OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

NATION 1
Base : All respondents

REGION 2
Base : All respondents

URBANITY 4
Base : All respondents

CABLE AREA 5
Base : All respondents

DEPRIVATION LEVEL 6
Base : All respondents

SE. GENDER 7
Base : All respondents

SF. AGE OF RESPONDENT 8
Base : All respondents

SG (QZ8). What is the occupation of the main wage earner in your household? CODE SOCIAL GRADE. (SINGLE CODE) 9
Base : All respondents

QZ5 (SG). WORKING STATUS 10
Base : All respondents

QZ6 (SH). HOUSEHOLD STATUS 12
Base : All respondents

SH (SI). Total number in household (including respondent and any children) 13
Base : All respondents

SJ. Total number of children in household (under 18), including respondent (if respondent is under 18) 14
Base : All respondents

SI (SK). Household size 15
Base : All respondents

SK2. And are you the parent or guardian of any of the children in the household? (SINGLE CODE) 16
Base : Those with children aged under 18 in the household

QP1 (QP0). Do you, or does anyone in your household, have digital radio channels in your home at the moment - whether through a specialist DAB radio receiver, through a digital television or over the Internet? (SINGLE CODE) 17
Base : All respondents

QP2 (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) 18
Base : All respondents

QP3A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Traditional set with AM Stereo - either at home, in the car or on portable radio. (SINGLE CODE) 19
Base : Those who listen to radio

QP3B (QP11B). SHOWCARD How often, if at all, do you access the radio via - Traditional set with FM stereo - either at home, in the car or on portable radio. (SINGLE CODE) 20
Base : Those who listen to radio

QP3C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE) 21
Base : Those who listen to radio

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

QP3D (QP11D). SHOWCARD How often, if at all, do you access the radio via - Digital radio through TV. (SINGLE CODE) 22
Base : Those who listen to radio

QP3E (QP11E). SHOWCARD How often, if at all, do you access the radio via - Digital radio through the internet. (SINGLE CODE) 23
Base : Those who listen to radio

QP3F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (SINGLE CODE) 24
Base : Those who listen to radio

QP3G (QP11G) SHOWCARD How often, if at all, do you access the radio via - Car radio (FM). (SINGLE CODE) 25
Base : Those who listen to radio

QP3H (QP11H) SHOWCARD How often, if at all, do you access the radio via - Car radio (AM). (SINGLE CODE) 26
Base : Those who listen to radio

QP3I (QP11I) SHOWCARD How often, if at all, do you access the radio via - Car radio (DAB). (SINGLE CODE) 27
Base : Those who listen to radio

QC1. Is there a landline phone in your home that can be used to make and receive calls? (SINGLE CODE) PROMPTED 28
Base : All respondents

QC2. Do you ever use this landline phone at home yourself to make and/or receive calls, for internet access or both? (MULTICODE) 29
Base : Those with a landline phone at home

QC3A (QC21a). SHOWCARD Which of these suppliers do you use for your home landline service? (MULTICODE) 30
Base : Those with a landline phone at home

QC3B (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE) 31
Base : Those with a landline phone at home

QC4 (QC7a). SHOWCARD How likely is it that your household will get a landline phone at home in the next 12 months? (SINGLE CODE) 32
Base : Those without a landline phone at home

QC5 (QC7b). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTICODE) UNPROMPTED 33
Base : Those unlikely to get a landline phone in next 12 months

QC6. SHOWCARD Thinking about landline phones, do you ever have/ think you might have (if do not currently have landline) difficulties with any of the following? (MULTICODE) 35
Base : All respondents

QD1. How many mobile phones IN TOTAL do you AND members of your household use? (SINGLE CODE) 37
Base : All respondents

QD2. Do you personally use a mobile phone? (SINGLE CODE) 38
Base : All respondents

QD3 (QD10). Which mobile network do you use most often? (SINGLE CODE) 39
Base : Those who personally use a mobile phone

QD4 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE) 41
Base : Those who personally use a mobile phone

QD5 (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) 42
Base : Those who use a postpay/ contract mobile phone

QD6 (QD27). SHOWCARD How likely is it that you will get a mobile phone in the next 12 months? (SINGLE CODE) 43
Base : Those without a mobile phone

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

QD7 (QD38). Why are you unlikely to get a mobile phone at home in the next 12 months? (MULTICODE) UNPROMPTED 44
Base : Those unlikely to get a mobile phone in the next 12 months

QD8 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTICODE) 45
Base : All respondents

QE1. Does your household have a PC or laptop computer? (MULTICODE OPTIONS 1-2 ONLY) 47
Base : All respondents

QE2. Do you or does anyone in your household have access to the Internet/Worldwide Web at HOME (via any device, e.g. PC, mobile phone etc)? (SINGLE CODE) 48
Base : All respondents

QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTICODE) 49
Base : All respondents

QE4 (QE23). SHOWCARD And how often do you personally use the Internet nowadays either at home or elsewhere? (SINGLE CODE) 51
Base : Those who use the internet at home or elsewhere

QE5A (QE21). Before now, were you aware that you can access broadband services on your PC or laptop by using a mobile network? (SINGLE CODE) 52
Base : All respondents

QE5B (QE21b). And do you or anyone in your household access the internet in this way? (SINGLE CODE) 53
Base : Those aware that you can access broadband services on your PC or laptop using a mobile network

QE5B (QE21b). And do you or anyone in your household access the internet in this way? (SINGLE CODE) 54
Base : All respondents

QE6 (QE9). SHOWCARD Which of these methods does your household use to connect to the Internet at home? (MULTICODE) 55
Base : Those with access to the internet at home

QE6 (QE9). SHOWCARD Which of these methods does your household use to connect to the Internet at home? (MULTICODE) 57
Base : All respondents

QE7 (QE10). SHOWCARD And which of these is your MAIN method of connection? (SINGLE CODE) 59
Base : Those with access to the internet at home

QE8 (QE10C). How many people aged 15 or over in your household (including yourself) could access the mobile Broadband connection in your home if they wanted to? 61
Base : Those with mobile broadband at home where there is more than one person in household

QE9 (QE10B). How many people aged 15 or over in your household (including yourself) could access the Broadband connection in your home if they wanted to? 62
Base : Those with fixed broadband at home where there is more than one person in household

QE10 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE) 63
Base : Those with access to the internet at home

QE11 (QE24). SHOWCARD How likely are you to get Internet access at home in the next 12 months? (SINGLE CODE) 65
Base : Those without internet access at home

QE24A (QE25A). Why are you unlikely to get Internet access at home in the next 12 months? (MULTICODE) UNPROMPTED 66
Base : Those unlikely to get internet access at home in the next 12 months

QE24B (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE) 68
Base : Those unlikely to get internet access at home in the next 12 months

QE13 (QE22). SHOWCARD Do you ever have/ think you might have difficulties doing any of the following? (MULTICODE) 70
Base : All respondents

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

QE14 (QE29). Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE) 71
Base : All respondents

QE15 (QE29A). And do you or anyone in your household have access to internet voice services at home? (SINGLE CODE) 72
Base : All respondents

QE16 (QE30). Have you or anyone in your household ever used one of these services to make voice calls using the Internet at home? (SINGLE CODE) 73
Base : Those with access to internet voice services at home

QE17 (QE31). Which supplier does/ did your household use to make voice calls using the internet? (SINGLE CODE) 74
Base : Those who have ever used internet voice services at home

QE18 (QF1). SHOWCARD Which of these statements comes closest to your own view? (SINGLE CODE) 75
Base : All respondents

QE19 (QF2). If someone was concerned by anything they saw on the Internet, what organisation or organisations do you think they should contact? (MULTICODE) 76
Base : All respondents

QE20 (QF3). SHOWCARD Which, if any, of these have you heard of before now? (MULTICODE) 79
Base : All respondents

QE21 (QF4). Do you have any Internet filtering tools in operation on your PC? (SINGLE CODE) 80
Base : Those with access to the internet at home

QE22 (QF5). SHOWCARD Which of these best describes the Internet filtering tool you use? (SINGLE CODE) 81
Base : Those with internet filtering tools in operation on their PC

QE23 (QF6). SHOWCARD And how confident, if at all, are you that what you use is effective? (SINGLE CODE) 82
Base : Those aware of the internet filtering being used

QE24 (QF7). How would you go about finding such an Internet filtering tool? (MULTICODE) 83
Base : Those who do not use internet filtering tools

QH1A. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTICODE) 85
Base : All respondents

QH1B. SHOWCARD And which of these do you consider is your main type of television? (SINGLE CODE) 87
Base : All respondents

QH2 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTICODE) 89
Base : Those with Satellite TV

QH3 (QJ13). SHOWCARD How likely is it that your household will get digital television within the next 12 months? (SINGLE CODE) 91
Base : Those without multichannel TV

QH4 (QJ14). Why are you unlikely to get digital TV in the next 12 months? (MULTICODE) UNPROMPTED 92
Base : Those unlikely to get digital TV in the next 12 months

QH5 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have (if don't have a television) difficulties doing any of the following? (MULTICODE) 94
Base : All respondents

QS1. Signing is the interpretation of dialogue, commentary and on screen text. Before today, were you aware some programmes use this? (SINGLE CODE) 96
Base : All respondents

QS2. SHOWCARD How often, if at all, do you use SIGNING to enable you to follow programmes more easily? (SINGLE CODE) 97
Base : Those aware of Signing

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

QS3. You said that you have used signing at least once, why have you used signing? (MULTICODE) 98
Base : Those used Signing at least once

QS4. Subtitling's primary purpose is to help people who are deaf or hearing impaired to understand what is being said in a television programme. Before today, were you aware that this feature was available on many TV programmes? (SINGLE CODE) 99
Base : All respondents

QS5. SHOWCARD How often, if at all, do you use SUBTITLING to enable you to follow programmes more easily? (SINGLE CODE) 100
Base : Those aware of Subtitling

QS6. You said that you have used subtitling at least once, why have you used subtitling? (MULTICODE) 102
Base : Those used Subtitling at least once

QS7. 'Audio description' is the verbal description and commentary of what is happening on the screen. Before today were you aware that this feature was available on some television programmes? (SINGLE CODE) 104
Base : All respondents

QS8. SHOWCARD How often, if at all, do you use AUDIO DESCRIPTION to enable you to follow programmes more easily? (SINGLE CODE) 105
Base : Those aware of Audio Description

QS9. You said that you have used audio description at least once, why have you used audio description? (MULTICODE) 106
Base : Those used Audio Description at least once

QI1. Ofcom (The Office of Communications) is the independent regulator and competition authority for the UK communications industries, Had you heard of Ofcom before today? (SINGLE CODE) 107
Base : All respondents

QI2. Have you personally had a reason to make a complaint about your landline, mobile, or Internet service or supplier in the last 12 months? (MULTICODE) 108
Base : All respondents

QI3. What was the issue you had a reason to complain about (in connection with your landline)? (MULTICODE) 109
Base : Those with a reason to complain about their landline service or supplier in the last 12 months

QI4. And did you go ahead and make a complaint about your landline service or supplier? (SINGLE CODE) 111
Base : Those with a reason to complain about their landline service or supplier in the last 12 months

QI5. Why did you not make a complaint about your landline service or supplier? (MULTICODE) 112
Base : Those did not go ahead and make a complaint about their landline service or supplier

QI6. What was the issue you had a reason to complain about, regarding your mobile phone service? (MULTICODE) 113
Base : Those with a reason to complain about their mobile service or supplier in the last 12 months

QI7. And did you go ahead and make a complaint about your mobile service or supplier? (SINGLE CODE) 115
Base : Those with a reason to complain about their mobile service or supplier in the last 12 months

QI8. Why did you not make a complaint about your mobile service or supplier? (MULTICODE) 116
Base : Those did not go ahead and make a complaint about their mobile service or supplier

QI9. What was the issue you had a reason to complain about, regarding your Internet service? (MULTICODE) 117
Base : Those with a reason to complain about their fixed broadband/ narrowband internet service or supplier in the last 12 months

QI10. And did you go ahead and make a complaint about your Internet service or supplier? (SINGLE CODE) 119
Base : Those with a reason to complain about their fixed broadband/ narrowband internet service or supplier in the last 12 months

QI11. Why did you not make a complaint about your Internet service or supplier? (MULTICODE) 120
Base : Those did not go ahead and make a complaint about their fixed broadband/ narrowband internet service or supplier

QI12. What was the issue you had a reason to complain about, regarding your mobile broadband service? (MULTICODE) 121
Base : Those with a reason to complain about their mobile broadband internet service or supplier in the last 12 months

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

QI13. And did you go ahead and make a complaint about your mobile broadband service or supplier? (SINGLE CODE) 122
Base : Those with a reason to complain about their mobile broadband internet service or supplier in the last 12 months

QI14. Why did you not make a complaint about your Internet service or supplier? (MULTICODE) 123
Base : Those did not go ahead and make a complaint about their mobile broadband internet service or supplier

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) 124
Base : All respondents

QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE) 125
Base : All respondents

QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTICODE) 128
Base : All respondents

QZ4A (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE) 130
Base : Those with poor vision, partial sight or blindness

QZ4B (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE) 132
Base : Those with poor hearing, partial hearing or deafness

QZ7 (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? 134
Base : All respondents

QZ8 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE) 135
Base : All respondents

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
England	1621	239	291	562	530	421	486	292	421	778	843	924	695	1040	548	**	921	700	265	144	200	295
	84%	83%	85%	84%	83%	87% h	85%	82%	81%	84%	84%	85%	82%	88% n	84%	**	93% q	73%	79%	80%	85%	89% rs
Scotland	169	25	28	57	59	35	47	34	52	81	88	86	83	89	69	**	37	132	35	24	17	21
	9%	9%	8%	9%	9%	7%	8%	10%	10%	9%	9%	8%	10%	8%	11% m	**	4%	14% p	11%	14% tu	7%	6%
Wales	96	15	16	34	32	20	26	17	33	45	51	53	43	49	36	**	24	71	28	6	11	10
	5%	5%	5%	5%	5%	4%	4%	5%	6%	5%	5%	5%	5%	4%	5%	**	2%	7% p	8% su	3%	5%	3%
Northern Ireland	53	10	9	18	16	10	16	12	16	26	28	27	26	-	-	**	4	50	6	6	8	5
	3%	4%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	3%	-%	-%	**	*%	5% p	2%	3%	3%	1%

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
North East	85	11	19	30	25	13	23	18	31	42	43	48	36	37	48	**	34	51	27	7	10	15
	4%	4%	6%	4%	4%	3%	4%	5%	6% e	5%	4%	4%	4%	3%	7% m	**	3%	5% p	8% u	4%	4%	4%
North West	218	39	46	70	63	49	58	45	66	105	112	115	101	138	79	**	144	74	37	21	32	29
	11%	13%	13%	10%	10%	10%	10%	13%	13%	11%	11%	11%	12%	12%	12%	**	15% q	8%	11%	12%	13%	9%
Yorkshire	159	28	34	56	41	41	52	19	48	73	87	81	78	109	50	**	70	89	29	13	21	20
	8%	10%	10%	8%	6%	8%	9% g	5%	9% g	8%	9%	7%	9%	9%	8%	**	7%	9%	9%	7%	9%	6%
East Midlands	137	18	27	44	48	29	37	33	39	69	69	75	63	94	44	**	67	70	18	16	11	18
	7%	6%	8%	7%	7%	6%	7%	9%	7%	7%	7%	7%	7%	8%	7%	**	7%	7%	5%	9%	5%	5%
West Midlands	168	28	29	61	50	52	46	28	43	82	87	89	79	100	68	**	131	37	20	14	11	18
	9%	10%	9%	9%	8%	11%	8%	8%	8%	9%	9%	8%	9%	8%	10%	**	13% q	4%	6%	8%	5%	5%
East of England	177	21	27	62	66	52	54	31	40	83	94	101	76	141	36	**	88	89	37	17	24	48
	9%	7%	8%	9%	10%	11%	9%	9%	8%	9%	9%	9%	9%	12% n	6%	**	9%	9%	11%	9%	10%	15%
London	243	38	47	93	65	84	79	31	50	119	125	159	84	68	143	**	205	38	25	18	41	60
	13%	13%	14%	14% d	10%	17% gh	14% gh	9%	10%	13%	12%	15% l	10%	6%	22% m	**	21% q	4%	8%	10%	17% rs	18% rs
South East	270	32	40	95	103	67	86	53	64	130	140	166	103	214	56	**	139	131	39	23	35	58
	14%	11%	12%	14%	16% a	14%	15%	15%	12%	14%	14%	15% l	12%	18% n	9%	**	14%	14%	12%	13%	15%	18% r
South West	164	24	21	50	69	35	52	36	41	77	87	88	75	140	23	**	44	120	33	14	14	30
	8%	8%	6%	7%	11% bc	7%	9%	10%	8%	8%	9%	8%	9%	12% n	4%	**	4%	13% p	10%	8%	6%	9%

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

Table 2

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REGION

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Wales	96	15	16	34	32	20	26	17	33	45	51	53	43	49	36	**	24	71	28	6	11	10
	5%	5%	5%	5%	5%	4%	4%	5%	6%	5%	5%	5%	5%	4%	5%	**	2%	7% p	8% su	3%	5%	3%
Scotland	169	25	28	57	59	35	47	34	52	81	88	86	83	89	69	**	37	132	35	24	17	21
	9%	9%	8%	9%	9%	7%	8%	10%	10%	9%	9%	8%	10%	8%	11% m	**	4%	14% p	11%	14% tu	7%	6%
Northern Ireland	53	10	9	18	16	10	16	12	16	26	28	27	26	-	-	**	4	50	6	6	8	5
	3%	4%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	3%	-%	-%	**	*%	5% p	2%	3%	3%	1%

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Urban	1674	257	309	573	535	413	495	300	466	808	866	929	744	948	638	**	977	697	299	159	207	272
	86%	89%	90% cd	85%	84%	85%	86%	85%	89% eg	87%	86%	85%	88%	80%	98% m	**	99% q	73%	90% u	88%	88%	82%
Rural	265	32	34	98	101	74	80	55	56	122	143	161	103	231	14	**	9	256	35	21	29	58
	14%	11%	10%	15% b	16% b	15% h	14%	15% h	11%	13%	14%	15%	12%	20% n	2%	**	1%	27% p	10%	12%	12%	18% r

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
TELEWEST	394	58	75	138	123	97	115	66	116	180	214	223	170	199	185	**	394	-	59	35	44	49
	20%	20%	22%	21%	19%	20%	20%	18%	22%	19%	21%	20%	20%	17%	28% m	**	40% q	-%	18%	19%	19%	15%
NTL	592	105	124	195	168	138	182	104	168	294	298	332	260	295	263	**	592	-	125	53	83	104
	31%	36% cd	36% cd	29%	26%	28%	32%	29%	32%	32%	30%	30%	31%	25%	40% m	**	60% q	-%	37%	30%	35%	31%
NEITHER	953	126	144	338	345	252	277	185	238	456	497	535	416	685	204	**	-	953	150	92	110	177
	49%	44%	42%	50% b	54% ab	52% h	48%	52%	46%	49%	49%	49%	49%	58% n	31%	**	-%	100% p	45%	51%	46%	54% r

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Low	1179	143	193	416	427	349	377	214	238	564	615	699	478	1179	-	**	494	685	159	101	134	239
	61%	50%	56%	62% a	67% abc	72% fgh	66% h	60% h	46%	61%	61%	64% l	56%	100% n	-%	**	50%	72% p	48%	56%	57% r	72% rst
Medium	652	124	124	225	180	122	171	122	238	313	339	342	310	-	652	**	448	204	155	60	82	82
	34%	43% cd	36% d	34% d	28%	25%	30%	34% e	46% efg	34%	34%	31%	37% k	-%	100% m	**	45% q	21%	46% stu	33% u	35% u	25%
High	54	12	17	12	13	6	12	6	30	26	28	21	33	-	-	**	40	14	14	13	13	5
	3%	4% c	5% cd	2%	2%	1%	2%	2%	6% efg	3%	3%	2%	4% k	-%	-%	**	4% q	2%	4% u	7% u	5% u	2%
Undefined	53	10	9	18	16	10	16	12	16	26	28	27	26	-	-	**	4	50	6	6	8	5
	3%	4%	3%	3%	2%	2%	3%	3%	3%	3%	3%	3%	3%	-%	-%	**	*%	5% p	2%	3%	3%	1%

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Male	930	141	168	292	329	242	249	196	242	930	-	546	383	564	313	**	474	456	146	82	116	166
	48%	49%	49%	43%	52%	50%	43%	55%	46%	100%	-%	50%	45%	48%	48%	**	48%	48%	44%	46%	49%	50%
					c	f		fh		j		l										
Female	1009	148	175	379	307	244	326	159	280	-	1009	544	464	615	339	**	512	497	188	98	120	165
	52%	51%	51%	57%	48%	50%	57%	45%	54%	-%	100%	50%	55%	52%	52%	**	52%	52%	56%	54%	51%	50%
				d			eg		g		i		k									

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
15 - 17	40	40	-	-	-	13	11	11	4	23	17	7	33	26	10	**	16	23	4	*	*	1
	2%	14%	-%	-%	-%	3%	2%	3%	1%	2%	2%	1%	4%	2%	2%	**	2%	2%	1%	*%	*%	*%
		bcd				h		h					k									
18 - 24	249	249	-	-	-	33	99	40	78	118	131	133	117	117	114	**	146	103	56	20	20	19
	13%	86%	-%	-%	-%	7%	17%	11%	15%	13%	13%	12%	14%	10%	17%	**	15%	11%	17%	11%	8%	6%
		bcd					eg	e	e						m		q		tu	u		
25 - 34	343	-	343	-	-	79	105	67	92	168	175	243	100	193	124	**	199	144	61	33	62	62
	18%	-%	100%	-%	-%	16%	18%	19%	18%	18%	17%	22%	12%	16%	19%	**	20%	15%	18%	18%	26%	19%
			acd									l					q				ru	
35 - 44	386	-	-	386	-	107	109	69	102	162	225	310	77	235	130	**	195	191	44	29	64	106
	20%	-%	-%	58%	-%	22%	19%	19%	19%	17%	22%	28%	9%	20%	20%	**	20%	20%	13%	16%	27%	32%
				abd							i	l									rs	rs
45 - 54	285	-	-	285	-	81	94	43	66	130	155	226	58	181	95	**	138	146	34	23	37	79
	15%	-%	-%	42%	-%	17%	16%	12%	13%	14%	15%	21%	7%	15%	15%	**	14%	15%	10%	13%	15%	24%
				abd								l										rst
55 - 64	311	-	-	-	311	94	88	61	67	167	144	145	165	216	81	**	142	169	38	38	32	49
	16%	-%	-%	-%	49%	19%	15%	17%	13%	18%	14%	13%	19%	18%	12%	**	14%	18%	12%	21%	14%	15%
					abc	h				j			k	n				p		rt		
65 - 74	177	-	-	-	177	46	42	36	53	91	86	23	155	115	53	**	85	92	38	28	15	10
	9%	-%	-%	-%	28%	9%	7%	10%	10%	10%	9%	2%	18%	10%	8%	**	9%	10%	11%	16%	6%	3%
					abc								k						u	tu		
75+	148	-	-	-	148	33	26	27	61	70	77	4	143	96	46	**	64	84	60	9	6	4
	8%	-%	-%	-%	23%	7%	5%	8%	12%	8%	8%	*%	17%	8%	7%	**	6%	9%	18%	5%	2%	1%
					abc				ef				k					p	stu	u		

