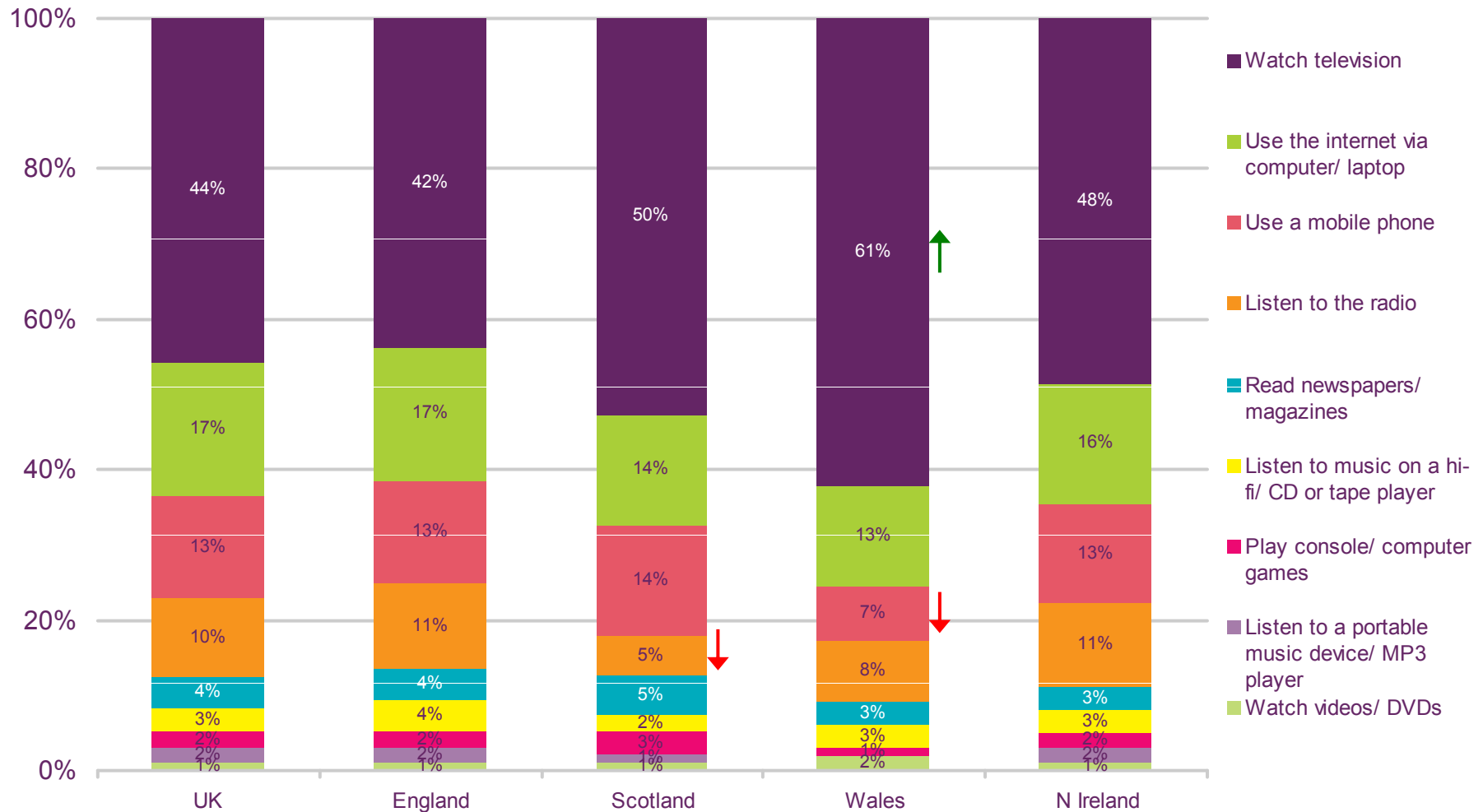


Figure 2: Most-missed media activity

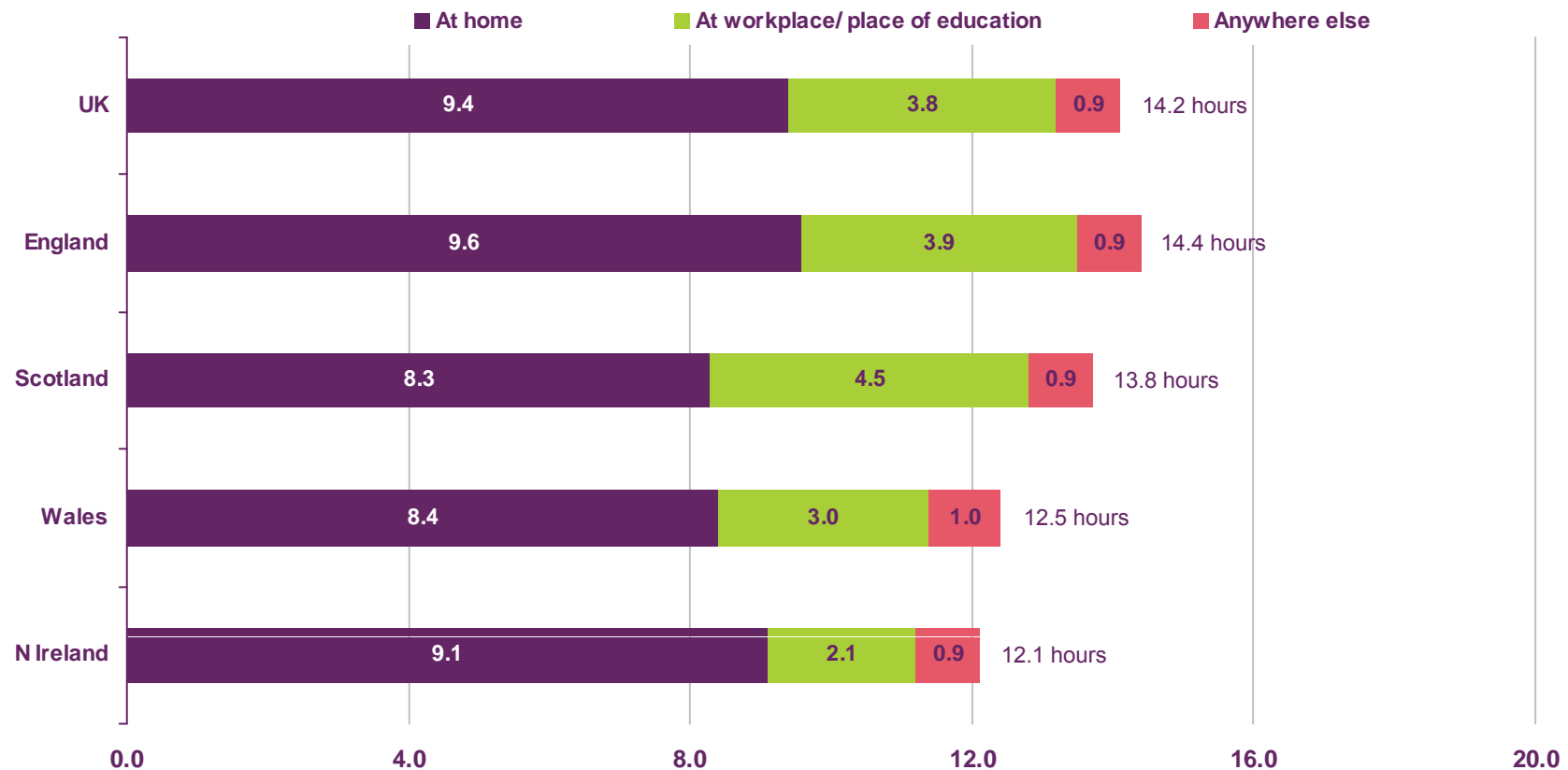


A2 – Which one of these would you miss doing the most? (Prompted responses, single coded)

Base: All adults aged 16+ (2117 UK, 1382 England, 256 Scotland, 240 Wales, 239 Northern Ireland). Significance testing shows any difference between any nation and the UK.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Claimed volume of internet use per week



