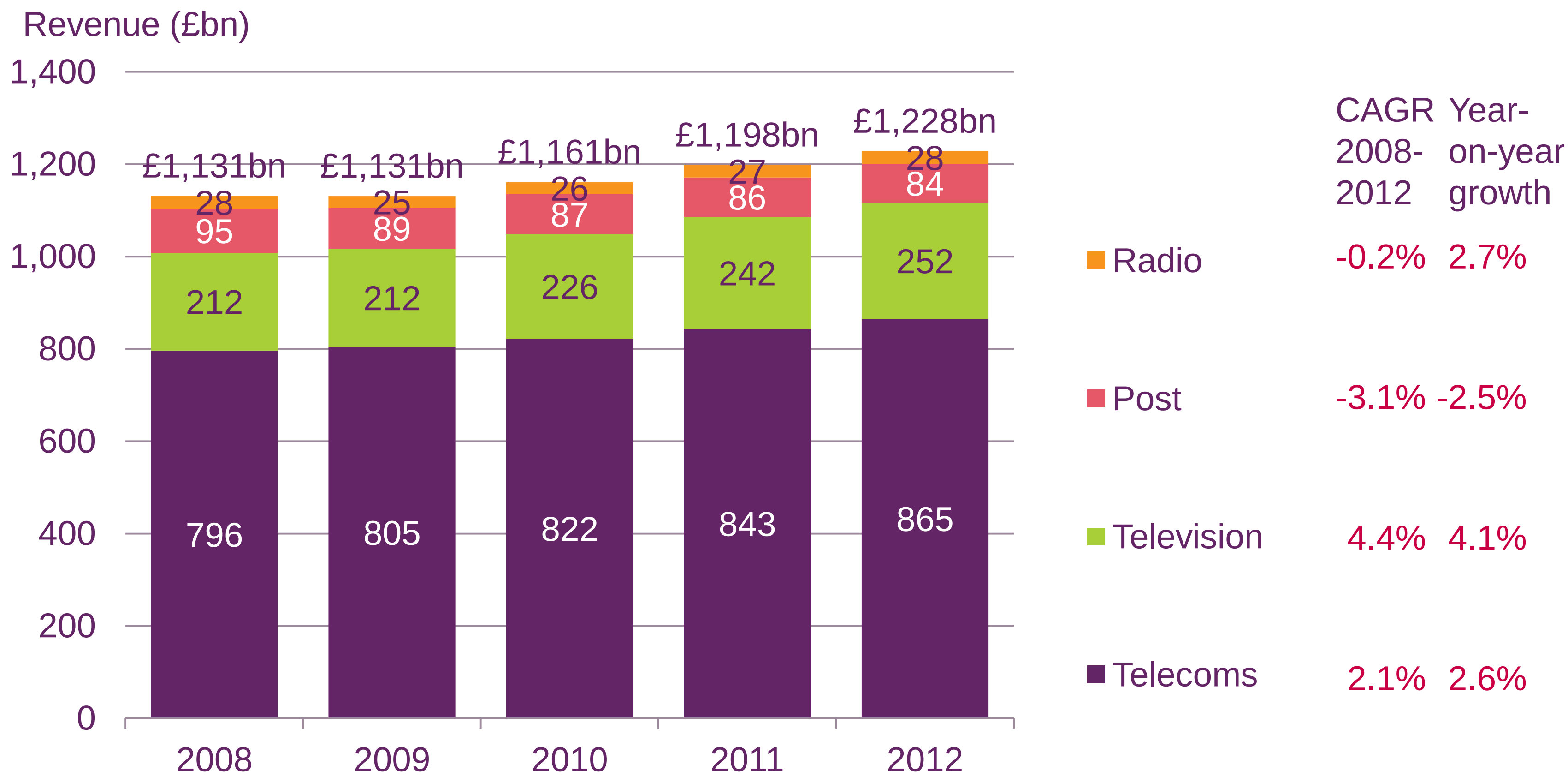
UK in Context Chart Pack

ICMR2013

Figure 1.1

Global communications revenues 2008 - 2012

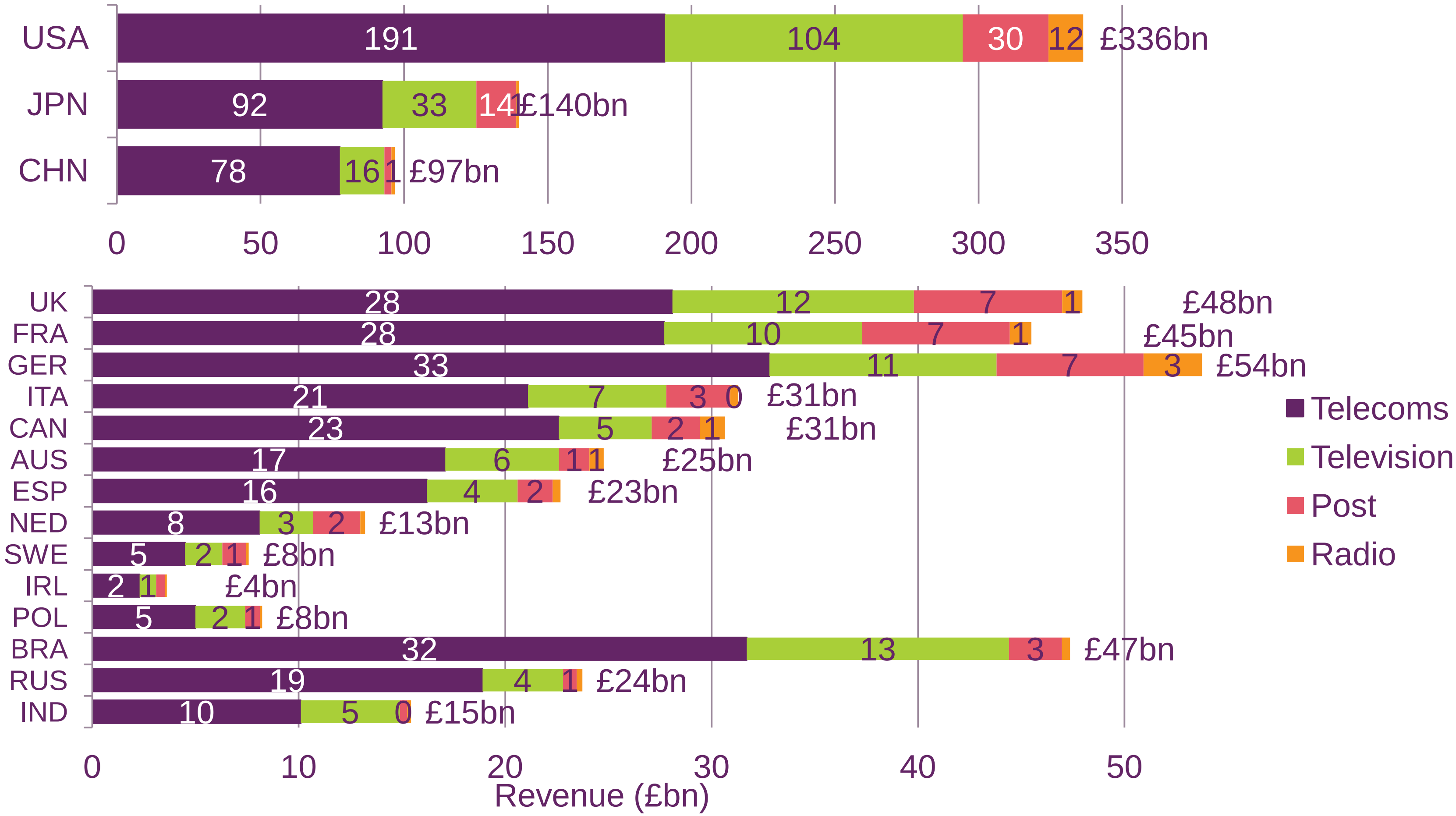


Source: Ofcom analysis based on data from PwC Global Entertainment and Media Outlook 2013-2017 @ www.pwc.com/outlook for television and radio revenues, Wik Consult / Ofcom estimates for postal revenues. IDATE / industry data / Ofcom for telecoms revenues, which refer to retail revenues. Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used IMF 2012 average exchange rates in converting from local currency to GBP.

Note: Postal revenues are for our 17 comparator countries only.

Figure 1.2

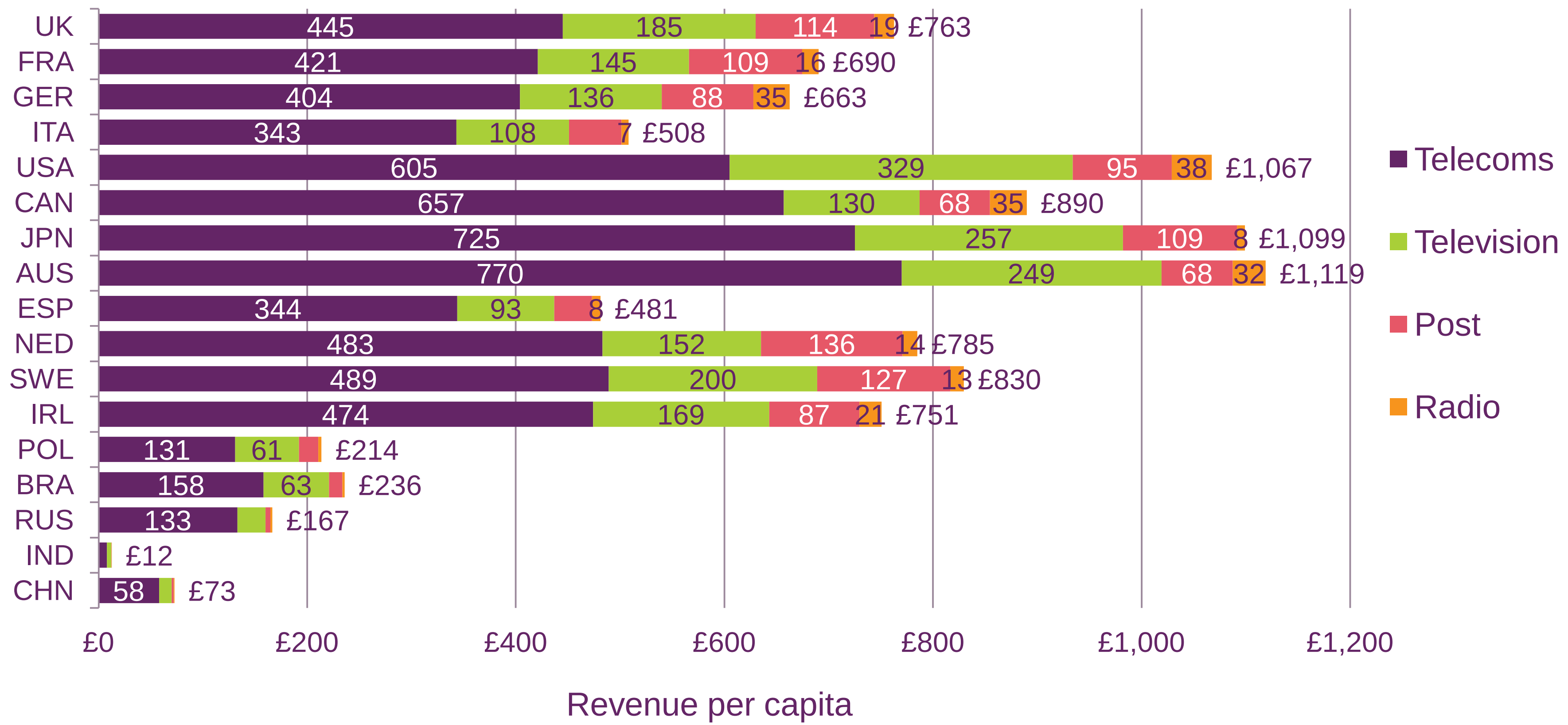
Communications sector revenues, 2012



Source: Ofcom analysis based on data from PwC Global Entertainment and Media Outlook 2013-2017 @ www.pwc.com/outlook for radio revenues, Wik Consult / Ofcom estimates for postal revenues, IDATE / industry data / Ofcom for television and telecoms revenues (telecoms revenues refer to retail revenues). Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used IMF 2012 average exchange rates in converting from local currency to GBP.

Figure 1.3

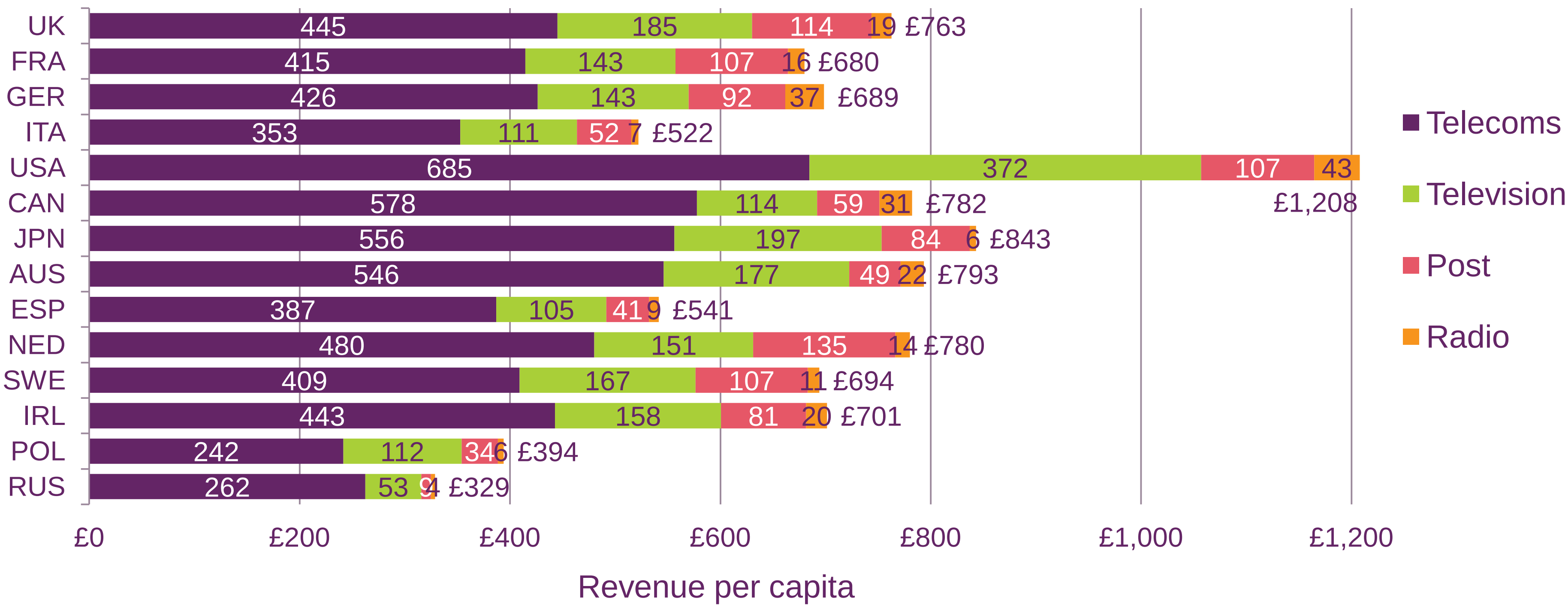
Communications sector revenues per capita, 2012



Source: Ofcom analysis based on data from PwC Global Entertainment and Media Outlook 2013-2017 @ www.pwc.com/outlook for radio revenues, Wik Consult / Ofcom estimates for postal revenues. IDATE / industry data / Ofcom for television and telecoms revenues (telecoms revenues refer to retail revenues). Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used IMF 2012 average exchange rates in converting from local currency to GBP.. Figures adjusted using data from http://stats.oecd.org

Figure 1.4

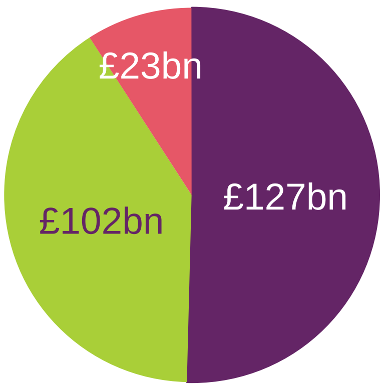
Communications revenues per capita adjusted for comparative price levels



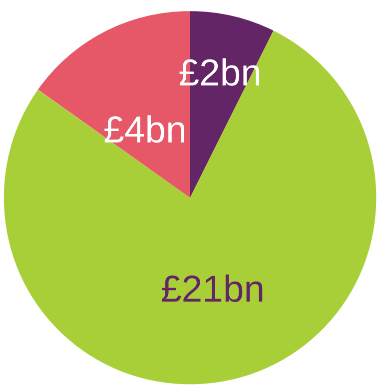
Source: Ofcom analysis based on data from PwC Global Entertainment and Media Outlook 2013-2017 @ www.pwc.com/outlook for radio revenues, Wik Consult / Ofcom estimates for postal revenues. IDATE / industry data / Ofcom for television and telecoms revenues (telecoms revenues refer to retail revenues). Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used IMF 2012 average exchange rates in converting from local currency to GBP.. Figures adjusted using data from http://stats.oecd.org

Figure 1.5

Sources of global revenue for radio and television industries, 2012



	CAGR 2008-2012	Year-on-year growth
Television subscriptions	5.7%	5.1%
Television advertising	2.4%	4.2%
Television public licence fee	1.2%	0.5%

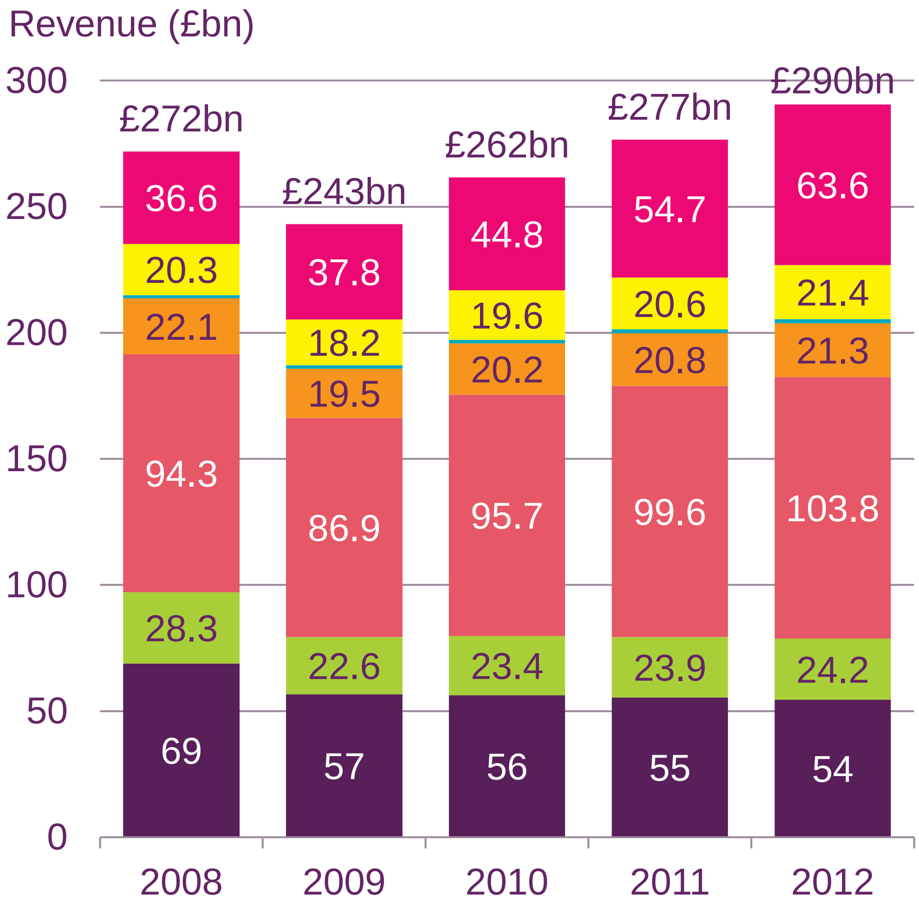


	CAGR 2008-2012	Year-on-year growth
Radio subscriptions	7.8%	13.3%
Radio advertising	-0.9%	2.4%
Radio public licence fee	0.4%	-0.3%

Source: Ofcom analysis based on data from PwC Global Entertainment and Media Outlook 2013-2017 @ www.pwc.com/outlook . Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used IMF 2012 average exchange rate of $1.580 in converting from US$ to GBP.

Figure 1.6

Global advertising expenditure by medium

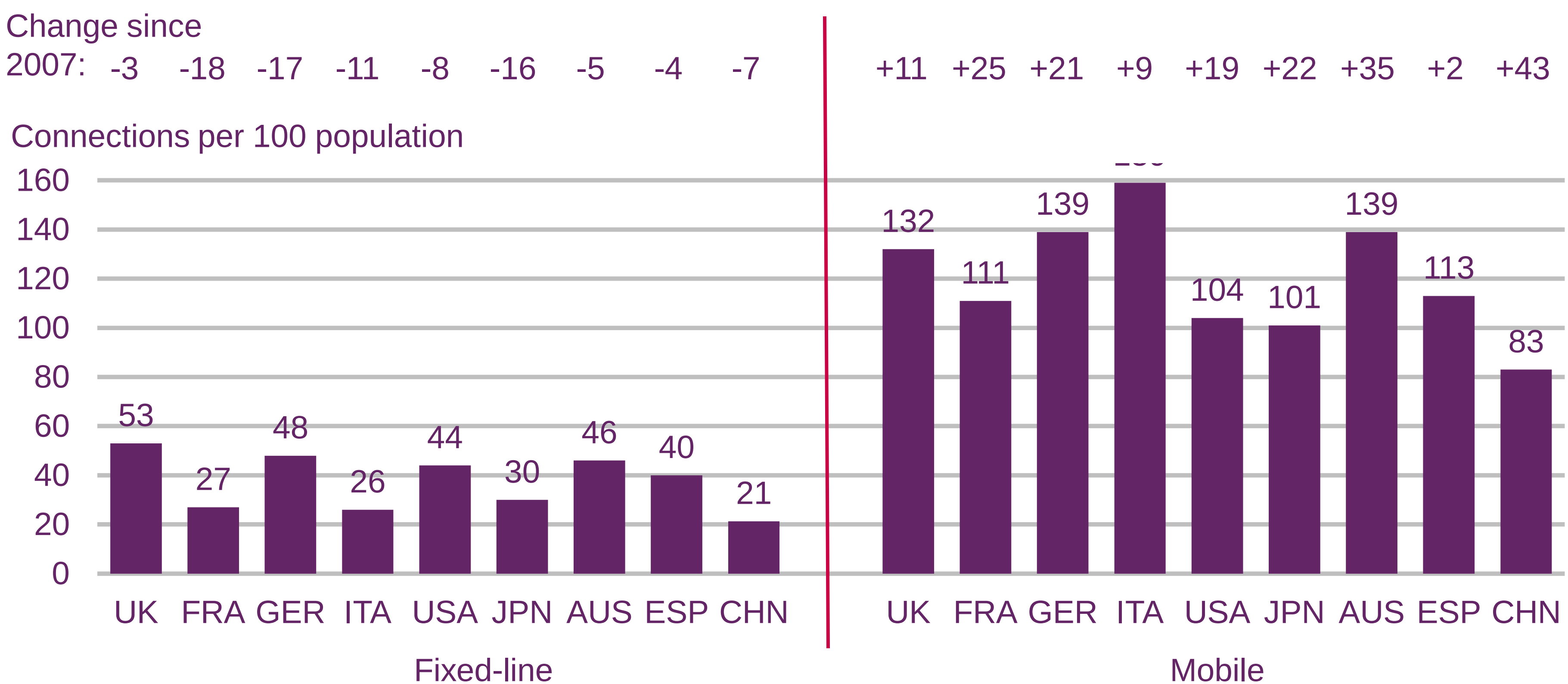


	CAGR 2008-2012	Year-on-year growth
Internet	14.8%	16.4%
Outdoor	1.3%	4.0%
Cinema	5.1%	6.9%
Radio	-0.9%	2.4%
Television	2.4%	4.2%
Magazines	-3.9%	1.2%
Newspapers	-5.7%	-1.7%

Source: Ofcom analysis based on data from PwC Global Entertainment and Media Outlook 2013-2017 @ www.pwc.com/outlook . Interpretation and manipulation of data are solely Ofcom's responsibility. Ofcom has used an exchange rate of $1.580 to the GBP, representing the IMF average for 2012.