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
A	36	1	-	14	21	36	-	-	-	18	18	15	21	27	6	**	8	28	5	1	1	16
	2%	*%	-%	2%	3%	7%	-%	-%	-%	2%	2%	1%	2%	2%	1%	**	1%	3%	1%	*%	1%	5%
				ab	ab	fgh								n				p				rst
B	451	45	79	174	153	451	-	-	-	225	226	295	156	322	115	**	227	224	18	16	39	158
	23%	16%	23%	26%	24%	93%	-%	-%	-%	24%	22%	27%	18%	27%	18%	**	23%	24%	5%	9%	16%	48%
			a	a	a	fgh						l		n							rs	rst
C1	575	110	105	203	157	-	575	-	-	249	326	363	211	377	171	**	297	277	66	59	85	110
	30%	38%	31%	30%	25%	-%	100%	-%	-%	27%	32%	33%	25%	32%	26%	**	30%	29%	20%	33%	36%	33%
		cd	d	d			egh				i	l		n						r	r	r
C2	355	51	67	112	124	-	-	355	-	196	159	229	126	214	122	**	170	185	35	37	78	28
	18%	18%	20%	17%	20%	-%	-%	100%	-%	21%	16%	21%	15%	18%	19%	**	17%	19%	11%	21%	33%	8%
								efh		j		l								ru	rsu	
D	278	52	46	103	76	-	-	-	278	146	132	182	96	141	116	**	145	133	56	48	30	19
	14%	18%	14%	15%	12%	-%	-%	-%	53%	16%	13%	17%	11%	12%	18%	**	15%	14%	17%	27%	13%	6%
		d							efg			l			m				u	rtu	u	
E	244	30	45	64	105	-	-	-	244	96	148	6	237	97	122	**	139	105	154	20	3	-
	13%	10%	13%	10%	17%	-%	-%	-%	47%	10%	15%	1%	28%	8%	19%	**	14%	11%	46%	11%	1%	-%
					ac				efg		i		k		m		q		stu	tu	u	

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

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

QZ5 (SG). WORKING STATUS

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Base for %	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Working full time (30hrs/wk+)	773	88	177	403	106	217	272	159	126	482	291	773	-	479	260	**	414	359	30	74	133	217
	40%	30%	51%	60%	17%	45%	47%	45%	24%	52%	29%	71%	-%	41%	40%	**	42%	38%	9%	41%	56%	66%
		d	ad	abd		h	h	h		j		l								r	rs	rst
Not working (i.e. under 8hrs/wk) - retired	414	-	2	5	406	117	104	73	119	207	207	-	414	276	115	**	188	226	112	50	32	20
	21%	-%	1%	1%	64%	24%	18%	20%	23%	22%	20%	-%	49%	23%	18%	**	19%	24%	33%	28%	14%	6%
					abc	f							k	n				p	tu	tu	u	
Working part time (8-29 hrs/wk)	317	52	67	133	65	93	91	70	62	63	254	317	-	220	83	**	141	176	41	28	45	68
	16%	18%	19%	20%	10%	19%	16%	20%	12%	7%	25%	29%	-%	19%	13%	**	14%	18%	12%	16%	19%	21%
		d	d	d		h		h			i	l		n				p			r	r
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	196	19	49	89	39	24	28	26	118	42	154	-	196	92	84	**	100	97	64	17	16	17
	10%	7%	14%	13%	6%	5%	5%	7%	23%	5%	15%	-%	23%	8%	13%	**	10%	10%	19%	9%	7%	5%
			ad	ad					efg		i		k		m				stu			
Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work)	119	34	32	38	16	5	12	17	85	71	48	-	119	45	64	**	71	48	55	10	6	3
	6%	12%	9%	6%	2%	1%	2%	5%	16%	8%	5%	-%	14%	4%	10%	**	7%	5%	16%	6%	3%	1%
		cd	cd	d				ef	efg	j			k		m		q		stu	u		

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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.

QZ5 (SG). WORKING STATUS

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Not working (i.e. under 8hrs/wk) - student	118	97	17	3	2	30	67	10	10	62	56	-	118	64	47	**	72	46	32	1	4	6
	6%	33%	5%	*%	*%	6%	12%	3%	2%	7%	6%	-%	14%	5%	7%	**	7%	5%	10%	1%	2%	2%
		bcd	cd			gh	egh						k				q		stu			
Don't know	2	-	-	1	2	1	1	-	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,s,t,u

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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.

QZ6 (SH). HOUSEHOLD STATUS

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Base for %	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Being bought on mortgage	697	92	131	382	92	242	244	130	81	318	379	560	137	468	200	**	351	346	30	43	93	224
	36%	32%	38%	57%	14%	50%	42%	37%	16%	34%	38%	51%	16%	40%	31%	**	36%	36%	9%	24%	39%	68%
		d	d	abd		fgh	h	h				l		n						r	rs	rst
Owned outright by household	494	17	21	78	378	177	130	90	96	255	239	161	332	363	114	**	209	284	73	45	48	73
	25%	6%	6%	12%	60%	36%	23%	25%	18%	27%	24%	15%	39%	31%	17%	**	21%	30%	22%	25%	20%	22%
				ab	abc	fgh		h					k	n				p				
Rented from Local Authority/ Housing Association/ Trust	436	82	91	131	132	29	87	82	238	199	237	189	246	180	212	**	241	196	150	56	52	11
	22%	28%	27%	20%	21%	6%	15%	23%	46%	21%	23%	17%	29%	15%	33%	**	24%	21%	45%	31%	22%	3%
		cd	cd				e	ef	efg				k		m		q		stu	tu	u	
Rented from Private Landlord	283	81	99	78	26	31	106	44	103	146	138	165	118	146	121	**	175	109	79	36	44	21
	15%	28%	29%	12%	4%	6%	18%	12%	20%	16%	14%	15%	14%	12%	18%	**	18%	11%	24%	20%	19%	6%
		cd	cd	d			eg	e	eg						m		q		u	u	u	
Other	13	8	1	1	4	2	4	5	2	5	8	7	7	12	2	**	3	10	3	1	-	1
	1%	3%	*%	*%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	*%	**	*%	1%	1%	*%	-%	*%
		bcd																				
Don't know	15	9	-	2	4	6	4	3	2	6	9	8	7	11	4	**	7	8	-	-	-	1
	1%	3%	-%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	**	1%	1%	-%	-%	-%	*%
		bcd																				

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
1	326	19	32	74	200	62	88	46	131	170	156	110	215	185	120	**	162	164	131	36	24	10
	17%	7%	9%	11% a	32% abc	13%	15%	13%	25% efg	18%	15%	10%	25% k	16%	18%	**	16%	17%	39% stu	20% tu	10% u	3%
2	652	63	93	154	342	173	199	119	162	313	340	326	326	433	191	**	326	326	98	78	90	100
	34%	22%	27%	23%	54% abc	36%	35%	33%	31%	34%	34%	30%	38% k	37% n	29%	**	33%	34%	29%	43% ru	38% r	30%
3	382	77	90	154	61	88	126	66	101	165	217	265	117	238	121	**	196	186	52	34	56	66
	20%	27% d	26% d	23% d	10%	18%	22%	19%	19%	18%	22% i	24% l	14%	20%	19%	**	20%	20%	15%	19%	24% r	20%
4	369	81	80	185	23	109	114	75	71	179	190	269	100	216	135	**	191	178	25	19	41	106
	19%	28% d	23% d	28% d	4%	22% h	20% h	21% h	14%	19%	19%	25% l	12%	18%	21%	**	19%	19%	7%	10%	17% rs	32% rst
5+	209	49	47	104	9	54	48	49	58	103	106	120	89	108	85	**	111	98	28	12	24	48
	11%	17% d	14% d	15% d	1%	11%	8%	14% f	11%	11%	10%	11%	11%	9%	13% m	**	11%	10%	8%	7%	10%	14% rs
Mean number of people	2.8	3.3 d	3.1 d	3.2 d	1.9	2.9 h	2.8	3.1 fh	2.6	2.8	2.8	3.0 l	2.5	2.7	2.9 m	**	2.9	2.7	2.2	2.5	2.8 rs	3.3 rst
Standard deviation	1.59	1.35	1.47	1.87	.89	1.31	1.29	2.27	1.53	1.41	1.73	1.65	1.44	1.29	1.99	**	1.79	1.34	1.44	1.29	1.29	1.41
Standard error	.03	.08	.08	.07	.03	.06	.05	.12	.06	.04	.05	.05	.04	.04	.08	**	.06	.04	.07	.09	.08	.08

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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.

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

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
None	1162	152	139	262	609	294	352	197	319	614	548	547	613	726	374	**	587	575	224	122	123	159
	60%	53% bc	40%	39%	96% abc	60%	61%	55%	61%	66% j	54%	50%	72% k	62%	57%	**	60%	60%	67% tu	68% tu	52%	48%
1	333	73	89	155	16	70	106	71	86	126	207	234	99	200	113	**	168	165	55	25	53	58
	17%	25% d	26% d	23% d	3%	14%	18%	20% e	16%	14%	20% i	22% l	12%	17%	17%	**	17%	17%	16%	14%	23% s	17%
2	291	48	73	161	9	85	84	54	69	125	167	213	78	171	107	**	148	143	32	21	39	79
	15%	17% d	21% d	24% ad	1%	17%	15%	15%	13%	13%	17%	20% l	9%	14%	16%	**	15%	15%	10%	11%	17% r	24% rst
3	112	12	27	71	2	33	25	23	31	49	63	77	35	64	40	**	61	50	15	7	14	27
	6%	4% d	8% d	11% ad	*%	7%	4%	6%	6%	5%	6%	7% l	4%	5%	6%	**	6%	5%	4%	4%	6%	8% r
4	27	2	10	14	*	2	6	7	11	8	18	11	15	14	11	**	14	13	5	4	3	6
	1%	1% d	3% d	2% d	*%	1%	1%	2% e	2% e	1%	2%	1%	2%	1%	2%	**	1%	1%	1%	2%	1%	2%
5+	14	1	5	8	-	2	2	3	7	7	7	7	7	5	7	**	8	6	4	2	3	2
	1%	*%	2% d	1% d	-%	*%	*%	1%	1% f	1%	1%	1%	1%	*%	1%	**	1%	1%	1%	1%	1%	1%
Mean number of children	.7	.8 d	1.1 ad	1.2 ad	.1	.7	.7	.8 f	.8	.6	.8 i	.9 l	.5	.7	.8 m	**	.8	.7	.6	.6	.9 rs	1.0 rs
Standard deviation	1.08	.96	1.20	1.20	.33	1.05	.98	1.12	1.17	1.05	1.10	1.09	1.04	1.03	1.13	**	1.10	1.06	1.05	1.08	1.14	1.15
Standard error	.02	.05	.07	.04	.01	.05	.04	.06	.05	.03	.03	.03	.03	.03	.04	**	.03	.03	.05	.08	.07	.06

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

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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Small (1-2 people)	979	82	126	228	543	235	287	164	292	483	496	436	541	618	311	**	488	491	230	114	115	111
	50%	28%	37% a	34%	85% abc	48%	50%	46%	56% efg	52%	49%	40%	64% k	52%	48%	**	49%	52%	69% tu	64% tu	49% u	34%
Medium (3-4 people)	751	158	170	339	84	197	240	142	172	344	408	534	217	454	256	**	387	364	77	53	97	172
	39%	55% d	50% d	50% d	13%	41% h	42% h	40% h	33%	37%	40%	49% l	26%	38%	39%	**	39%	38%	23%	29%	41% rs	52% rst
Large (5+ people)	209	49	47	104	9	54	48	49	58	103	106	120	89	108	85	**	111	98	28	12	24	48
	11%	17% d	14% d	15% d	1%	11%	8%	14% f	11%	11%	10%	11%	11%	9%	13% m	**	11%	10%	8%	7%	10%	14% rs

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

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

SK2. And are you the parent or guardian of any of the children in the household? (SINGLE CODE)

Base : Those with children aged under 18 in the household

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	~d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	~s	t	u
Unweighted total	815	148	198	441	28	193	226	166	230	322	493	501	314	456	291	27	404	411	129	61	113	167
Effective Weighted Sample	756	134	182	417	25	180	214	154	209	300	456	480	297	431	271	25	382	374	119	56	107	159
Total	777	137	205	409	27	193	222	158	203	315	462	543	234	454	278	26	399	378	110	58	113	172
Yes	669	56	195	400	**	163	196	131	179	260	409	490	179	398	233	**	347	322	100	**	107	160
	86%	41%	95% a	98% a	**	85%	88%	83%	88%	82%	89% i	90% l	77%	88%	84%	**	87%	85%	91%	**	95%	93%
No	96	78	8	4	**	27	23	25	22	51	46	44	53	46	43	**	48	48	8	**	4	11
	12%	57% bc	4% c	1%	**	14%	10%	16%	11%	16% j	10%	8%	23% k	10%	15% m	**	12%	13%	8%	**	3%	6%
Don't know	12	3	2	5	**	3	3	2	3	5	6	10	2	9	2	**	4	8	2	**	2	1
	2%	2%	1%	1%	**	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	**	1%	2%	2%	**	2%	1%

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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.

QP1 (QP0). Do you, or does anyone in your household, have digital radio channels in your home at the moment - whether through a specialist DAB radio receiver, through a digital television or over the Internet? (SINGLE CODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Yes	1284	189	230	478	386	364	410	233	276	637	647	779	503	815	410	**	627	657	175	100	153	265
	66%	65%	67%	71% d	61%	75% gh	71% h	66% h	53%	69% j	64%	72% l	59%	69% n	63%	**	64%	69% p	52%	55%	65% r	80% rst
No	627	96	111	183	237	114	158	117	238	284	343	298	328	346	232	**	348	279	149	78	82	62
	32%	33%	32%	27%	37% c	23%	28%	33% e	46% efg	31%	34%	27%	39% k	29%	36% m	**	35% q	29%	45% tu	43% u	35% u	19%
Don't know	28	4	2	10	12	8	6	5	9	8	20	12	16	18	10	**	11	17	10	2	2	3
	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2% i	1%	2%	2%	2%	**	1%	2%	3%	1%	1%	1%

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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.

QP2 (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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
7 days a week	969	122	159	348	340	273	304	178	214	484	485	591	378	635	300	**	481	488	142	80	120	204
	50%	42%	46%	52% a	53% ab	56% h	53% h	50% h	41%	52%	48%	54% l	45%	54% n	46%	**	49%	51%	42%	45%	51%	62% rst
6 days a week	75	10	11	29	25	16	28	15	16	32	43	51	25	37	34	**	47	28	11	10	6	5
	4%	4%	3%	4%	4%	3%	5%	4%	3%	3%	4%	5% l	3%	3%	5% m	**	5% q	3%	3%	6% u	3%	2%
5 days a week	172	23	39	72	39	46	43	36	47	92	80	118	54	110	53	**	76	97	17	12	27	33
	9%	8%	11% d	11% d	6%	9%	7%	10%	9%	10%	8%	11% l	6%	9%	8%	**	8%	10%	5%	7%	11% r	10% r
3 or 4 days a week	146	24	27	51	44	44	36	20	46	73	73	68	78	89	51	**	77	68	32	10	17	26
	8%	8%	8%	8%	7%	9%	6%	6%	9%	8%	7%	6%	9% k	8%	8%	**	8%	7%	10%	5%	7%	8%
1 or 2 days a week	158	29	24	53	51	41	43	31	43	69	89	77	81	100	48	**	79	79	24	17	15	27
	8%	10%	7%	8%	8%	8%	8%	9%	8%	7%	9%	7%	10% k	8%	7%	**	8%	8%	7%	9%	7%	8%
Less often	81	14	11	21	35	18	26	16	21	35	45	33	48	40	38	**	39	42	20	6	9	6
	4%	5%	3%	3%	5% c	4%	5%	5%	4%	4%	5%	3%	6% k	3%	6% m	**	4%	4%	6% u	4%	4%	2%
Never/ do not listen to the radio	329	67	71	94	98	49	91	57	132	140	189	150	179	163	125	**	181	148	87	44	41	30
	17%	23% cd	21% cd	14%	15%	10%	16% e	16% e	25% efg	15%	19% i	14%	21% k	14%	19% m	**	18%	16%	26% tu	25% u	17% u	9%
Don't know	9	1	-	5	3	1	4	1	3	3	5	3	5	5	3	**	6	2	2	-	2	-
	*%	*%	-%	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,s,t,u

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

QP3A (QP11A). SHOWCARD How often, if at all, do you access the radio via - Traditional set with AM Stereo - either at home, in the car or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1726	238	258	618	612	455	514	319	438	846	880	852	872	1061	553	25	835	891	299	148	198	290
Effective Weighted Sample	1593	215	239	581	566	420	479	296	399	782	812	812	835	990	516	23	787	806	279	135	186	275
Total	1601	222	273	573	534	437	480	297	387	786	815	937	663	1011	524	22	799	802	246	136	194	300
Every day	242	29	33	77	103	65	65	41	70	107	135	124	117	128	96	**	124	117	42	21	25	31
	15%	13%	12%	13%	19% abc	15%	14%	14%	18%	14%	17%	13%	18% k	13%	18% m	**	16%	15%	17% u	15%	13%	10%
At least weekly	172	18	24	70	60	43	51	29	48	96	76	97	75	89	74	**	95	77	22	17	20	31
	11%	8%	9%	12%	11%	10%	11%	10%	12%	12%	9%	10%	11%	9%	14% m	**	12%	10%	9%	13%	10%	10%
At least monthly	64	6	7	23	27	21	15	9	20	34	31	33	31	36	25	**	33	31	13	5	4	14
	4%	3%	3%	4%	5%	5%	3%	3%	5%	4%	4%	4%	5%	4%	5%	**	4%	4%	5%	3%	2%	5%
Have tried it once	61	4	8	29	19	17	21	10	13	35	25	37	24	45	15	**	33	28	11	6	5	9
	4%	2%	3%	5%	4%	4%	4%	3%	3%	5%	3%	4%	4%	4%	3%	**	4%	3%	4%	5%	3%	3%
Never	741	123	133	263	223	214	222	141	164	358	384	457	284	519	193	**	347	394	110	67	88	153
	46%	56% cd	49%	46%	42%	49%	46%	47%	42%	45%	47%	49% l	43%	51% n	37%	**	43%	49% p	45%	49%	46%	51%
Do not have access to device	321	41	68	111	102	76	107	67	72	156	165	189	132	194	122	**	167	154	48	20	51	63
	20%	19%	25%	19%	19%	17%	22%	22%	19%	20%	20%	20%	20%	19%	23%	**	21%	19%	20%	15%	26% s	21%

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

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

QP3B (QP11B). SHOWCARD How often, if at all, do you access the radio via - Traditional set with FM stereo - either at home, in the car or on portable radio. (SINGLE CODE)

Base : Those who listen to radio

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1726	238	258	618	612	455	514	319	438	846	880	852	872	1061	553	25	835	891	299	148	198	290
Effective Weighted Sample	1593	215	239	581	566	420	479	296	399	782	812	812	835	990	516	23	787	806	279	135	186	275
Total	1601	222	273	573	534	437	480	297	387	786	815	937	663	1011	524	22	799	802	246	136	194	300
Every day	497	46	70	172	208	117	152	94	133	227	269	272	224	319	155	**	247	250	96	39	65	87
	31%	21%	26%	30% a	39% abc	27%	32%	32%	34% e	29%	33%	29%	34% k	32%	30%	**	31%	31%	39% su	29%	33%	29%
At least weekly	344	49	62	131	102	86	107	60	91	181	163	197	147	212	124	**	184	160	54	34	42	63
	21%	22%	23%	23%	19%	20%	22%	20%	24%	23%	20%	21%	22%	21%	24%	**	23%	20%	22%	25%	22%	21%
At least monthly	112	13	15	36	47	41	26	17	28	59	53	59	53	71	36	**	59	54	18	8	8	21
	7%	6%	6%	6%	9%	9% f	5%	6%	7%	7%	7%	6%	8%	7%	7%	**	7%	7%	7%	6%	4%	7%
Have tried it once	31	4	3	16	8	10	10	6	5	14	17	19	12	21	11	**	13	18	2	2	3	9
	2%	2%	1%	3%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	**	2%	2%	1%	1%	2%	3%
Never	448	85	80	160	123	139	134	81	94	231	218	285	162	297	128	**	202	246	57	45	48	93
	28%	38% bcd	29%	28%	23%	32% h	28%	27%	24%	29%	27%	30% l	24%	29% n	24%	**	25%	31% p	23%	33% r	25%	31% r
Do not have access to device	169	25	42	57	45	44	51	38	36	75	94	104	65	92	71	**	95	74	20	8	27	28
	11%	11%	16% cd	10%	8%	10%	11%	13%	9%	10%	12%	11%	10%	9%	14% m	**	12%	9%	8%	6%	14% rs	9%

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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.

QP3C (QP11C). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE)

Base : Those who listen to radio

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1726	238	258	618	612	455	514	319	438	846	880	852	872	1061	553	25	835	891	299	148	198	290
Effective Weighted Sample	1593	215	239	581	566	420	479	296	399	782	812	812	835	990	516	23	787	806	279	135	186	275
Total	1601	222	273	573	534	437	480	297	387	786	815	937	663	1011	524	22	799	802	246	136	194	300
Every day	37	15	4	12	6	3	10	10	14	24	13	21	16	16	19	**	15	22	4	-	3	5
	2%	7%	2%	2%	1%	1%	2%	3%	4%	3%	2%	2%	2%	2%	4%	**	2%	3%	2%	-%	1%	2%
		bcd						e	e	j					m							
At least weekly	41	14	7	11	8	10	10	7	14	29	12	22	19	16	22	**	20	20	7	2	2	12
	3%	6%	3%	2%	2%	2%	2%	2%	4%	4%	1%	2%	3%	2%	4%	**	3%	3%	3%	1%	1%	4%
		cd								j					m							
At least monthly	35	16	3	9	7	10	13	5	6	20	15	21	13	18	16	**	18	17	3	-	1	6
	2%	7%	1%	2%	1%	2%	3%	2%	2%	3%	2%	2%	2%	2%	3%	**	2%	2%	1%	-%	1%	2%
		bcd																				
Have tried it once	48	18	16	12	2	13	16	6	13	27	20	29	19	28	17	**	30	18	7	3	4	9
	3%	8%	6%	2%	*%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	**	4%	2%	3%	2%	2%	3%
		cd	cd	d																		
Never	1202	140	209	464	388	356	357	221	268	573	629	736	465	788	362	**	578	624	174	102	154	223
	75%	63%	77%	81%	73%	82%	74%	75%	69%	73%	77%	79%	70%	78%	69%	**	72%	78%	71%	75%	80%	74%
			a	ad	a	fgh					i	l		n				p			r	
Do not have access to device	239	18	32	65	124	44	75	48	72	113	126	109	130	145	88	**	138	101	52	29	29	45
	15%	8%	12%	11%	23%	10%	16%	16%	19%	14%	15%	12%	20%	14%	17%	**	17%	13%	21%	21%	15%	15%
					abc		e	e	e				k				q					

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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.