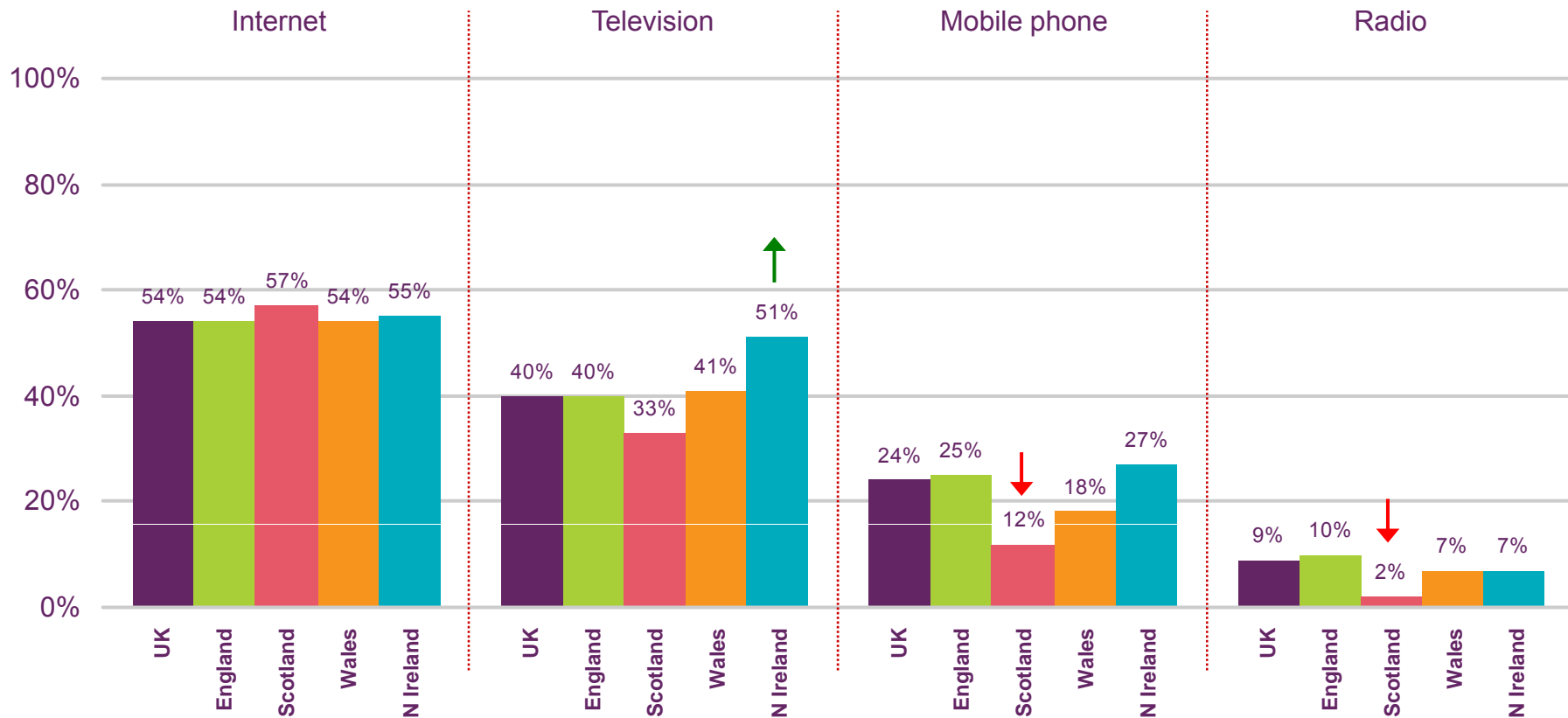
IN7A-C – How many hours in a typical week would you say you use the internet at home/ at your workplace or place of education/ anywhere else? (Unprompted responses, single coded)

Base: All adults aged 16+ who use the internet at home or elsewhere (1489 UK, 1004 England, 162 Scotland, 156 Wales, 167 Northern Ireland).

Significance testing shows any difference between any nation and the UK.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010

Concerns about key media platforms



IN30/ T7/ M4/ R6 – Can you tell me if you have any concerns about what is on the internet/ TV/ mobile phones/ radio? (unprompted responses, multi-coded)

Base: All adults aged 16+ who use the internet at home or elsewhere (1489 UK, 1004 England, 162 Scotland, 156 Wales, 167 Northern Ireland), with any TVs at home (2075 UK, 1357 England, 245 Scotland, 236 Wales, 237 Northern Ireland), who use a mobile phone (1885 UK, 1245 England, 219 Scotland, 208 Wales, 213 Northern Ireland), who listen to radio at home (1605 UK, 1050 England, 178 Scotland, 201 Wales, 176 Northern Ireland).

Significance testing shows any difference between any nation and the UK.

Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May and September to October 2010