Figure 1.7

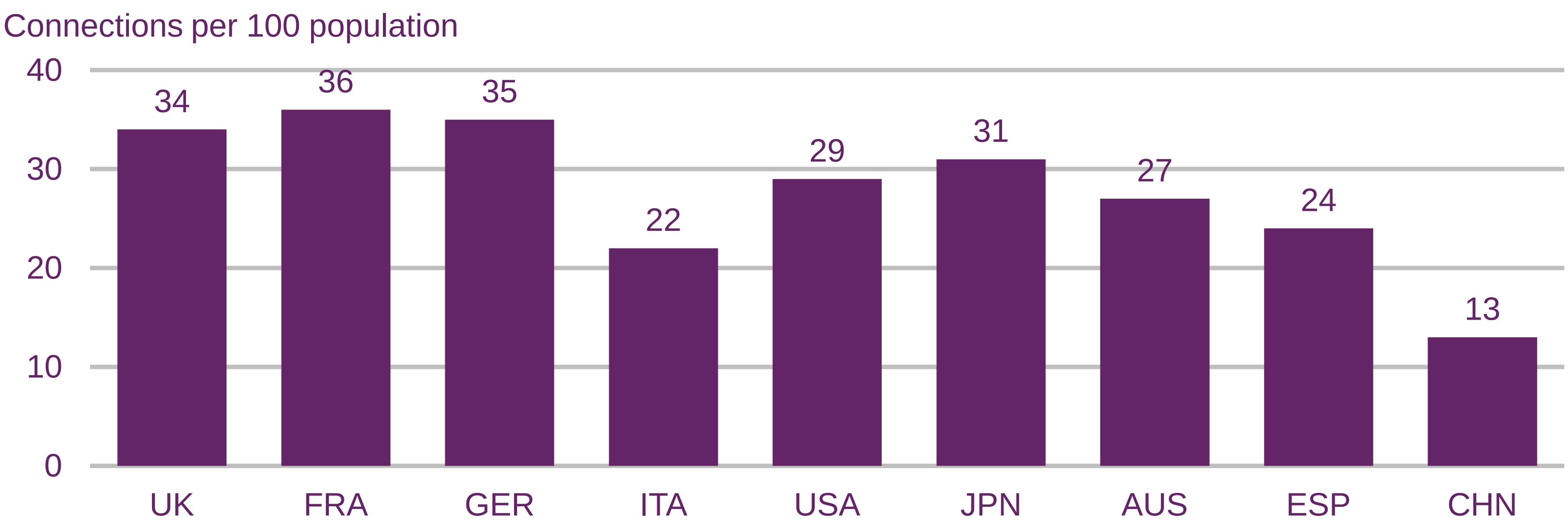
Fixed-line and mobile connections per head: 2012



Source: IDATE / industry data / Ofcom

Figure 1.8

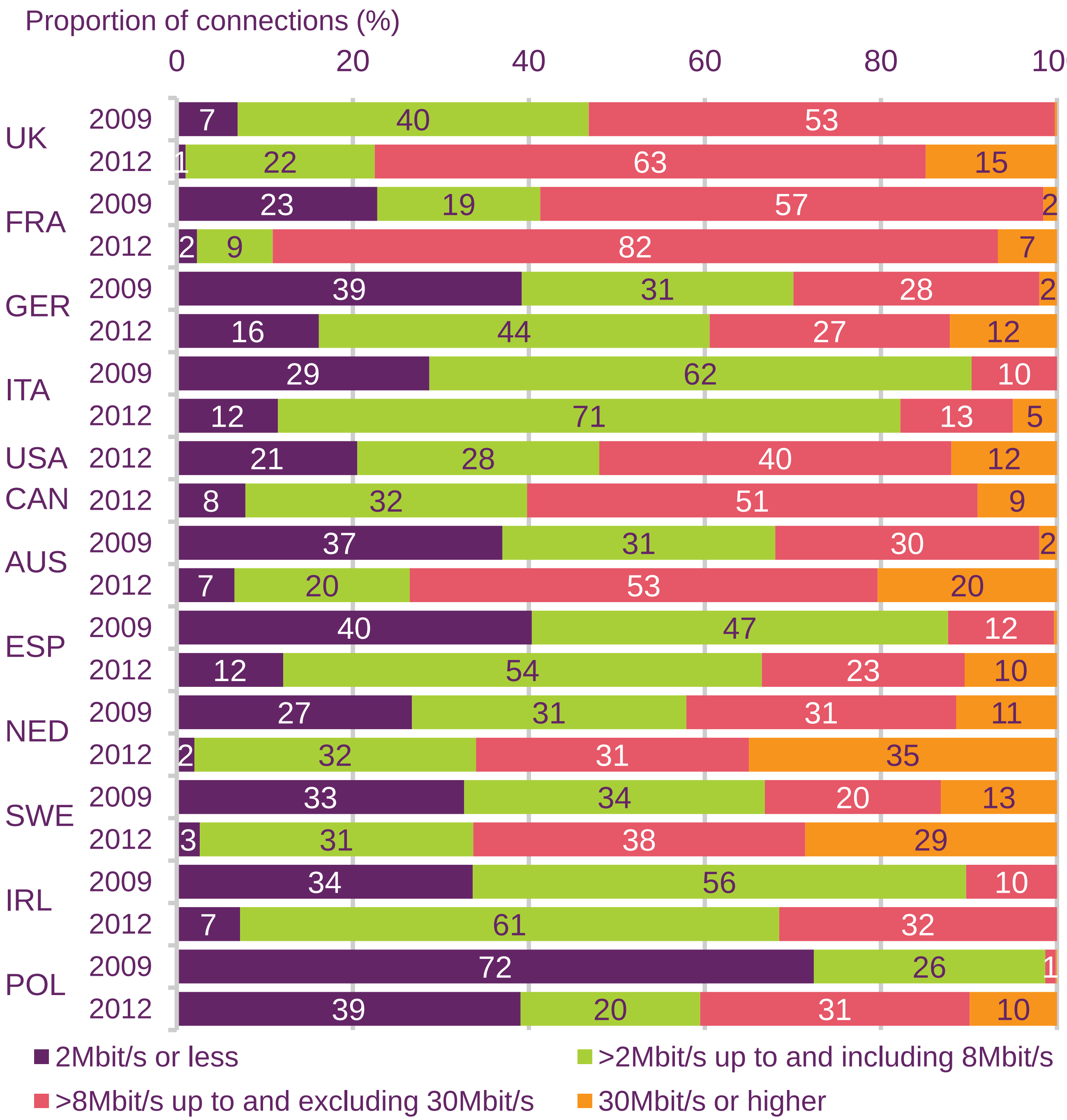
Fixed broadband connections per 100 population: 2012



Source: IDATE / industry data / Ofcom. Note: Broadband connections include business connections

Figure 1.9

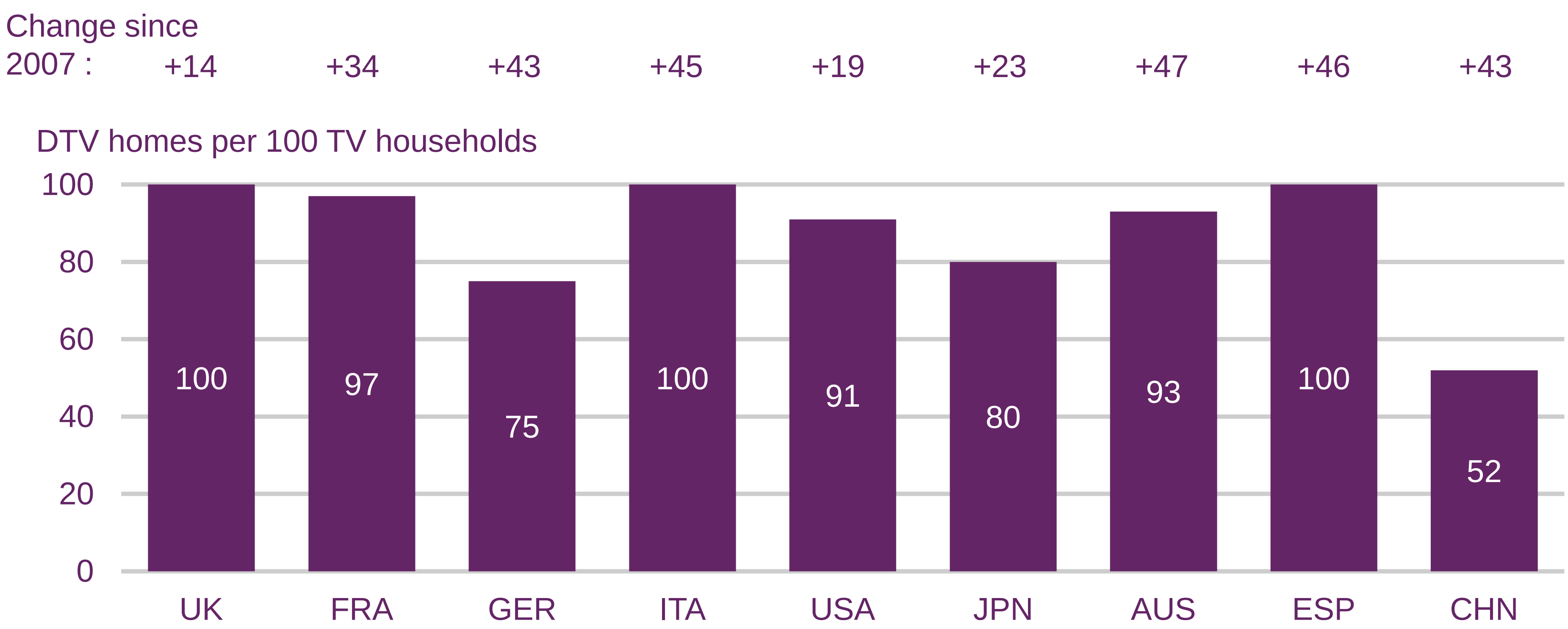
Fixed broadband connections, by headline speed: 2009 and 2012



Source: IDATE / Ofcom / operator data

Figure 1.10

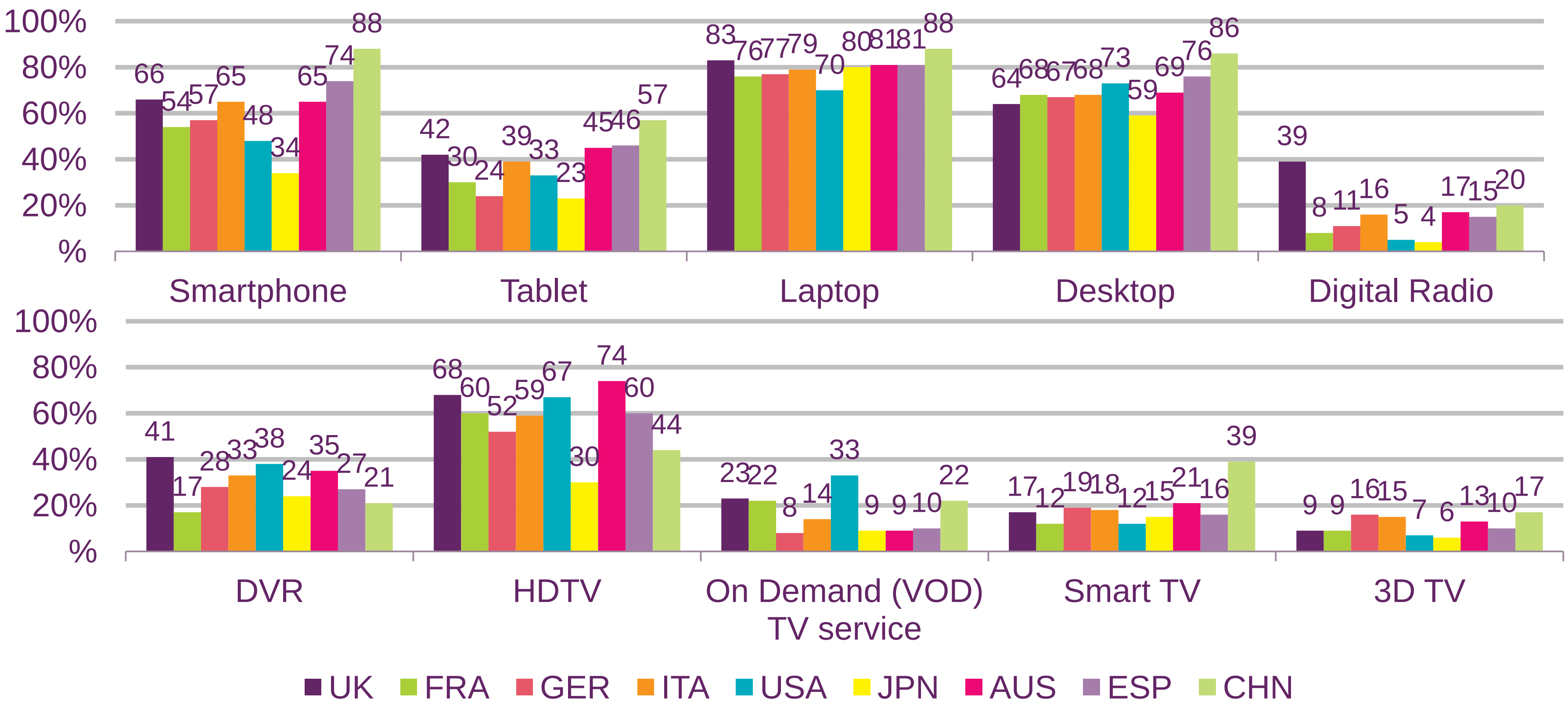
Digital TV homes per 100 TV households: 2012



Source: IDATE / industry data / Ofcom.

Figure 1.11

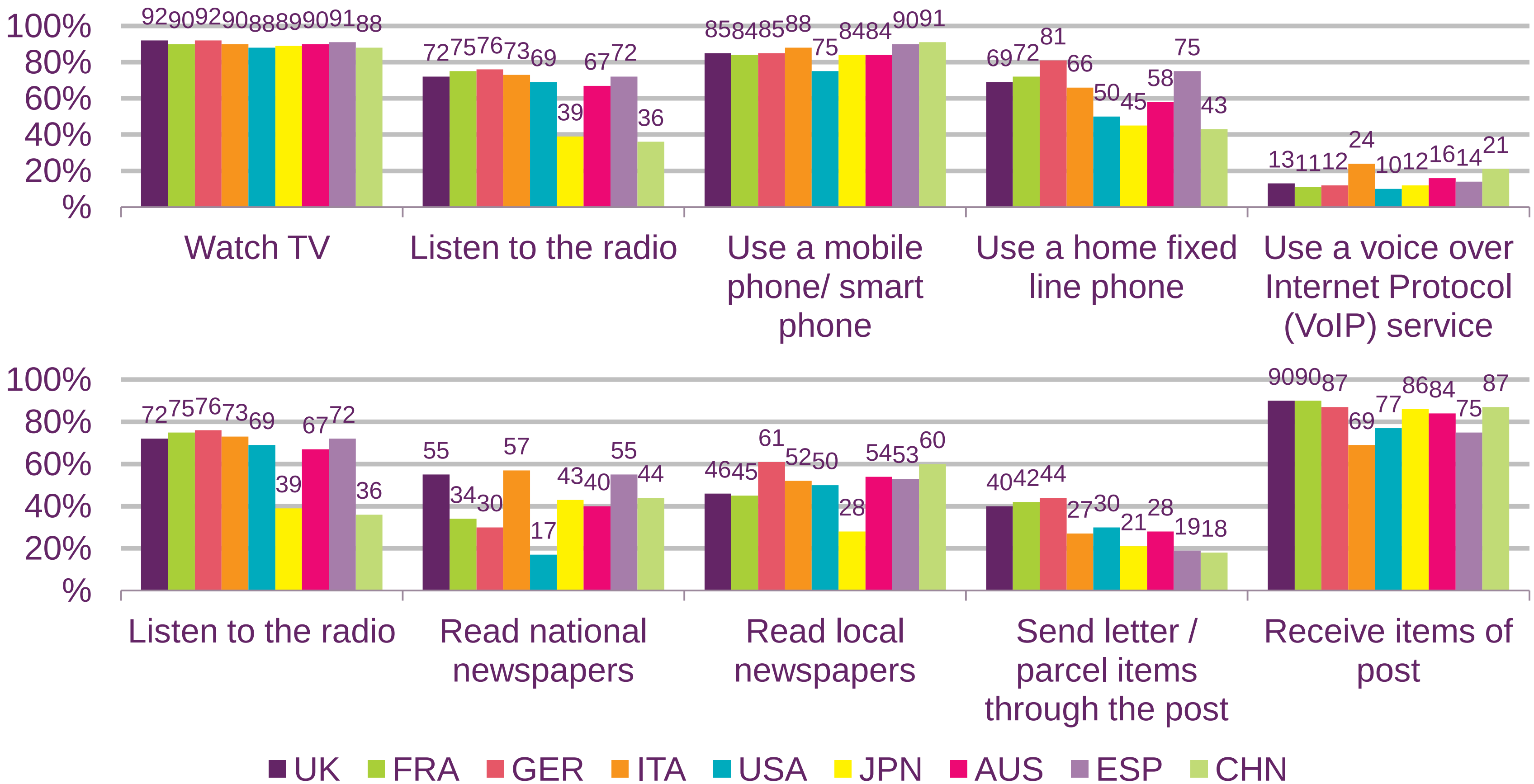
Ownership and personal use of devices



Source: Ofcom consumer research September 2013. Chart amended 24th March 2014 to show response to question 3a with regard to digital radio take up rather than 4a as previously shown. The change aligns digital radio with other household devices. Q4a refers to smartphones only.
Base: All respondents, UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020, CHN=1007. All data refer to *Q3a. Which of the following devices do you have in your home?* except Smartphones which refers to *Q.4a Which of the following devices do you personally use?*

Figure 1.12

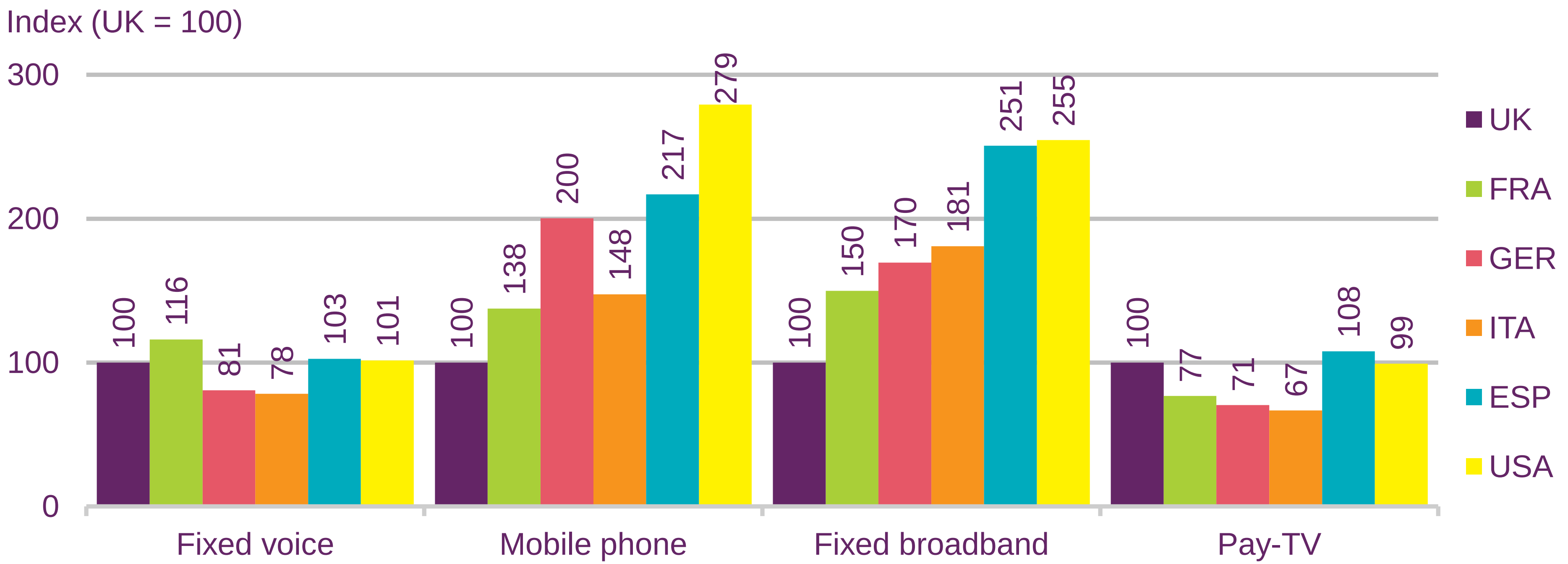
Regular use of selected communications services / media



Source: Ofcom consumer research September 2013
Base: All respondents, UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020, CHN=1007.
Q.5 Which of the following do you regularly do (at least once a week)?

Figure 1.13

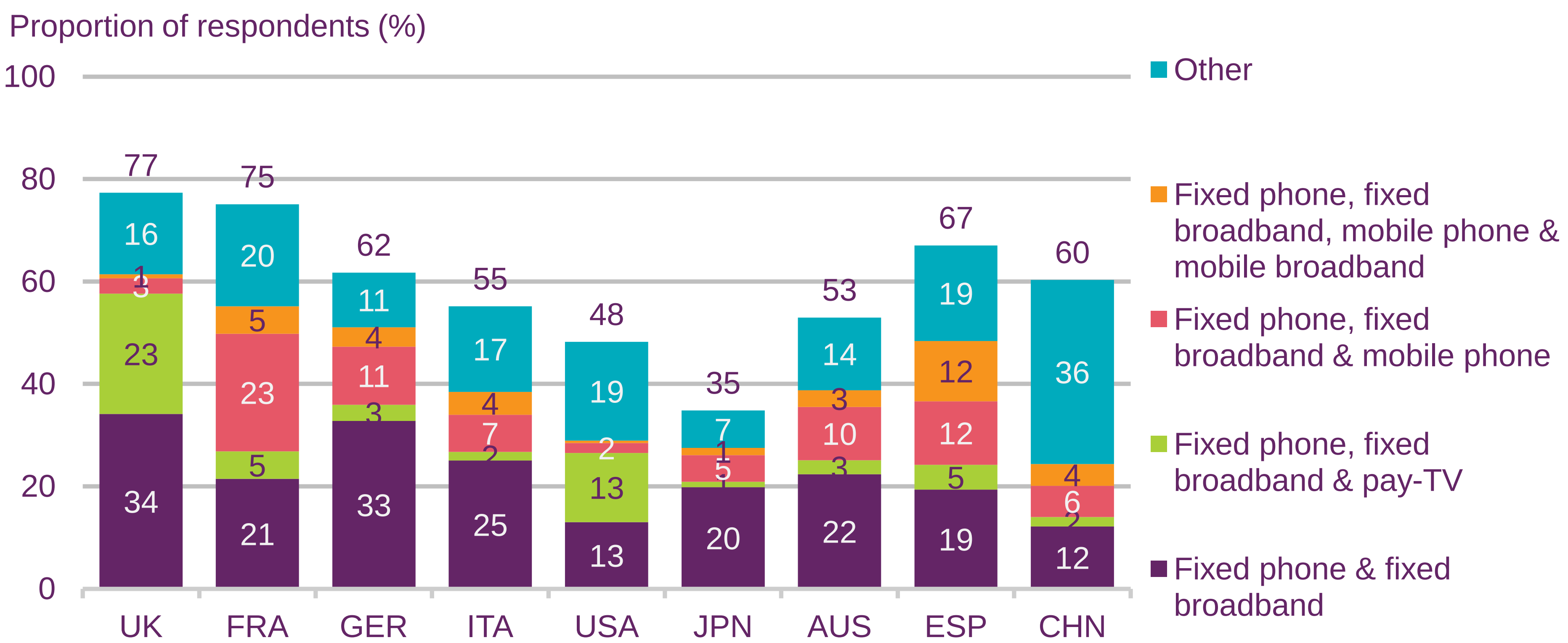
Comparison of lowest available stand-alone pricing



Source: Ofcom, using data supplied by Teligen
Note: Excludes the TV licence fee.