QP3D (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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1726	238	258	618	612	455	514	319	438	846	880	852	872	1061	553	25	835	891	299	148	198	290
Effective Weighted Sample	1593	215	239	581	566	420	479	296	399	782	812	812	835	990	516	23	787	806	279	135	186	275
Total	1601	222	273	573	534	437	480	297	387	786	815	937	663	1011	524	22	799	802	246	136	194	300
Every day	108	19	27	30	33	28	39	16	25	46	62	67	39	62	41	**	52	55	18	8	12	16
	7%	8%	10% c	5%	6%	6%	8%	5%	6%	6%	8%	7%	6%	6%	8%	**	7%	7%	7%	6%	6%	5%
At least weekly	221	32	42	88	58	49	79	40	53	101	120	145	76	134	75	**	109	112	30	21	34	38
	14%	15%	16%	15% d	11%	11%	16% e	13%	14%	13%	15%	15% l	11%	13%	14%	**	14%	14%	12%	15%	17%	13%
At least monthly	146	26	26	54	40	50	45	16	35	89	57	92	55	97	45	**	75	71	21	12	13	38
	9%	12%	10%	9%	7%	11% g	9% g	5%	9%	11% j	7%	10%	8%	10%	9%	**	9%	9%	8%	9%	7%	13% t
Have tried it once	119	22	22	50	25	37	38	25	19	63	56	79	40	84	30	**	63	56	12	8	15	24
	7%	10% d	8%	9% d	5%	9% h	8%	9% h	5%	8%	7%	8%	6%	8%	6%	**	8%	7%	5%	6%	8%	8%
Never	868	111	127	314	316	248	241	171	208	422	446	488	380	549	283	**	421	448	133	72	102	172
	54%	50%	47%	55% b	59% ab	57% f	50%	58% f	54%	54%	55%	52%	57% k	54%	54%	**	53%	56%	54%	53%	53%	57%
Do not have access to device	139	11	29	37	63	24	39	29	47	65	75	66	74	86	50	**	79	61	32	15	17	12
	9%	5%	11% ac	6%	12% ac	6%	8%	10% e	12% ef	8%	9%	7%	11% k	9%	10%	**	10%	8%	13% u	11% u	9% u	4%

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

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

QP3E (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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1726	238	258	618	612	455	514	319	438	846	880	852	872	1061	553	25	835	891	299	148	198	290
Effective Weighted Sample	1593	215	239	581	566	420	479	296	399	782	812	812	835	990	516	23	787	806	279	135	186	275
Total	1601	222	273	573	534	437	480	297	387	786	815	937	663	1011	524	22	799	802	246	136	194	300
Every day	42	8	8	15	10	15	13	5	9	26	15	27	15	20	17	**	19	22	8	4	4	10
	3%	4%	3%	3%	2%	3%	3%	2%	2%	3%	2%	3%	2%	2%	3%	**	2%	3%	3%	3%	2%	3%
At least weekly	105	24	18	42	20	35	36	14	20	62	43	74	30	68	32	**	58	47	8	4	14	29
	7%	11%	7%	7%	4%	8%	8%	5%	5%	8%	5%	8%	4%	7%	6%	**	7%	6%	3%	3%	7%	10%
		d		d						j		l										rs
At least monthly	93	20	18	43	12	44	37	6	6	58	35	69	24	62	30	**	48	45	3	6	5	33
	6%	9%	6%	8%	2%	10%	8%	2%	2%	7%	4%	7%	4%	6%	6%	**	6%	6%	1%	5%	3%	11%
		d	d	d		gh	gh			j		l								r		rst
Have tried it once	67	10	10	33	15	22	27	12	5	37	29	49	18	48	19	**	40	27	4	2	13	16
	4%	4%	3%	6%	3%	5%	6%	4%	1%	5%	4%	5%	3%	5%	4%	**	5%	3%	2%	1%	7%	5%
				d		h	h	h				l									rs	r
Never	1049	137	182	383	347	289	308	201	250	485	564	625	424	672	330	**	490	559	153	90	137	196
	66%	62%	67%	67%	65%	66%	64%	68%	65%	62%	69%	67%	64%	66%	63%	**	61%	70%	62%	66%	71%	65%
											i							p				
Do not have access to device	247	22	37	58	131	32	59	58	98	118	129	94	153	142	95	**	144	103	71	30	21	16
	15%	10%	13%	10%	24%	7%	12%	20%	25%	15%	16%	10%	23%	14%	18%	**	18%	13%	29%	22%	11%	5%
					abc		e	ef	ef				k		m		q		tu	tu	u	

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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.

QP3F (QP11F). SHOWCARD How often, if at all, do you access the radio via - DAB radio set. (SINGLE CODE)

Base : Those who listen to radio

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1726	238	258	618	612	455	514	319	438	846	880	852	872	1061	553	25	835	891	299	148	198	290
Effective Weighted Sample	1593	215	239	581	566	420	479	296	399	782	812	812	835	990	516	23	787	806	279	135	186	275
Total	1601	222	273	573	534	437	480	297	387	786	815	937	663	1011	524	22	799	802	246	136	194	300
Every day	300	35	49	106	110	118	85	57	40	160	139	194	105	194	99	**	159	141	26	14	34	74
	19%	16%	18%	18%	21%	27% fgh	18% h	19% h	10%	20%	17%	21% l	16%	19%	19%	**	20%	18%	11%	10%	18% r	25% rs
At least weekly	125	17	18	57	33	50	43	19	14	70	55	73	52	92	30	**	59	66	7	6	16	35
	8%	8%	7%	10% d	6%	12% gh	9% h	6%	4%	9%	7%	8%	8%	9% n	6%	**	7%	8%	3%	5%	8% r	12% rs
At least monthly	34	6	5	11	12	14	9	7	4	23	11	23	12	28	6	**	20	14	3	5	5	9
	2%	3%	2%	2%	2%	3% h	2%	2%	1%	3% j	1%	2%	2%	3% n	1%	**	3%	2%	1%	4%	3%	3%
Have tried it once	8	2	-	3	4	4	2	1	1	4	3	3	5	7	1	**	4	4	1	-	-	2
	*%	1%	-%	*%	1%	1%	*%	*%	*%	1%	*%	*%	1%	1%	*%	**	1%	*%	*%	-%	-%	1%
Never	508	79	86	183	161	128	146	96	138	226	282	296	212	308	161	**	220	288	95	43	60	82
	32%	36%	31%	32%	30%	29%	30%	32%	36%	29%	35% i	32%	32%	30%	31%	**	28%	36% p	39% u	32%	31%	27%
Do not have access to device	626	83	115	214	214	123	195	117	191	302	324	349	277	382	226	**	336	290	114	68	78	98
	39%	37%	42%	37%	40%	28%	41% e	40% e	49% efg	38%	40%	37%	42%	38%	43% m	**	42% q	36%	47% u	50% u	40%	33%

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

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QP3G (QP11G) SHOWCARD How often, if at all, do you access the radio via - Car radio (FM). (SINGLE CODE)

Base : Those who listen to radio

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1726	238	258	618	612	455	514	319	438	846	880	852	872	1061	553	25	835	891	299	148	198	290
Effective Weighted Sample	1593	215	239	581	566	420	479	296	399	782	812	812	835	990	516	23	787	806	279	135	186	275
Total	1601	222	273	573	534	437	480	297	387	786	815	937	663	1011	524	22	799	802	246	136	194	300
Every day	617	80	114	263	160	174	201	124	119	324	294	446	170	427	160	**	306	312	51	49	89	162
	39%	36%	42% d	46% ad	30%	40% h	42% h	42% h	31%	41% j	36%	48% l	26%	42% n	30%	**	38%	39%	21%	36% r	46% r	54% rs
At least weekly	436	58	67	168	143	139	142	78	78	216	220	260	176	293	133	**	204	233	48	35	53	88
	27%	26%	25%	29%	27%	32% h	29% h	26%	20%	27%	27%	28%	26%	29%	25%	**	25%	29%	19%	26%	28% r	29% r
At least monthly	74	10	9	28	27	29	18	12	15	42	32	37	37	45	27	**	36	38	15	6	7	16
	5%	5%	3%	5%	5%	7% f	4%	4%	4%	5%	4%	4%	6%	4%	5%	**	5%	5%	6%	4%	4%	5%
Have tried it once	13	1	3	6	4	7	-	1	5	7	6	7	6	4	9	**	7	6	2	1	3	4
	1%	*%	1%	1%	1%	2% f	-%	*%	1% f	1%	1%	1%	1%	*%	2% m	**	1%	1%	1%	1%	1%	1%
Never	244	43	31	63	107	59	60	46	79	108	136	109	134	141	92	**	116	127	66	28	21	21
	15%	19% bc	11%	11%	20% bc	13%	12%	15%	20% ef	14%	17%	12%	20% k	14%	17%	**	15%	16%	27% tu	21% tu	11%	7%
Do not have access to device	217	30	49	46	93	29	60	37	91	90	127	78	140	102	104	**	131	87	65	17	21	10
	14%	13% c	18% c	8%	17% c	7%	12% e	13% e	24% efg	11%	16% i	8%	21% k	10%	20% m	**	16% q	11%	26% stu	12% u	11% u	3%

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

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QP3H (QP11H) SHOWCARD How often, if at all, do you access the radio via - Car radio (AM). (SINGLE CODE)

Base : Those who listen to radio

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1726	238	258	618	612	455	514	319	438	846	880	852	872	1061	553	25	835	891	299	148	198	290
Effective Weighted Sample	1593	215	239	581	566	420	479	296	399	782	812	812	835	990	516	23	787	806	279	135	186	275
Total	1601	222	273	573	534	437	480	297	387	786	815	937	663	1011	524	22	799	802	246	136	194	300
Every day	159	17	29	66	48	53	49	21	36	89	71	117	42	92	50	**	79	80	10	15	21	34
	10%	8%	11%	12%	9%	12% g	10%	7%	9%	11%	9%	12% l	6%	9%	9%	**	10%	10%	4%	11% r	11% r	11% r
At least weekly	175	23	23	62	66	56	56	29	34	102	73	106	69	103	68	**	93	82	16	14	15	39
	11%	11%	9%	11%	12%	13%	12%	10%	9%	13% j	9%	11%	10%	10%	13%	**	12%	10%	6%	10%	8%	13% r
At least monthly	44	6	9	17	12	19	10	6	9	30	14	24	20	26	18	**	23	21	8	3	6	8
	3%	3%	3%	3%	2%	4% f	2%	2%	2%	4% j	2%	3%	3%	3%	3%	**	3%	3%	3%	2%	3%	3%
Have tried it once	39	2	6	18	12	14	10	5	9	21	18	24	15	28	10	**	21	18	5	1	6	10
	2%	1%	2%	3%	2%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	**	3%	2%	2%	1%	3%	3%
Never	734	114	120	268	233	206	224	138	167	335	399	440	294	513	189	**	322	412	115	71	87	142
	46%	52% d	44%	47%	44%	47%	47%	47%	43%	43%	49% i	47%	44%	51% n	36%	**	40%	51% p	47%	52%	45%	47%
Do not have access to device	450	59	86	141	164	89	131	98	132	210	240	226	224	250	189	**	261	189	92	32	59	68
	28%	26%	32% c	25%	31% c	20%	27% e	33% e	34% ef	27%	29%	24%	34% k	25%	36% m	**	33% q	24%	38% su	24%	30%	23%

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

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QP3I (QP11I) SHOWCARD How often, if at all, do you access the radio via - Car radio (DAB). (SINGLE CODE)

Base : Those who listen to radio

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1726	238	258	618	612	455	514	319	438	846	880	852	872	1061	553	25	835	891	299	148	198	290
Effective Weighted Sample	1593	215	239	581	566	420	479	296	399	782	812	812	835	990	516	23	787	806	279	135	186	275
Total	1601	222	273	573	534	437	480	297	387	786	815	937	663	1011	524	22	799	802	246	136	194	300
Every day	28	3	6	8	11	9	7	6	6	15	13	18	11	16	11	**	12	17	1	2	6	4
	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	**	1%	2%	*%	1%	3% r	1%
At least weekly	26	2	4	12	8	14	4	6	2	13	13	15	11	20	6	**	4	21	3	1	4	4
	2%	1%	2%	2%	2%	3% fh	1%	2%	*%	2%	2%	2%	2%	2%	1%	**	1%	3% p	1%	*%	2%	1%
At least monthly	6	1	1	2	3	2	2	2	1	3	3	2	4	3	3	**	3	3	1	-	1	1
	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	1%	*%	1%	**	*%	*%	*%	-%	*%	*%
Have tried it once	*	-	-	-	*	-	-	-	*	*	-	-	*	*	-	**	-	*	*	-	-	-
	*%	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	**	-%	*%	*%	-%	-%	-%
Never	665	105	106	237	216	200	190	121	153	309	356	393	272	415	206	**	298	366	108	62	74	126
	42%	48%	39%	41%	40%	46%	40%	41%	40%	39%	44%	42%	41%	41%	39%	**	37%	46% p	44%	46%	38%	42%
Do not have access to device	876	111	155	314	296	212	277	163	225	445	431	509	365	557	297	**	482	394	133	71	108	165
	55%	50%	57%	55%	55%	49%	58% e	55%	58% e	57%	53%	54%	55%	55%	57%	**	60% q	49%	54%	52%	56%	55%

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

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

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Can use to make and receive calls	1610	199	237	581	593	460	497	292	362	756	854	928	680	1031	498	**	789	821	215	125	200	313
	83%	69%	69%	87% ab	93% abc	94% fgh	86% h	82% h	69%	81%	85% i	85% l	80%	87% n	76%	**	80%	86% p	64%	69%	85% rs	95% rst
Can receive but not make calls/ incoming only	13	2	4	5	2	3	-	6	4	7	7	9	4	7	6	**	6	7	5	-	1	-
	1%	1%	1%	1%	*%	1% f	-%	2% f	1% f	1%	1%	1%	1%	1%	1%	**	1%	1%	2% u	-%	*%	-%
Line not working properly/ needs to be repaired	7	3	1	2	1	1	4	-	2	3	4	4	3	5	2	**	3	3	2	1	3	-
	*%	1% d	*%	*%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%	**	*%	*%	1%	*%	1% u	-%
No, do not have landline phone	307	85	99	84	39	23	74	56	153	163	144	148	159	136	144	**	186	121	112	54	32	18
	16%	29% cd	29% cd	12% d	6%	5%	13% e	16% e	29% efg	17%	14%	14%	19% k	12%	22% m	**	19% q	13%	33% tu	30% tu	13% u	5%
Don't know	2	-	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,s,t,u

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

Base : Those with a landline phone at home

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1766	218	224	630	694	484	538	324	420	825	941	859	904	1100	535	40	833	933	273	142	211	305
Effective Weighted Sample	1628	197	209	592	639	446	500	299	384	762	866	818	861	1024	502	37	786	842	253	130	199	289
Total	1630	204	243	587	596	464	501	298	368	765	865	940	687	1043	507	36	798	831	222	125	204	313
Yes to make calls	1574	191	223	571	589	450	481	289	353	732	842	907	665	1020	475	**	765	809	210	123	199	304
	97%	94%	92%	97% ab	99% ab	97%	96%	97%	96%	96%	97%	96%	97%	98% n	94%	**	96%	97%	94%	98%	97%	97%
Yes to receive calls	1449	180	203	531	535	410	448	256	336	673	777	835	613	936	440	**	704	746	201	115	182	277
	89%	88%	84%	90% b	90% b	88%	89%	86%	91% g	88%	90%	89%	89%	90%	87%	**	88%	90%	90%	92%	89%	88%
Yes for internet access	816	119	123	349	225	263	266	141	145	387	429	537	278	563	224	**	374	442	77	61	109	185
	50%	58% d	50% d	60% bd	38%	57% gh	53% h	47% h	40%	51%	50%	57% l	40%	54% n	44%	**	47%	53% p	34%	49% r	53% r	59% r
No do not use landline at home	20	6	5	6	4	4	6	2	8	12	8	11	9	6	12	**	12	7	4	-	2	3
	1%	3% d	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2% m	**	2%	1%	2%	-%	1%	1%
Don't know	3	-	2	-	1	1	1	-	1	-	3	2	1	-	3	**	1	1	1	-	-	1
	*%	-%	1% c	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	-%	1% m	**	*%	*%	*%	-%	-%	*%

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

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

QC3A (QC21a). SHOWCARD Which of these suppliers do you use for your home landline service? (MULTICODE)

Base : Those with a landline phone at home

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1766	218	224	630	694	484	538	324	420	825	941	859	904	1100	535	40	833	933	273	142	211	305
Effective Weighted Sample	1628	197	209	592	639	446	500	299	384	762	866	818	861	1024	502	37	786	842	253	130	199	289
Total	1630	204	243	587	596	464	501	298	368	765	865	940	687	1043	507	36	798	831	222	125	204	313
BT	915	117	114	299	383	274	278	157	206	437	477	494	418	600	264	**	376	538	135	75	105	183
	56%	58% b	47%	51%	64% bc	59%	56%	53%	56%	57%	55%	53%	61% k	58% n	52%	**	47%	65% p	61% t	60%	51%	58%
Virgin Media (previously NTL/ TeleWest)	286	36	46	128	75	77	81	56	71	135	151	183	103	153	122	**	255	30	36	21	36	44
	18%	18%	19% d	22% d	13%	17%	16%	19%	19%	18%	17%	19% l	15%	15%	24% m	**	32% q	4%	16%	16%	17%	14%
Talk Talk/Carphone Warehouse	209	20	31	80	77	50	64	42	53	93	115	120	88	133	61	**	78	131	26	18	29	49
	13%	10%	13%	14%	13%	11%	13%	14%	14%	12%	13%	13%	13%	13%	12%	**	10%	16% p	12%	14%	14%	16%
SkyTalk	136	18	38	57	23	32	52	29	23	60	76	97	39	88	45	**	67	69	7	8	25	23
	8%	9% d	16% acd	10% d	4%	7%	10% h	10%	6%	8%	9%	10% l	6%	8%	9%	**	8%	8%	3%	6%	12% r	7% r
Post Office	27	1	2	11	13	4	11	5	8	15	12	15	12	18	8	**	12	15	9	*	5	4
	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	**	1%	2%	4% s	*%	3%	1%
Tiscali	18	-	4	8	6	7	5	6	-	4	13	14	3	14	3	**	6	12	-	1	4	5
	1%	-%	1%	1%	1%	1% h	1%	2% h	-%	1%	2%	2% l	*%	1%	1%	**	1%	1%	-%	1%	2% r	2% r
Other	62	5	7	21	29	21	20	10	12	31	31	34	28	48	12	**	11	51	11	5	3	11
	4%	2%	3%	4%	5%	4%	4%	3%	3%	4%	4%	4%	4%	5% n	2%	**	1%	6% p	5%	4%	2%	4%
Don't know	19	7	5	4	3	11	3	3	2	8	11	11	8	14	5	**	7	12	2	1	1	3
	1%	4% cd	2% d	1%	*%	2% fh	1%	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,s,t,u

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QC3B (QC21B). SHOWCARD Which of these do you consider is your main supplier? (SINGLE CODE)

Base : Those with a landline phone at home

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1766	218	224	630	694	484	538	324	420	825	941	859	904	1100	535	40	833	933	273	142	211	305
Effective Weighted Sample	1628	197	209	592	639	446	500	299	384	762	866	818	861	1024	502	37	786	842	253	130	199	289
Total	1630	204	243	587	596	464	501	298	368	765	865	940	687	1043	507	36	798	831	222	125	204	313
BT	886	117	112	283	373	268	266	152	201	425	461	476	408	583	253	**	367	519	133	73	102	174
	54%	58%	46%	48%	63%	58%	53%	51%	55%	56%	53%	51%	59%	56%	50%	**	46%	62%	60%	58%	50%	56%
		bc			bc								k	n				p	t			
Virgin Media (including NTL and Telewest)	283	36	44	128	75	77	81	54	71	132	151	180	103	152	121	**	253	30	36	21	34	44
	17%	18%	18%	22%	13%	17%	16%	18%	19%	17%	17%	19%	15%	15%	24%	**	32%	4%	16%	16%	17%	14%
			d	d								l			m		q					
Talk Talk/Carphone Warehouse	207	20	31	80	76	49	64	41	53	93	114	120	87	132	61	**	78	129	25	18	29	49
	13%	10%	13%	14%	13%	11%	13%	14%	14%	12%	13%	13%	13%	13%	12%	**	10%	16%	11%	14%	14%	16%
																		p				
SkyTalk	136	18	38	57	23	32	52	29	23	60	76	97	39	88	45	**	67	69	7	8	25	23
	8%	9%	16%	10%	4%	7%	10%	10%	6%	8%	9%	10%	6%	8%	9%	**	8%	8%	3%	6%	12%	7%
		d	acd	d			h					l									r	r
Post Office	27	1	2	11	13	4	11	5	8	15	12	15	12	18	8	**	12	15	9	*	5	4
	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	**	1%	2%	4%	*%	3%	1%
																			s			
Tiscali	15	-	4	7	5	6	5	5	-	3	12	12	3	12	3	**	5	11	-	1	3	5
	1%	-%	1%	1%	1%	1%	1%	2%	-%	*%	1%	1%	*%	1%	1%	**	1%	1%	-%	1%	2%	2%
						h		h			i										r	r
Other	56	3	7	17	28	17	19	10	10	27	29	28	27	43	10	**	10	45	10	4	3	10
	3%	2%	3%	3%	5%	4%	4%	3%	3%	4%	3%	3%	4%	4%	2%	**	1%	5%	4%	3%	2%	3%
														n				p				
Don't know	19	7	5	4	3	11	3	3	2	8	11	11	8	14	5	**	7	12	2	1	1	3
	1%	4%	2%	1%	*%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%
		cd	d			fh																