Figure 1.14

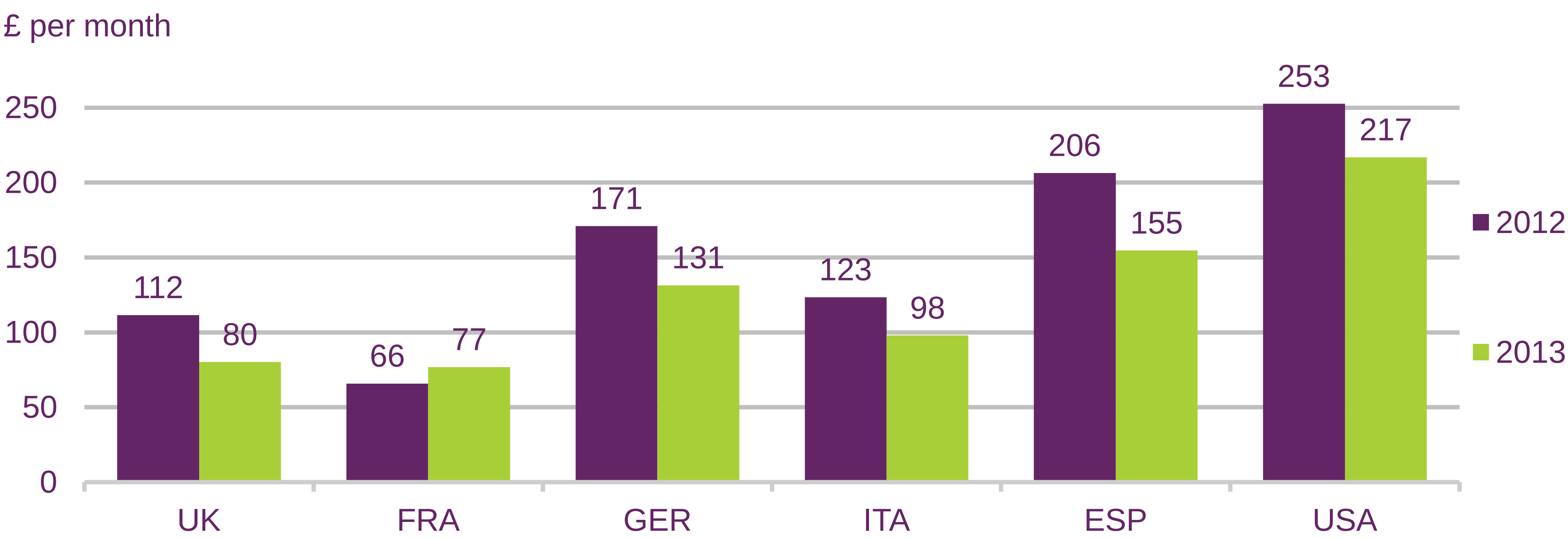
Proportion of consumers buying their fixed broadband service in conjunction with other communications services



Source: Ofcom consumer research September 2013
Base: All respondents who have a bundle of services with their broadband
Q.12 Do you receive any of the following from the same supplier as your broadband package?

Figure 1.15

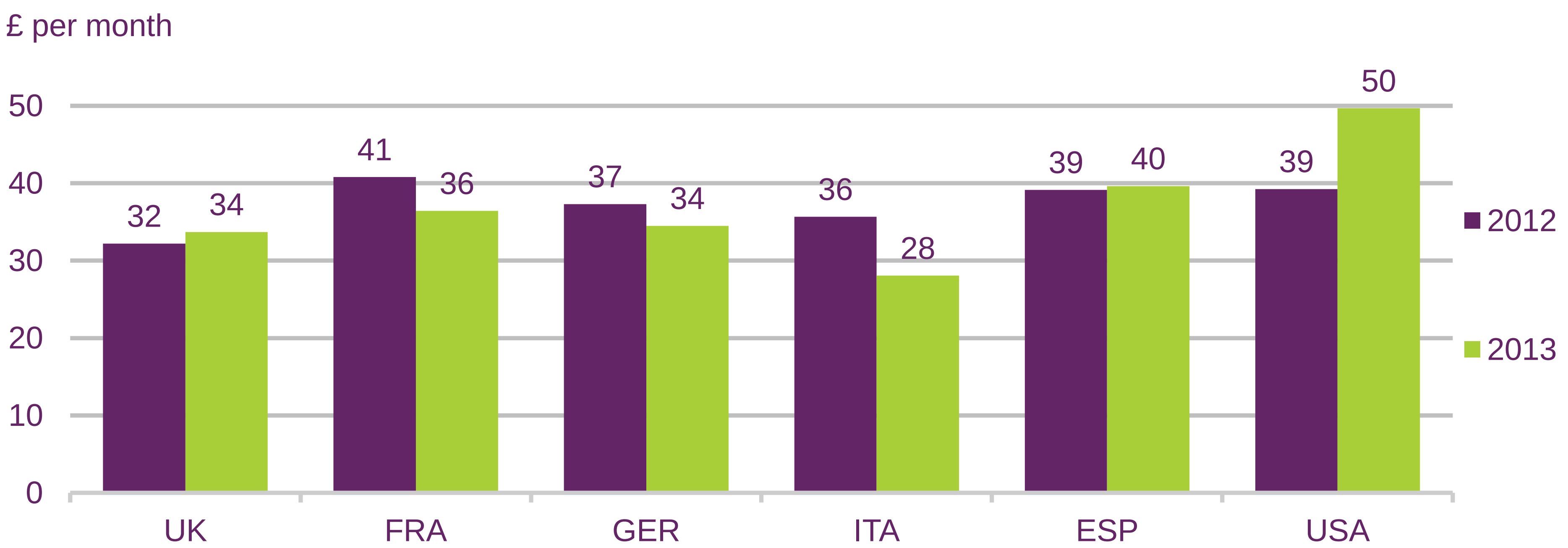
Lowest available pricing for the 'connected family' household



Source: Ofcom, using data supplied by Teligen / OECD
Note: Excludes the TV licence fee.

Figure 1.16

Lowest available comparative pricing for the 'basic needs' household



Source: Ofcom, using data supplied by Teligen
Note: Excludes the TV licence fee.

Figure 1.17

Comparison of international pricing, 2013

	'Basic needs' household		'Late adopters' household		'Mobile power user' household		'Connected family' household		'Sophisticated couple' household	
Price (£ per month)	'Weighted average'	'Lowest available'	'Weighted average'	'Lowest available'	'Weighted average'	'Lowest available'	'Weighted average'	'Lowest available'	'Weighted average'	'Lowest available'
UK	40	34	51	34	76	54	129	80	148	127
FRA	41	36	66	45	77	70	153	77	136	116
GER	50	34	72	41	111	101	205	131	168	109
ITA	40	28	60	39	95	63	164	98	151	101
ESP	51	40	96	50	125	119	218	155	204	142
US	72	50	108	73	141	112	306	217	259	198

Source: Ofcom / Teligen

Note: Green circle indicates the lowest pricing across all six countries included in this analysis

Figure 1.18

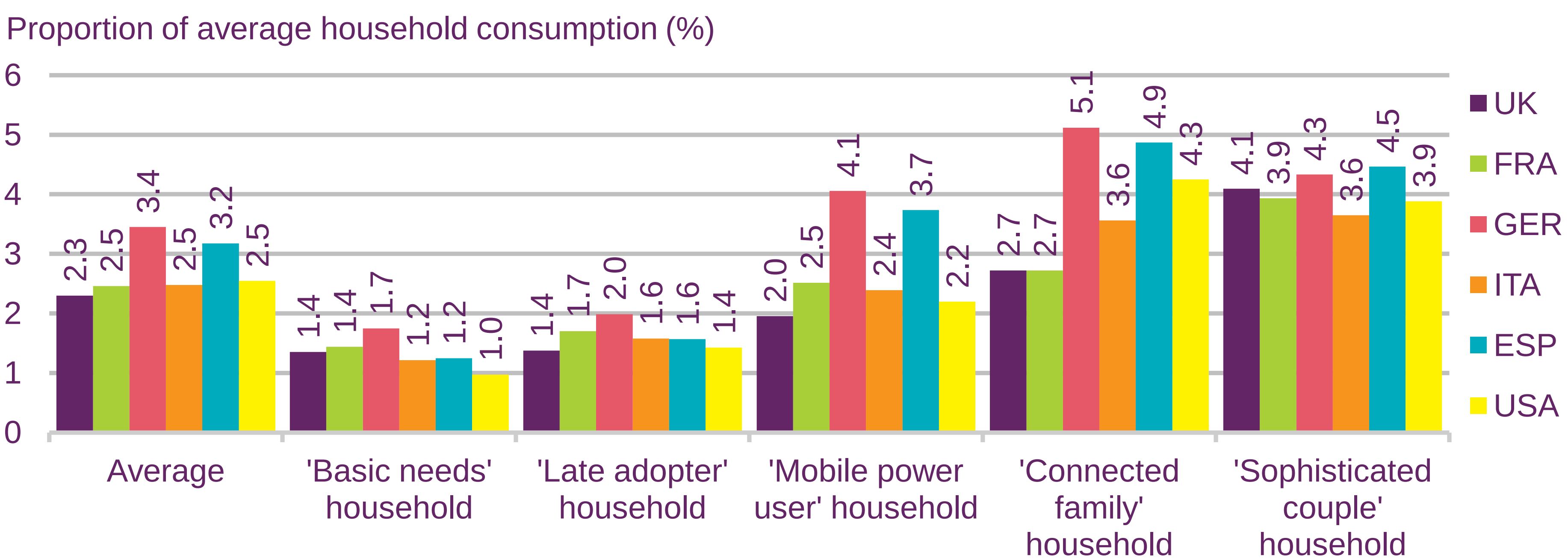
Average overall rank based on ‘weighted average’ stand-alone and lowest available prices, available across all five households: 2012 and 2013

Rank	Country	Average rank 2012	Average rank 2013
1	UK	1.6	1.7
2	ITA	2.4	2.1
3	FRA	2.7	2.6
4	GER	3.8	3.7
5	ESP	5.0	5.0
6	USA	5.6	5.9

Source: Ofcom / Teligen

Figure 1.19

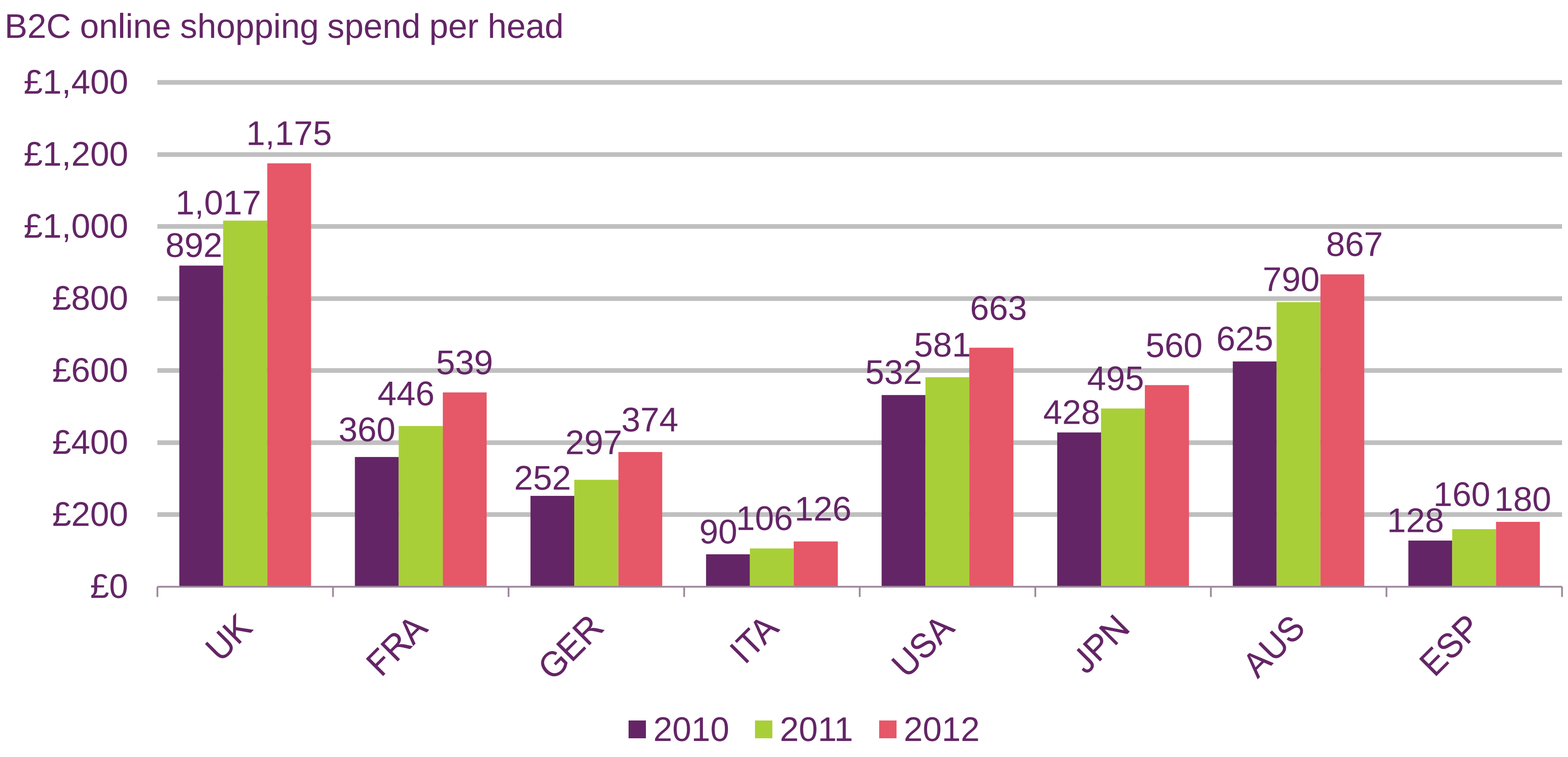
Lowest available prices as a proportion of average total household actual consumption



Source: Ofcom, using data supplied by Teligen / OECD
Note: Basket 5 in France includes 'up to' 10Mbit/s fixed broadband services as none of the providers included in our model offered a suitable stand-alone superfast service; calculated using 2011 OECD household actual consumption data.

Figure 1.20

B2C Online shopping spend per head

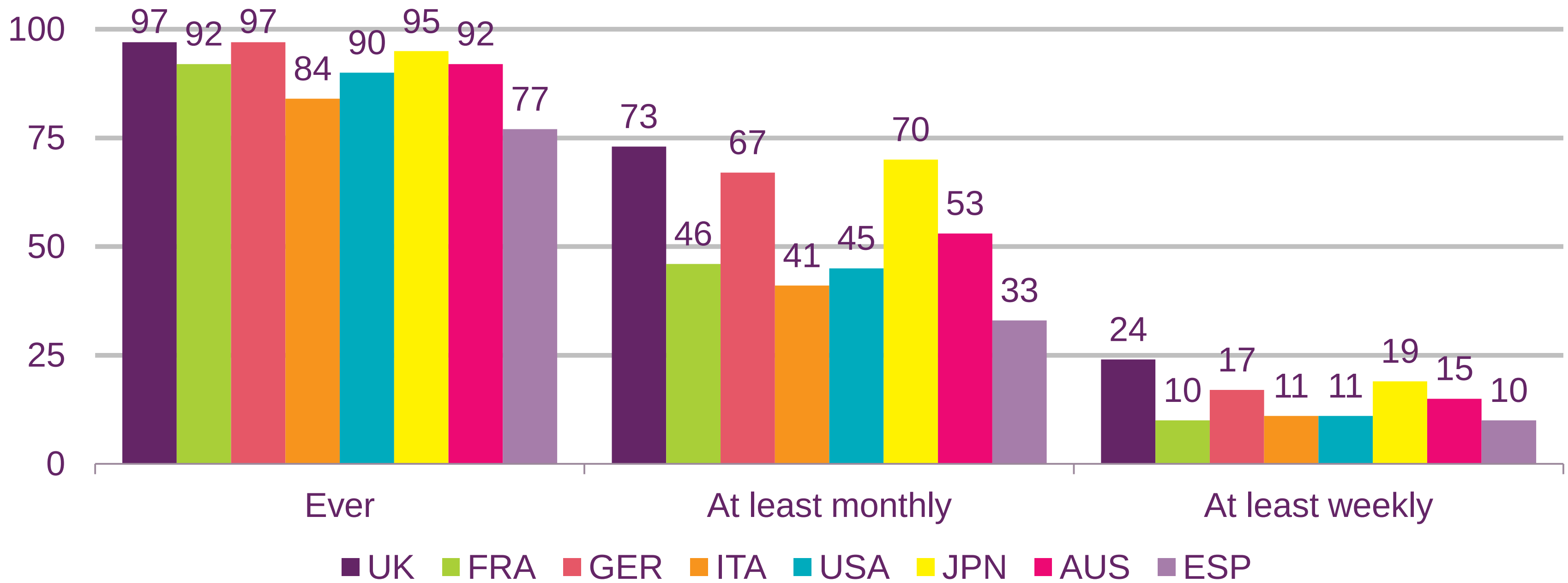


Source: IMRG X-border Training Guide 2013. Population figures obtained from IDATE / Industry Data / Ofcom

Figure 1.21

Frequency of online shopping

Proportion of respondents (%)

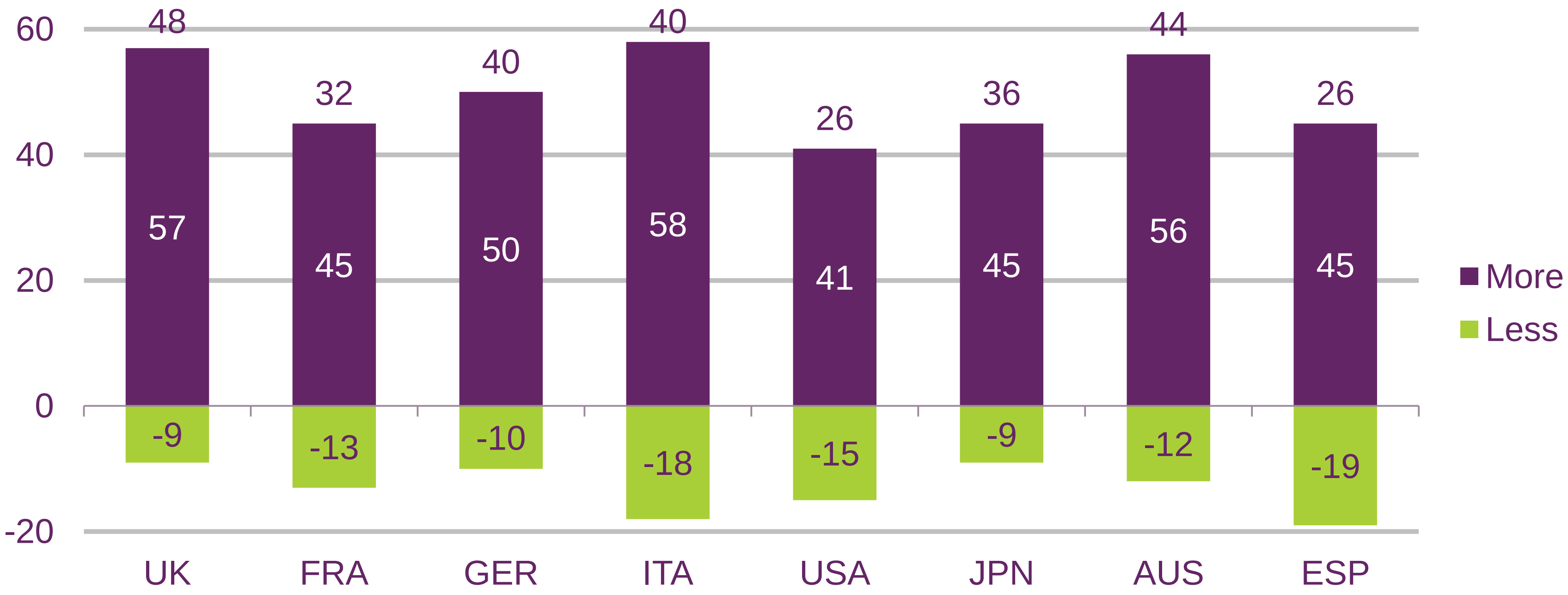


Source: Ofcom research, September 2013
Q01: How often if at all, do you purchase items online for delivery? Base: all respondents (UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020)

Figure 1.22

Increase in online shopping over the last two years

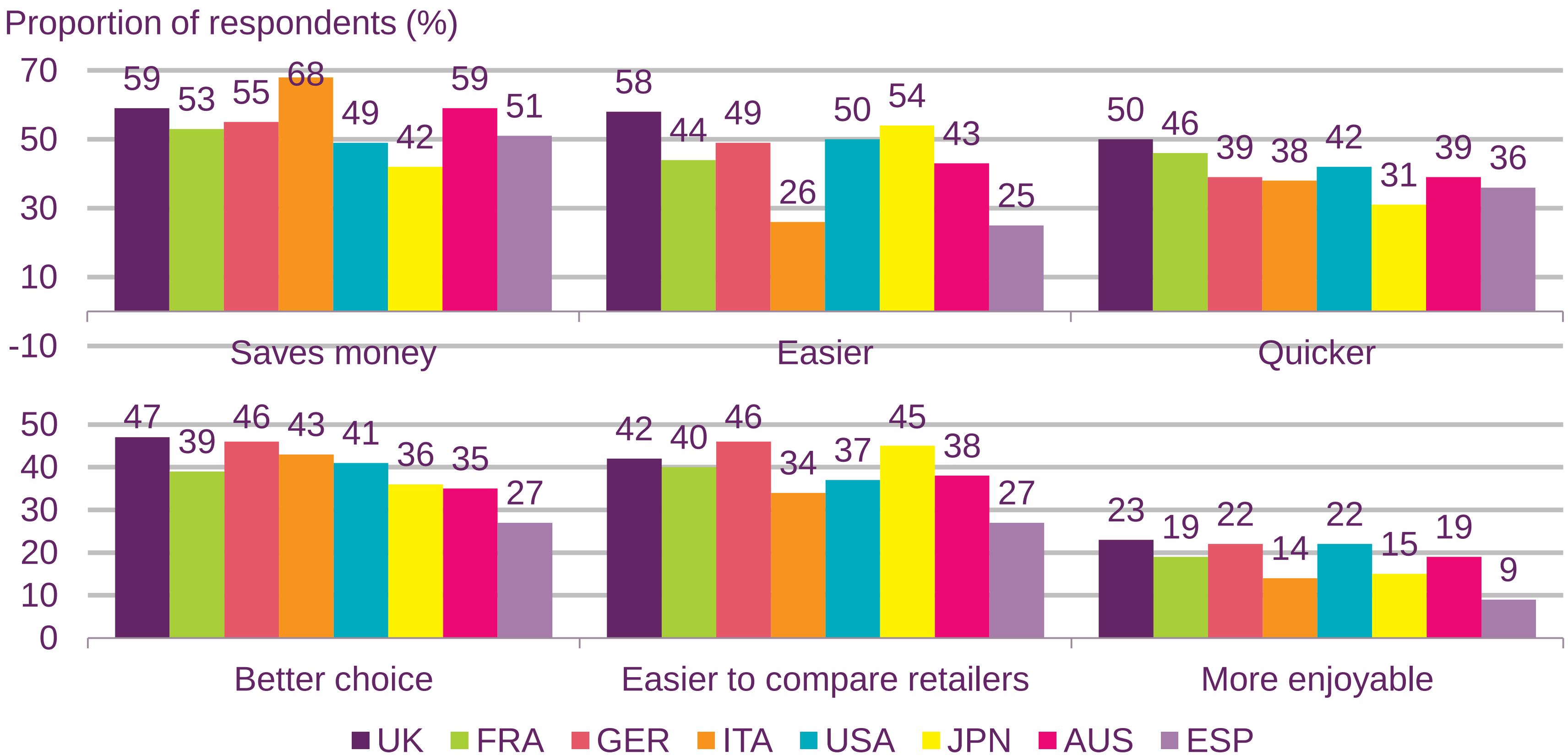
Proportion of respondents (%) (Net increase above bars)



Source: Ofcom research, September 2013
Q02: How much online shopping do you do now compared to two years ago? Base: all respondents (UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020)

Figure 1.23

Popular reasons to shop online – all respondents who ever shop online

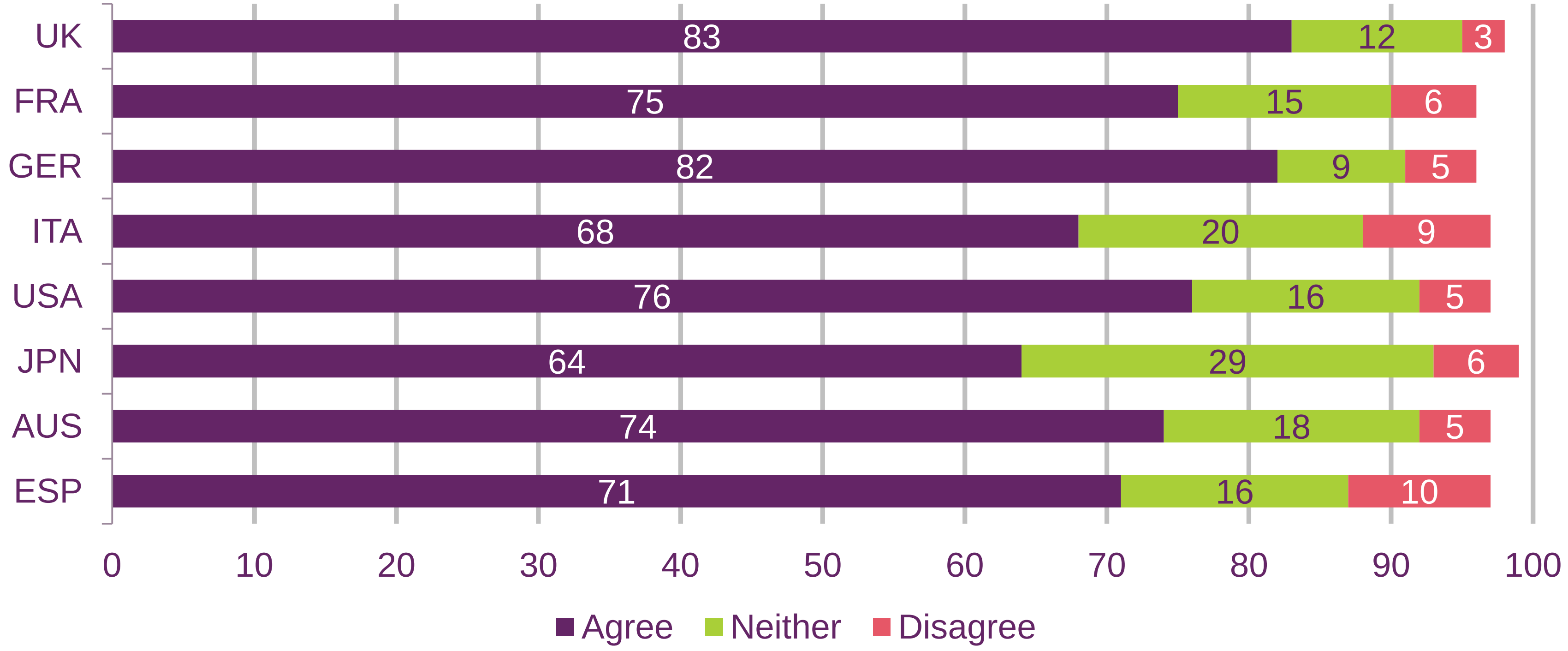


Source: Ofcom research, September 2013
Q04: Why do you choose to shop online rather than in store? Base: all respondents (UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020)