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

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QC4 (QC7a). SHOWCARD How likely is it that your household will get a landline phone at home in the next 12 months? (SINGLE CODE)

Base : Those without a landline phone at home

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	b	c	~d	~e	~f	~g	h	i	j	k	l	m	n	~o	p	q	r	~s	~t	~u
Unweighted total	340	91	102	100	47	23	82	61	174	180	160	129	211	146	158	19	200	140	135	52	30	16
Effective Weighted Sample	311	83	94	92	43	22	77	55	158	165	146	123	202	137	144	18	187	124	125	49	28	15
Total	309	85	100	84	40	23	74	57	155	165	144	150	160	136	145	19	188	121	112	55	32	18
Certain to	14	**	5	5	**	**	**	**	5	5	9	6	8	5	8	**	8	7	3	**	**	**
	5%	**	5%	6%	**	**	**	**	3%	3%	7%	4%	5%	3%	5%	**	4%	5%	3%	**	**	**
Very likely	12	**	4	5	**	**	**	**	7	5	7	5	7	6	5	**	7	5	3	**	**	**
	4%	**	4%	5%	**	**	**	**	4%	3%	5%	3%	4%	4%	4%	**	4%	4%	3%	**	**	**
Likely	23	**	10	4	**	**	**	**	7	12	10	17	5	11	10	**	14	9	6	**	**	**
	7%	**	10%	5%	**	**	**	**	5%	8%	7%	12% l	3%	8%	7%	**	7%	7%	5%	**	**	**
TOTAL LIKELY	49	**	19	13	**	**	**	**	19	22	27	28	20	22	24	**	28	21	12	**	**	**
	16%	**	19%	16%	**	**	**	**	12%	13%	18%	19%	13%	16%	16%	**	15%	17%	11%	**	**	**
Unlikely	41	**	13	12	**	**	**	**	22	24	16	18	23	14	26	**	24	16	15	**	**	**
	13%	**	13%	14%	**	**	**	**	14%	15%	11%	12%	14%	10%	18%	**	13%	14%	13%	**	**	**
Very unlikely	72	**	26	18	**	**	**	**	34	40	32	38	34	27	38	**	42	30	25	**	**	**
	23%	**	26%	22%	**	**	**	**	22%	24%	22%	26%	21%	20%	26%	**	23%	24%	23%	**	**	**
Certain not to	112	**	33	32	**	**	**	**	63	61	51	47	65	48	48	**	71	41	40	**	**	**
	36%	**	33%	38%	**	**	**	**	41%	37%	35%	32%	40%	36%	33%	**	38%	34%	36%	**	**	**
TOTAL UNLIKELY	225	**	73	62	**	**	**	**	120	125	99	103	121	90	112	**	138	87	80	**	**	**
	73%	**	72%	74%	**	**	**	**	78%	76%	69%	69%	76%	66%	77% m	**	73%	72%	72%	**	**	**
Don't know	36	**	9	9	**	**	**	**	16	17	18	18	18	25	10	**	22	14	19	**	**	**
	12%	**	9%	10%	**	**	**	**	10%	10%	13%	12%	11%	18% n	7%	**	12%	11%	17%	**	**	**

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

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QC5 (QC7b). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTICODE) UNPROMPTED

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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	h	i	j	~k	l	~m	n	~o	p	q	~r	~s	~t	~u
Unweighted total	248	62	74	74	38	14	58	42	134	139	109	88	160	97	121	17	148	100	99	38	14	11
Effective Weighted Sample	226	57	68	68	35	13	55	37	121	127	99	84	153	91	110	16	138	88	92	36	13	11
Total	225	58	73	62	32	14	51	40	120	125	99	103	121	90	112	17	138	87	80	40	16	13
Happy to use mobile phone instead	132	**	**	**	**	**	**	**	64	69	64	**	61	**	61	**	84	48	**	**	**	**
	59%	**	**	**	**	**	**	**	54%	55%	64%	**	50%	**	54%	**	61%	56%	**	**	**	**
No need	81	**	**	**	**	**	**	**	40	50	31	**	35	**	43	**	48	34	**	**	**	**
	36%	**	**	**	**	**	**	**	34%	40%	31%	**	29%	**	38%	**	35%	39%	**	**	**	**
Too expensive generally	48	**	**	**	**	**	**	**	31	31	17	**	32	**	24	**	23	25	**	**	**	**
	21%	**	**	**	**	**	**	**	26%	24%	17%	**	26%	**	21%	**	17%	29% p	**	**	**	**
Line rental is too expensive	28	**	**	**	**	**	**	**	15	18	9	**	19	**	9	**	20	8	**	**	**	**
	12%	**	**	**	**	**	**	**	12%	15%	9%	**	15%	**	8%	**	14%	9%	**	**	**	**
Call charges are too expensive	23	**	**	**	**	**	**	**	14	13	10	**	12	**	7	**	13	10	**	**	**	**
	10%	**	**	**	**	**	**	**	12%	10%	11%	**	10%	**	6%	**	10%	11%	**	**	**	**
Can't afford it	15	**	**	**	**	**	**	**	12	7	8	**	11	**	8	**	8	7	**	**	**	**
	7%	**	**	**	**	**	**	**	10%	6%	8%	**	9%	**	7%	**	6%	8%	**	**	**	**
Other	20	**	**	**	**	**	**	**	9	12	8	**	14	**	8	**	11	10	**	**	**	**
	9%	**	**	**	**	**	**	**	8%	10%	8%	**	12%	**	7%	**	8%	11%	**	**	**	**
ANY INVOLUNTARY REASONS	83	**	**	**	**	**	**	**	52	50	33	**	54	**	39	**	46	37	**	**	**	**
	37%	**	**	**	**	**	**	**	43%	40%	34%	**	45%	**	35%	**	34%	42%	**	**	**	**
ANY VOLUNTARY REASONS	181	**	**	**	**	**	**	**	91	97	84	**	87	**	89	**	113	68	**	**	**	**
	80%	**	**	**	**	**	**	**	76%	77%	84%	**	72%	**	79%	**	82%	78%	**	**	**	**
ONLY VOLUNTARY REASONS	141	**	**	**	**	**	**	**	68	75	66	**	66	**	73	**	91	50	**	**	**	**
	63%	**	**	**	**	**	**	**	57%	60%	66%	**	55%	**	65%	**	66%	58%	**	**	**	**

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

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QC5 (QC7b). Why are you unlikely to get a landline phone at home in the next 12 months? (MULTICODE) UNPROMPTED

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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	h	i	j	~k	l	~m	n	~o	p	q	~r	~s	~t	~u
Unweighted total	248	62	74	74	38	14	58	42	134	139	109	88	160	97	121	17	148	100	99	38	14	11
Effective Weighted Sample	226	57	68	68	35	13	55	37	121	127	99	84	153	91	110	16	138	88	92	36	13	11
Total	225	58	73	62	32	14	51	40	120	125	99	103	121	90	112	17	138	87	80	40	16	13
Don't know	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,s,t,u

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

QC6. SHOWCARD Thinking about landline phones, do you ever have/ think you might have (if do not currently have landline) difficulties with any of the following? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Hearing the phone ring, even with the volume turned up	35	1	-	7	27	8	8	5	14	24	11	5	30	20	13	**	12	22	6	7	2	1
	2%	*%	-%	1%	4% abc	2%	1%	1%	3%	3% j	1%	*%	4% k	2%	2%	**	1%	2%	2%	4% tu	1%	*%
Hearing the person on the other end of the line in a conversation even with the volume turned up	34	3	3	4	24	9	7	7	11	17	17	7	27	19	13	**	13	21	6	8	3	1
	2%	1%	1%	1%	4% abc	2%	1%	2%	2%	2%	2%	1%	3% k	2%	2%	**	1%	2%	2% u	4% u	1%	*%
Seeing a digital display	18	1	*	5	12	4	3	1	10	7	10	3	15	10	6	**	8	10	5	1	2	1
	1%	*%	*%	1%	2% b	1%	1%	*%	2% f	1%	1%	*%	2% k	1%	1%	**	1%	1%	1%	1%	1%	*%
Holding the handset to your ear	16	1	4	4	7	2	4	2	9	9	7	4	13	9	6	**	9	7	4	2	3	1
	1%	*%	1%	1%	1%	*%	1%	1%	2% e	1%	1%	*%	2% k	1%	1%	**	1%	1%	1%	1%	1%	*%
Picking up the handset when the phone rings	15	-	1	5	9	3	1	1	10	8	6	4	11	7	7	**	7	8	4	1	1	1
	1%	-%	*%	1%	1% a	1%	*%	*%	2% f	1%	1%	*%	1% k	1%	1%	**	1%	1%	1%	*%	*%	*%
Seeing the numbers used to dial with	14	1	-	3	10	2	3	1	7	6	8	2	11	8	6	**	4	10	2	-	1	-
	1%	*%	-%	*%	2% b	*%	1%	*%	1%	1%	1%	*%	1% k	1%	1%	**	*%	1%	1%	-%	*%	-%

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

Table 32

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QC6. SHOWCARD Thinking about landline phones, do you ever have/ think you might have (if do not currently have landline) difficulties with any of the following? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Pressing the buttons on the phone	12	-	1	3	8	1	1	3	6	8	5	3	9	7	5	**	5	8	3	-	-	-
	1%	-%	*%	*%	1%	*%	*%	1%	1%	1%	*%	*%	1% k	1%	1%	**	*%	1%	1%	-%	-%	-%
Any other difficulties	12	1	1	5	6	5	2	3	2	5	7	3	8	8	4	**	6	6	1	1	2	1
	1%	*%	*%	1%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	**	1%	1%	*%	*%	1%	*%
No, none	1810	275	335	641	560	455	547	329	479	864	946	1050	759	1106	601	**	926	883	313	162	222	324
	93%	95% d	98% d	96% d	88%	94%	95% h	93%	92%	93%	94%	96% l	90%	94%	92%	**	94%	93%	94%	90%	94%	98% rst
Don't know	24	8	1	8	8	6	6	7	5	15	10	14	10	14	10	**	17	7	5	2	1	3
	1%	3% b	*%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	**	2%	1%	1%	1%	*%	1%

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

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

			AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
		Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total		2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample		1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total		1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
One	(1.0)	432	49	70	100	214	82	126	56	169	198	234	167	266	262	142	**	218	214	136	62	40	17
		22%	17%	20% c	15%	34% abc	17%	22% eg	16%	32% efg	21%	23%	15%	31% k	22%	22%	**	22%	23%	41% tu	35% tu	17% u	5%
Two	(2.0)	714	74	174	253	212	208	209	151	146	346	368	478	235	457	219	**	369	345	83	68	131	137
		37%	26%	51% acd	38% a	33% a	43% fh	36% h	43% h	28%	37%	36%	44% l	28%	39% n	34%	**	37%	36%	25%	38% r	55% rsu	41% r
Three	(3.0)	331	57	55	161	58	86	120	55	69	150	181	220	111	210	113	**	164	167	31	16	40	74
		17%	20% d	16% d	24% bd	9%	18%	21% gh	16%	13%	16%	18%	20% l	13%	18%	17%	**	17%	18%	9%	9%	17% rs	22% rs
Four or more	(4.0)	335	109	40	149	37	100	100	68	67	176	159	215	120	189	126	**	172	163	27	22	23	100
		17%	38% bcd	12% d	22% bd	6%	20% h	17% h	19% h	13%	19%	16%	20% l	14%	16%	19%	**	17%	17%	8%	12%	10%	30% rst
None	(0.0)	126	-	3	7	115	12	19	24	70	60	66	9	116	61	52	**	62	63	58	12	1	2
		6%	-%	1%	1%	18% abc	2%	3%	7% ef	13% efg	6%	7%	1%	14% k	5%	8% m	**	6%	7%	17% stu	7% tu	1%	*%
Don't know		1	-	-	1	-	-	1	-	-	-	1	1	-	-	1	**	1	-	-	-	-	1
		*%	-%	-%	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	*%	**	*%	-%	-%	-%	-%	*%
Mean mobiles in household		2.2	2.8 bcd	2.2 d	2.5 bd	1.5	2.4 h	2.3 h	2.2 h	1.8	2.2	2.1	2.4 l	1.8	2.2	2.2	**	2.2	2.2	1.5	1.8 r	2.2 rs	2.8 rst
Standard deviation		1.15	1.12	.92	1.03	1.07	1.06	1.09	1.14	1.21	1.16	1.14	1.00	1.24	1.10	1.20	**	1.15	1.15	1.12	1.08	.85	.96
Standard error		.03	.06	.05	.04	.04	.05	.04	.06	.05	.04	.03	.03	.04	.03	.05	**	.04	.04	.06	.08	.05	.05

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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.

QD2. Do you personally use a mobile phone? (SINGLE CODE)

Base : All respondents

			AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
												FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
		Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total		2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample		1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total		1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
No	(0.0)	50	4	3	11	32	10	9	12	20	20	30	21	29	34	13	**	16	34	8	7	6	5
		3%	1%	1%	2%	5%	2%	1%	3%	4%	2%	3%	2%	3%	3%	2%	**	2%	4%	2%	4%	3%	2%
						abc				f									p				
1	(1.0)	1635	267	309	595	463	429	514	288	403	767	868	965	669	1011	537	**	842	792	248	154	211	288
		84%	93%	90%	89%	73%	88%	89%	81%	77%	83%	86%	89%	79%	86%	82%	**	85%	83%	74%	86%	90%	87%
			d	d	d		gh	gh				i	l								r	r	r
2	(2.0)	102	11	21	47	22	30	24	27	22	68	34	79	23	60	38	**	49	53	12	4	12	31
		5%	4%	6%	7%	3%	6%	4%	8%	4%	7%	3%	7%	3%	5%	6%	**	5%	6%	4%	2%	5%	9%
				d	d				fh		j		l										rs
3	(3.0)	11	1	3	5	2	4	2	2	3	7	4	6	5	4	5	**	8	3	2	-	2	3
		1%	*%	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%	*%	1%	**	1%	*%	1%	-%	1%	1%
4 or more	(4.0)	16	6	2	6	2	2	7	2	4	8	7	10	6	9	7	**	9	7	6	2	2	3
		1%	2%	1%	1%	*%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	2%	1%	1%	1%
			d																				
No mobiles in household	(0.0)	126	-	3	7	115	12	19	24	70	60	66	9	116	61	52	**	62	63	58	12	1	2
		6%	-%	1%	1%	18%	2%	3%	7%	13%	6%	7%	1%	14%	5%	8%	**	6%	7%	17%	7%	1%	*%
						abc			ef	efg				k		m				stu	tu		
Mean mobiles used		1.0	1.1	1.1	1.1	.8	1.0	1.0	1.0	.9	1.0	1.0	1.1	.9	1.0	1.0	**	1.0	1.0	.9	1.0	1.1	1.1
			d	d	d		h	h	h		j		l									rs	rs
Standard deviation		.49	.48	.41	.45	.52	.42	.47	.50	.55	.52	.46	.44	.52	.46	.53	**	.49	.49	.64	.49	.46	.45
Standard error		.01	.03	.02	.02	.02	.02	.02	.03	.02	.02	.01	.01	.02	.01	.02	**	.02	.01	.03	.04	.03	.03

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

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

Base : Those who personally use a mobile phone

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1892	305	319	710	558	481	583	341	487	907	985	960	930	1135	616	46	942	950	326	171	231	314
Effective Weighted Sample	1742	277	295	665	513	444	543	313	443	837	905	914	888	1059	572	42	886	857	301	158	217	297
Total	1763	285	336	653	489	465	547	319	432	850	913	1059	702	1084	587	44	908	855	269	161	228	324
O2 (formerly BTCellnet)	473	91	108	172	102	126	146	81	119	237	236	289	184	273	161	**	216	257	67	43	57	88
	27%	32% d	32% d	26% d	21%	27%	27%	25%	28%	28%	26%	27%	26%	25%	27%	**	24%	30% p	25%	27%	25%	27%
Orange	423	78	79	146	120	106	143	77	98	201	223	258	165	302	106	**	227	197	66	37	57	76
	24%	28%	23%	22%	25%	23%	26%	24%	23%	24%	24%	24%	24%	28% n	18%	**	25%	23%	25%	23%	25%	23%
Vodafone	397	50	72	160	115	116	121	75	85	199	198	251	146	244	139	**	197	200	52	26	57	91
	23%	17%	21%	25% a	23% a	25%	22%	23%	20%	23%	22%	24%	21%	23%	24%	**	22%	23%	19%	16%	25% s	28% rs
TMobile (formerly One2One)	210	42	40	81	47	46	67	45	52	94	115	119	91	104	91	**	129	80	39	25	31	29
	12%	15% d	12%	12%	10%	10%	12%	14%	12%	11%	13%	11%	13%	10%	16% m	**	14% q	9%	14% u	15% u	14%	9%
Virgin Media/ Any Virgin	82	5	8	36	33	25	23	9	26	36	47	42	40	50	28	**	53	29	12	6	13	10
	5%	2%	2%	6% ab	7% ab	5%	4%	3%	6% g	4%	5%	4%	6%	5%	5%	**	6% q	3%	5%	4%	5%	3%
3	74	11	23	30	11	17	23	14	20	36	38	52	23	40	34	**	41	34	12	10	11	16
	4%	4%	7% d	5% d	2%	4%	4%	4%	5%	4%	4%	5%	3%	4%	6%	**	5%	4%	4%	6%	5%	5%
Tesco	56	3	5	20	29	20	11	9	15	24	33	32	23	41	14	**	25	31	7	8	2	10
	3%	1%	1%	3%	6% abc	4% f	2%	3%	4%	3%	4%	3%	3%	4%	2%	**	3%	4%	3%	5% t	1%	3%
Other	19	4	1	5	10	2	7	2	9	10	9	12	8	13	4	**	6	13	2	3	1	2
	1%	1%	*%	1%	2% b	*%	1%	1%	2% e	1%	1%	1%	1%	1%	1%	**	1%	2%	1%	2%	*%	1%

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

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

Base : Those who personally use a mobile phone

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1892	305	319	710	558	481	583	341	487	907	985	960	930	1135	616	46	942	950	326	171	231	314
Effective Weighted Sample	1742	277	295	665	513	444	543	313	443	837	905	914	888	1059	572	42	886	857	301	158	217	297
Total	1763	285	336	653	489	465	547	319	432	850	913	1059	702	1084	587	44	908	855	269	161	228	324
Don't know	28	2	-	3	23	7	6	7	8	13	14	5	23	15	10	**	13	15	11	3	-	3
	2%	1%	-%	*%	5% abc	1%	1%	2%	2%	2%	2%	*%	3% k	1%	2%	**	1%	2%	4% tu	2%	-%	1%

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

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QD4 (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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1892	305	319	710	558	481	583	341	487	907	985	960	930	1135	616	46	942	950	326	171	231	314
Effective Weighted Sample	1742	277	295	665	513	444	543	313	443	837	905	914	888	1059	572	42	886	857	301	158	217	297
Total	1763	285	336	653	489	465	547	319	432	850	913	1059	702	1084	587	44	908	855	269	161	228	324
Prepay/ Pay as you go	978	163	148	308	358	212	267	182	316	459	519	462	514	578	336	**	483	495	202	101	126	116
	55%	57%	44%	47%	73%	46%	49%	57%	73%	54%	57%	44%	73%	53%	57%	**	53%	58%	75%	63%	55%	36%
		bc			abc			ef	efg				k						stu	u	u	
Postpay/ monthly contract	780	121	188	343	128	251	279	135	116	388	392	594	186	503	249	**	421	359	66	60	101	208
	44%	43%	56%	52%	26%	54%	51%	42%	27%	46%	43%	56%	26%	46%	42%	**	46%	42%	25%	37%	44%	64%
		d	ad	ad		gh	gh	h				l								r	r	rst
Other	2	-	-	2	-	-	1	1	-	2	-	2	-	-	2	**	2	-	-	-	2	-
	*%	-%	-%	*%	-%	-%	*%	*%	-%	*%	-%	*%	-%	-%	*%	**	*%	-%	-%	-%	1%	-%
Don't know	3	-	-	-	3	2	*	1	-	1	2	1	2	3	-	**	2	2	-	-	-	-
	*%	-%	-%	-%	1%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	**	*%	*%	-%	-%	-%	-%
					c																	

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

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QD5 (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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	~r	~s	~t	u
Unweighted total	787	125	170	363	129	249	289	131	118	383	404	537	250	497	249	11	414	373	81	60	97	200
Effective Weighted Sample	735	115	159	346	119	235	269	123	107	359	376	516	240	468	233	10	392	343	76	56	92	191
Total	780	121	188	343	128	251	279	135	116	388	392	594	186	503	249	11	421	359	66	60	101	208
Handset and contract	698	107	177	306	108	222	245	124	106	353	345	533	165	449	224	**	377	321	**	**	**	184
	89%	88%	94% d	89%	84%	88%	88%	92%	92%	91%	88%	90%	89%	89%	90%	**	89%	89%	**	**	**	88%
SIM card only	62	14	9	28	11	18	25	11	9	24	39	47	15	41	18	**	32	31	**	**	**	14
	8%	11%	5%	8%	9%	7%	9%	8%	7%	6%	10%	8%	8%	8%	7%	**	7%	9%	**	**	**	7%
Don't know	20	1	1	9	9	11	9	-	1	12	8	14	6	13	7	**	13	7	**	**	**	10
	3%	1%	1%	3%	7% abc	4% g	3% g	-%	1%	3%	2%	2%	3%	3%	3%	**	3%	2%	**	**	**	5%

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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 mobile phone in the next 12 months? (SINGLE CODE)