Figure 1.24

Trust in online retailers- shipping the correct item

Proportion of respondents (%)

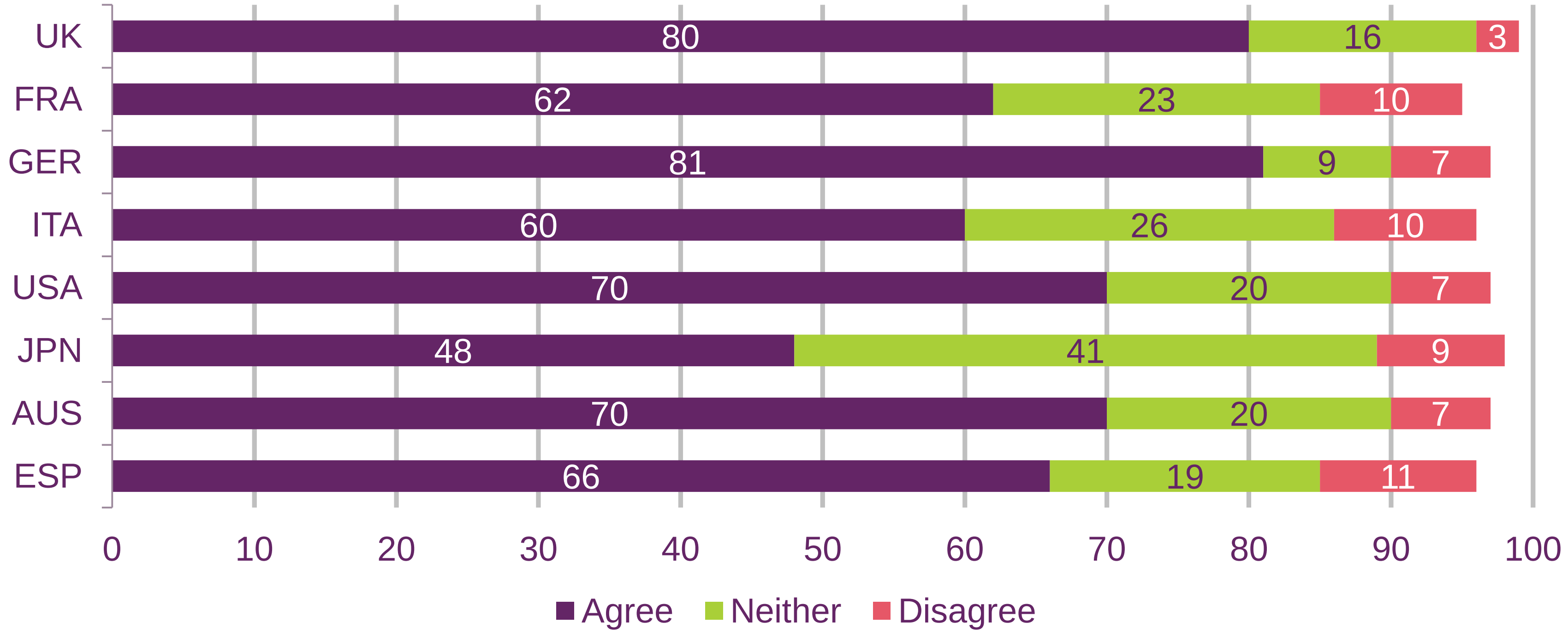


Source: Ofcom research, September 2013
Q.O10 To what extent do you agree or disagree with the following statements about online shopping? [I generally trust online retailers to ship the correct item to me.] Base: all respondents (UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020)

Figure 1.25

Trust in online retailers- advertising products correctly

Proportion of respondents %

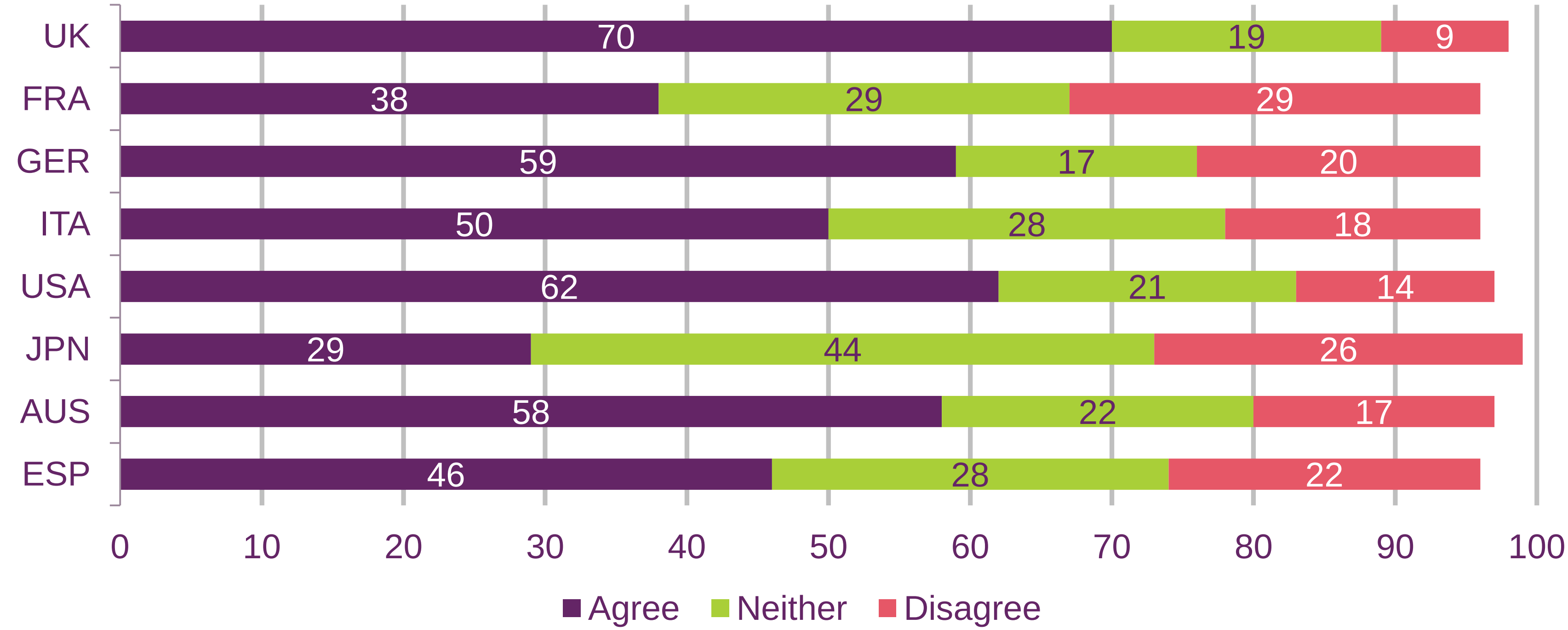


Source: Ofcom research, September 2013
QO10 To what extent do you agree or disagree with the following statements? [I generally trust online retailers to advertise their products accurately on their websites] Base: all respondents (UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020)

Figure 1.26

Feeling secure in online shopping- paying for products online

Proportion of respondents %

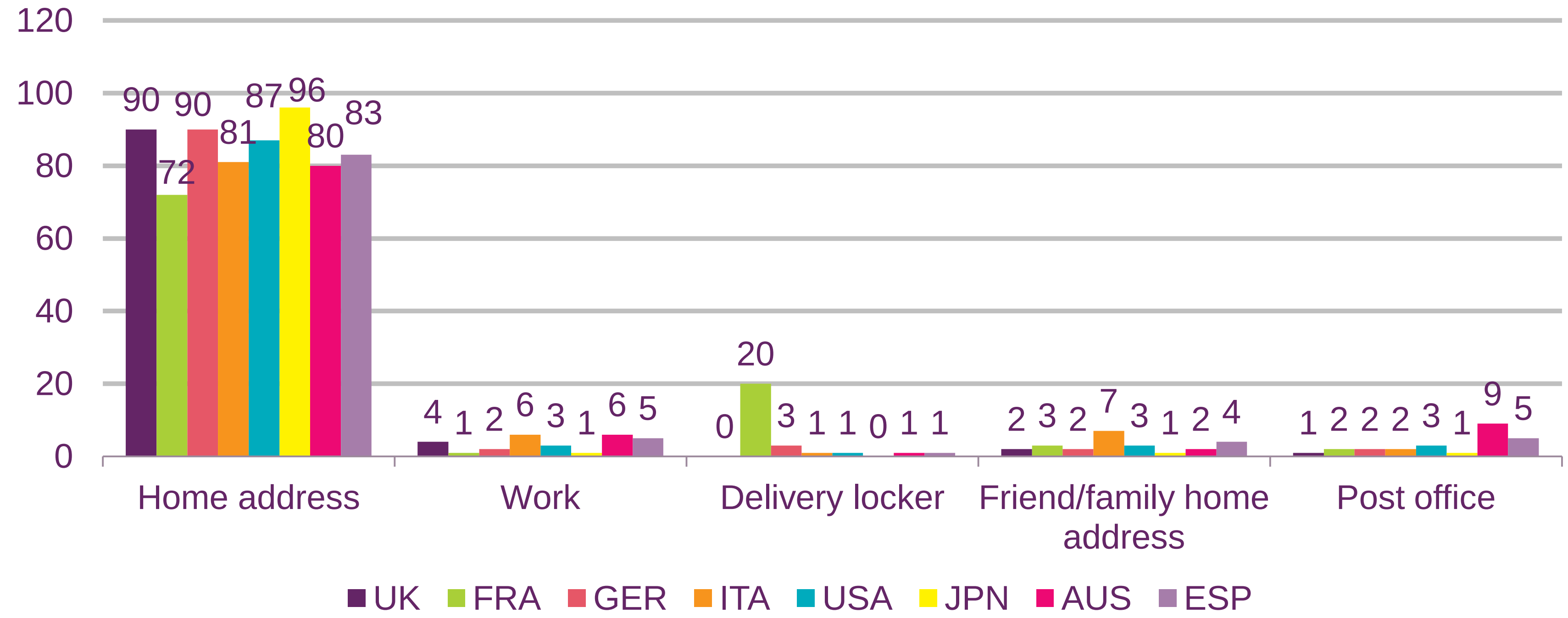


Source: Ofcom research, September 2013
Q010 To what extent do you agree or disagree with the following statements? [I feel secure when paying for products online] Base: all respondents (UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020)

Figure 1.27

Delivery preferences

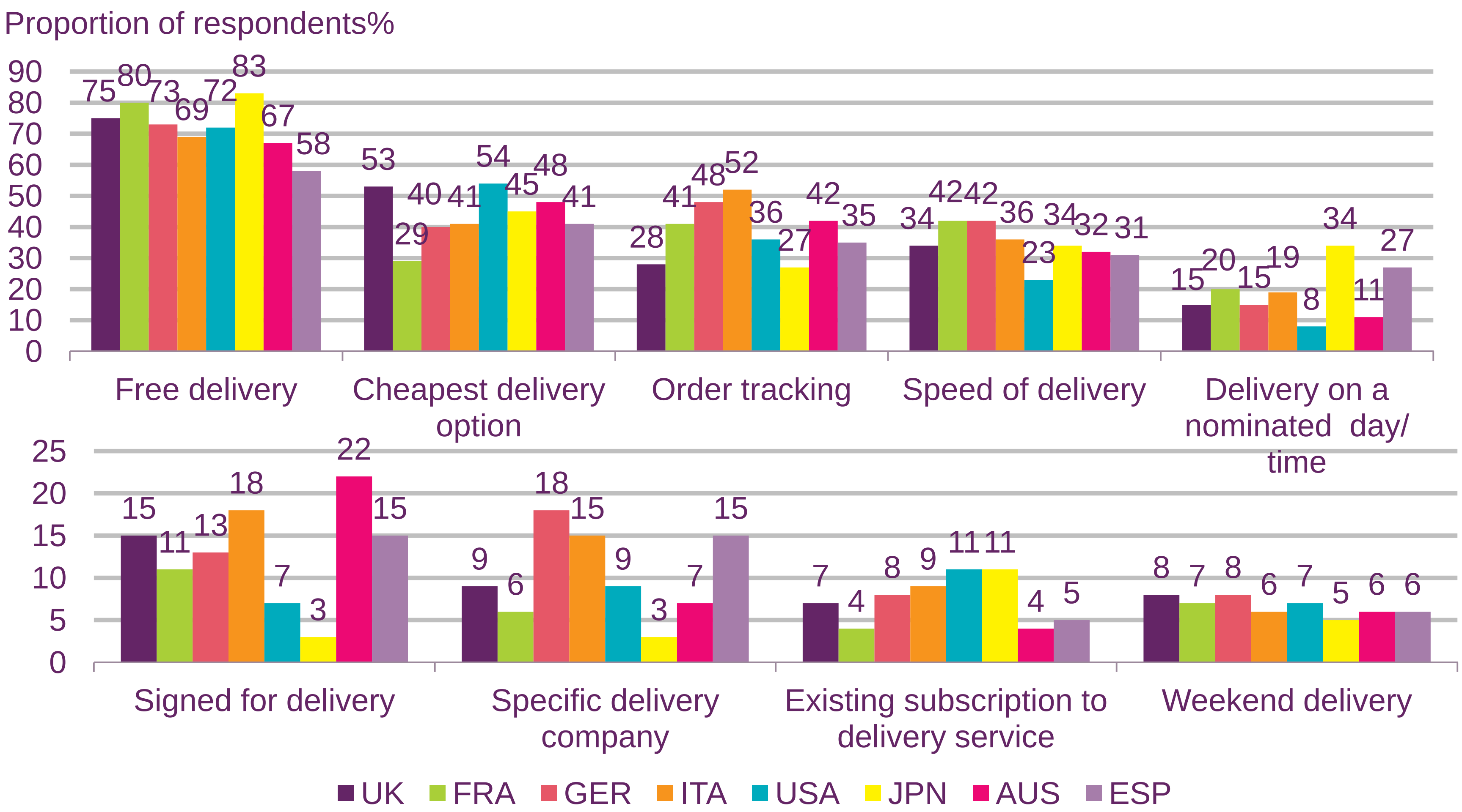
Proportion of respondents %



Source: Ofcom research, September 2013. QO5 When shopping online where do you usually get the items delivered to? Base: all respondents who ever shop online (UK=971, FRA=923, GER=976, ITA=845, USA=903, JPN=959, AUS=932, ESP=784)

Figure 1.28

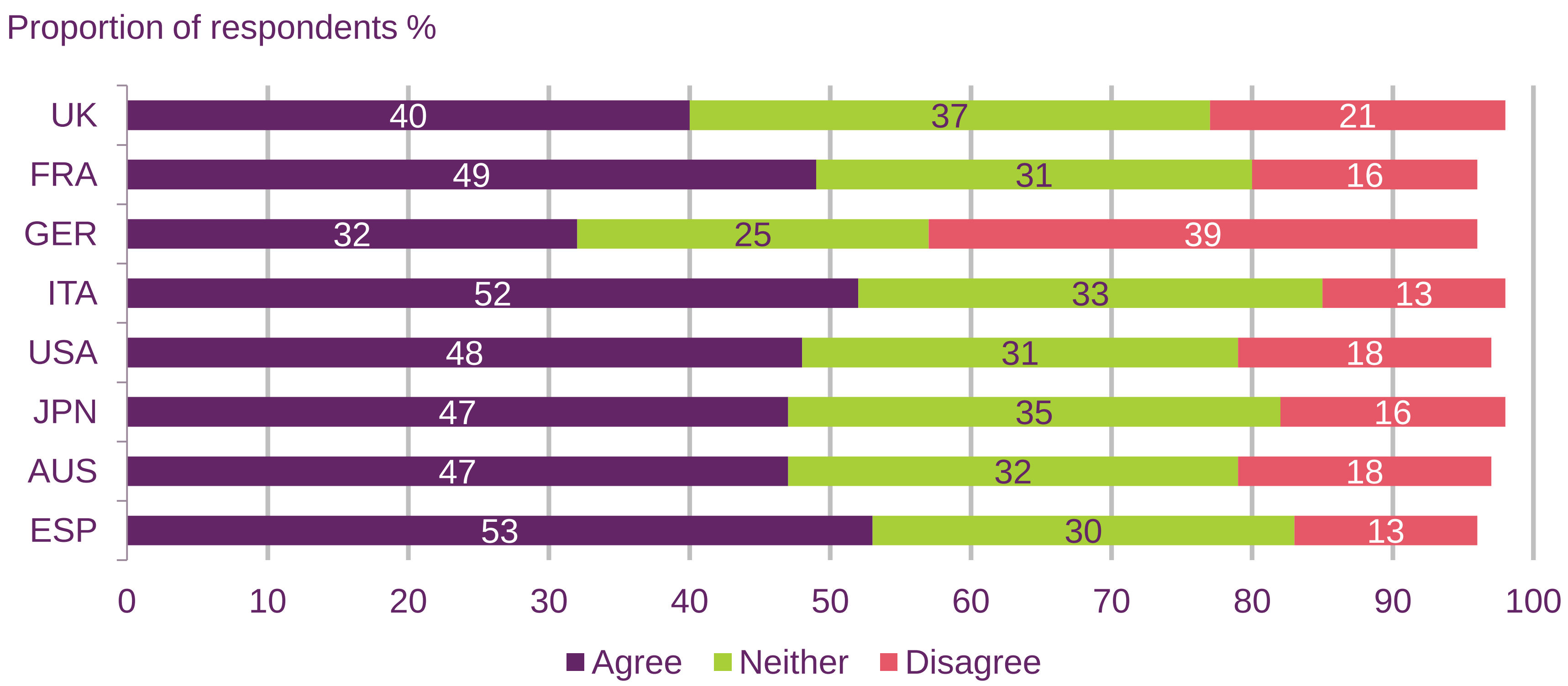
Factors influencing choice of delivery option



Source: Ofcom research, September 2013
QO6 Which of the following factors influence your decision on which delivery method you choose? Base: all respondents who ever shop online (UK=971, FRA=923, GER=976, ITA=845, USA=903, JPN=959, AUS=932, ESP=784)

Figure 1.29

Proportion of people agreeing with the statement “Online delivery charges are too high”

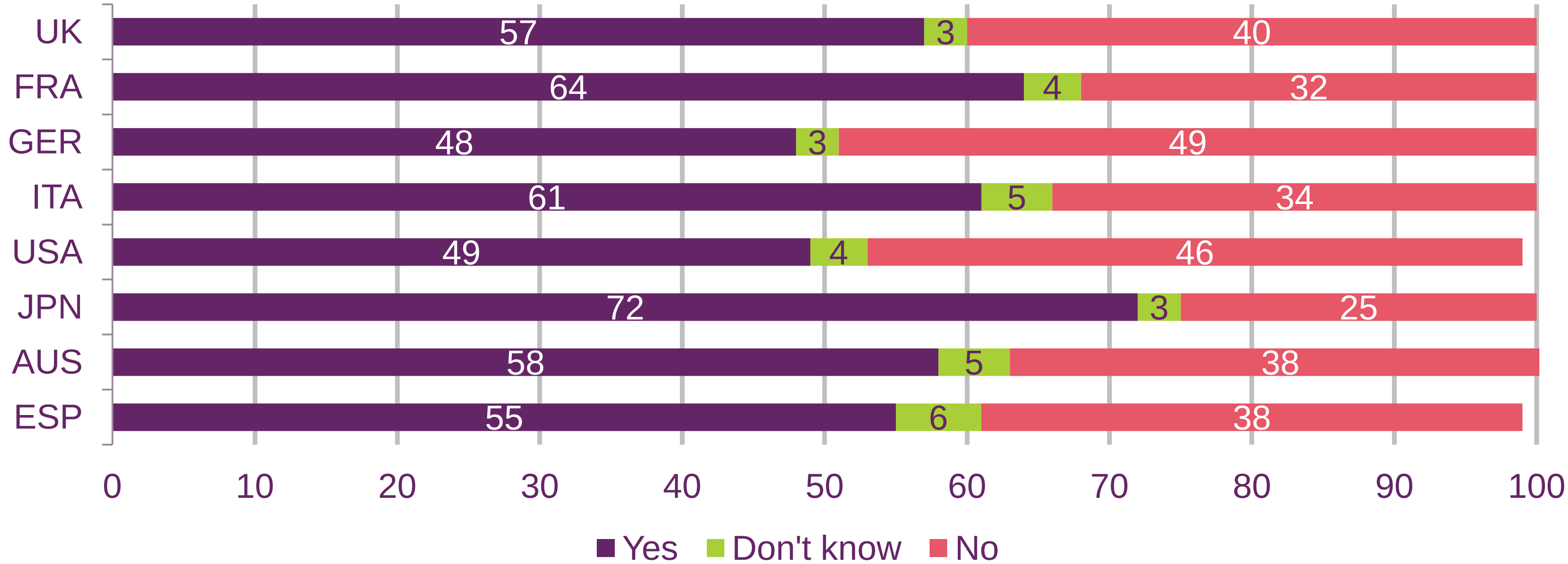


Source: Ofcom research, September 2013
QO10 To what extent do you agree or disagree with the following statements? [Online delivery charges are too high] Base: all respondents (UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020)

Figure 1.30

Proportion of people who had concerns with delivery which prevented them from shopping online

Proportion of respondents %



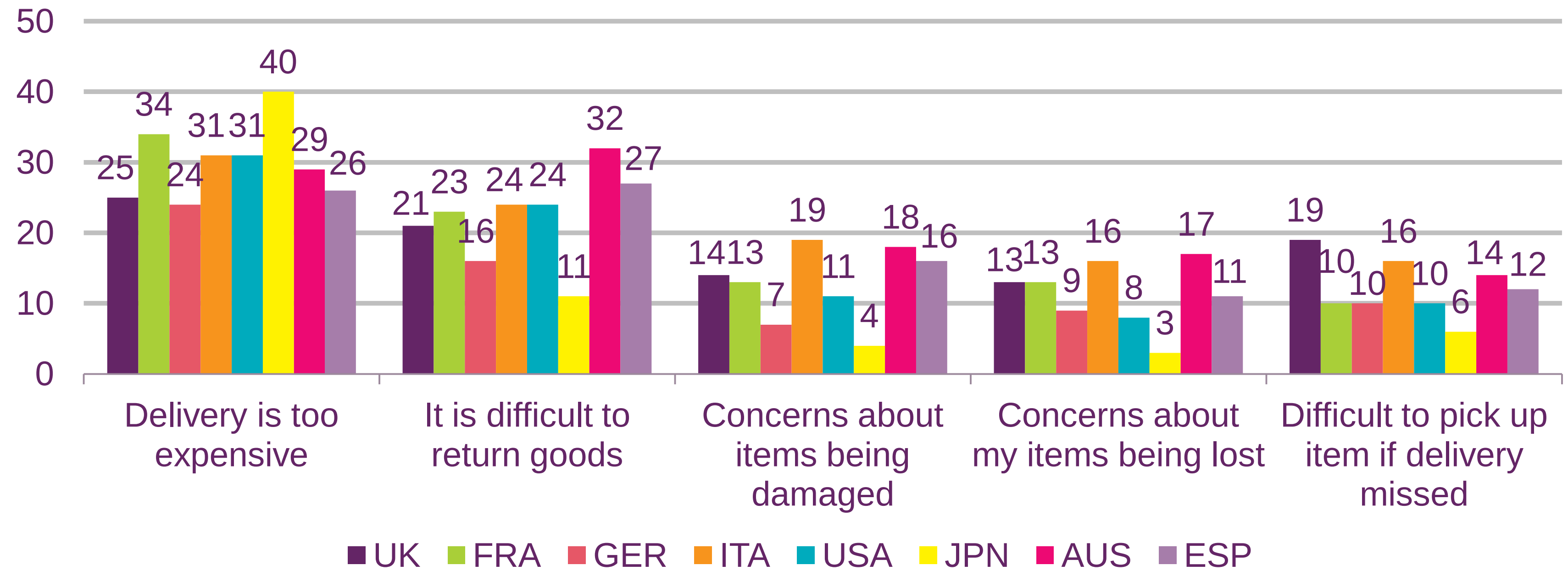
Source: Ofcom research, September 2013

QO7 Have delivery concerns ever prevented you from buying items online? If yes, which of the following reasons prevented you from shopping online? Base: all respondents (UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020)

Figure 1.31

Delivery concerns that prevent online shopping

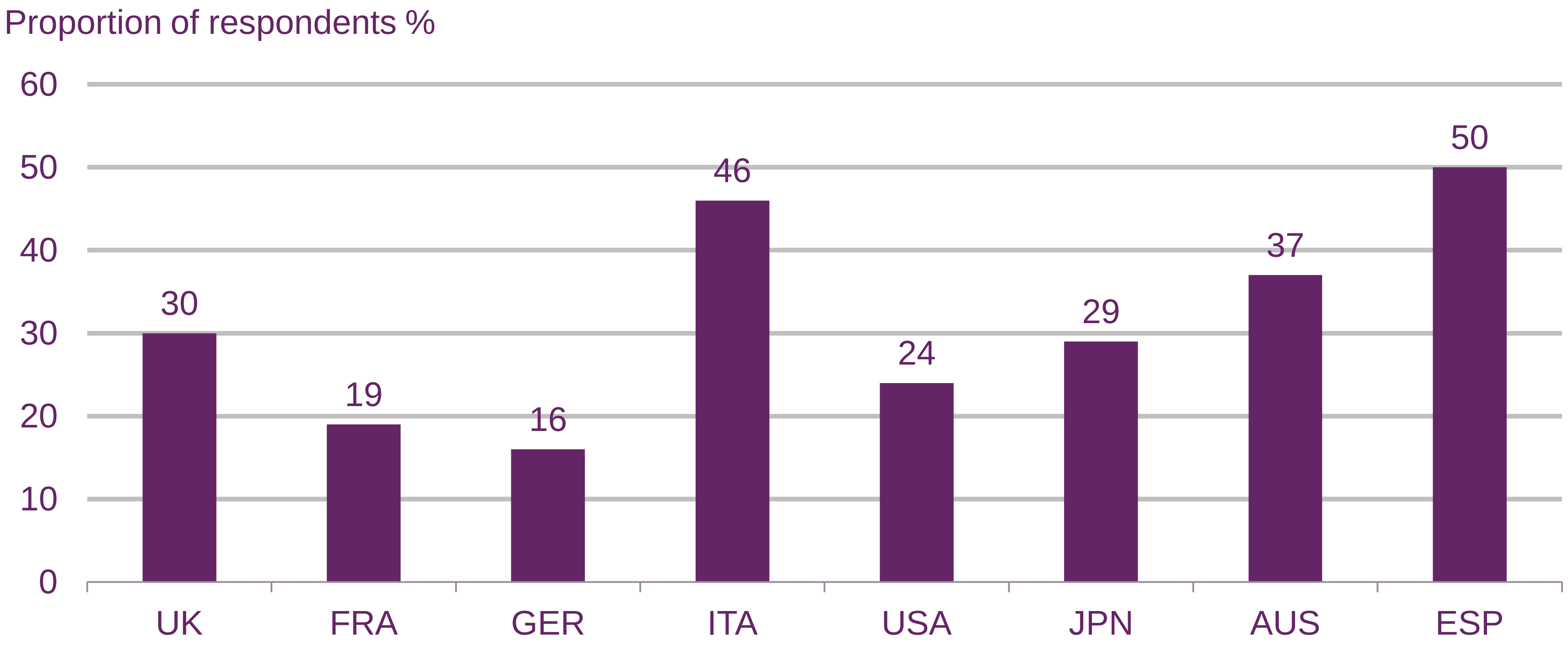
Respondents shopping online less than once a month %



Source: Ofcom research, September 2013
Q.9 For which, if any, of the following reasons, do you not shop online more often? Base: All respondents who shop online less than once a month (UK=271, FRA=541, GER=331, ITA=588, USA=555, JPN=302, AUS=467, ESP=668)

Figure 1.32

Proportion of people who are concerned that their order would not arrive

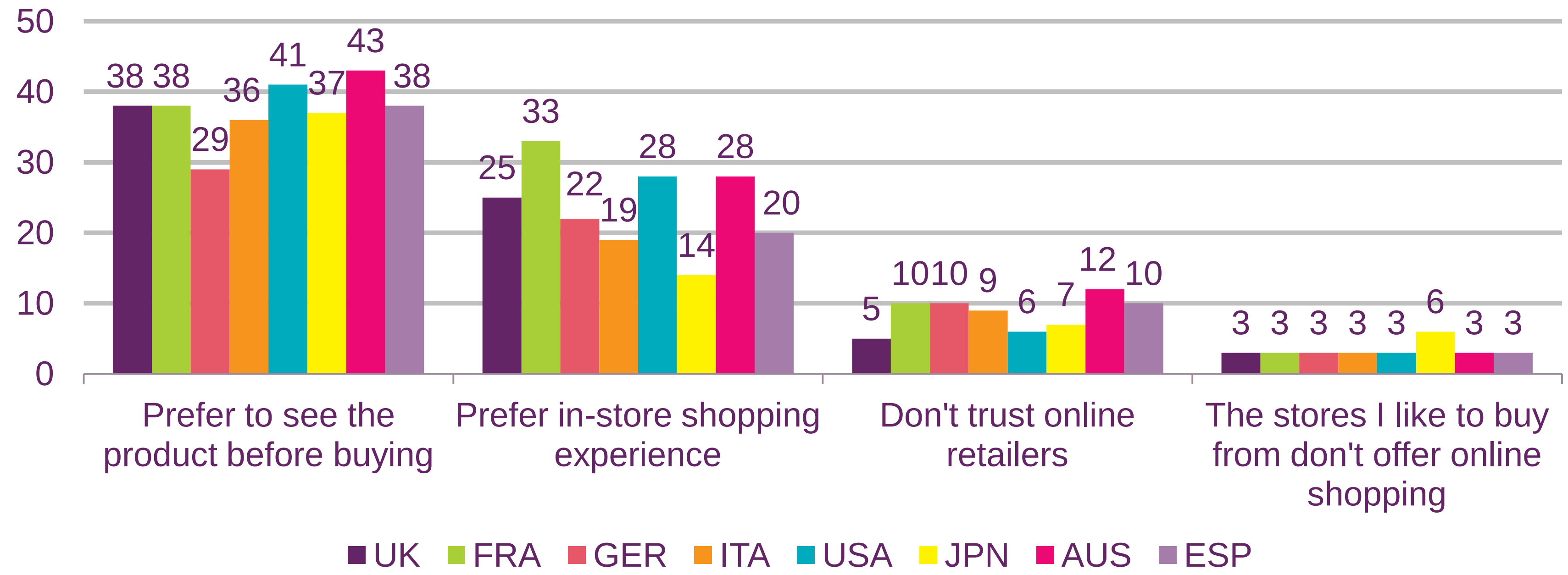


Source: Ofcom research, September 2013
QO10 To what extent do you agree or disagree with the following statements? [If ordering online I would be concerned that my goods wouldn't arrive] Base: all respondents (UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020)

Figure 1.33

Reasons people don't shop online more: retail preferences

Respondents shopping online less than once a month %

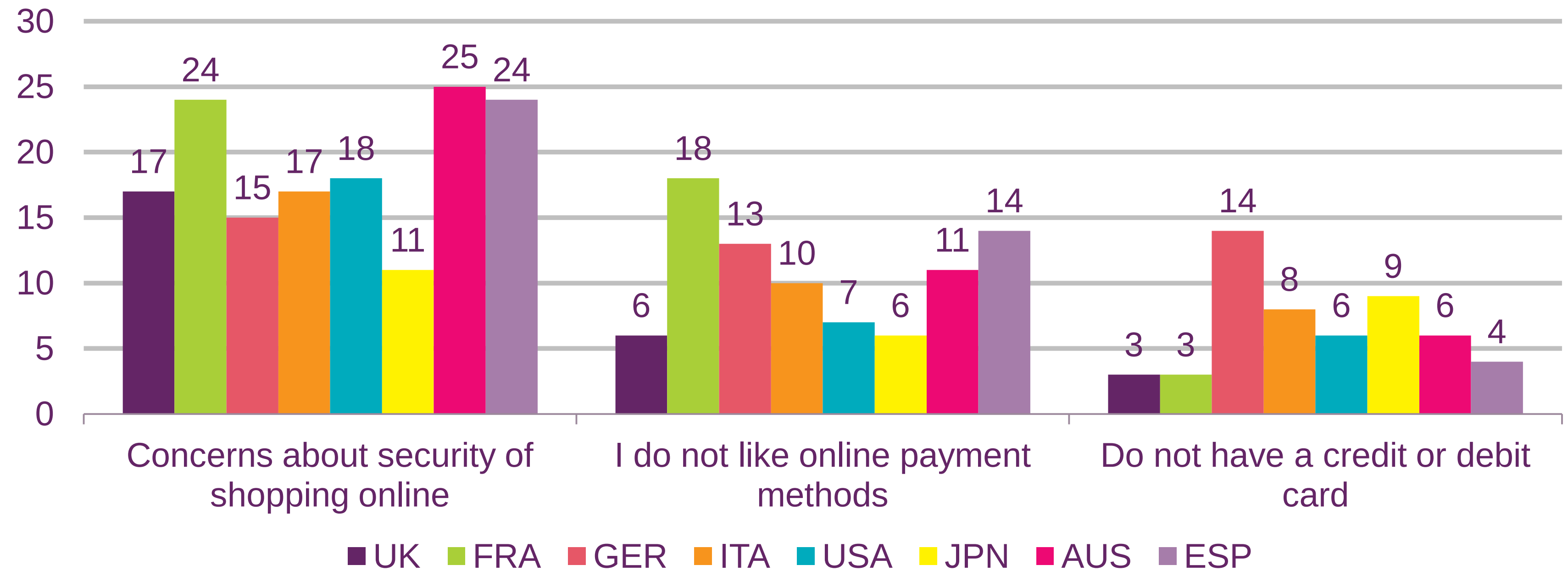


Source: Ofcom research, September 2013
Q.9 For which, if any, of the following reasons, do you not shop online more often? Base: All respondents who shop online less than once a month (UK=271, FRA=541, GER=331, ITA=588, USA=555, JPN=302, AUS=467, ESP=668)

Figure 1.34

Reasons people don't shop online more: payment issues

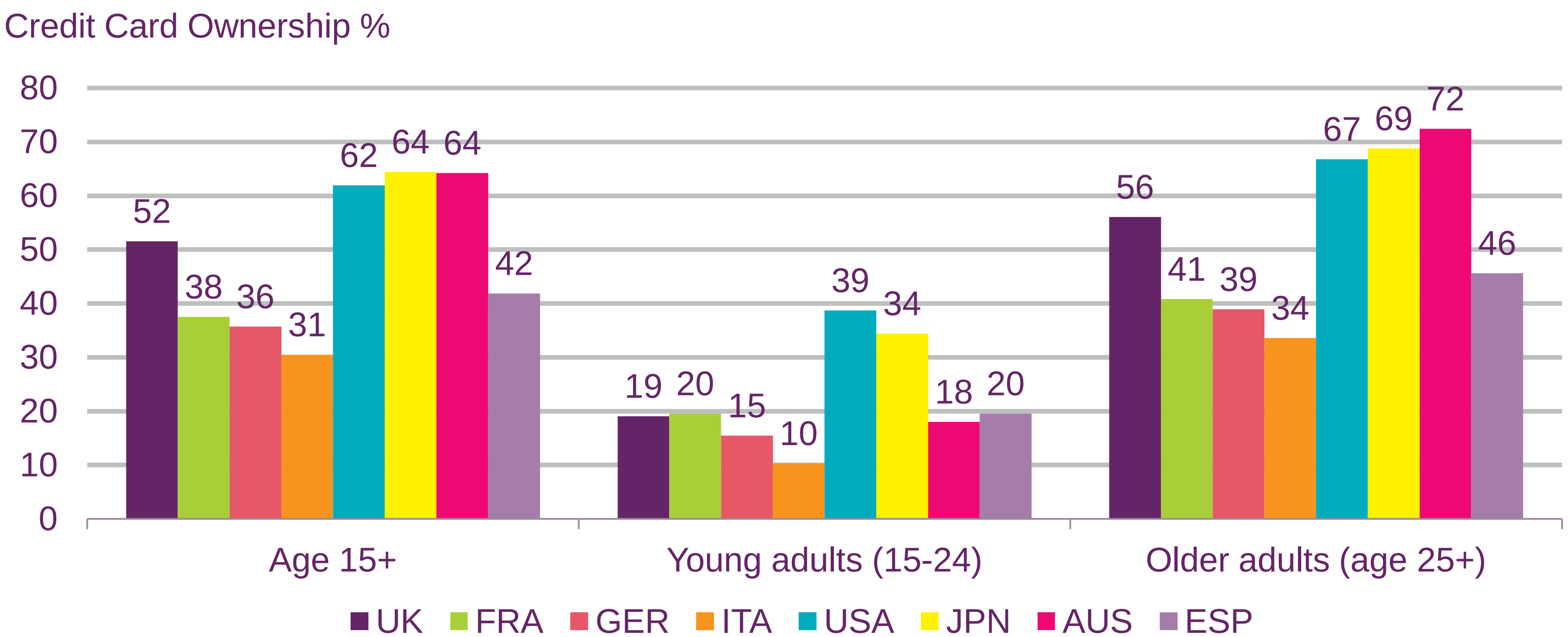
Respondents shopping online less than once a month %



Source: Ofcom research, September 2013
Q.9 For which, if any, of the following reasons, do you not shop online more often? Base: All respondents who shop online less than once a month (UK=271, FRA=541, GER=331, ITA=588, USA=555, JPN=302, AUS=467, ESP=668)

Figure 1.35

Credit card ownership

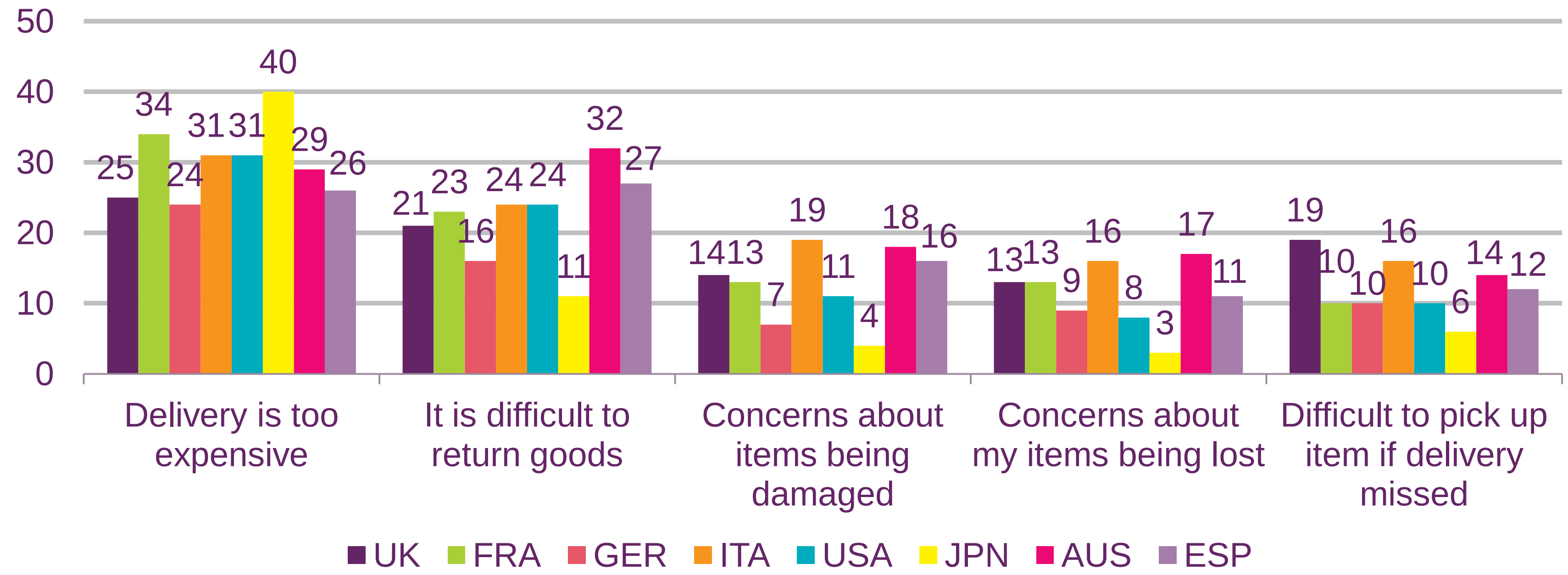


Source: Global Findex (Global Financial Inclusion Database)
http://datatopics.worldbank.org/financialinclusion/

Figure 1.36

Reasons people do not shop online relating to delivery

Respondents shopping online less than once a month %

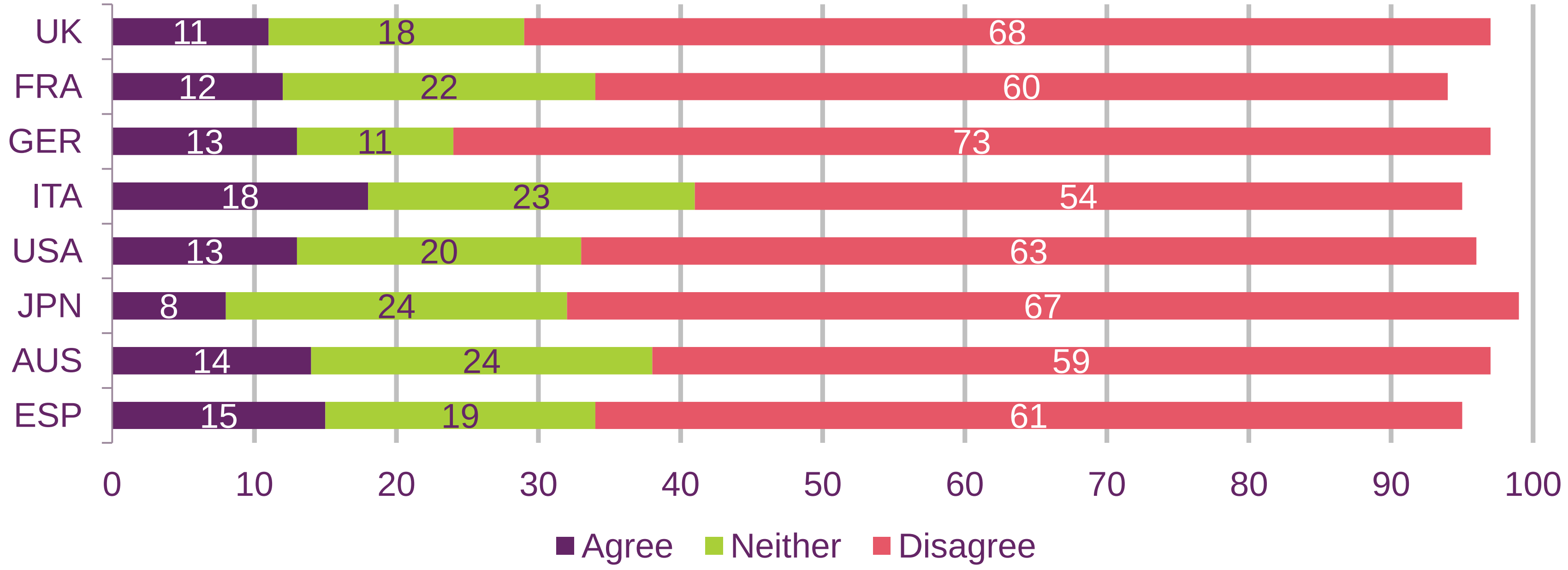


Source: Ofcom research, September 2013
Q.9 For which, if any, of the following reasons, do you not shop online more often? Base: All respondents who shop online less than once a month (UK=271, FRA=541, GER=331, ITA=588, USA=555, JPN=302, AUS=467, ESP=668)

Figure 1.37

People who have had a bad experience shopping online

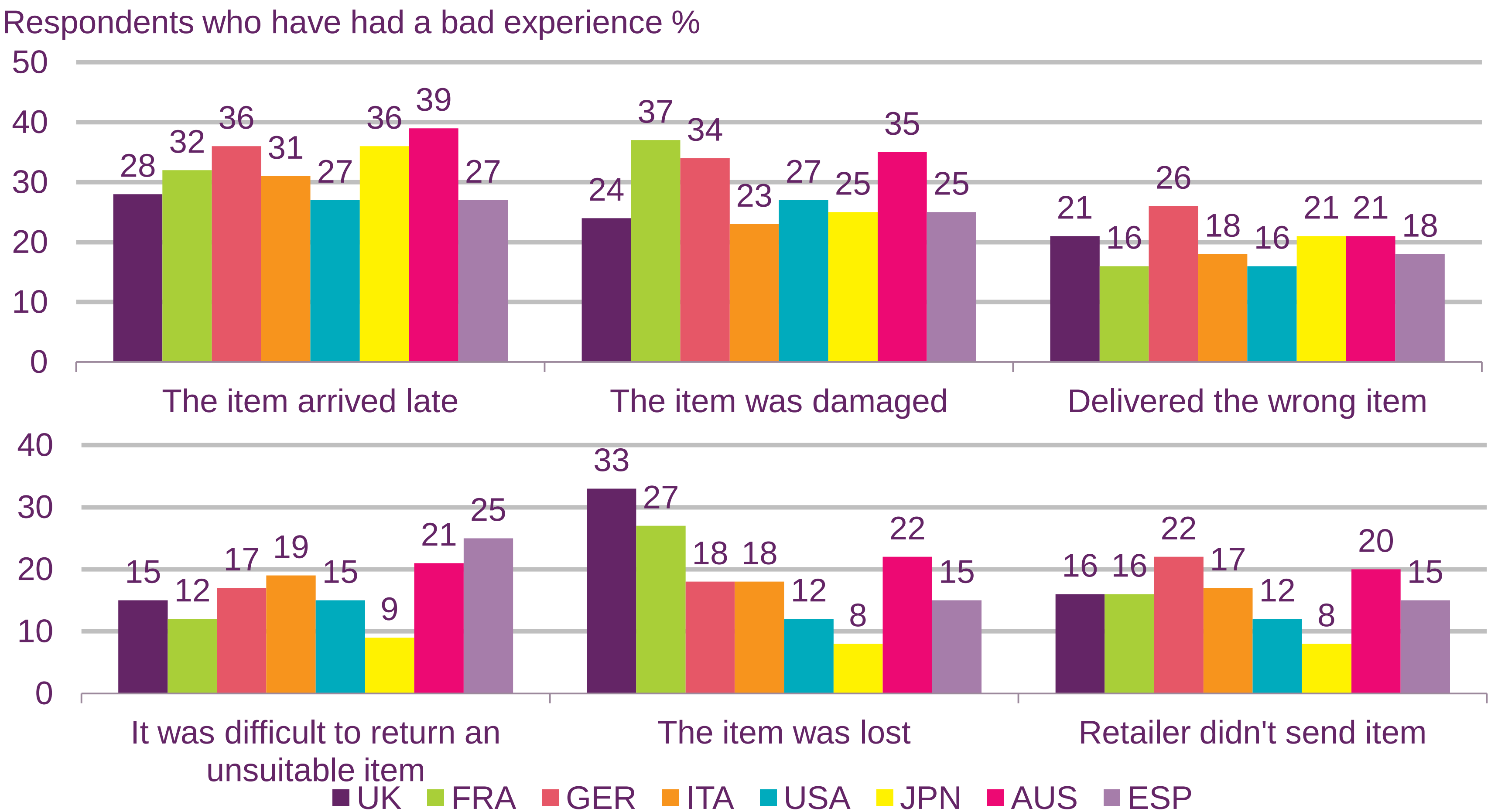
Proportion of respondents %



Source: Ofcom research, September 2013
QO10 To what extent do you agree or disagree with the following statements? [I have had a bad experience shopping online and it has put me off] Base: all respondents (UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020)