Base : Those without a mobile phone

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	h	~i	j	~k	l	m	~n	~o	~p	q	~r	~s	~t	~u
Unweighted total	214	4	7	20	183	26	37	44	107	98	116	28	185	111	77	13	91	123	82	23	10	7
Effective Weighted Sample	200	4	7	19	171	24	35	41	100	91	109	26	176	103	75	13	89	111	77	20	10	7
Total	176	4	7	18	147	22	28	36	90	80	96	31	144	95	65	11	78	98	66	19	8	7
Certain to	3	**	**	**	3	**	**	**	2	**	3	**	3	2	**	**	**	3	**	**	**	**
	2%	**	**	**	2%	**	**	**	2%	**	3%	**	2%	3%	**	**	**	3%	**	**	**	**
Very likely	6	**	**	**	4	**	**	**	3	**	-	**	5	3	**	**	**	3	**	**	**	**
	3%	**	**	**	3%	**	**	**	3%	**	-%	**	3%	4%	**	**	**	3%	**	**	**	**
Likely	7	**	**	**	4	**	**	**	5	**	4	**	7	2	**	**	**	4	**	**	**	**
	4%	**	**	**	3%	**	**	**	6%	**	4%	**	5%	2%	**	**	**	4%	**	**	**	**
TOTAL LIKELY	16	**	**	**	10	**	**	**	10	**	6	**	15	8	**	**	**	9	**	**	**	**
	9%	**	**	**	7%	**	**	**	11%	**	6%	**	11%	9%	**	**	**	10%	**	**	**	**
Unlikely	19	**	**	**	13	**	**	**	8	**	12	**	12	11	**	**	**	10	**	**	**	**
	11%	**	**	**	9%	**	**	**	8%	**	13%	**	9%	12%	**	**	**	10%	**	**	**	**
Very unlikely	29	**	**	**	21	**	**	**	17	**	17	**	22	18	**	**	**	16	**	**	**	**
	16%	**	**	**	14%	**	**	**	19%	**	18%	**	15%	19%	**	**	**	16%	**	**	**	**
Certain not to	95	**	**	**	90	**	**	**	51	**	52	**	84	47	**	**	**	49	**	**	**	**
	54%	**	**	**	61%	**	**	**	56%	**	54%	**	58%	50%	**	**	**	50%	**	**	**	**
TOTAL UNLIKELY	143	**	**	**	124	**	**	**	76	**	81	**	118	77	**	**	**	75	**	**	**	**
	82%	**	**	**	85%	**	**	**	84%	**	84%	**	82%	81%	**	**	**	77%	**	**	**	**
Don't know	16	**	**	**	12	**	**	**	5	**	9	**	11	10	**	**	**	13	**	**	**	**
	9%	**	**	**	8%	**	**	**	5%	**	10%	**	8%	10%	**	**	**	14%	**	**	**	**

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

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QD7 (QD38). Why are you unlikely to get a mobile phone at home in the next 12 months? (MULTICODE) UNPROMPTED

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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	173	2	4	14	153	18	28	37	90	76	97	21	151	87	64	9	79	94	73	20	8	6
Effective Weighted Sample	160	2	4	13	142	17	27	34	83	70	90	20	142	81	62	9	77	83	68	18	8	6
Total	143	3	4	12	124	16	21	30	76	63	81	24	118	77	54	7	68	75	58	17	6	6
No need	101	**	**	**	93	**	**	**	**	**	**	**	86	**	**	**	**	**	**	**	**	**
	71%	**	**	**	75%	**	**	**	**	**	**	**	73%	**	**	**	**	**	**	**	**	**
Satisfied with using home phones/ other phones	21	**	**	**	15	**	**	**	**	**	**	**	16	**	**	**	**	**	**	**	**	**
	14%	**	**	**	12%	**	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	**	**
Don't know how you use mobile phones	15	**	**	**	14	**	**	**	**	**	**	**	13	**	**	**	**	**	**	**	**	**
	10%	**	**	**	12%	**	**	**	**	**	**	**	11%	**	**	**	**	**	**	**	**	**
Can't afford it	10	**	**	**	6	**	**	**	**	**	**	**	10	**	**	**	**	**	**	**	**	**
	7%	**	**	**	5%	**	**	**	**	**	**	**	8%	**	**	**	**	**	**	**	**	**
Other	39	**	**	**	29	**	**	**	**	**	**	**	28	**	**	**	**	**	**	**	**	**
	27%	**	**	**	23%	**	**	**	**	**	**	**	24%	**	**	**	**	**	**	**	**	**
ANY INVOLUNTARY REASONS	42	**	**	**	34	**	**	**	**	**	**	**	35	**	**	**	**	**	**	**	**	**
	29%	**	**	**	27%	**	**	**	**	**	**	**	30%	**	**	**	**	**	**	**	**	**
ANY VOLUNTARY REASONS	117	**	**	**	105	**	**	**	**	**	**	**	98	**	**	**	**	**	**	**	**	**
	81%	**	**	**	85%	**	**	**	**	**	**	**	83%	**	**	**	**	**	**	**	**	**
ONLY VOLUNTARY REASONS	96	**	**	**	86	**	**	**	**	**	**	**	79	**	**	**	**	**	**	**	**	**
	67%	**	**	**	69%	**	**	**	**	**	**	**	67%	**	**	**	**	**	**	**	**	**

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

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QD8 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM							
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Navigating the phone's menu system to use the different features on your phone	65	1	3	11	50	12	17	10	27	26	39	17	48	45	16	**	32	33	16	7	4	6
	3%	*%	1%	2%	8% abc	2%	3%	3%	5% e	3%	4%	2%	6% k	4%	2%	**	3%	3%	5% u	4%	2%	2%
Writing text messages	55	1	1	9	44	10	12	12	20	22	33	14	40	32	17	**	28	26	19	7	4	6
	3%	*%	*%	1%	7% abc	2%	2%	3%	4%	2%	3%	1%	5% k	3%	3%	**	3%	3%	6% tu	4%	2%	2%
Pressing the buttons on your mobile phone	34	-	1	8	26	5	8	4	17	15	19	12	23	20	14	**	14	21	11	2	2	5
	2%	-%	*%	1%	4% abc	1%	1%	1%	3% efg	2%	2%	1%	3% k	2%	2%	**	1%	2%	3% t	1%	1%	2%
Seeing and being able to read the digital display	34	-	-	9	25	8	9	2	16	15	19	10	25	20	12	**	15	20	6	2	1	3
	2%	-%	-%	1% ab	4% abc	2%	1%	1%	3% g	2%	2%	1%	3% k	2%	2%	**	1%	2%	2%	1%	*%	1%
Hearing the person on the other end of the line in a conversation, even with the volume turned up	34	1	2	9	22	11	8	2	13	16	18	6	28	19	15	**	17	17	7	5	2	5
	2%	*%	*%	1%	4% abc	2%	1%	1%	2% g	2%	2%	1%	3% k	2%	2%	**	2%	2%	2%	3%	1%	1%
Hearing the phone ring, even with the volume turned up	27	-	1	7	19	10	5	2	10	16	11	6	21	16	10	**	8	19	6	4	-	2
	1%	-%	*%	1%	3% abc	2%	1%	1%	2%	2%	1%	1%	2% k	1%	2%	**	1%	2% p	2%	2% t	-%	1%

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

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QD8 (QD6). SHOWCARD Thinking about mobile phones, do you ever have/ think you might have difficulties with any of the following? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Seeing the numbers used to dial with	26	-	-	5	21	4	8	2	12	10	17	8	18	15	10	**	10	16	8	1	2	3
	1%	-%	-%	1%	3%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	**	1%	2%	2%	1%	1%	1%
					abc								k									
Holding the mobile phone to your ear	18	-	1	5	12	3	4	2	8	7	11	3	15	8	9	**	10	8	3	1	1	1
	1%	-%	*%	1%	2%	1%	1%	1%	2%	1%	1%	*%	2%	1%	1%	**	1%	1%	1%	*%	*%	*%
					a								k									
Picking up the handset when your mobile rings	15	-	1	4	10	2	5	1	7	7	8	2	13	7	8	**	8	7	2	3	1	-
	1%	-%	*%	1%	2%	*%	1%	*%	1%	1%	1%	*%	2%	1%	1%	**	1%	1%	1%	2%	*%	-%
					a								k							u		
Any other difficulties	37	6	8	13	11	10	13	6	9	17	20	17	20	22	13	**	10	27	5	5	3	5
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	**	1%	3%	1%	3%	1%	2%
																		p				
No, none	1686	279	324	620	464	428	519	318	421	814	872	1018	666	1033	562	**	876	810	276	149	222	306
	87%	96%	94%	92%	73%	88%	90%	90%	81%	88%	86%	93%	79%	88%	86%	**	89%	85%	83%	83%	94%	92%
		cd	d	d		h	h	h				l					q				rs	rs
Don't know	47	2	4	2	40	6	3	11	27	22	25	7	40	21	22	**	25	22	17	3	-	3
	2%	1%	1%	*%	6%	1%	*%	3%	5%	2%	3%	1%	5%	2%	3%	**	3%	2%	5%	2%	-%	1%
					abc			f	ef				k		m				tu	t		

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

Table 41

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QE1. Does your household have a PC or laptop computer? (MULTICODE OPTIONS 1-2 ONLY)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Yes - PC	1015	143	161	440	271	347	309	185	174	499	516	662	353	654	327	**	497	518	98	68	123	255
	52%	50% d	47%	66% abd	43%	71% fgh	54% h	52% h	33%	54%	51%	61% l	42%	55% n	50%	**	50%	54%	29%	38% r	52% rs	77% rst
Yes - laptop	1007	200	199	394	214	307	336	163	202	485	522	669	337	620	344	**	520	487	112	79	121	233
	52%	69% bcd	58% d	59% d	34%	63% gh	58% gh	46% h	39%	52%	52%	61% l	40%	53%	53%	**	53%	51%	33%	44% r	51% r	71% rst
TOTAL YES	1507	255	291	586	375	453	483	266	306	721	786	970	537	942	500	**	770	737	176	118	198	321
	78%	88% d	85% d	87% d	59%	93% fgh	84% gh	75% h	58%	78%	78%	89% l	63%	80%	77%	**	78%	77%	52%	65% r	84% rs	97% rst
No	432	34	52	85	261	33	92	89	217	209	223	120	310	237	152	**	216	216	159	62	38	10
	22%	12%	15%	13%	41% abc	7%	16% e	25% ef	42% efg	22%	22%	11%	37% k	20%	23%	**	22%	23%	48% stu	35% tu	16% u	3%

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

Table 42

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

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Yes - have access and use at home	1421	241	277	563	340	434	465	250	272	680	741	934	485	893	470	**	733	688	163	109	187	314
	73%	83% d	81% d	84% d	54%	89% fgh	81% gh	70% h	52%	73%	73%	86% l	57%	76%	72%	**	74%	72%	49%	61% r	79% rs	95% rst
Yes - have access but don't use at home	44	3	3	15	23	8	11	8	16	17	27	21	23	25	15	**	19	25	5	4	9	4
	2%	1%	1%	2%	4% ab	2%	2%	2%	3%	2%	3%	2%	3%	2%	2%	**	2%	3%	2%	2%	4% u	1%
No do not have access at home	467	44	64	92	267	42	97	95	233	231	236	134	332	258	164	**	229	238	164	65	39	13
	24%	15%	19%	14%	42% abc	9%	17% e	27% ef	45% efg	25%	23%	12%	39% k	22%	25%	**	23%	25%	49% stu	36% tu	17% u	4%
Don't know	7	2	-	1	5	3	1	2	1	1	6	1	6	4	2	**	4	3	2	1	-	-
	*%	1%	-%	*%	1%	1%	*%	*%	*%	*%	1%	*%	1% k	*%	*%	**	*%	*%	1%	*%	-%	-%

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

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QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Your workplace	456	35	96	252	73	207	177	42	31	232	224	439	17	301	141	**	228	228	19	26	66	180
	24%	12%	28%	38%	11%	42%	31%	12%	6%	25%	22%	40%	2%	26%	22%	**	23%	24%	6%	14%	28%	54%
			ad	abd		fgh	gh	h				l								r	rs	rst
In someone else's home	160	56	36	38	29	37	47	28	48	73	87	81	78	89	58	**	81	79	32	26	12	19
	8%	20%	11%	6%	5%	8%	8%	8%	9%	8%	9%	7%	9%	8%	9%	**	8%	8%	9%	14%	5%	6%
		bcd	cd																	tu		
Anywhere - using a 3G mobile phone	107	25	36	44	3	30	43	21	14	65	42	87	20	73	33	**	63	44	12	4	13	31
	6%	9%	10%	7%	*%	6%	7%	6%	3%	7%	4%	8%	2%	6%	5%	**	6%	5%	3%	2%	6%	10%
		d	cd	d		h	h	h		j		l										rs
Library	91	31	18	24	18	19	27	20	25	45	46	44	47	54	29	**	44	47	22	11	6	13
	5%	11%	5%	4%	3%	4%	5%	6%	5%	5%	5%	4%	6%	5%	4%	**	4%	5%	7%	6%	2%	4%
		bcd	d																t			
School/ college	91	61	11	12	7	31	35	14	10	42	48	30	60	66	20	**	39	52	13	3	3	12
	5%	21%	3%	2%	1%	6%	6%	4%	2%	5%	5%	3%	7%	6%	3%	**	4%	5%	4%	2%	1%	3%
		bcd	d			h	h						k	n								
University	55	38	13	2	2	12	38	3	2	25	29	8	45	24	29	**	43	12	17	1	3	7
	3%	13%	4%	*%	*%	3%	7%	1%	*%	3%	3%	1%	5%	2%	4%	**	4%	1%	5%	1%	1%	2%
		bcd	cd			h	egh						k		m		q		stu			
Anywhere - using Wi-Fi/ wireless broadband and a laptop/ portable media player/ games player	53	13	13	23	5	21	22	5	5	32	21	38	15	38	15	**	24	29	4	2	3	18
	3%	5%	4%	3%	1%	4%	4%	2%	1%	3%	2%	3%	2%	3%	2%	**	2%	3%	1%	1%	1%	6%
		d	d	d		gh	gh					l										rst
Internet cafe	43	9	11	14	8	16	16	5	6	32	11	27	17	29	11	**	23	20	4	6	3	13
	2%	3%	3%	2%	1%	3%	3%	1%	1%	3%	1%	2%	2%	2%	2%	**	2%	2%	1%	3%	1%	4%
		d	d			h	h			j												r

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

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QE3 (IN6). SHOWCARD Do you ever access the internet anywhere other than in your home at all? IF YES: Where is that? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Other	24	6	1	7	11	11	6	6	1	15	10	11	13	17	6	**	6	18	*	4	2	9
	1%	2%	*%	1%	2%	2%	1%	2%	*%	2%	1%	1%	2%	1%	1%	**	1%	2%	*%	2%	1%	3%
		b			b	h		h										p		r		r
No, do not	1100	96	159	336	510	196	256	248	400	507	593	489	611	659	370	**	560	541	235	118	138	104
	57%	33%	46%	50%	80%	40%	45%	70%	77%	55%	59%	45%	72%	56%	57%	**	57%	57%	70%	65%	59%	31%
			a	a	abc			ef	efg				k						tu	u	u	
EVER USE INTERNET AT HOME OR ELSEWHERE	1551	271	315	599	366	454	505	274	318	748	803	1004	545	965	513	**	798	753	198	129	207	320
	80%	94%	92%	89%	58%	93%	88%	77%	61%	80%	80%	92%	64%	82%	79%	**	81%	79%	59%	72%	88%	97%
		cd	d	d		fgh	gh	h				l								r	rs	rst

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

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QE4 (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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1632	290	295	642	405	468	530	285	349	784	848	907	723	990	533	36	815	817	235	134	210	310
Effective Weighted Sample	1509	263	274	605	372	433	494	264	318	727	782	867	692	925	496	33	769	740	217	124	198	294
Total	1551	271	315	599	366	454	505	274	318	748	803	1004	545	965	513	34	798	753	198	129	207	320
Every day	1006	200	219	388	198	343	356	148	159	502	504	689	316	652	322	**	530	476	103	62	122	261
	65%	74% cd	70% d	65% d	54%	76% gh	71% gh	54%	50%	67%	63%	69% l	58%	68%	63%	**	66%	63%	52%	48%	59%	81% rst
Several times a week	297	42	48	127	79	67	93	58	77	137	160	193	103	181	94	**	145	152	42	39	53	34
	19%	15%	15%	21% b	22% b	15%	18%	21% e	24% ef	18%	20%	19%	19%	19%	18%	**	18%	20%	21% u	30% u	26% u	11%
At least once a week	123	17	22	45	39	21	33	37	33	60	63	67	55	70	44	**	59	64	23	13	16	14
	8%	6%	7%	8%	11%	5%	6%	13% ef	10% ef	8%	8%	7%	10% k	7%	9%	**	7%	8%	11% u	10% u	8%	4%
At least once a month	45	8	15	12	10	8	8	9	20	16	29	22	24	21	19	**	20	25	14	5	5	5
	3%	3%	5% c	2%	3%	2%	2%	3%	6% ef	2%	4%	2%	4% k	2%	4%	**	3%	3%	7% tu	4%	2%	1%
A few times a year	22	2	4	6	10	2	6	4	10	7	15	8	13	11	10	**	13	9	7	2	2	1
	1%	1%	1%	1%	3% ac	*%	1%	1%	3% e	1%	2%	1%	2% k	1%	2%	**	2%	1%	4% u	2%	1%	*%
Less than once a year	3	-	-	2	1	1	1	-	1	1	1	-	3	2	1	**	1	2	1	-	1	-
	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	-%	1% k	*%	*%	**	*%	*%	1%	-%	1%	-%
Never	42	1	4	12	25	9	3	14	16	20	22	17	25	21	17	**	24	17	7	5	5	3
	3%	*%	1%	2%	7% abc	2%	1%	5% ef	5% ef	3%	3%	2%	5% k	2%	3%	**	3%	2%	3%	4%	3%	1%
Don't know	14	2	1	7	4	3	4	4	3	6	8	8	6	7	7	**	5	9	2	3	2	2
	1%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	2%	1%	1%

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

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QE5A (QE21). Before now, were you aware that you can access broadband services on your PC or laptop by using a mobile network? (SINGLE CODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Yes	1405	255	287	560	302	396	450	246	314	694	711	913	490	863	478	**	714	691	179	113	186	292
	72%	88% d	84% d	83% d	48%	81% gh	78% gh	69% h	60%	75% j	70%	84% l	58%	73%	73%	**	72%	73%	53%	63% r	79% rs	88% rst
No	506	31	54	105	317	86	119	104	197	221	285	169	337	303	164	**	257	249	146	67	48	38
	26%	11%	16%	16% a	50% abc	18%	21%	29% ef	38% efg	24%	28% i	15%	40% k	26%	25%	**	26%	26%	44% tu	37% tu	20% u	11%
Don't know	28	3	2	6	16	4	7	5	12	15	13	8	20	13	10	**	15	13	10	-	3	1
	1%	1%	1%	1%	3% c	1%	1%	1%	2%	2%	1%	1%	2% k	1%	1%	**	2%	1%	3% su	-%	1%	*%

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

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QE5B (QE21b). And do you or anyone in your household access the internet in this way? (SINGLE CODE)

Base : Those aware that you can access broadband services on your PC or laptop using a mobile network

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1486	276	272	601	337	407	474	258	347	728	758	829	655	891	493	28	731	755	215	118	187	283
Effective Weighted Sample	1370	250	252	565	308	376	443	238	314	673	697	790	626	833	458	26	690	680	198	108	177	268
Total	1405	255	287	560	302	396	450	246	314	694	711	913	490	863	478	26	714	691	179	113	186	292
While at home only	165	38	48	58	21	37	47	35	46	79	86	106	59	88	71	**	80	85	28	22	29	18
	12%	15% d	17% cd	10%	7%	9%	10%	14%	15% e	11%	12%	12%	12%	10%	15% m	**	11%	12%	16% u	19% u	16% u	6%
Outside the home only	87	15	17	38	17	38	31	8	10	49	38	63	24	53	32	**	45	43	7	3	8	32
	6%	6%	6%	7%	6%	10% gh	7% h	3%	3%	7%	5%	7%	5%	6%	7%	**	6%	6%	4%	2%	4%	11% rst
Both at home and outside the home	141	25	41	54	19	50	47	17	26	82	59	99	42	88	51	**	69	72	16	5	11	42
	10%	10%	14% d	10%	6%	13% g	11%	7%	8%	12% j	8%	11%	9%	10%	11%	**	10%	10%	9%	4%	6%	14% st
No	991	172	180	403	237	262	322	181	226	473	519	633	357	622	318	**	509	483	128	83	133	196
	71%	67%	63%	72% b	78% abc	66%	72%	74%	72%	68%	73% i	69%	73%	72% n	67%	**	71%	70%	72%	74%	72%	67%
Don't know	21	5	1	7	8	9	2	4	6	12	9	13	8	12	7	**	12	9	-	*	5	3
	1%	2%	*%	1%	3% b	2% f	*%	2%	2% f	2%	1%	1%	2%	1%	1%	**	2%	1%	-%	*%	3% r	1%

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

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QE5B (QE21b). And do you or anyone in your household access the internet in this way? (SINGLE CODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
While at home only	165	38	48	58	21	37	47	35	46	79	86	106	59	88	71	**	80	85	28	22	29	18
	8%	13% cd	14% cd	9% d	3%	8%	8%	10%	9%	8%	9%	10% l	7%	7%	11% m	**	8%	9%	9%	12% u	12% u	6%
Outside the home only	87	15	17	38	17	38	31	8	10	49	38	63	24	53	32	**	45	43	7	3	8	32
	5%	5%	5%	6% d	3%	8% gh	5% gh	2%	2%	5%	4%	6% l	3%	4%	5%	**	5%	4%	2%	2%	3%	10% rst
Both at home and outside the home	141	25	41	54	19	50	47	17	26	82	59	99	42	88	51	**	69	72	16	5	11	42
	7%	9% d	12% d	8% d	3%	10% gh	8% h	5%	5%	9% j	6%	9% l	5%	7%	8%	**	7%	8%	5%	3%	5%	13% rst
No	1525	206	236	514	570	353	448	290	435	708	817	810	713	938	492	**	781	745	283	150	183	235
	79%	71%	69%	77% b	90% abc	73%	78% e	82% e	83% ef	76%	81% i	74%	84% k	80% n	75%	**	79%	78%	85% tu	83% u	78%	71%
Don't know	21	5	1	7	8	9	2	4	6	12	9	13	8	12	7	**	12	9	-	*	5	3
	1%	2%	*%	1%	1%	2% f	*%	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	-%	*%	2% r	1% r

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

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QE6 (QE9). SHOWCARD Which of these methods does your household use to connect to the Internet at home? (MULTICODE)

Base : Those with access to the internet at home

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1541	258	259	620	404	457	502	268	314	729	812	864	675	945	500	29	771	770	197	119	200	307
Effective Weighted Sample	1427	233	241	588	372	426	468	249	284	676	752	828	646	886	466	27	726	701	182	110	188	291
Total	1465	244	280	578	364	442	476	259	289	697	768	955	509	918	486	27	753	712	168	114	197	318
Ordinary phone line - dialup access	44	4	3	11	26	14	13	7	10	24	20	29	15	37	7	**	21	23	3	11	4	7
	3%	2%	1%	2%	7% abc	3%	3%	3%	3%	3%	3%	3%	3%	4% n	1%	**	3%	3%	2%	9% rtu	2%	2%
Fixed Broadband ADSL through a phone line or cable service - always on, high speed access,	1274	202	216	524	332	399	426	224	225	597	677	834	439	813	407	**	654	621	129	91	171	296
	87%	83%	77%	91% ab	91% ab	90% h	89% h	87% h	78%	86%	88%	87%	86%	89% n	84%	**	87%	87%	77%	80%	87% r	93% rst
Broadband through a mobile network - connecting via a USB stick or dongle	265	60	83	91	31	71	92	42	61	145	121	178	88	163	95	**	139	127	37	22	32	56
	18%	25% cd	30% cd	16% d	9%	16%	19%	16%	21%	21% j	16%	19%	17%	18%	20%	**	18%	18%	22%	19%	16%	18%
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	7	2	4	1	-	6	-	1	-	4	3	5	2	5	2	**	6	1	1	-	1	4
	*%	1%	1% cd	*%	-%	1% f	-%	*%	-%	1%	*%	1%	*%	1%	*%	**	1%	*%	1%	-%	1%	1%
TOTAL NARROWBAND	51	6	7	12	26	20	13	8	10	28	23	34	17	41	9	**	26	25	4	11	5	11
	3%	2%	2%	2%	7% abc	4%	3%	3%	3%	4%	3%	4%	3%	5% n	2%	**	3%	3%	3%	9% rtu	3%	3%
TOTAL BROADBAND	1415	234	269	567	346	426	468	249	272	674	741	924	490	890	466	**	726	690	158	110	190	313
	97%	96%	96%	98% d	95%	96%	98% eh	96%	94%	97%	96%	97%	96%	97%	96%	**	96%	97%	94%	97%	97%	98% r

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

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QE6 (QE9). SHOWCARD Which of these methods does your household use to connect to the Internet at home? (MULTICODE)

Base : Those with access to the internet at home

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1541	258	259	620	404	457	502	268	314	729	812	864	675	945	500	29	771	770	197	119	200	307
Effective Weighted Sample	1427	233	241	588	372	426	468	249	284	676	752	828	646	886	466	27	726	701	182	110	188	291
Total	1465	244	280	578	364	442	476	259	289	697	768	955	509	918	486	27	753	712	168	114	197	318
MOBILE BROADBAND ONLY	141	31	53	43	14	26	43	25	48	77	64	90	51	77	59	**	72	69	29	20	19	16
	10%	13% cd	19% cd	7% d	4%	6%	9%	10%	16% efg	11%	8%	9%	10%	8%	12% m	**	10%	10%	17% tu	17% u	10%	5%
Other	6	1	1	2	1	-	1	2	3	1	5	5	1	-	6	**	3	3	1	1	1	-
	*%	1%	*%	*%	*%	-%	*%	1%	1% e	*%	1%	*%	*%	-%	1% m	**	*%	*%	1%	1%	1%	-%
Don't know	16	5	3	4	5	4	2	3	7	3	13	7	9	7	8	**	10	6	4	2	3	-
	1%	2%	1%	1%	1%	1%	*%	1%	2% f	*%	2% i	1%	2%	1%	2%	**	1%	1%	3% u	2% u	1% u	-%

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

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QE6 (QE9). SHOWCARD Which of these methods does your household use to connect to the Internet at home? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Ordinary phone line - dialup access	44	4	3	11	26	14	13	7	10	24	20	29	15	37	7	**	21	23	3	11	4	7
	2%	1%	1%	2%	4% abc	3%	2%	2%	2%	3%	2%	3%	2%	3% n	1%	**	2%	2%	1%	6% rtu	2%	2%
Fixed Broadband ADSL through a phone line or cable service - always on, high speed access,	1274	202	216	524	332	399	426	224	225	597	677	834	439	813	407	**	654	621	129	91	171	296
	66%	70% d	63% d	78% abd	52%	82% fgh	74% gh	63% h	43%	64%	67%	76% l	52%	69% n	62%	**	66%	65%	39%	50% r	72% rs	90% rst
Broadband through a mobile network - connecting via a USB stick or dongle	265	60	83	91	31	71	92	42	61	145	121	178	88	163	95	**	139	127	37	22	32	56
	14%	21% cd	24% cd	14% d	5%	15%	16% h	12%	12%	16% j	12%	16% l	10%	14%	15%	**	14%	13%	11%	12%	14%	17% r
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	7	2	4	1	-	6	-	1	-	4	3	5	2	5	2	**	6	1	1	-	1	4
	*%	1% d	1% cd	*%	-%	1% fh	-%	*%	-%	*%	*%	*%	*%	*%	*%	**	1%	*%	*%	-%	1%	1%
TOTAL NARROWBAND	51	6	7	12	26	20	13	8	10	28	23	34	17	41	9	**	26	25	4	11	5	11
	3%	2%	2%	2%	4% c	4% h	2%	2%	2%	3%	2%	3%	2%	4% n	1%	**	3%	3%	1%	6% r	2%	3%
TOTAL BROADBAND	1415	234	269	567	346	426	468	249	272	674	741	924	490	890	466	**	726	690	158	110	190	313
	73%	81% d	78% d	84% bd	54%	87% fgh	81% gh	70% h	52%	73%	73%	85% l	58%	75%	71%	**	74%	72%	47%	61% r	81% rs	95% rst

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

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QE6 (QE9). SHOWCARD Which of these methods does your household use to connect to the Internet at home? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
MOBILE BROADBAND ONLY	141	31	53	43	14	26	43	25	48	77	64	90	51	77	59	**	72	69	29	20	19	16
	7%	11% cd	15% cd	6% d	2%	5%	7%	7%	9% e	8%	6%	8% l	6%	7%	9%	**	7%	7%	9%	11% u	8%	5%
Other	6	1	1	2	1	-	1	2	3	1	5	5	1	-	6	**	3	3	1	1	1	-
	*%	*%	*%	*%	*%	-%	*%	1%	1%	*%	*%	*%	*%	-%	1% m	**	*%	*%	*%	*%	*%	-%
Don't know	16	5	3	4	5	4	2	3	7	3	13	7	9	7	8	**	10	6	4	2	3	-
	1%	2%	1%	1%	1%	1%	*%	1%	1%	*%	1% i	1%	1%	1%	1%	**	1%	1%	1% u	1%	1%	-%
No internet access at home	467	44	64	92	267	42	97	95	233	231	236	134	332	258	164	**	229	238	164	65	39	13
	24%	15%	19%	14%	42% abc	9%	17% e	27% ef	45% efg	25%	23%	12%	39% k	22%	25%	**	23%	25%	49% stu	36% tu	17% u	4%

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

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QE7 (QE10). SHOWCARD And which of these is your MAIN method of connection? (SINGLE CODE)

Base : Those with access to the internet at home

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1541	258	259	620	404	457	502	268	314	729	812	864	675	945	500	29	771	770	197	119	200	307
Effective Weighted Sample	1427	233	241	588	372	426	468	249	284	676	752	828	646	886	466	27	726	701	182	110	188	291
Total	1465	244	280	578	364	442	476	259	289	697	768	955	509	918	486	27	753	712	168	114	197	318
Ordinary phone line - dialup access	23	2	3	4	13	8	4	3	8	15	8	15	8	16	7	**	10	13	3	1	1	2
	2%	1%	1%	1%	4% ac	2%	1%	1%	3%	2%	1%	2%	2%	2%	1%	**	1%	2%	2%	1%	1%	1%
Fixed Broadband ADSL through a phone line or cable service - always on, high speed access,	1256	194	210	522	330	395	417	220	224	587	669	822	432	798	404	**	641	615	127	91	170	293
	86%	80%	75%	90% ab	91% ab	89% h	88% h	85% h	78%	84%	87%	86%	85%	87%	83%	**	85%	86%	76%	80%	86% r	92% rst
Broadband through a mobile network - connecting via a USB stick or dongle	159	39	59	45	16	31	51	29	48	87	72	101	58	92	62	**	85	74	31	20	20	20
	11%	16% cd	21% cd	8% d	4%	7%	11% e	11%	17% ef	13%	9%	11%	11%	10%	13%	**	11%	10%	19% tu	17% u	10%	6%
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	6	1	4	1	-	5	-	1	-	4	2	5	1	5	1	**	5	1	1	-	1	4
	*%	*%	1% cd	*%	-%	1% f	-%	*%	-%	1%	*%	1%	*%	1%	*%	**	1%	*%	1%	-%	1%	1%
TOTAL NARROWBAND	29	3	7	5	13	13	4	4	8	19	11	20	9	20	8	**	15	14	4	1	3	5
	2%	1%	2%	1%	4% c	3% f	1%	2%	3%	3%	1%	2%	2%	2%	2%	**	2%	2%	3%	1%	1%	2%
TOTAL BROADBAND	1415	234	269	567	346	426	468	249	272	674	741	924	490	890	466	**	726	690	158	110	190	313
	97%	96%	96%	98% d	95%	96%	98% eh	96%	94%	97%	96%	97%	96%	97%	96%	**	96%	97%	94%	97%	97%	98% r

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

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QE7 (QE10). SHOWCARD And which of these is your MAIN method of connection? (SINGLE CODE)

Base : Those with access to the internet at home

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1541	258	259	620	404	457	502	268	314	729	812	864	675	945	500	29	771	770	197	119	200	307
Effective Weighted Sample	1427	233	241	588	372	426	468	249	284	676	752	828	646	886	466	27	726	701	182	110	188	291
Total	1465	244	280	578	364	442	476	259	289	697	768	955	509	918	486	27	753	712	168	114	197	318
Other	4	1	1	2	-	-	1	2	1	1	3	4	-	-	4	**	2	2	1	-	1	-
	*%	1%	*%	*%	-%	-%	*%	1%	*%	*%	*%	*%	-%	-%	1% m	**	*%	*%	1%	-%	1%	-%
Don't know	16	5	3	4	5	4	2	3	7	3	13	7	9	7	8	**	10	6	4	2	3	-
	1%	2%	1%	1%	1%	1%	*%	1%	2% f	*%	2% i	1%	2%	1%	2%	**	1%	1%	3% u	2% u	1% u	-%

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

All data have been weighted to ensure they are representative of the UK adult population. Ofcom does not quota or weight by household income, so it may not be representative of the UK population, but it is included for reasons of interest. Any break column with 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 (QE10C). How many people aged 15 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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	i	j	k	l	m	~n	~o	p	q	~r	~s	~t	~u
Unweighted total	249	60	71	87	31	70	85	39	55	128	121	141	108	155	85	5	131	118	34	15	32	50
Effective Weighted Sample	231	55	65	84	29	65	80	37	49	119	112	137	105	146	78	5	123	108	30	14	30	48
Total	243	57	76	84	26	66	84	40	53	129	114	163	79	151	85	4	127	116	29	17	31	54
1	70	**	**	**	**	**	**	**	**	37	33	45	25	47	**	**	37	33	**	**	**	**
	29%	**	**	**	**	**	**	**	**	29%	29%	28%	31%	31%	**	**	29%	29%	**	**	**	**
2	108	**	**	**	**	**	**	**	**	60	48	80	28	63	**	**	51	57	**	**	**	**
	44%	**	**	**	**	**	**	**	**	47%	42%	49% l	35%	42%	**	**	40%	49%	**	**	**	**
3	27	**	**	**	**	**	**	**	**	14	13	15	12	16	**	**	20	7	**	**	**	**
	11%	**	**	**	**	**	**	**	**	11%	11%	9%	15%	11%	**	**	16% q	6%	**	**	**	**
4	20	**	**	**	**	**	**	**	**	9	10	14	6	12	**	**	8	11	**	**	**	**
	8%	**	**	**	**	**	**	**	**	7%	9%	8%	7%	8%	**	**	7%	10%	**	**	**	**
5 or more	12	**	**	**	**	**	**	**	**	7	5	6	7	8	**	**	8	4	**	**	**	**
	5%	**	**	**	**	**	**	**	**	6%	5%	3%	9%	5%	**	**	6%	4%	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**	1	5	4	2	5	**	**	3	3	**	**	**	**
	3%	**	**	**	**	**	**	**	**	1%	5%	2%	3%	3%	**	**	2%	3%	**	**	**	**
Mean number of people	2.2	**	**	**	**	**	**	**	**	2.2	2.2	2.1	2.2	2.0	**	**	2.3	2.0	**	**	**	**
Standard deviation	1.43	**	**	**	**	**	**	**	**	1.27	1.60	1.40	1.50	1.20	**	**	1.65	1.14	**	**	**	**
Standard error	.09	**	**	**	**	**	**	**	**	.11	.15	.12	.14	.10	**	**	.14	.11	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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.

QE9 (QE10B). How many people aged 15 or over in your household (including yourself) could access the 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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	~s	t	u
Unweighted total	1223	206	185	516	316	376	404	220	223	570	653	707	515	773	375	24	609	614	115	82	160	282
Effective Weighted Sample	1135	186	173	489	291	350	377	205	203	530	605	677	492	724	352	22	575	560	106	76	150	267
Total	1168	195	201	485	288	365	386	212	205	545	623	778	390	753	366	23	599	569	101	77	156	292
1	101	16	18	32	34	17	27	15	41	32	69	57	43	56	38	**	55	46	28	**	12	7
	9%	8%	9%	7%	12% c	5%	7%	7%	20% efg	6%	11% i	7%	11% k	7%	10%	**	9%	8%	28% tu	**	8% u	2%
2	604	55	127	234	188	214	195	118	77	289	315	411	192	418	163	**	302	302	44	**	105	168
	52%	28%	63% ac	48% a	65% ac	59% fh	51% h	55% h	38%	53%	51%	53%	49%	56% n	45%	**	50%	53%	43%	**	67% r	58% r
3	242	48	28	120	46	69	92	35	47	108	134	172	70	152	80	**	120	122	15	**	22	58
	21%	24% bd	14%	25% bd	16%	19%	24% g	16%	23%	20%	22%	22%	18%	20%	22%	**	20%	21%	15%	**	14%	20%
4	158	53	16	75	15	47	50	34	27	82	76	106	53	92	61	**	85	74	7	**	10	41
	14%	27% bcd	8%	16% bd	5%	13%	13%	16%	13%	15%	12%	14%	14%	12%	17% m	**	14%	13%	7%	**	6%	14% rt
5 or more	58	23	8	23	4	18	21	10	9	30	28	29	28	31	22	**	35	23	6	**	6	17
	5%	12% bcd	4%	5% d	1%	5%	5%	5%	4%	5%	5%	4%	7% k	4%	6%	**	6%	4%	6%	**	4%	6%
Don't know	6	*	4	-	1	-	1	*	4	5	1	3	3	4	2	**	3	3	2	**	1	*
	1%	*%	2% cd	-%	*%	-%	*%	*%	2% ef	1%	*%	*%	1%	1%	*%	**	1%	*%	2%	**	1%	*%
Mean number of people	2.6	3.2 bcd	2.3	2.7 bd	2.2	2.6	2.6 h	2.6	2.4	2.6 j	2.5	2.5	2.6	2.5	2.7 m	**	2.6	2.5	2.2	**	2.3	2.6 rt
Standard deviation	1.14	1.50	1.01	1.07	.81	1.01	1.23	1.03	1.25	1.21	1.06	1.01	1.35	1.00	1.35	**	1.25	1.01	1.28	**	1.07	1.04
Standard error	.03	.10	.07	.05	.05	.05	.06	.07	.08	.05	.04	.04	.06	.04	.07	**	.05	.04	.12	**	.08	.06

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

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QE10 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1541	258	259	620	404	457	502	268	314	729	812	864	675	945	500	29	771	770	197	119	200	307
Effective Weighted Sample	1427	233	241	588	372	426	468	249	284	676	752	828	646	886	466	27	726	701	182	110	188	291
Total	1465	244	280	578	364	442	476	259	289	697	768	955	509	918	486	27	753	712	168	114	197	318
Virgin Media (NTL/ Telewest/ Blueyonder)	317	61	53	138	64	88	99	57	73	154	162	208	108	167	139	**	280	36	43	27	36	56
	22%	25% d	19%	24% d	18%	20%	21%	22%	25%	22%	21%	22%	21%	18%	29% m	**	37% q	5%	26% u	23%	19%	18%
BT Total Broadband	275	51	41	108	74	103	88	49	34	135	140	177	98	186	75	**	104	170	27	22	36	69
	19%	21%	15%	19%	20%	23% h	18% h	19% h	12%	19%	18%	19%	19%	20% n	15%	**	14%	24% p	16%	20%	18%	22%
Sky	190	26	51	82	30	41	72	41	36	87	103	137	53	116	70	**	101	88	12	11	31	41
	13%	11%	18% ad	14% d	8%	9%	15% e	16% e	12%	12%	13%	14% l	10%	13%	14%	**	13%	12%	7%	10%	16% r	13% r
Talk Talk (Carphone Warehouse)	184	27	25	69	64	47	63	30	44	85	98	113	71	123	50	**	71	113	20	14	30	43
	13%	11%	9%	12%	17% abc	11%	13%	11%	15%	12%	13%	12%	14%	13%	10%	**	9%	16% p	12%	12%	15%	14%
AOL	88	11	7	40	30	31	30	11	16	44	44	59	29	56	28	**	30	58	6	6	11	27
	6%	5%	3%	7% b	8% b	7%	6%	4%	6%	6%	6%	6%	6%	6%	6%	**	4%	8% p	4%	5%	6%	9% r
Orange (Wanadoo/ Freeserve)	57	12	13	18	13	18	19	9	11	25	33	36	21	43	12	**	19	38	14	2	10	11
	4%	5%	5%	3%	4%	4%	4%	3%	4%	4%	4%	4%	4%	5%	3%	**	3%	5% p	8% su	2%	5%	4%
BT (other/ unspecified)	52	12	10	16	14	19	17	9	7	22	30	30	21	38	10	**	23	29	2	3	3	11
	4%	5%	4%	3%	4%	4%	3%	4%	2%	3%	4%	3%	4%	4%	2%	**	3%	4%	1%	3%	2%	3%
'3'	45	6	19	14	6	6	13	9	18	28	17	28	17	23	21	**	24	22	7	6	8	7
	3%	3%	7% acd	2%	2%	1%	3%	3%	6% ef	4%	2%	3%	3%	3%	4%	**	3%	3%	4%	5%	4%	2%

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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.

QE10 (QE7). Which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? (SINGLE CODE)

Base : Those with access to the internet at home

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1541	258	259	620	404	457	502	268	314	729	812	864	675	945	500	29	771	770	197	119	200	307
Effective Weighted Sample	1427	233	241	588	372	426	468	249	284	676	752	828	646	886	466	27	726	701	182	110	188	291
Total	1465	244	280	578	364	442	476	259	289	697	768	955	509	918	486	27	753	712	168	114	197	318
O2	44	10	17	14	4	9	15	8	12	23	21	29	15	20	19	**	29	16	6	6	5	4
	3%	4% d	6% cd	2%	1%	2%	3%	3%	4%	3%	3%	3%	3%	2%	4%	**	4%	2%	4%	6% u	2%	1%
Tiscali/ Lineone/ Tiny online	26	2	5	12	7	10	5	10	2	8	18	18	8	22	3	**	5	21	1	1	4	8
	2%	1%	2%	2%	2%	2%	1%	4% fh	1%	1%	2%	2%	2%	2% n	1%	**	1%	3% p	1%	1%	2%	3%
BT Yahoo	23	1	6	7	9	11	5	4	3	8	15	7	16	16	6	**	6	17	2	4	6	3
	2%	*%	2%	1%	3%	2%	1%	2%	1%	1%	2%	1%	3% k	2%	1%	**	1%	2% p	1%	4%	3%	1%
Plusnet	19	1	1	6	10	8	6	1	3	11	8	13	5	14	5	**	5	14	1	1	1	6
	1%	1%	*%	1%	3% bc	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	**	1%	2% p	*%	1%	*%	2%
BT Openworld	17	4	2	8	3	6	8	3	-	10	8	17	1	14	4	**	6	11	1	1	1	8
	1%	2%	1%	1%	1%	1% h	2% h	1%	-%	1%	1%	2% l	*%	2%	1%	**	1%	2%	1%	1%	1%	3%
T-Mobile	12	3	3	6	-	2	3	2	6	4	8	7	5	4	9	**	5	8	7	2	2	1
	1%	1% d	1% d	1% d	-%	*%	1%	1%	2% e	1%	1%	1%	1%	*%	2% m	**	1%	1%	4% u	2%	1%	*%
Other	116	16	26	38	36	42	34	16	24	54	63	77	40	77	36	**	46	70	19	7	13	22
	8%	7%	9%	7%	10%	10%	7%	6%	8%	8%	8%	8%	8%	8%	7%	**	6%	10% p	11%	6%	6%	7%
TOTAL BT	367	68	59	139	100	139	118	66	44	174	193	231	135	254	95	**	139	228	32	30	46	91
	25%	28%	21%	24%	28%	32% fh	25% h	25% h	15%	25%	25%	24%	27%	28% n	19%	**	18%	32% p	19%	27%	23%	29% r

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

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QE11 (QE24). SHOWCARD How likely are you to get Internet access at home in the next 12 months? (SINGLE CODE)

Base : Those without internet access at home

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d	~e	f	g	h	i	j	k	l	m	n	~o	p	q	r	~s	~t	~u
Unweighted total	556	49	67	109	331	46	116	115	279	274	282	123	432	296	190	30	257	299	208	74	41	14
Effective Weighted Sample	507	46	62	95	306	38	109	103	259	251	256	112	410	272	178	28	243	264	193	68	38	13
Total	467	44	64	92	267	42	97	95	233	231	236	134	332	258	164	27	229	238	164	65	39	13
Certain to	17	**	**	2	3	**	6	3	6	6	10	8	9	11	3	**	7	10	1	**	**	**
	4%	**	**	3%	1%	**	6%	3%	2%	3%	4%	6%	3%	4%	2%	**	3%	4%	*%	**	**	**
Very likely	25	**	**	6	6	**	9	3	10	11	15	12	14	13	10	**	13	12	6	**	**	**
	5%	**	**	6% d	2%	**	9%	3%	4%	5%	6%	9%	4%	5%	6%	**	6%	5%	4%	**	**	**
Likely	58	**	**	20	8	**	15	13	27	31	27	38	20	34	19	**	32	27	15	**	**	**
	12%	**	**	21% d	3%	**	16%	14%	12%	13%	12%	28% l	6%	13%	11%	**	14%	11%	9%	**	**	**
TOTAL LIKELY	100	**	**	28	18	**	31	19	43	48	52	57	43	58	32	**	52	49	22	**	**	**
	22%	**	**	30% d	7%	**	32% h	20%	18%	21%	22%	43% l	13%	22%	20%	**	23%	20%	13%	**	**	**
Unlikely	44	**	**	13	24	**	8	13	22	24	20	14	30	25	15	**	23	21	8	**	**	**
	9%	**	**	14%	9%	**	8%	14%	9%	10%	9%	11%	9%	10%	9%	**	10%	9%	5%	**	**	**
Very unlikely	61	**	**	11	39	**	13	12	32	30	31	13	48	37	16	**	29	31	24	**	**	**
	13%	**	**	12%	15%	**	13%	12%	14%	13%	13%	10%	14%	14%	10%	**	13%	13%	14%	**	**	**
Certain not to	193	**	**	22	160	**	34	38	101	95	99	24	169	98	77	**	92	102	85	**	**	**
	41%	**	**	24%	60% c	**	35%	40%	43%	41%	42%	18%	51% k	38%	47%	**	40%	43%	52%	**	**	**
TOTAL UNLIKELY	298	**	**	46	224	**	55	63	154	148	149	51	247	160	109	**	144	154	116	**	**	**
	64%	**	**	50%	84% c	**	56%	66%	66%	64%	63%	38%	74% k	62%	66%	**	63%	65%	71%	**	**	**
Don't know	69	**	**	18	26	**	12	13	36	35	34	25	42	40	23	**	33	35	27	**	**	**
	15%	**	**	20% d	10%	**	12%	14%	15%	15%	14%	19%	13%	16%	14%	**	15%	15%	16%	**	**	**