Figure 1.38

Bad experiences with online shopping

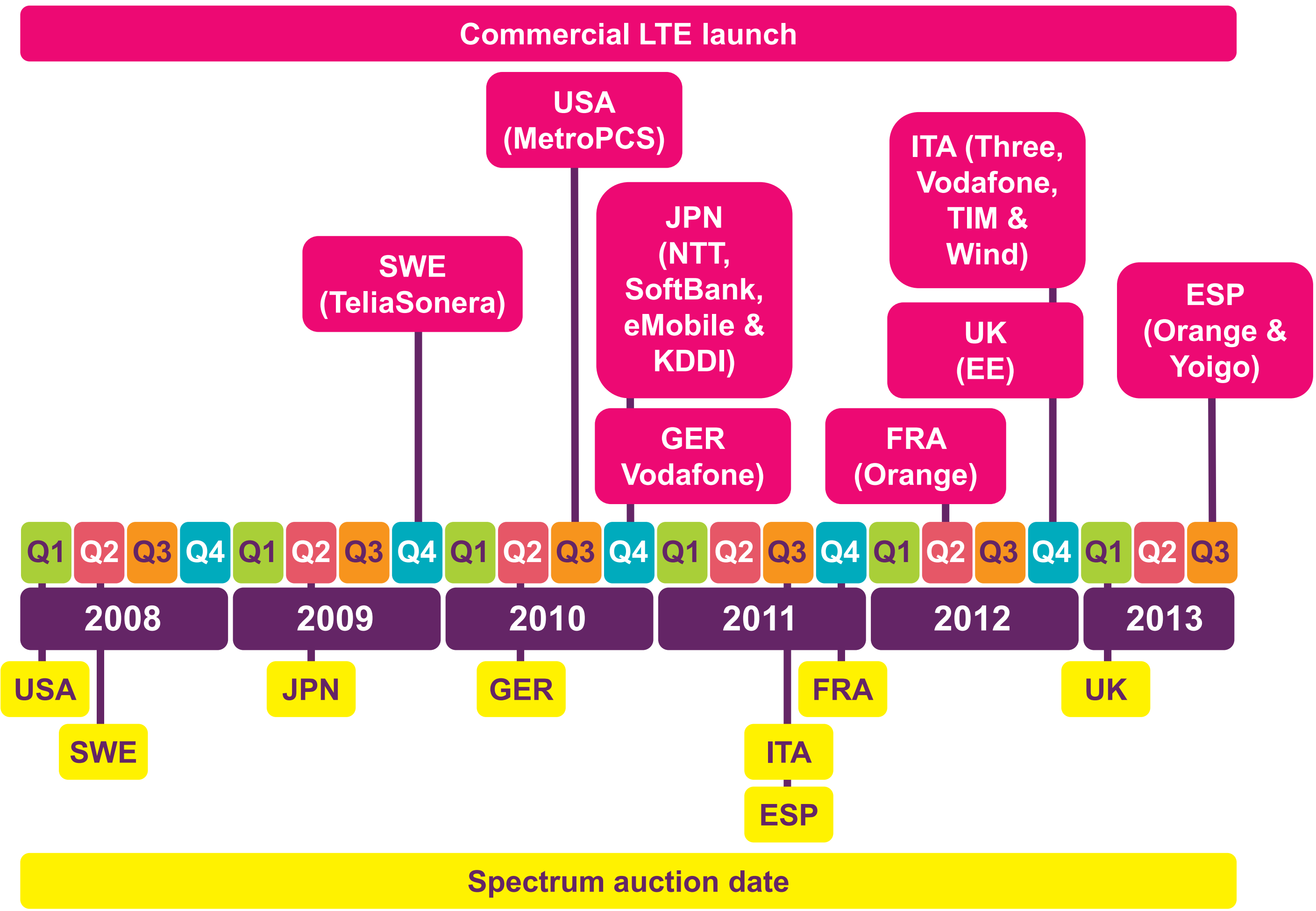


Source: Ofcom research, September 2013

Q.O11 Which of the following describe the bad experience you had with online shopping? Base: All respondents who have had a bad experience shopping online which has put them off doing it again (UK=112, FRA=119, GER=131, ITA=183, USA=130, JPN=75, AUS=139, ESP=154)

Figure 1.39

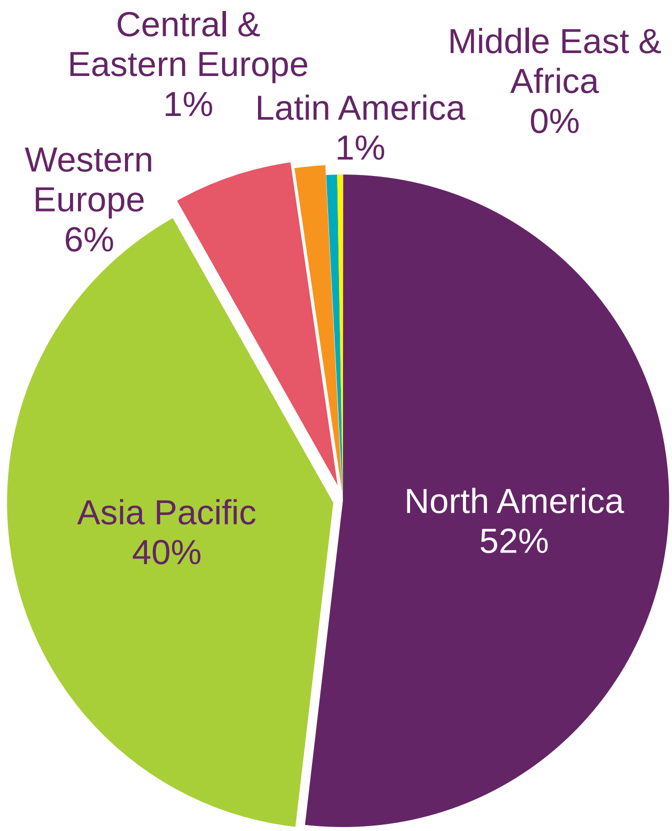
LTE spectrum auction and initial commercial launch dates, by country



Source: Ofcom

Figure 1.40

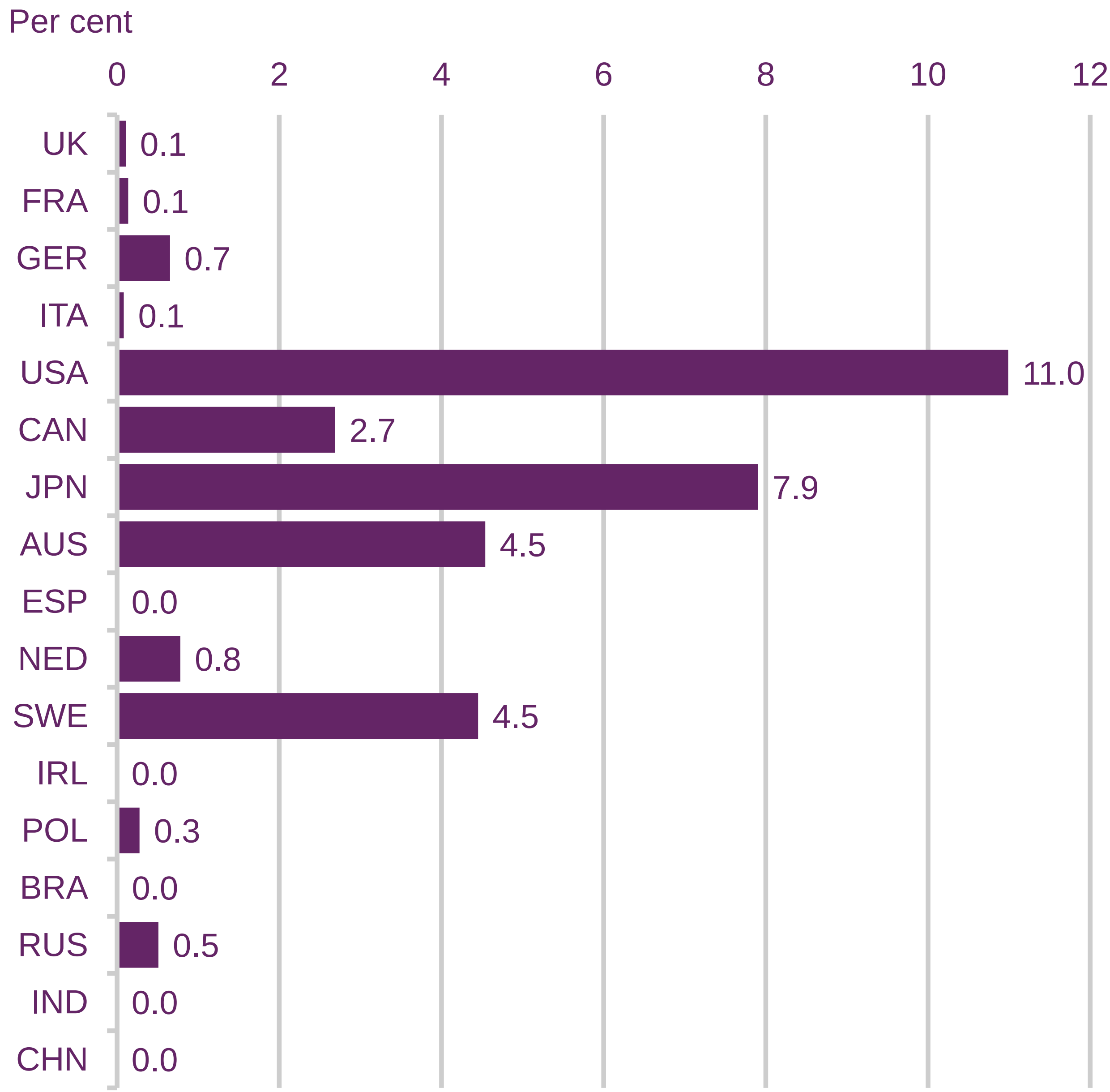
4G connections, by region: 2012



Source: Cisco VNI Mobile Forecast, 2013. http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white_paper_c11-520862.html

Figure 1.41

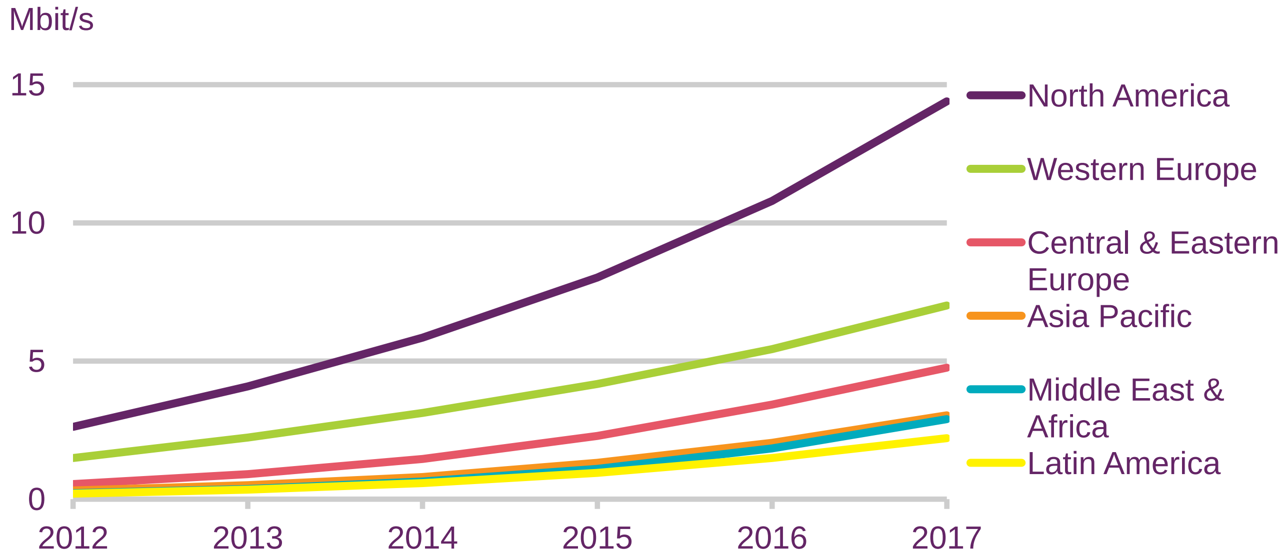
4G as a proportion of total mobile subscriptions: 2012



Source: IDATE

Figure 1.42

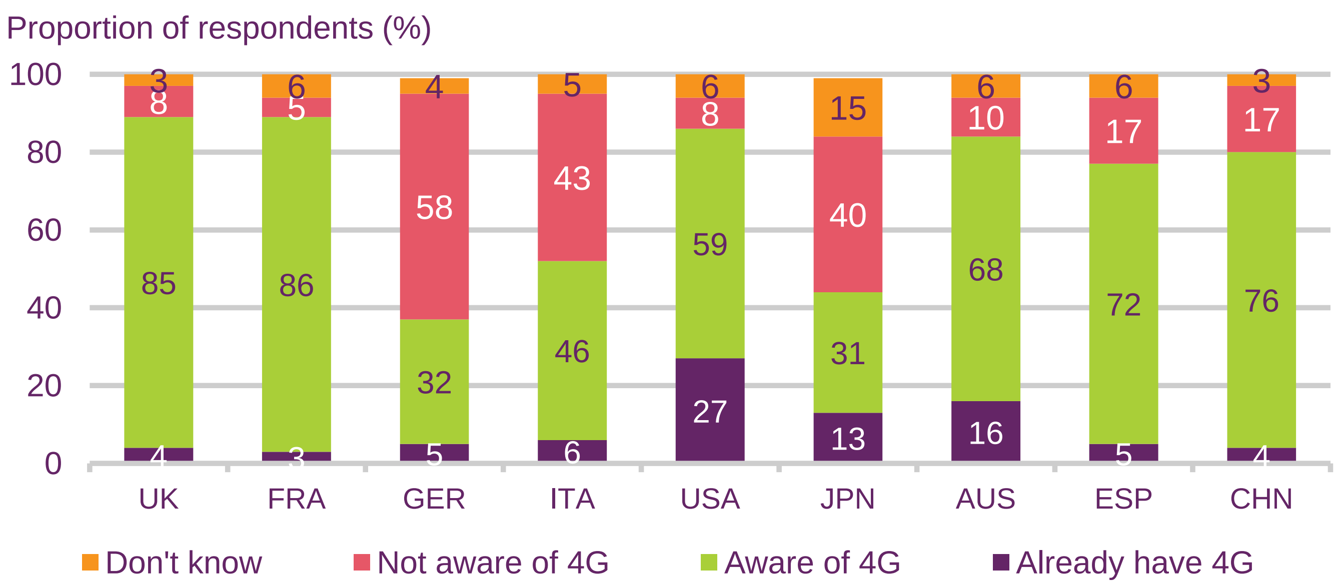
Estimated average mobile data speeds, by region: 2012 to 2017



Source: Cisco VNI Mobile Forecast, 2013. http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white_paper_c11-520862.html

Figure 1.43

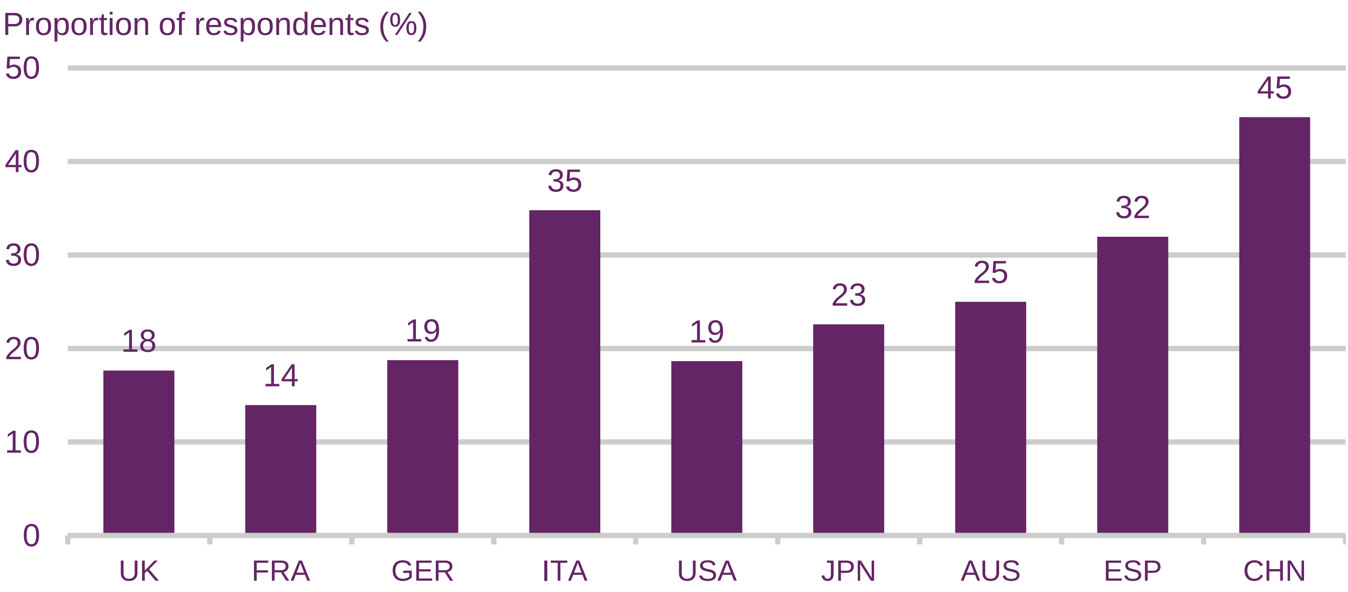
Awareness and take-up of 4G mobile services



Source: Ofcom research, September 2013
Base size: All respondents: UK (1000), FRA (1007), GER (1010), ITA (1010), USA (1004), JPN (1005), AUS (1007), ESP (1020) CHN (1007)
Question: 4G is a new service and it enables faster mobile internet access. Which of the following statements best describes your awareness and use of 4G?

Figure 1.44

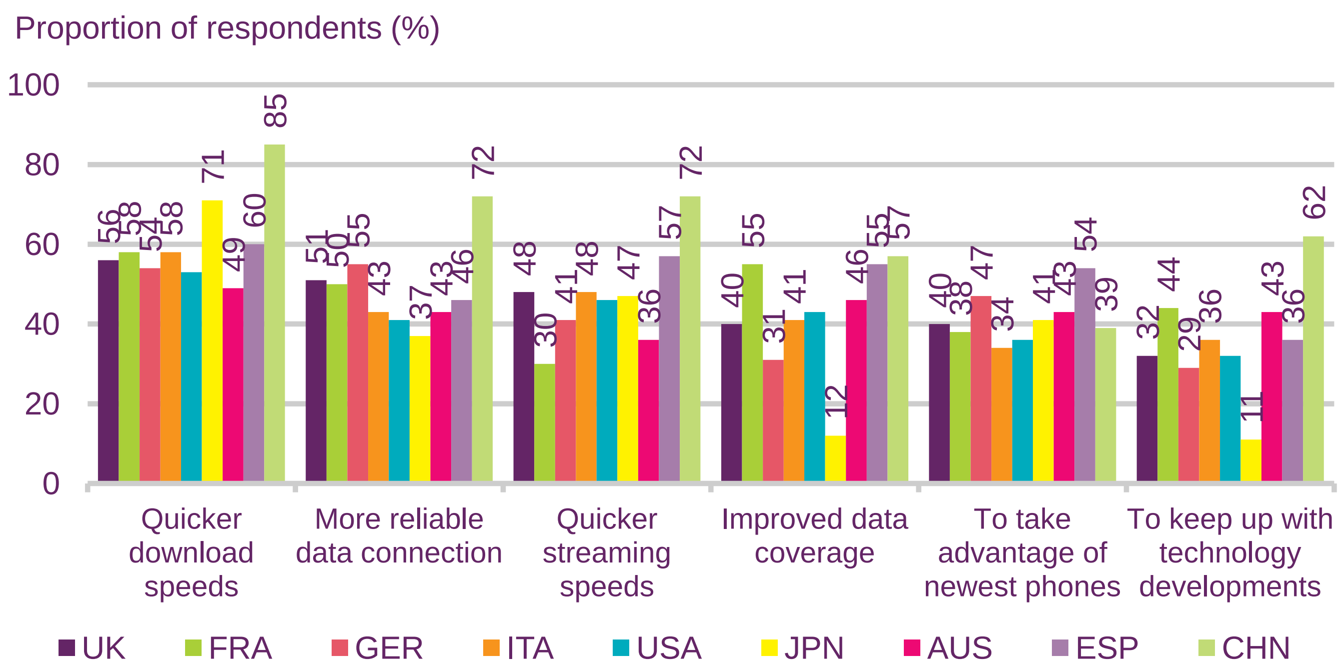
Likelihood to purchase 4G mobile services in the next year



Source: Ofcom research, September 2013
Base: All respondents who were aware of 4G but do not already take 4G services: UK (850), FRA (866), GER (323), ITA (465), USA (592), JPN (312), AUS (685), ESP (734) CHN (765)