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

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QE24A (QE25A). Why are you unlikely to get Internet access at home in the next 12 months? (MULTICODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	h	i	j	~k	l	m	n	~o	p	q	r	~s	~t	~u
Unweighted total	372	13	19	60	280	30	70	79	193	184	188	48	324	193	130	20	171	201	150	39	19	7
Effective Weighted Sample	341	12	17	53	260	27	67	71	178	169	172	44	305	181	122	18	163	178	138	36	17	6
Total	298	11	17	46	224	26	55	63	154	148	149	51	247	160	109	18	144	154	116	31	17	6
No need	155	**	**	**	128	**	**	**	80	77	78	**	130	83	60	**	71	84	58	**	**	**
	52%	**	**	**	57%	**	**	**	52%	52%	52%	**	53%	52%	55%	**	50%	54%	50%	**	**	**
Don't want a computer	95	**	**	**	81	**	**	**	48	47	49	**	80	58	31	**	43	53	39	**	**	**
	32%	**	**	**	36%	**	**	**	31%	32%	33%	**	32%	36%	28%	**	30%	34%	33%	**	**	**
Don't know how you use computers/ the internet	67	**	**	**	55	**	**	**	36	29	38	**	60	38	18	**	32	35	31	**	**	**
	23%	**	**	**	25%	**	**	**	24%	20%	25%	**	24%	24%	17%	**	22%	23%	27%	**	**	**
Too old to use the internet	59	**	**	**	58	**	**	**	29	24	35	**	58	34	20	**	28	31	25	**	**	**
	20%	**	**	**	26%	**	**	**	19%	16%	23%	**	24%	21%	19%	**	19%	20%	22%	**	**	**
Too expensive to set up	51	**	**	**	20	**	**	**	37	24	27	**	42	21	20	**	28	23	28	**	**	**
	17%	**	**	**	9%	**	**	**	24%	16%	18%	**	17%	13%	19%	**	20%	15%	24%	**	**	**
Charges are too expensive	22	**	**	**	7	**	**	**	17	11	12	**	15	6	9	**	11	11	12	**	**	**
	8%	**	**	**	3%	**	**	**	11%	7%	8%	**	6%	3%	8%	**	8%	7%	10%	**	**	**
Computer is too expensive to buy	21	**	**	**	8	**	**	**	14	8	13	**	15	10	9	**	12	8	10	**	**	**
	7%	**	**	**	3%	**	**	**	9%	5%	9%	**	6%	6%	8%	**	9%	5%	8%	**	**	**
Not interested/ prefer to speak to people	17	**	**	**	15	**	**	**	8	9	8	**	13	11	5	**	7	10	5	**	**	**
	6%	**	**	**	7%	**	**	**	5%	6%	6%	**	5%	7%	4%	**	5%	7%	4%	**	**	**
Don't have a phone line	15	**	**	**	5	**	**	**	11	9	7	**	12	8	6	**	7	9	6	**	**	**
	5%	**	**	**	2%	**	**	**	7%	6%	4%	**	5%	5%	5%	**	5%	6%	5%	**	**	**

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

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QE24A (QE25A). Why are you unlikely to get Internet access at home in the next 12 months? (MULTICODE) UNPROMPTED

Base : Those unlikely to get internet access at home in the next 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	h	i	j	~k	l	m	n	~o	p	q	r	~s	~t	~u
Unweighted total	372	13	19	60	280	30	70	79	193	184	188	48	324	193	130	20	171	201	150	39	19	7
Effective Weighted Sample	341	12	17	53	260	27	67	71	178	169	172	44	305	181	122	18	163	178	138	36	17	6
Total	298	11	17	46	224	26	55	63	154	148	149	51	247	160	109	18	144	154	116	31	17	6
Concerned about security/ fraud	13	**	**	**	9	**	**	**	6	10	3	**	9	6	7	**	7	6	3	**	**	**
	4%	**	**	**	4%	**	**	**	4%	7% j	2%	**	4%	4%	6%	**	5%	4%	3%	**	**	**
Friends/ family member checks things on the internet for me	12	**	**	**	10	**	**	**	6	7	5	**	10	9	2	**	5	8	4	**	**	**
	4%	**	**	**	4%	**	**	**	4%	5%	3%	**	4%	6%	2%	**	3%	5%	4%	**	**	**
Other	21	**	**	**	13	**	**	**	5	12	9	**	14	13	7	**	11	10	2	**	**	**
	7%	**	**	**	6%	**	**	**	3%	8%	6%	**	6%	8%	7%	**	8%	7%	2%	**	**	**
ANY INVOLUNTARY REASONS	163	**	**	**	115	**	**	**	94	75	88	**	142	86	57	**	83	80	76	**	**	**
	55%	**	**	**	51%	**	**	**	61%	50%	59%	**	58%	54%	52%	**	57%	52%	65%	**	**	**
ANY VOLUNTARY REASONS	216	**	**	**	179	**	**	**	112	110	106	**	179	122	79	**	96	120	82	**	**	**
	73%	**	**	**	80%	**	**	**	73%	74%	71%	**	73%	76%	72%	**	66%	78% p	70%	**	**	**
ONLY VOLUNTARY REASONS	123	**	**	**	103	**	**	**	59	64	58	**	97	66	49	**	53	70	41	**	**	**
	41%	**	**	**	46%	**	**	**	38%	43%	39%	**	39%	41%	45%	**	37%	45%	35%	**	**	**
Don't know	3	**	**	**	1	**	**	**	-	2	1	**	1	1	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,s,t,u

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

Table 56

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QE24B (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

Base : Those unlikely to get internet access at home in the next 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	h	i	j	~k	l	m	n	~o	p	q	r	~s	~t	~u
Unweighted total	372	13	19	60	280	30	70	79	193	184	188	48	324	193	130	20	171	201	150	39	19	7
Effective Weighted Sample	341	12	17	53	260	27	67	71	178	169	172	44	305	181	122	18	163	178	138	36	17	6
Total	298	11	17	46	224	26	55	63	154	148	149	51	247	160	109	18	144	154	116	31	17	6
No need	109	**	**	**	90	**	**	**	52	59	50	**	92	60	42	**	46	63	37	**	**	**
	37%	**	**	**	40%	**	**	**	34%	40%	34%	**	37%	38%	38%	**	32%	41%	32%	**	**	**
Don't want a computer	46	**	**	**	37	**	**	**	27	20	26	**	36	24	17	**	24	22	22	**	**	**
	15%	**	**	**	17%	**	**	**	18%	14%	17%	**	15%	15%	16%	**	17%	14%	19%	**	**	**
Too old to use the internet	37	**	**	**	37	**	**	**	17	16	21	**	36	20	14	**	18	19	13	**	**	**
	12%	**	**	**	16%	**	**	**	11%	11%	14%	**	15%	13%	13%	**	12%	12%	11%	**	**	**
Don't know how you use computers/ the internet	26	**	**	**	21	**	**	**	17	9	17	**	21	15	6	**	12	14	12	**	**	**
	9%	**	**	**	9%	**	**	**	11%	6%	11%	**	9%	9%	5%	**	8%	9%	10%	**	**	**
Too expensive to set up	19	**	**	**	6	**	**	**	16	7	12	**	18	6	9	**	13	6	12	**	**	**
	6%	**	**	**	3%	**	**	**	10%	5%	8%	**	7%	4%	8%	**	9%	4%	11%	**	**	**
Not interested/ prefer to speak to people	16	**	**	**	13	**	**	**	8	7	8	**	12	11	3	**	6	10	5	**	**	**
	5%	**	**	**	6%	**	**	**	5%	5%	6%	**	5%	7%	3%	**	4%	6%	4%	**	**	**
Other	46	**	**	**	20	**	**	**	19	31	15	**	30	24	17	**	23	22	16	**	**	**
	15%	**	**	**	9%	**	**	**	13%	21% j	10%	**	12%	15%	16%	**	16%	15%	14%	**	**	**
ANY INVOLUNTARY REASONS	82	**	**	**	63	**	**	**	49	32	50	**	76	42	28	**	43	39	37	**	**	**
	27%	**	**	**	28%	**	**	**	32%	21%	33% i	**	31%	26%	26%	**	30%	25%	32%	**	**	**
ANY VOLUNTARY REASONS	169	**	**	**	140	**	**	**	87	85	84	**	140	95	62	**	76	93	65	**	**	**
	57%	**	**	**	63%	**	**	**	56%	57%	56%	**	57%	59%	57%	**	53%	61%	56%	**	**	**

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

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QE24B (QE25B). And, which one of these reasons is your MAIN reason for not getting internet access at home? (SINGLE CODE)

Base : Those unlikely to get internet access at home in the next 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	d	~e	~f	~g	h	i	j	~k	l	m	n	~o	p	q	r	~s	~t	~u
Unweighted total	372	13	19	60	280	30	70	79	193	184	188	48	324	193	130	20	171	201	150	39	19	7
Effective Weighted Sample	341	12	17	53	260	27	67	71	178	169	172	44	305	181	122	18	163	178	138	36	17	6
Total	298	11	17	46	224	26	55	63	154	148	149	51	247	160	109	18	144	154	116	31	17	6
Don't know	3	**	**	**	1	**	**	**	-	2	1	**	1	1	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,s,t,u

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QE13 (QE22). SHOWCARD Do you ever have/ think you might have difficulties doing any of the following? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Using the keyboard	47	1	1	9	36	8	6	7	26	20	26	9	38	21	20	**	27	20	17	5	3	1
	2%	*%	*%	1%	6%	2%	1%	2%	5%	2%	3%	1%	4%	2%	3%	**	3%	2%	5%	3%	1%	*%
					abc				efg				k						tu	u		
Using the mouse	40	1	2	8	29	7	6	7	19	12	28	4	36	18	16	**	19	20	15	7	3	2
	2%	*%	1%	1%	5%	1%	1%	2%	4%	1%	3%	*%	4%	1%	3%	**	2%	2%	4%	4%	1%	1%
					abc				ef		i		k						tu	u		
Seeing the letters and symbols on the keyboard	24	1	-	4	19	5	5	-	14	4	20	4	20	12	11	**	11	13	8	2	1	1
	1%	*%	-%	1%	3%	1%	1%	-%	3%	*%	2%	*%	2%	1%	2%	**	1%	1%	2%	1%	*%	*%
					abc				fg		i		k						u			
Seeing the monitor display	20	-	-	4	16	3	4	-	13	4	17	4	15	12	8	**	7	13	8	2	-	2
	1%	-%	-%	1%	3%	1%	1%	-%	3%	*%	2%	*%	2%	1%	1%	**	1%	1%	2%	1%	-%	1%
					abc				efg		i		k						t			
Any other difficulties	26	2	6	8	10	7	9	4	5	13	13	11	15	15	10	**	10	15	4	2	3	5
	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	**	1%	2%	1%	1%	1%	1%
None of these	1694	279	325	623	466	459	525	304	406	831	862	1029	664	1053	553	**	871	823	254	160	221	316
	87%	96%	95%	93%	73%	94%	91%	86%	78%	89%	85%	94%	78%	89%	85%	**	88%	86%	76%	89%	93%	96%
		cd	d	d		gh	gh	h		j		l		n						r	r	rs
Don't know	151	6	10	22	113	10	26	37	78	59	93	33	117	76	63	**	73	78	58	11	8	6
	8%	2%	3%	3%	18%	2%	4%	11%	15%	6%	9%	3%	14%	6%	10%	**	7%	8%	17%	6%	3%	2%
					abc		e	ef	ef		i		k		m				stu	u		

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

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QE14 (QE29). Before now, were you aware that you could make voice calls using the internet? (SINGLE CODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Yes	1339	225	267	504	343	412	441	221	265	695	644	847	491	843	436	**	691	648	157	113	175	289
	69%	78% d	78% d	75% d	54%	85% fgh	77% gh	62% h	51%	75% j	64%	78% l	58%	72% n	67%	**	70%	68%	47%	63% r	74% rs	87% rst
No	576	61	74	158	283	73	127	129	245	225	351	234	341	323	206	**	281	294	173	65	57	41
	30%	21%	21%	24%	44% abc	15%	22% e	36% ef	47% efg	24%	35% i	21%	40% k	27%	32%	**	29%	31%	52% stu	36% tu	24% u	12%
Don't know	25	3	3	9	10	2	6	5	12	10	15	9	16	13	9	**	14	11	4	2	4	1
	1%	1%	1%	1%	2%	*%	1%	1%	2% e	1%	1%	1%	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,s,t,u

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QE15 (QE29A). And do you or anyone in your household have access to internet voice services at home? (SINGLE CODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Yes	449	88	87	169	105	166	159	62	61	230	219	295	154	280	151	**	247	202	45	23	44	117
	23%	30% d	25% d	25% d	17%	34% fgh	28% gh	18% h	12%	25%	22%	27% l	18%	24%	23%	**	25% q	21%	13%	13%	19%	35% rst
No	1447	198	248	481	519	311	396	286	453	686	761	767	678	872	487	**	715	732	288	152	188	204
	75%	69%	72%	72%	82% abc	64%	69%	81% ef	87% efg	74%	75%	70%	80% k	74%	75%	**	73%	77% p	86% tu	85% u	80% u	62%
Don't know	43	2	8	21	11	10	19	6	8	14	29	28	15	28	14	**	24	19	2	5	4	10
	2%	1%	2%	3% a	2%	2%	3% h	2%	2%	1%	3% i	3%	2%	2%	2%	**	2%	2%	1%	3% r	2%	3% r

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

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QE16 (QE30). Have you or anyone in your household ever used one of these services to make voice calls using the Internet at home? (SINGLE CODE)

Base : Those with access to internet voice services at home

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	i	j	k	l	m	n	~o	p	q	~r	~s	~t	u
Unweighted total	469	95	80	180	114	170	168	63	68	239	230	265	204	284	157	7	254	215	52	23	45	112
Effective Weighted Sample	437	87	74	172	105	161	156	59	61	224	212	255	198	267	147	7	240	197	49	21	43	107
Total	449	88	87	169	105	166	159	62	61	230	219	295	154	280	151	7	247	202	45	23	44	117
Yes & currently using	360	**	**	129	82	136	128	**	**	179	181	237	123	221	122	**	204	156	**	**	**	94
	80%	**	**	76%	78%	82%	80%	**	**	78%	83%	80%	80%	79%	81%	**	83%	77%	**	**	**	80%
Yes but stopped using	46	**	**	27	9	16	18	**	**	23	22	29	16	30	15	**	17	28	**	**	**	17
	10%	**	**	16%	9%	10%	11%	**	**	10%	10%	10%	10%	11%	10%	**	7%	14% p	**	**	**	15%
TOTAL YES	405	**	**	155	91	153	146	**	**	202	203	266	139	251	137	**	222	184	**	**	**	112
	90%	**	**	92%	87%	92%	91%	**	**	88%	93%	90%	91%	90%	91%	**	90%	91%	**	**	**	95%
No never used	42	**	**	12	14	13	13	**	**	27	15	28	14	28	13	**	24	17	**	**	**	6
	9%	**	**	7%	13%	8%	8%	**	**	12%	7%	9%	9%	10%	9%	**	10%	9%	**	**	**	5%
Don't know	2	**	**	2	-	-	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,s,t,u

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QE17 (QE31). Which supplier does/ did your household use to make voice calls using the internet? (SINGLE CODE)

Base : Those who have ever used internet voice services at home

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	~d	e	f	~g	~h	i	j	k	l	m	n	~o	p	q	~r	~s	~t	u
Unweighted total	424	88	73	165	98	157	154	58	55	210	214	239	185	255	143	7	229	195	46	21	40	107
Effective Weighted Sample	395	81	67	158	91	148	143	55	49	198	197	230	180	240	134	7	216	178	43	19	38	102
Total	405	80	79	155	91	153	146	57	50	202	203	266	139	251	137	7	222	184	39	21	38	112
Skype	314	**	**	118	**	120	118	**	**	160	154	204	110	192	106	**	171	143	**	**	**	87
	77%	**	**	76%	**	78%	81%	**	**	79%	76%	77%	79%	77%	77%	**	77%	78%	**	**	**	78%
MSN Messenger	30	**	**	11	**	10	9	**	**	10	19	15	15	15	13	**	17	13	**	**	**	6
	7%	**	**	7%	**	7%	6%	**	**	5%	9%	5%	11% k	6%	10%	**	8%	7%	**	**	**	5%
BT Broadband voice/Home Hub	16	**	**	9	**	7	7	**	**	9	7	11	6	13	2	**	6	11	**	**	**	8
	4%	**	**	6%	**	5%	5%	**	**	5%	3%	4%	4%	5%	1%	**	2%	6%	**	**	**	7%
BT Communicator	10	**	**	5	**	6	4	**	**	5	5	8	2	7	3	**	7	3	**	**	**	1
	3%	**	**	3%	**	4%	3%	**	**	3%	3%	3%	2%	3%	2%	**	3%	2%	**	**	**	1%
Other	6	**	**	2	**	2	3	**	**	1	6	5	1	6	-	**	-	6	**	**	**	2
	2%	**	**	1%	**	1%	2%	**	**	*%	3%	2%	1%	3%	-%	**	-%	4% p	**	**	**	2%
Don't know	20	**	**	7	**	6	1	**	**	8	12	16	4	11	9	**	12	7	**	**	**	7
	5%	**	**	4%	**	4%	1%	**	**	4%	6%	6%	3%	4%	6%	**	6%	4%	**	**	**	6%

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

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QE18 (QF1). SHOWCARD Which of these statements comes closest to your own view? (SINGLE CODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Everybody should be allowed to choose for themselves what they look at on the Internet	378	78	87	128	85	114	118	69	77	239	139	239	138	216	144	**	201	177	67	28	44	82
	19%	27% cd	25% cd	19% d	13%	23% h	21% h	19%	15%	26% j	14%	22% l	16%	18%	22%	**	20%	19%	20%	16%	19%	25% s
There should be some way of making sure harmful things are removed from the Internet	1326	174	226	492	434	332	410	245	339	577	749	760	565	831	417	**	654	672	203	123	178	227
	68%	60%	66%	73% abd	68% a	68%	71% h	69%	65%	62%	74% i	70%	67%	71% n	64%	**	66%	70% p	61%	69%	75% r	69% r
Neither of these	64	12	8	20	24	21	17	9	16	28	36	37	26	44	20	**	38	26	9	8	4	9
	3%	4%	2%	3%	4%	4%	3%	3%	3%	3%	4%	3%	3%	4%	3%	**	4%	3%	3%	4%	2%	3%
Don't know	171	26	23	31	92	19	30	32	90	86	85	53	118	88	71	**	93	79	55	21	10	13
	9%	9% c	7%	5%	15% abc	4%	5%	9% ef	17% efg	9%	8%	5%	14% k	7%	11% m	**	9%	8%	17% tu	11% tu	4%	4%

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

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QE19 (QF2). If someone was concerned by anything they saw on the Internet, what organisation or organisations do you think they should contact? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Base for %	1938	289	342	671	636	487	575	355	521	930	1008	1090	846	1179	651	54	985	953	333	180	236	331
The Police	390	51	71	161	106	104	129	66	91	182	208	240	150	243	131	**	204	186	62	38	49	85
	20%	18%	21%	24% ad	17%	21%	22% h	19%	17%	20%	21%	22% l	18%	21%	20%	**	21%	20%	19%	21%	21%	26% r
Internet Service Provider (eg. AOL, Freeserve, etc.)	263	47	47	106	63	71	91	45	57	147	117	177	86	163	95	**	135	128	32	23	42	57
	14%	16% d	14%	16% d	10%	14%	16% h	13%	11%	16% j	12%	16% l	10%	14%	15%	**	14%	13%	10%	13%	18% r	17% r
OFCOM	190	20	34	88	48	76	58	25	31	112	78	136	54	118	69	**	98	92	20	13	25	53
	10%	7%	10%	13% ad	8%	16% fgh	10% h	7%	6%	12% j	8%	12% l	6%	10%	11%	**	10%	10%	6%	7%	10%	16% rs
Trading Standards Office	35	2	6	15	11	19	3	4	9	17	17	29	5	25	9	**	16	19	2	3	4	5
	2%	1%	2%	2%	2%	4% fgh	1%	1%	2%	2%	2%	3% l	1%	2%	1%	**	2%	2%	1%	1%	2%	2%
ASA (Advertising Standards Authority)	27	7	3	9	8	10	8	5	5	15	12	21	6	21	5	**	11	16	2	1	1	2
	1%	3%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2% l	1%	2%	1%	**	1%	2%	1%	*%	1%	1%
BBC (British Broadcasting Corporation)	26	3	5	9	9	9	8	5	5	13	13	18	8	20	6	**	7	19	3	2	3	5
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	**	1%	2% p	1%	1%	1%	2%
(OFTEL) Office Of Telecommunications	25	2	4	12	8	6	10	7	3	9	16	19	6	19	6	**	13	12	3	-	3	3
	1%	1%	1%	2%	1%	1%	2%	2% h	1%	1%	2%	2% l	1%	2%	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,s,t,u