Figure 1.45

Reasons for wanting to upgrade to 4G mobile services

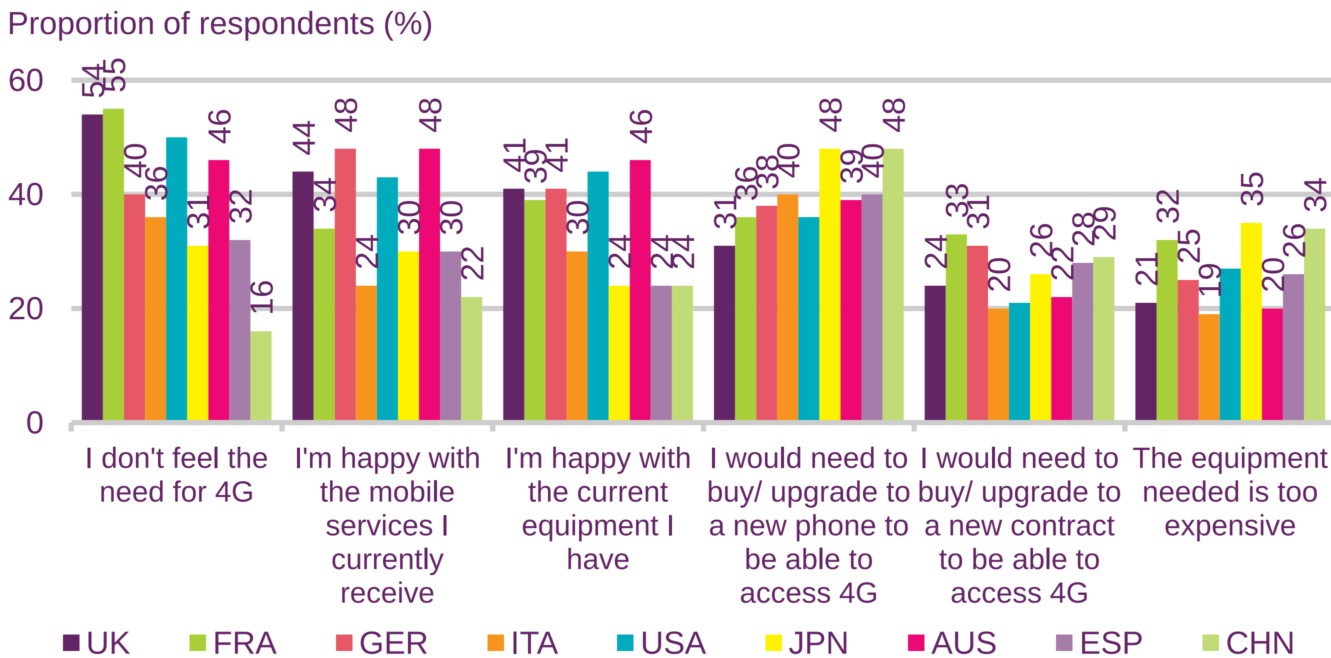


Source: Ofcom research, September 2013

Base: All respondents who have or are likely to get 4G

Figure 1.46

Reasons for not wanting to upgrade to 4G mobile services



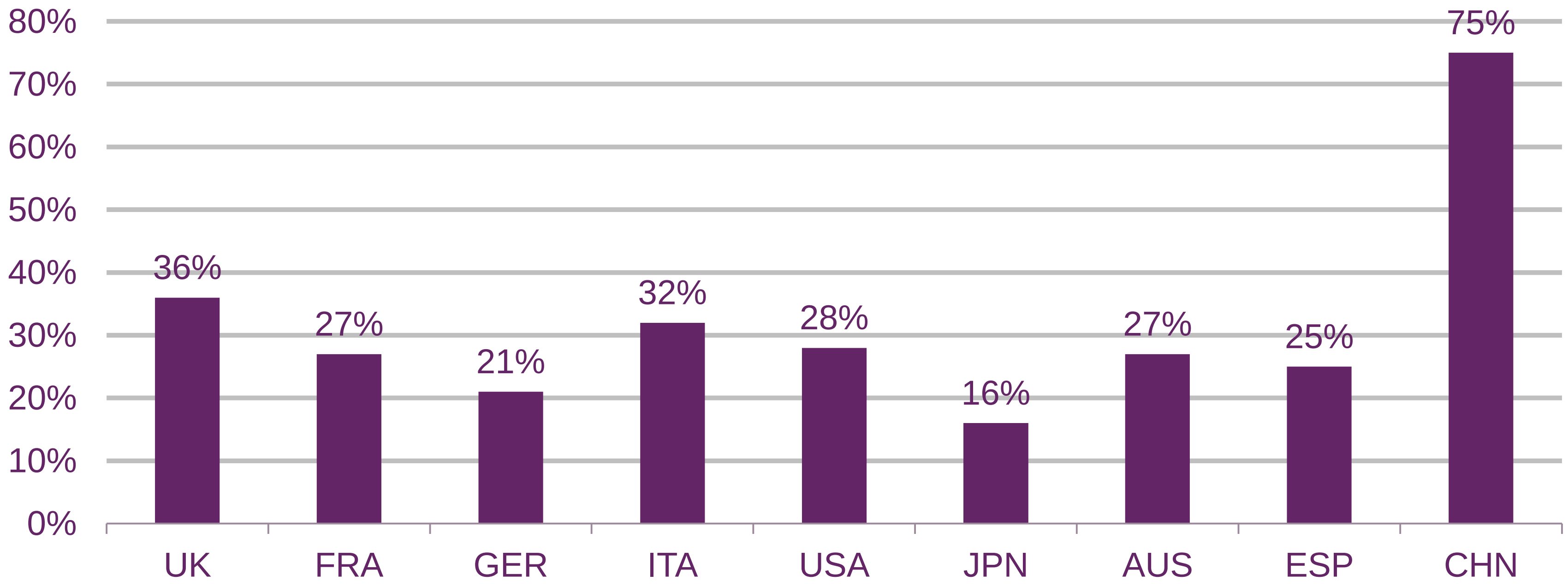
Source: Ofcom research, September 2013

Base: All respondents who are unlikely to get 4G or are unsure

Figure 1.47

Weekly access of TV content over the internet

All respondents

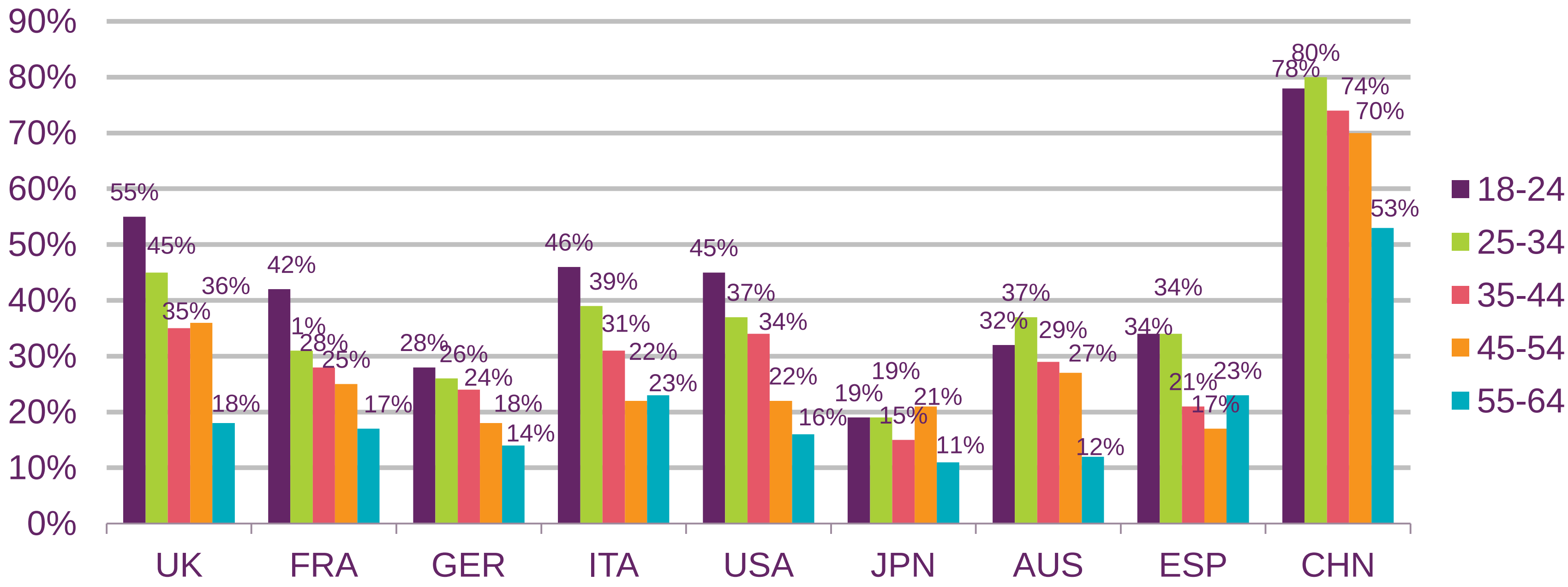


Source: Ofcom consumer research September 2013
Base: All respondents, UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020, CHN=1007.
Q.9 Which, if any, of the following activities do you use your internet connection for at least once a week?

Figure 1.48

Weekly access of TV content over the internet, by age

All respondents

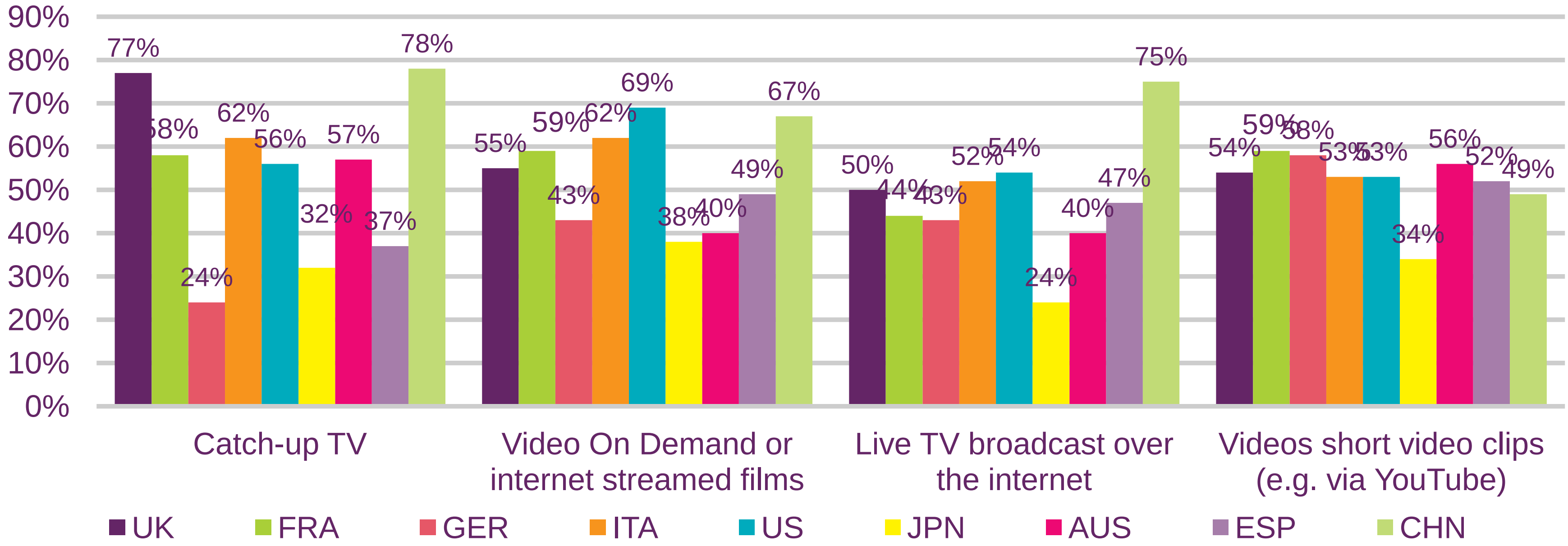


Source: Ofcom consumer research September 2013
Base: All respondents, UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020, CHN=1007.
Q.9 Which, if any, of the following activities do you use your internet connection for at least once a week?

Figure 1.49

Types of AV convent watched on smart TVs

% of individuals with a smart TV who watch a particular format on that device



Source: Ofcom consumer research September 2013

Base: Smart TV owners, UK=88*, FRA=52*, GER=96*, ITA=94*, USA=63*, JPN=56*, AUS=96*, ESP=77*, CHN=244.

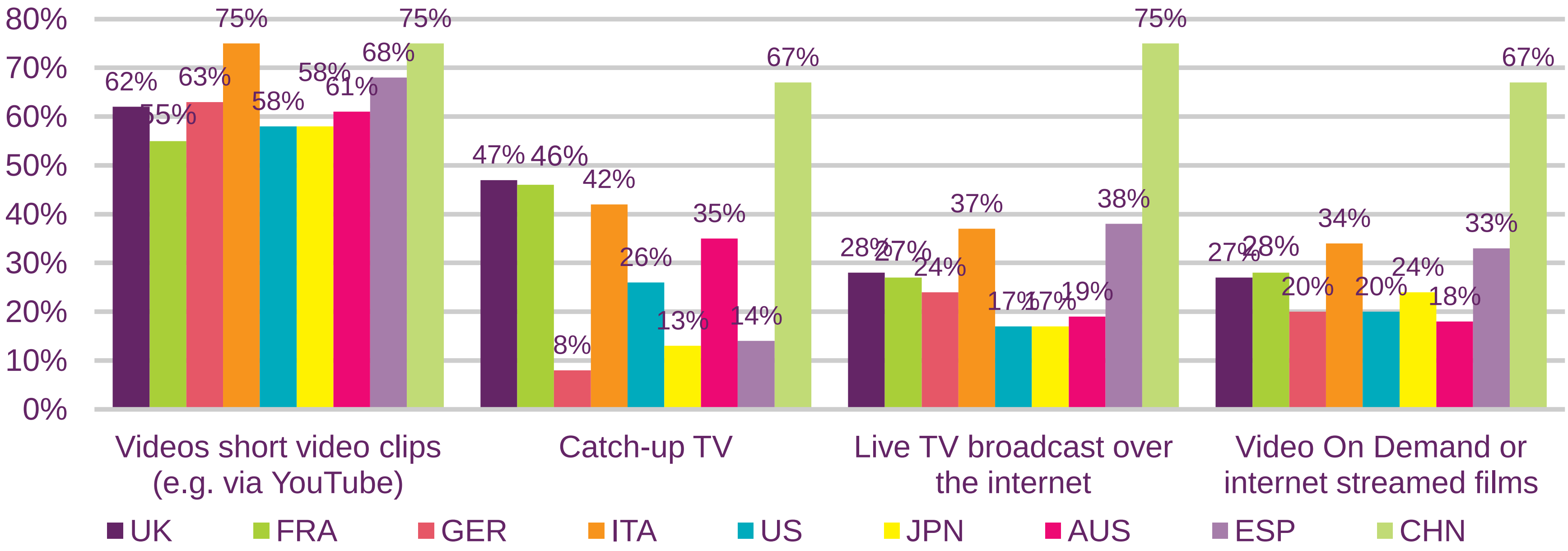
Q.15c What sorts of video content do you watch on each of your devices over the internet?

* Base size is very low, consider with caution

Figure 1.50

Types of AV content accessed on laptops, desktops and notebooks

% of individuals with laptop/desktop/notebook who watch AV content on that device



Source: Ofcom consumer research September 2013

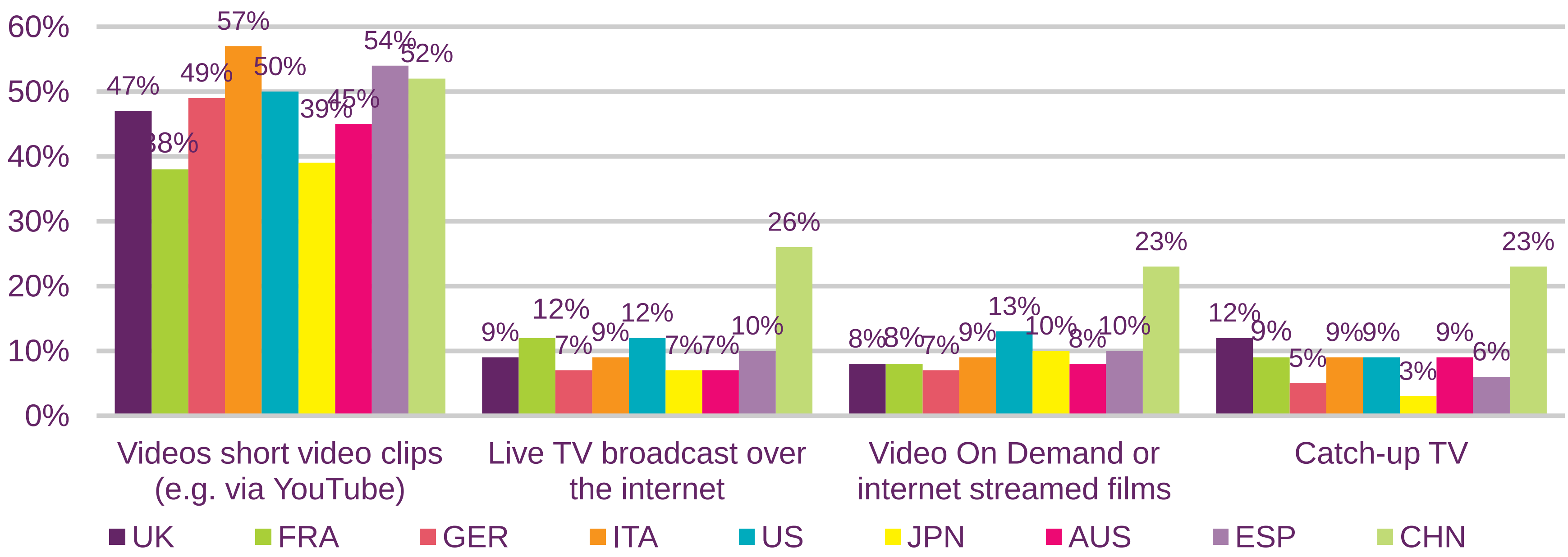
Base: PC owners, UK=952, FRA=941, GER=951, ITA=908, USA=940, JPN=942, AUS=960, ESP=931, CHN=966.

Q.15c What sorts of video content do you watch on each of your devices over the internet?

Figure 1.51

Types of AV content watched on smartphones

% of individuals with a mobile who watch a particular format on that device

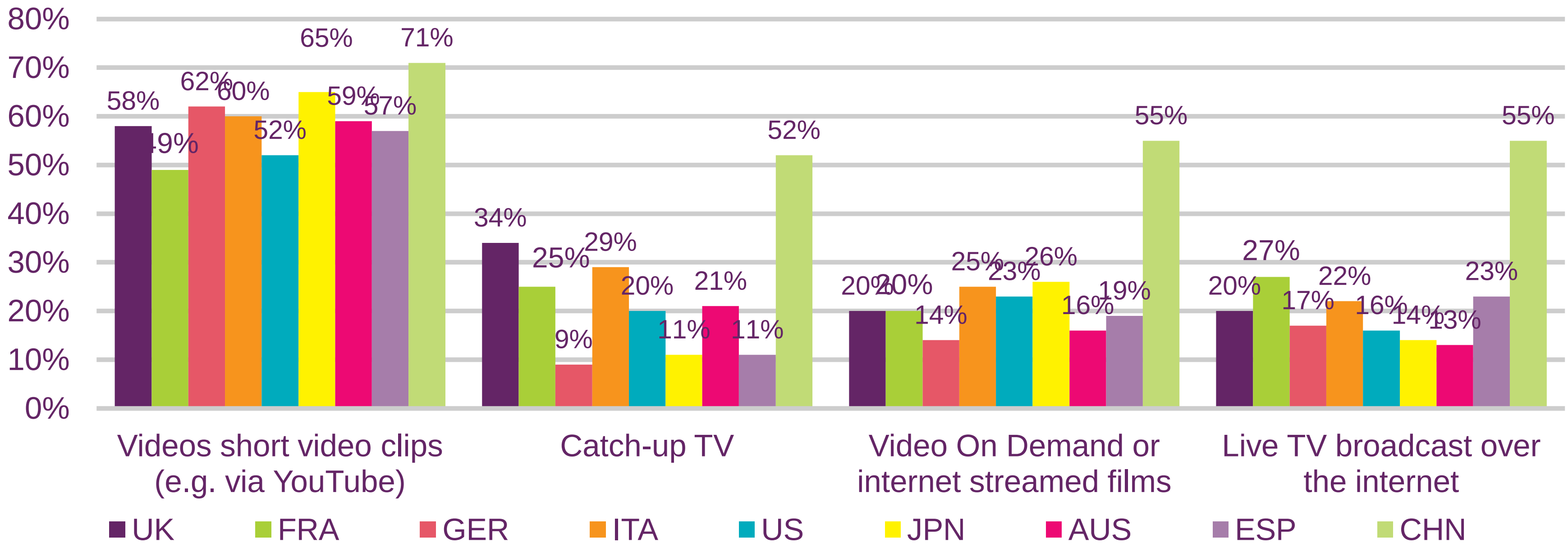


Source: Ofcom consumer research September 2013
Base: Mobile owners, UK=572, FRA=456, GER=470, ITA=638, USA=437, JPN=581, AUS=550, ESP=703, CHN=866.
Q.15c What sorts of video content do you watch on each of your devices over the internet?

Figure 1.52

Types of content watched on tablets

% of individuals with a tablet who watch a particular format on that device

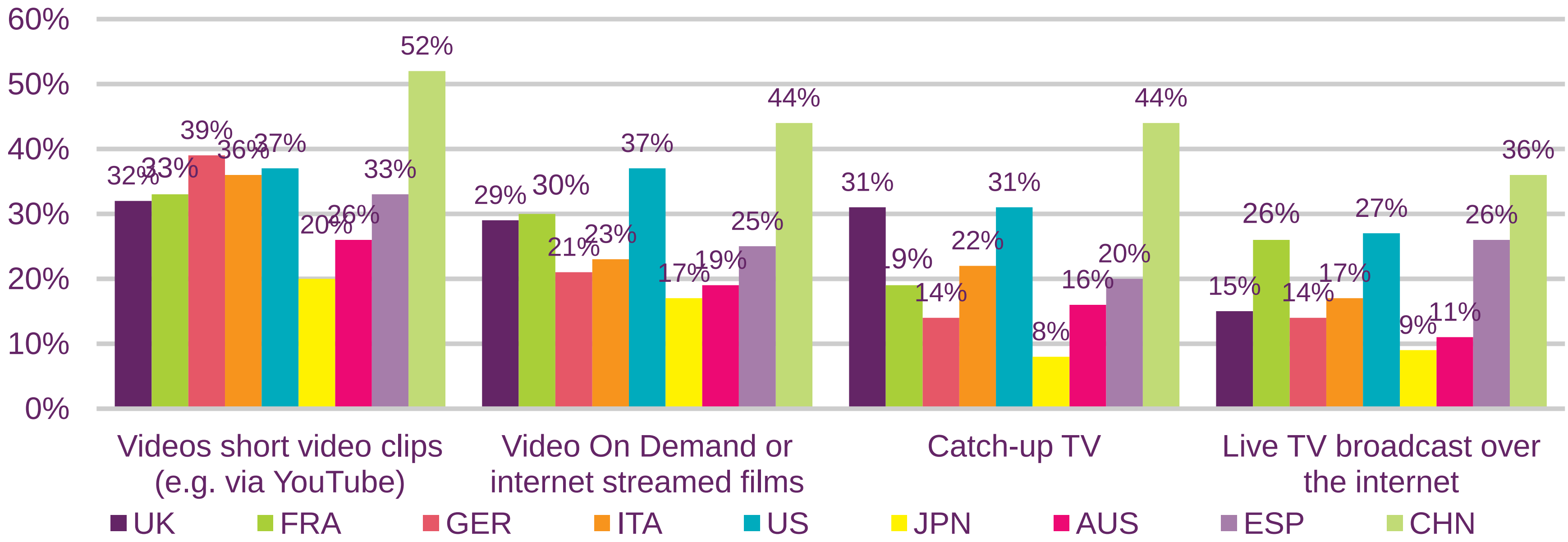


Source: Ofcom consumer research September 2013
Base: Tablet owners, UK=329, FRA=203, GER=180, ITA=286, USA=239, JPN=171, AUS=316, ESP=324, CHN=476.
Q.15c What sorts of video content do you watch on each of your devices over the internet?

Figure 1.53

Types of content watched on games consoles

% of individuals with a games console who watch a particular format on that device



Source: Ofcom consumer research September 2013

Base: Game console owners, UK=189, FRA=63*, GER=80*, ITA=103, USA=145, JPN=112, AUS=77*, ESP=108, CHN=59*.

Q.15c What sorts of video content do you watch on each of your devices over the internet?

* Base size is very low, consider with caution

Figure 1.54

Levels of interest in types of news

	UK	FRA	GER	ITA	US	JPN	ESP
News about the country	71%	66%	70%	62%	57%	62%	64%
International news	53%	54%	67%	42%	56%	48%	44%
Local news about my town or city	49%	31%	47%	49%	59%	30%	42%
News about my region	44%	41%	53%	38%	31%	37%	43%
Business and financial news	20%	18%	18%	16%	22%	27%	14%
News about the economy	44%	35%	31%	40%	52%	48%	41%
Entertainment and celebrity news	20%	13%	18%	15%	14%	18%	13%
Health and education news	28%	36%	27%	35%	29%	18%	38%
Arts and culture news	11%	17%	8%	19%	9%	20%	21%
Sports news	31%	27%	28%	33%	23%	32%	36%
News about the country's politics	37%	45%	50%	52%	54%	60%	43%
Science and technology news	22%	31%	29%	31%	26%	26%	30%

Q2 Which of the following types of news is most important to you? Please choose up to five.

Base: All markets UK (n=2078) US (n=2028) Spain (n=979) Japan (n=978) Italy (n=965) Germany (n=1062) France (n=973) Denmark (n=1007) Urban Brazil (n=985)

Figure 1.55

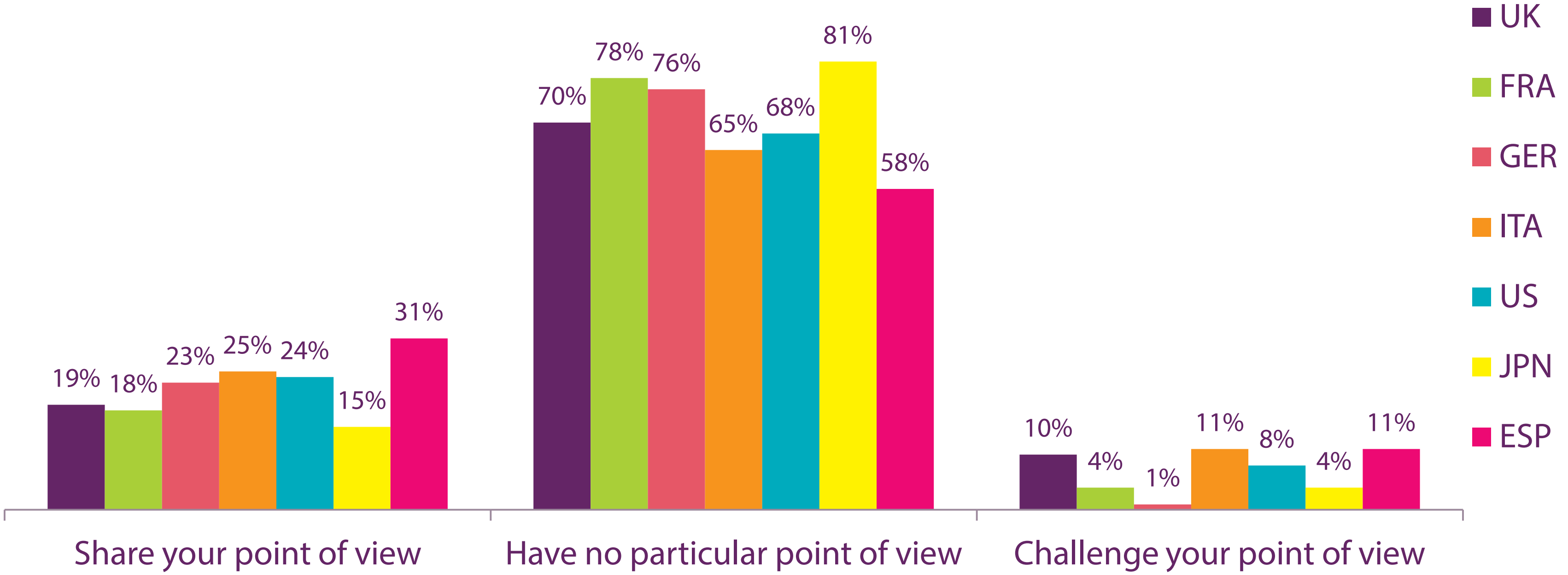
Main platform for news, by country

	UK	FRA	GER	ITA	US	JPN	ESP
TV	41%	57%	43%	39%	43%	35%	33%
Radio	7%	12%	13%	5%	5%	4%	9%
Print	15%	6%	18%	13%	9%	20%	15%
Online	35%	23%	25%	42%	39%	39%	41%

Q4: You say you've used these sources of news in the last week, which would you say is MOST IMPORTANT or which would you say is your main news?
Base: All markets UK (n=2078) US (n=2028) Spain (n=979) Japan (n=978) Italy (n=965) Germany (n=1062) France (n=973) Denmark (n=1007) Urban Brazil (n=985)

Figure 1.56

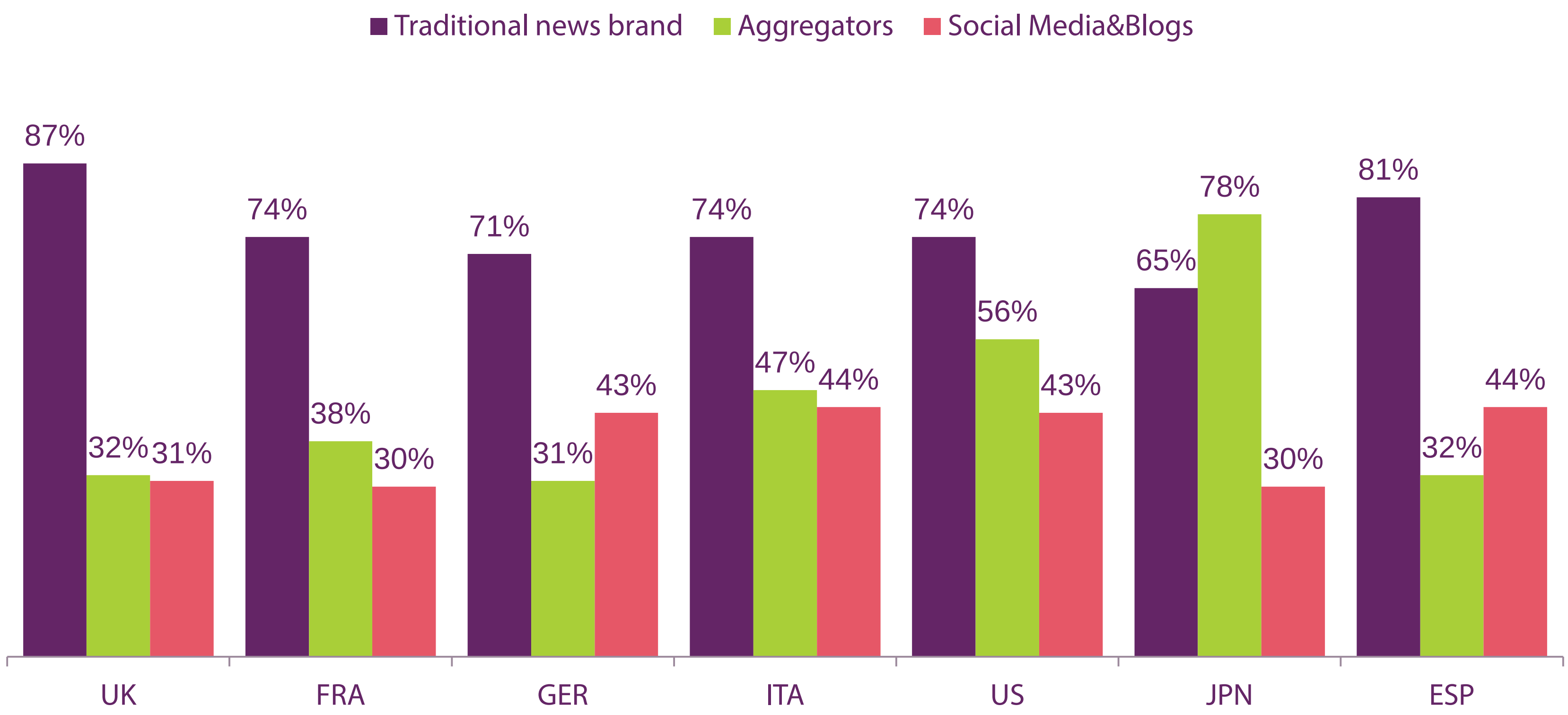
Preference for impartial news, by country



Q5c: Thinking about the different kinds of news available to you, do you prefer news that…
Base: All markets UK (n=2078) US (n=2028) Spain (n=979) Japan (n=978) Italy (n=965) Germany (n=1062) France (n=973) Denmark (n=1007) Urban Brazil (n=985)
% agree

Figure 1.57

Comparison of online use of traditional brands, aggregators and social media



Q5: Which, if any, of the following have you used to access news in the last week?
Base: Online users in each market (UK=1534 ; US=1470; Germany=698 ; France=658   Italy = 775; Spain=776; Japan = 831)

Figure 1.58

Main gateways to online news

	UK	FRA	GER	ITA	US	JPN	ESP
Branded sites	34%	16%	32%	35%	20%	28%	38%
Search engines	24%	45%	40%	49%	33%	39%	40%
Social networks	17%	14%	15%	38%	30%	12%	45%
Aggregators	17%	12%	16%	16%	26%	43%	17%
Friends/ colleagues	18%	12%	20%	21%	26%	13%	23%

Q10: Thinking about how you FIND news online, which are the main ways that you come across news stories?

Base: All markets UK (n=2078) US (n=2028) Spain (n=979) Japan (n=978) Italy (n=965) Germany (n=1062) France (n=973)

Figure 1.59

Sharing, commenting, and creating news, by country

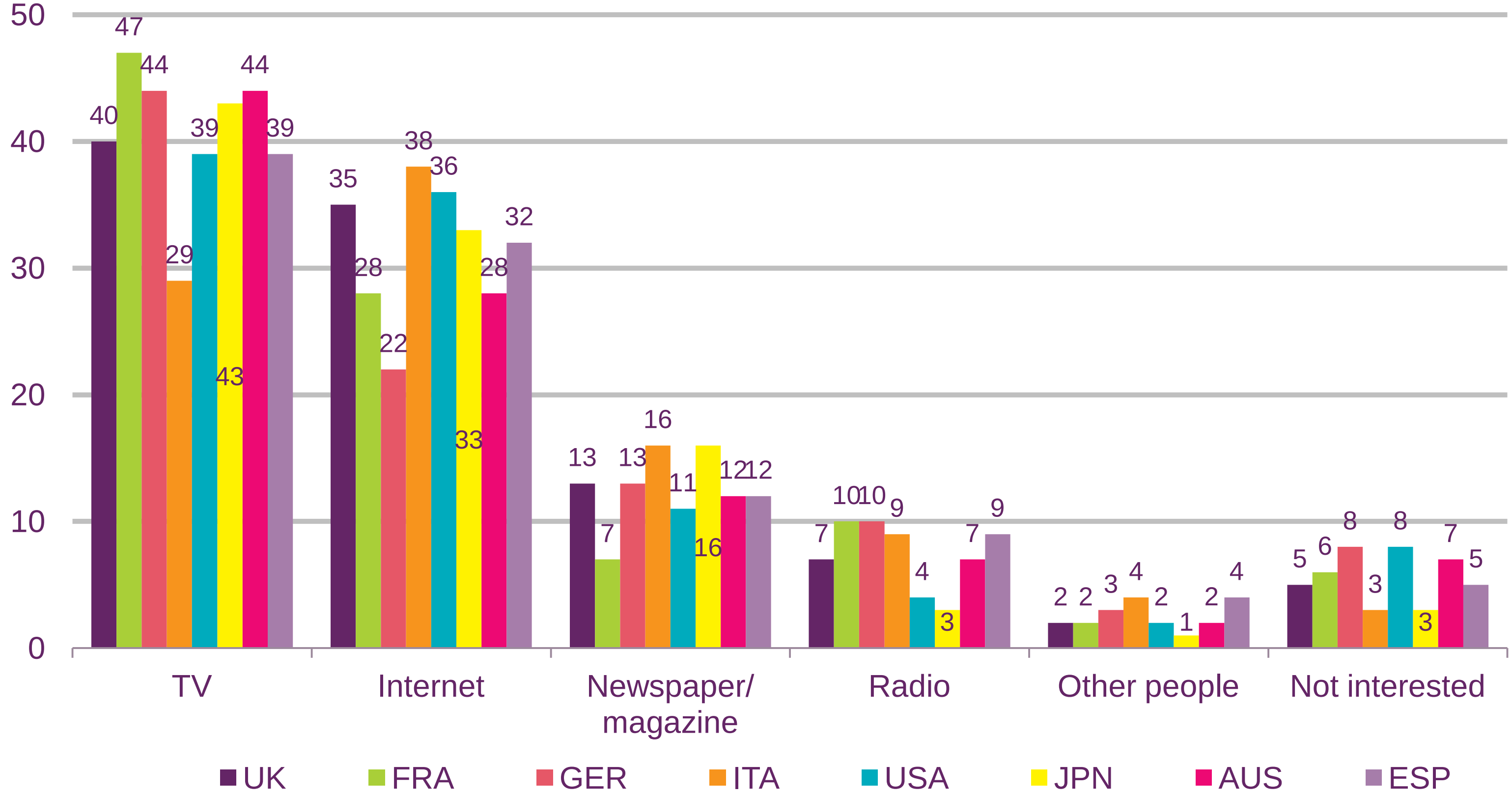
	UK	FRA	GER	ITA	US	JPN	ESP
Share a news via email	10%	18%	10%	19%	23%	4%	24%
Share a news via a social network	11%	14%	8%	33%	22%	8%	30%
Comment on news via social network	10%	10%	8%	26%	21%	7%	27%
Write a blog on a news issue	1%	2%	2%	5%	4%	4%	3%
Talk with friends and colleagues	44%	34%	39%	50%	51%	17%	55%

Q13: During an average week in which, if any, of the following ways do you share or participate in news coverage? Multiple answers allowed, only some responses included here.
Base: All markets UK (n=2078) US (n=2028) Spain (n=979) Japan (n=978) Italy (n=965) Germany (n=1062) France (n=973)

Figure 1.60

Main source of national news

All respondents

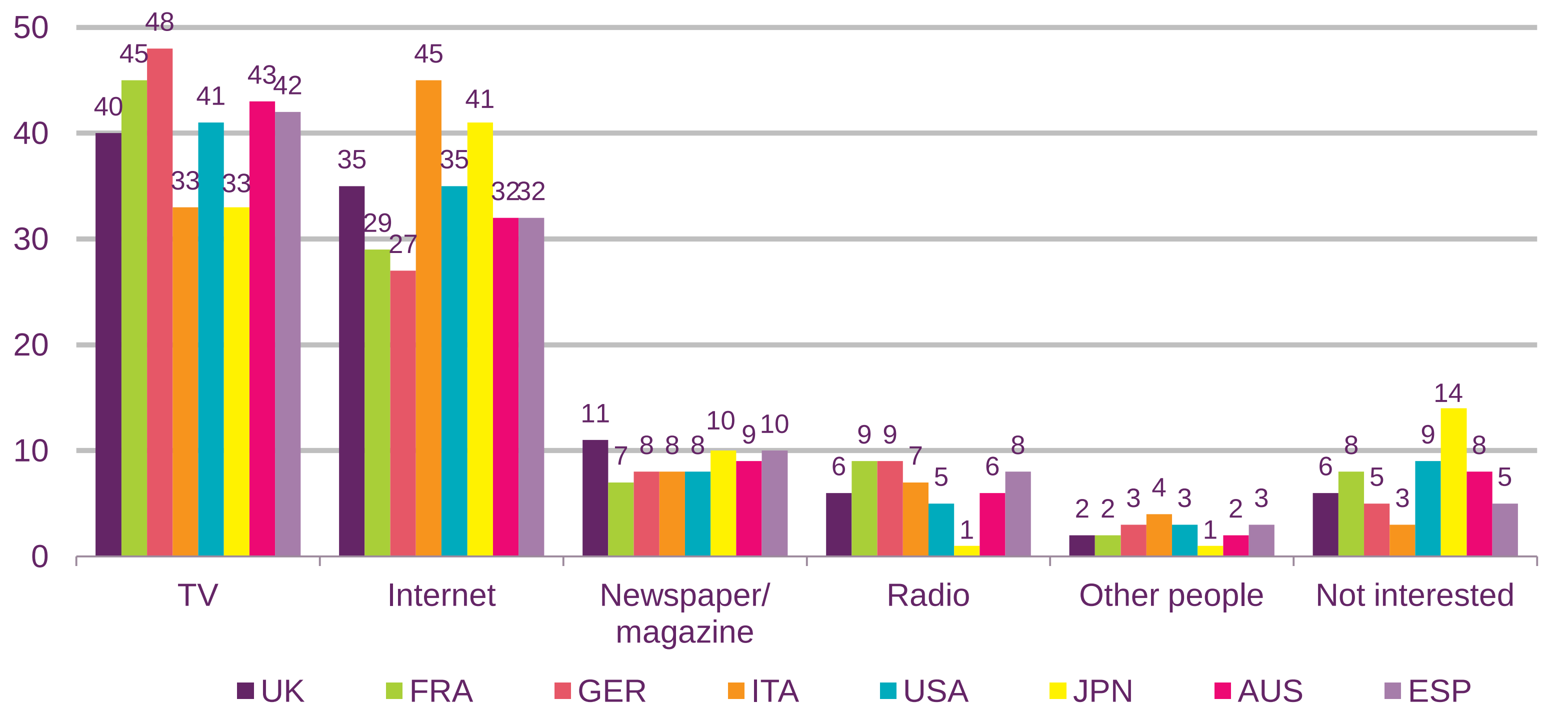


Source: Ofcom consumer research September 2013
Base: All respondents, UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020, CHN=1007.
Q.11 Which, if any, is your main source for the following information?

Figure 1.61

Main source of international news

All respondents

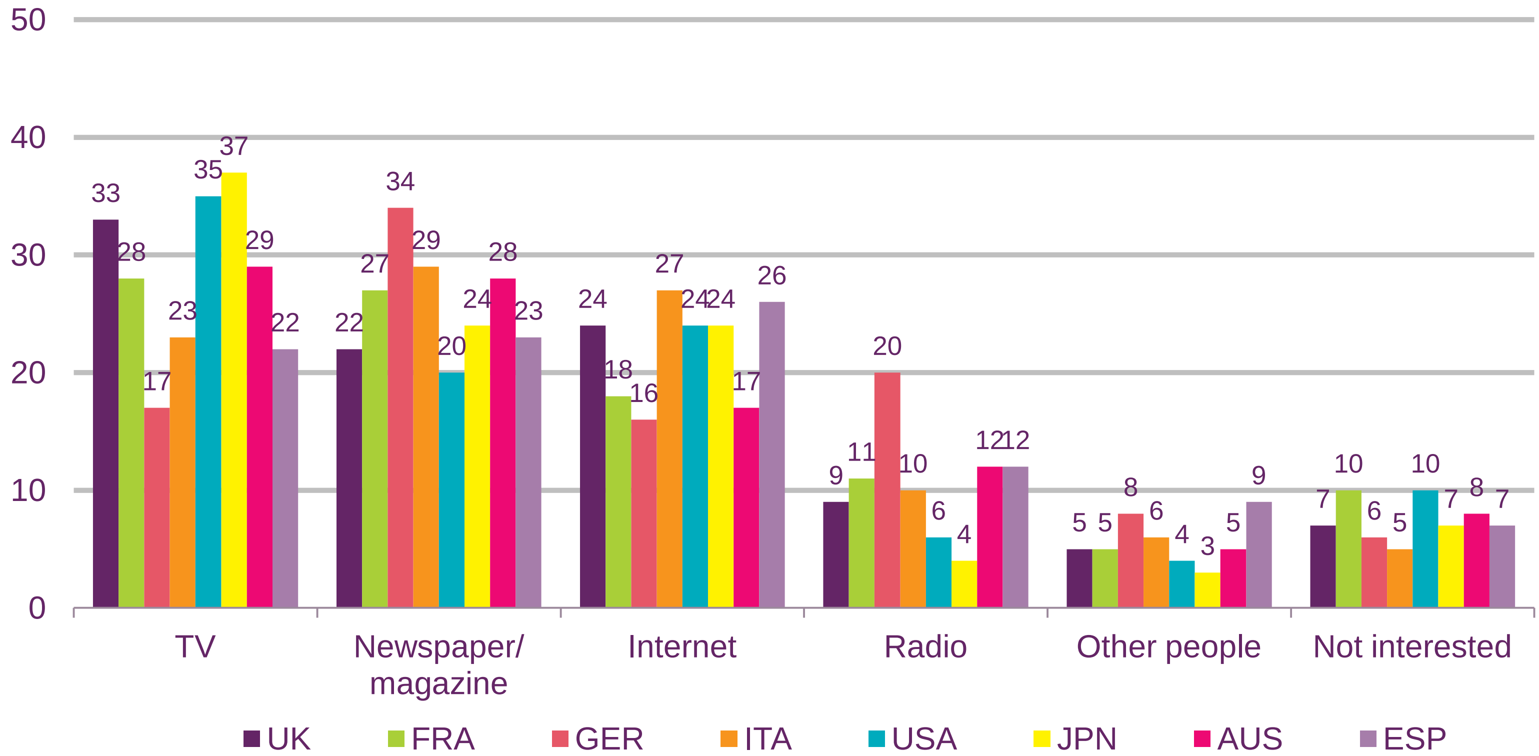


Source: Ofcom consumer research September 2013
Base: All respondents, UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020, CHN=1007.
Q.11 Which, if any, is your main source for the following information?

Figure 1.62

Main source of regional / local news

All respondents

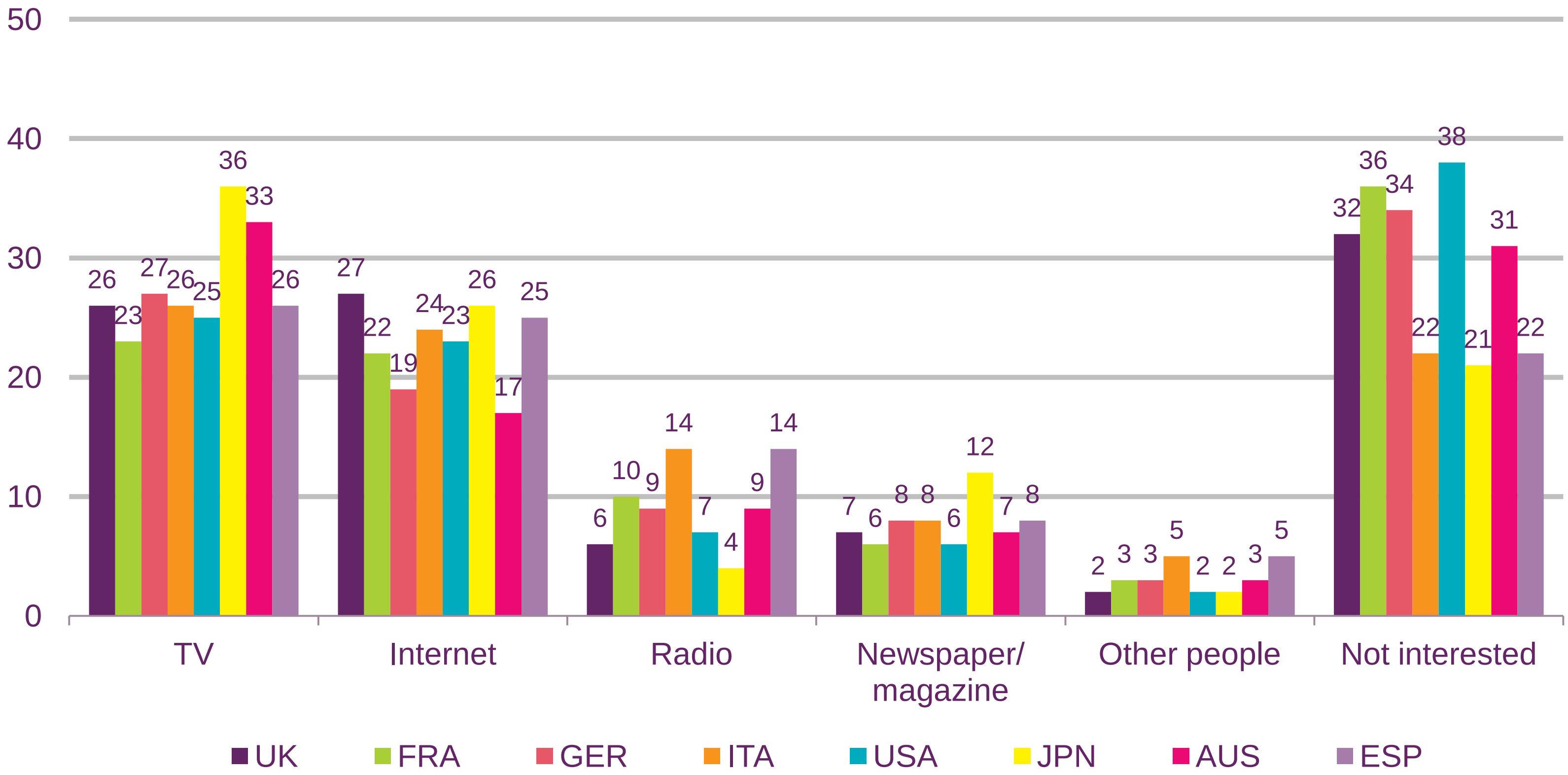


Source: Ofcom consumer research September 2013
Base: All respondents, UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020, CHN=1007.
Q.11 Which, if any, is your main source for the following information?

Figure 1.63

Main source of sport news

All respondents

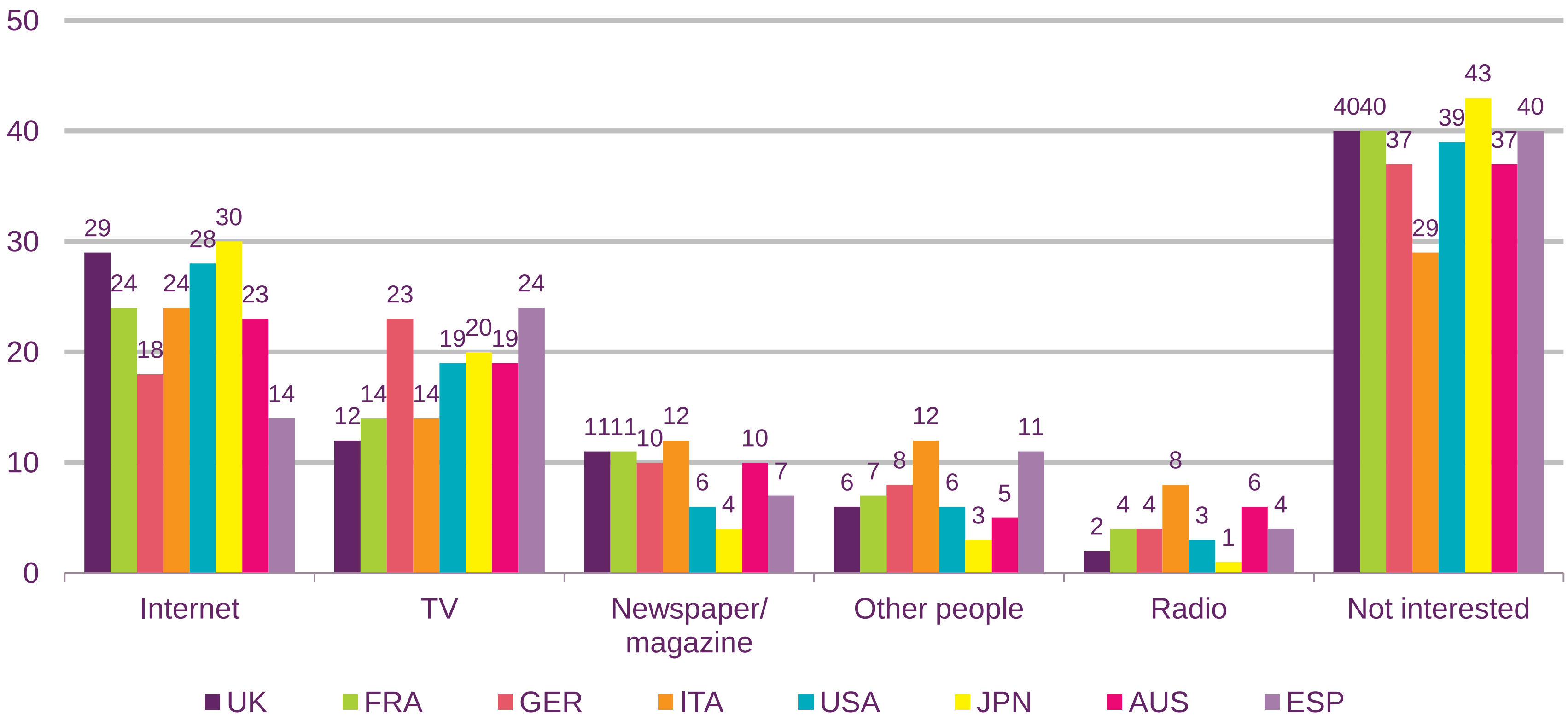


Source: Ofcom consumer research September 2013
Base: All respondents, UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020, CHN=1007.
Q.11 Which, if any, is your main source for the following information?

Figure 1.64

Main source of celebrity news / gossip

All respondents



Source: Ofcom consumer research September 2013
Base: All respondents, UK=1000, FRA=1007, GER=1010, ITA=1010, USA=1004, JPN=1005, AUS=1007, ESP=1020, CHN=1007.
Q.11 Which, if any, is your main source for the following information?