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QE19 (QF2). If someone was concerned by anything they saw on the Internet, what organisation or organisations do you think they should contact? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
TV complaints programmes/ Points of View/ Right to Reply/ Watchdog	19	3	6	8	3	10	3	3	3	14	5	12	7	14	5	**	10	9	2	3	1	6
	1%	1%	2%	1%	*%	2% fh	1%	1%	1%	2% j	1%	1%	1%	1%	1%	**	1%	1%	*%	2%	1%	2%
Government	19	6	1	4	8	4	7	4	4	9	10	14	5	13	5	**	14	5	1	3	1	7
	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	*%	2% r	1%	2% r
Internet Watch Foundation	15	2	3	6	3	4	4	3	3	8	6	10	5	5	8	**	5	10	*	1	5	3
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	**	1%	1%	*%	*%	2% r	1%
Friends / Family member	12	1	2	3	6	3	4	3	2	4	8	6	7	9	3	**	3	9	2	2	2	2
	1%	*%	1%	*%	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%	*%	**	*%	1%	1%	1%	1%	1%
The website itself	12	4	2	3	3	4	4	-	4	5	7	10	2	8	4	**	5	7	1	1	1	3
	1%	1%	*%	*%	*%	1%	1%	-%	1%	1%	1%	1% l	*%	1%	1%	**	1%	1%	*%	1%	*%	1%
(OFT) Office of Fair Trading	11	-	2	5	4	4	1	3	2	5	6	5	5	7	4	**	7	4	*	1	2	3
	1%	-%	1%	1%	1%	1%	*%	1%	*%	*%	1%	*%	1%	1%	1%	**	1%	*%	*%	1%	1%	1%
BSC (Broadcasting Standards Commission)	10	1	3	4	2	4	2	1	3	6	4	7	3	4	6	**	5	5	1	-	1	2
	1%	*%	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%	*%	*%	1%	**	*%	1%	*%	-%	1%	1%
Other	82	14	16	30	23	26	25	10	21	50	33	50	33	48	30	**	42	40	13	9	10	20
	4%	5%	5%	4%	4%	5%	4%	3%	4%	5% j	3%	5%	4%	4%	5%	**	4%	4%	4%	5%	4%	6%

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

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QE19 (QF2). If someone was concerned by anything they saw on the Internet, what organisation or organisations do you think they should contact? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
No organisation does this	51	7	7	18	18	20	12	8	11	27	23	25	26	44	5	**	28	23	9	5	5	4
	3%	3%	2%	3%	3%	4%	2%	2%	2%	3%	2%	2%	3%	4% n	1%	**	3%	2%	3%	3%	2%	1%
Don't know	1010	151	180	309	371	208	277	206	318	437	573	505	503	597	342	**	513	497	205	91	115	126
	52%	52%	52%	46%	58% c	43%	48%	58% ef	61% ef	47%	57% i	46%	60% k	51%	53%	**	52%	52%	61% stu	51% u	49% u	38%
No answer	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,s,t,u

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QE20 (QF3). SHOWCARD Which, if any, of these have you heard of before now? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Controls offered by Internet service providers which allow you to restrict access to certain sites	945	156	189	391	208	296	321	144	184	473	472	625	319	600	300	**	470	475	116	69	127	224
	49%	54% d	55% d	58% d	33%	61% gh	56% gh	41%	35%	51%	47%	57% l	38%	51% n	46%	**	48%	50%	35%	38%	54% rs	68% rst
Software blocking access to sites which contain specific words or pictures	870	150	169	375	176	275	285	146	163	433	437	580	289	553	286	**	454	416	108	69	107	222
	45%	52% d	49% d	56% d	28%	57% fgh	50% gh	41% h	31%	47%	43%	53% l	34%	47%	44%	**	46%	44%	32%	38%	45% r	67% rst
Sites where you have to give your age	685	143	149	279	114	220	231	107	126	346	339	456	228	417	239	**	364	320	89	48	77	167
	35%	49% cd	43% d	42% d	18%	45% gh	40% gh	30% h	24%	37%	34%	42% l	27%	35%	37%	**	37%	34%	27%	27%	33%	51% rst
A hotline for reporting illegal material	312	49	58	125	81	98	98	56	61	172	140	206	105	201	101	**	150	162	44	26	43	77
	16%	17%	17%	19% d	13%	20% h	17% h	16%	12%	19% j	14%	19% l	12%	17%	15%	**	15%	17%	13%	14%	18%	23% rs
None of these	327	32	43	89	163	55	87	66	119	153	175	141	185	195	111	**	159	168	77	43	31	35
	17%	11%	13%	13%	26% abc	11%	15%	19% e	23% ef	16%	17%	13%	22% k	17%	17%	**	16%	18%	23% tu	24% tu	13%	11%
Don't Know	319	35	36	72	175	42	69	72	136	149	170	110	208	165	123	**	181	138	86	34	30	15
	16%	12%	11%	11%	28% abc	9%	12%	20% ef	26% efg	16%	17%	10%	25% k	14%	19% m	**	18% q	14%	26% tu	19% u	13% u	5%

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

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QE21 (QF4). Do you have any Internet filtering tools in operation on your PC? (SINGLE CODE)

Base : Those with access to the internet at home

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1541	258	259	620	404	457	502	268	314	729	812	864	675	945	500	29	771	770	197	119	200	307
Effective Weighted Sample	1427	233	241	588	372	426	468	249	284	676	752	828	646	886	466	27	726	701	182	110	188	291
Total	1465	244	280	578	364	442	476	259	289	697	768	955	509	918	486	27	753	712	168	114	197	318
Yes	586	87	107	289	103	187	182	104	114	272	314	409	177	384	183	**	274	312	52	34	75	152
	40%	36%	38% d	50% abd	28%	42%	38%	40%	39%	39%	41%	43% l	35%	42%	38%	**	36%	44% p	31%	29%	38%	48% rst
No	758	138	153	254	213	222	256	134	147	377	380	479	278	449	271	**	422	336	99	73	107	151
	52%	56% c	55% c	44%	59% c	50%	54%	52%	51%	54%	50%	50%	55%	49%	56% m	**	56% q	47%	59% u	64% u	54%	48%
Don't know	121	19	20	35	47	33	38	21	28	48	73	67	54	84	32	**	57	64	17	7	15	15
	8%	8%	7%	6%	13% bc	8%	8%	8%	10%	7%	10%	7%	11% k	9%	7%	**	8%	9%	10% u	6%	8%	5%

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

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QE22 (QF5). SHOWCARD Which of these best describes the Internet filtering tool you use? (SINGLE CODE)

Base : Those with internet filtering tools in operation on their PC

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	~r	~s	~t	u
Unweighted total	614	93	101	307	113	185	194	109	126	283	331	375	238	394	186	7	277	337	63	38	75	146
Effective Weighted Sample	568	83	93	290	104	173	181	101	113	261	306	359	225	371	171	6	261	307	56	35	71	138
Total	586	87	107	289	103	187	182	104	114	272	314	409	177	384	183	6	274	312	52	34	75	152
A service which allows access to a tightly limited range of content selected by my service provider known as a 'walled garden'	196	**	42	105	24	53	65	33	45	95	101	147	49	128	63	**	104	92	**	**	**	46
	33%	**	39% d	36% d	24%	28%	35%	32%	40% e	35%	32%	36% l	27%	33%	34%	**	38% q	29%	**	**	**	31%
A software package where you have to decide for yourself what content to filter (e.g. Net Nanny, Cybersitter).	219	**	30	116	34	69	67	45	38	117	102	154	65	143	71	**	91	128	**	**	**	62
	37%	**	28%	40% b	32%	37%	37%	43%	34%	43% j	33%	38%	37%	37%	39%	**	33%	41%	**	**	**	41%
I have Internet filtering tools but do not know what these are	172	**	35	67	45	65	50	26	30	60	111	109	63	113	49	**	79	93	**	**	**	43
	29%	**	33%	23%	44% c	35%	28%	25%	27%	22%	35% i	27%	36% k	29%	27%	**	29%	30%	**	**	**	28%

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

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QE23 (QF6). SHOWCARD And how confident, if at all, are you that what you use is effective? (SINGLE CODE)

Base : Those aware of the internet filtering being used

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	~d	e	f	~g	~h	i	j	k	l	m	n	~o	p	q	~r	~s	~t	u
Unweighted total	430	66	67	233	64	122	139	80	89	218	212	277	152	278	134	3	197	233	45	25	53	103
Effective Weighted Sample	401	59	62	222	59	115	130	75	82	203	198	265	146	264	124	3	187	214	42	23	51	98
Total	415	63	72	221	58	122	132	78	83	211	203	300	114	271	133	3	195	220	39	22	53	109
Very confident	208	**	**	104	**	56	66	**	**	113	95	144	64	133	67	**	112	96	**	**	**	50
	50%	**	**	47%	**	46%	50%	**	**	53%	47%	48%	56%	49%	50%	**	57% q	44%	**	**	**	46%
Fairly confident	169	**	**	98	**	54	53	**	**	80	88	126	43	110	57	**	68	101	**	**	**	47
	41%	**	**	44%	**	44%	40%	**	**	38%	43%	42%	37%	41%	43%	**	35%	46% p	**	**	**	43%
TOTAL CONFIDENT	377	**	**	201	**	111	119	**	**	193	183	269	107	243	124	**	180	197	**	**	**	97
	91%	**	**	91%	**	91%	90%	**	**	91%	90%	90%	94%	90%	93%	**	92%	90%	**	**	**	89%
Fairly unconfident	17	**	**	12	**	7	6	**	**	6	10	15	2	13	3	**	7	10	**	**	**	9
	4%	**	**	5%	**	6%	5%	**	**	3%	5%	5%	2%	5%	2%	**	4%	4%	**	**	**	8%
Very unconfident	10	**	**	4	**	1	2	**	**	5	5	8	2	5	4	**	3	7	**	**	**	1
	2%	**	**	2%	**	1%	1%	**	**	2%	3%	3%	2%	2%	3%	**	2%	3%	**	**	**	1%
TOTAL UNCONFIDENT	26	**	**	16	**	8	8	**	**	11	15	23	3	18	8	**	10	17	**	**	**	10
	6%	**	**	7%	**	7%	6%	**	**	5%	8%	8%	3%	7%	6%	**	5%	8%	**	**	**	9%
Don't know	12	**	**	4	**	3	4	**	**	7	5	8	4	10	2	**	5	6	**	**	**	2
	3%	**	**	2%	**	3%	3%	**	**	3%	2%	3%	3%	4%	1%	**	3%	3%	**	**	**	2%

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

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QE24 (QF7). How would you go about finding such an Internet filtering tool? (MULTICODE)

Base : Those who do not use internet filtering tools

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	~s	t	u
Unweighted total	927	165	158	313	291	272	308	159	188	446	481	489	437	551	314	22	494	433	134	81	125	161
Effective Weighted Sample	860	150	148	298	268	253	287	148	171	414	445	469	421	515	295	20	466	394	125	75	117	153
Total	879	157	172	289	260	255	294	155	175	425	454	547	332	533	303	21	479	400	116	80	122	166
Base for %	878	157	172	288	260	254	294	155	175	424	454	546	332	533	302	21	478	400	116	80	122	165
Internet - search/find on	379	85	85	137	73	121	140	62	57	210	169	255	124	221	145	**	211	168	47	**	59	83
	43%	54% d	49% d	47% d	28%	48% h	48% h	40%	33%	50% j	37%	47% l	37%	41%	48%	**	44%	42%	41%	**	48%	50%
Friend/family - asked or told	149	17	28	53	50	38	49	25	37	53	95	84	64	79	56	**	83	65	21	**	20	29
	17%	11%	16%	19% a	19% a	15%	17%	16%	21%	13%	21% i	15%	19%	15%	18%	**	17%	16%	18%	**	16%	17%
Computer shop/store - asked for	144	28	38	48	30	47	48	29	20	85	59	100	44	74	61	**	101	43	14	**	18	26
	16%	18%	22% d	17%	12%	18% h	16%	19%	11%	20% j	13%	18% l	13%	14%	20% m	**	21% q	11%	12%	**	14%	16%
Internet Service Provider (ISP)	14	1	4	6	4	4	4	4	2	7	7	8	6	8	5	**	7	7	2	**	4	5
	2%	*%	2%	2%	1%	1%	1%	3%	1%	2%	2%	1%	2%	2%	2%	**	1%	2%	2%	**	3%	3%
Already on computer/ operating system	12	-	-	5	7	6	3	3	1	10	2	10	1	9	3	**	2	9	3	**	1	4
	1%	-%	-%	2%	3% ab	2%	1%	2%	*%	2% j	*%	2% l	*%	2%	1%	**	1%	2% p	3%	**	1%	2%
Other	11	3	1	3	4	2	5	2	2	4	6	7	4	6	4	**	2	8	3	**	1	2
	1%	2%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	**	*%	2% p	2%	**	1%	1%
Don't know	243	38	37	67	101	64	74	42	64	96	147	136	108	166	66	**	116	127	32	**	30	31
	28%	24%	21%	23%	39% abc	25%	25%	27%	37% ef	23%	32% i	25%	32% k	31% n	22%	**	24%	32% p	27%	**	24%	19%

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

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QE24 (QF7). How would you go about finding such an Internet filtering tool? (MULTICODE)

Base : Those who do not use internet filtering tools

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	~s	t	u
Unweighted total	927	165	158	313	291	272	308	159	188	446	481	489	437	551	314	22	494	433	134	81	125	161
Effective Weighted Sample	860	150	148	298	268	253	287	148	171	414	445	469	421	515	295	20	466	394	125	75	117	153
Total	879	157	172	289	260	255	294	155	175	425	454	547	332	533	303	21	479	400	116	80	122	166
No answer	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,s,t,u

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

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

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Only terrestrial TV (Channels 1-4/1-5)	158	12	18	46	81	44	28	24	62	82	76	67	90	93	53	**	90	68	41	15	16	19
	8%	4%	5%	7%	13% abc	9% f	5%	7%	12% fg	9%	7%	6%	11% k	8%	8%	**	9%	7%	12% tu	8%	7%	6%
Terrestrial TV	258	29	45	93	91	72	79	54	54	120	138	151	106	178	70	**	150	108	29	32	32	47
	13%	10%	13%	14%	14%	15% h	14%	15% h	10%	13%	14%	14%	13%	15% n	11%	**	15% q	11%	9%	18% r	13%	14% r
Cable TV (through Virgin Media - previously NTL and Telewest)	270	49	46	108	66	71	83	51	65	127	143	170	100	140	118	**	240	29	46	21	25	45
	14%	17% d	13%	16% d	10%	15%	14%	14%	12%	14%	14%	16% l	12%	12%	18% m	**	24% q	3%	14%	12%	11%	14%
Satellite TV (Sky)	762	112	144	322	185	196	234	159	173	377	385	496	266	498	229	**	315	447	83	48	113	164
	39%	39% d	42% d	48% ad	29%	40% h	41% h	45% h	33%	41%	38%	46% l	31%	42% n	35%	**	32%	47% p	25%	27%	48% rs	50% rs
Satellite TV (Other)	33	3	5	14	12	9	10	7	8	15	18	17	16	23	8	**	14	19	5	5	3	6
	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	**	1%	2%	1%	3%	1%	2%
Freeview (through a set-top box or digital television set) with ONLY free channels	916	141	150	289	337	234	277	156	249	433	484	471	444	556	313	**	441	476	175	103	111	148
	47%	49%	44%	43%	53% bc	48%	48%	44%	48%	47%	48%	43%	52% k	47%	48%	**	45%	50% p	52%	57% tu	47%	45%

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

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

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	59	7	13	15	24	12	18	14	15	34	25	29	30	31	26	**	27	32	12	4	10	7
	3%	2%	4%	2%	4%	3%	3%	4%	3%	4%	2%	3%	4%	3%	4%	**	3%	3%	4%	2%	4%	2%
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	26	3	3	12	9	11	9	2	3	11	15	16	10	16	8	**	6	20	3	-	4	8
	1%	1%	1%	2%	1%	2% h	2%	1%	1%	1%	2%	2%	1%	1%	1%	**	1%	2% p	1%	-%	2%	2% s
No TV in household	27	7	9	5	6	7	6	4	10	18	10	16	11	12	12	**	18	10	7	3	1	2
	1%	2% c	3% cd	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	**	2%	1%	2%	1%	*%	1%
Don't know	4	4	-	-	-	1	-	-	3	2	1	3	1	1	3	**	1	2	1	-	-	-
	*%	1% cd	-%	-%	-%	*%	-%	-%	1%	*%	*%	*%	*%	*%	*%	**	*%	*%	*%	-%	-%	-%

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

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

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Terrestrial TV	50	3	6	11	31	13	9	6	22	26	25	15	35	35	13	**	28	22	13	5	1	3
	3%	1%	2%	2%	5% abc	3%	2%	2%	4% fg	3%	2%	1%	4% k	3%	2%	**	3%	2%	4% tu	3% t	*%	1%
Cable TV (through Virgin Media - previously NTL and Telewest)	251	45	46	97	63	66	80	45	60	120	131	157	94	133	107	**	222	29	41	21	21	41
	13%	15% d	13%	14% d	10%	14%	14%	13%	12%	13%	13%	14% l	11%	11%	16% m	**	23% q	3%	12%	12%	9%	12%
Satellite TV (Sky)	729	106	139	309	176	186	226	151	167	363	366	475	254	477	217	**	302	428	79	46	108	158
	38%	37% d	40% d	46% ad	28%	38% h	39% h	42% h	32%	39%	36%	44% l	30%	40% n	33%	**	31%	45% p	24%	26%	46% rs	48% rs
Satellite TV (Other)	27	2	5	8	12	7	9	4	7	10	17	13	14	18	8	**	10	17	5	5	1	5
	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	**	1%	2%	1%	3% t	*%	1%
Freeview (through a set-top box or digital television set) with ONLY free channels	665	104	115	183	263	154	204	113	194	296	369	323	341	401	223	**	314	351	145	86	78	93
	34%	36% c	34% c	27%	41% bc	32%	35%	32%	37%	32%	37% i	30%	40% k	34%	34%	**	32%	37% p	43% tu	48% tu	33%	28%
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as ESPN, TV favourites, Picturebox films)	46	7	9	10	19	10	12	11	13	26	19	21	24	22	21	**	20	26	9	3	8	5
	2%	2%	3%	2%	3%	2%	2%	3%	2%	3%	2%	2%	3%	2%	3%	**	2%	3%	3%	2%	3%	1%

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

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

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	18	3	1	8	6	5	8	2	2	7	11	10	7	10	7	**	4	13	2	-	4	7
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	**	*%	1% p	*%	-%	2%	2% s

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

Table 71

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QH2 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTICODE)

Base : Those with Satellite TV

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	~s	t	u
Unweighted total	841	123	141	353	224	210	255	174	202	405	436	466	375	536	244	16	335	506	108	59	117	166
Effective Weighted Sample	770	111	130	328	204	190	237	161	182	373	397	442	353	498	225	15	316	454	97	53	110	157
Total	793	115	149	332	196	205	242	165	181	390	403	510	282	517	238	15	328	465	88	53	116	169
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	719	105	136	305	173	188	221	145	165	350	369	473	246	470	213	**	302	417	72	**	106	158
	91%	91%	91%	92%	88%	92%	91%	88%	91%	90%	92%	93% l	87%	91%	90%	**	92%	90%	82%	**	92% r	93% r
Sky satellite dish for free to air services only - you pay no monthly subscription fee	44	5	8	15	16	11	12	11	11	30	14	21	23	25	18	**	12	32	12	**	4	9
	6%	4%	6%	5%	8%	5%	5%	7%	6%	8% j	3%	4%	8% k	5%	7%	**	4%	7%	14% tu	**	4%	5%
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	12	1	1	5	6	2	4	4	2	5	8	6	7	11	1	**	6	6	3	**	1	-
	2%	1%	1%	2%	3%	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	**	2%	1%	4% u	**	1%	-%
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	9	1	-	4	3	2	3	3	1	3	5	6	3	6	3	**	2	7	1	**	2	1
	1%	1%	-%	1%	2%	1%	1%	2%	*%	1%	1%	1%	1%	1%	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,s,t,u

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QH2 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTICODE)

Base : Those with Satellite TV

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	~s	t	u
Unweighted total	841	123	141	353	224	210	255	174	202	405	436	466	375	536	244	16	335	506	108	59	117	166
Effective Weighted Sample	770	111	130	328	204	190	237	161	182	373	397	442	353	498	225	15	316	454	97	53	110	157
Total	793	115	149	332	196	205	242	165	181	390	403	510	282	517	238	15	328	465	88	53	116	169
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	3	-	2	1	-	-	1	-	2	-	3	3	-	-	3	**	1	2	1	**	-	-
	*%	-%	1%	*%	-%	-%	*%	-%	1%	-%	1%	1%	-%	-%	1% m	**	*%	*%	1%	**	-%	-%
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	1	-	*	1	-	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	3	1	1	1	-	-	-	2	1	1	2	1	2	2	1	**	2	1	-	**	1	-
	*%	1%	1%	*%	-%	-%	-%	1%	1%	*%	*%	*%	1%	*%	*%	**	1%	*%	-%	**	1%	-%
Don't know	4	2	1	1	-	1	2	1	-	1	3	1	3	3	1	**	3	1	-	**	2	-
	1%	2% cd	1%	*%	-%	1%	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,s,t,u

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QH3 (QJ13). SHOWCARD How likely is it that your household will get digital television within the next 12 months? (SINGLE CODE)

Base : Those without multichannel TV

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	159	16	23	36	84	30	28	24	77	90	69	46	112	76	55	8	86	73	54	18	4	7
Effective Weighted Sample	143	15	21	32	77	27	27	21	69	80	64	42	106	70	51	8	81	63	49	15	4	6
Total	133	17	22	30	64	27	22	18	66	77	56	49	83	67	50	8	80	53	43	16	3	8
Certain to	13	**	**	**	**	**	**	**	**	**	**	**	10	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	12%	**	**	**	**	**	**	**	**	**
Very likely	4	**	**	**	**	**	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**	**
Likely	13	**	**	**	**	**	**	**	**	**	**	**	10	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	12%	**	**	**	**	**	**	**	**	**
TOTAL LIKELY	30	**	**	**	**	**	**	**	**	**	**	**	21	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	25%	**	**	**	**	**	**	**	**	**
Unlikely	9	**	**	**	**	**	**	**	**	**	**	**	4	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	**	**
Very unlikely	20	**	**	**	**	**	**	**	**	**	**	**	15	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	19%	**	**	**	**	**	**	**	**	**
Certain not to	41	**	**	**	**	**	**	**	**	**	**	**	25	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	31%	**	**	**	**	**	**	**	**	**
TOTAL UNLIKELY	70	**	**	**	**	**	**	**	**	**	**	**	45	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	54%	**	**	**	**	**	**	**	**	**
Don't know	33	**	**	**	**	**	**	**	**	**	**	**	17	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	20%	**	**	**	**	**	**	**	**	**

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

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QH4 (QJ14). Why are you unlikely to get digital TV in the next 12 months? (MULTICODE) UNPROMPTED

Base : Those unlikely to get digital TV in the next 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	85	7	13	16	49	15	17	12	41	48	37	22	62	38	30	3	45	40	31	7	1	3
Effective Weighted Sample	76	6	12	14	46	13	17	11	36	43	33	20	59	34	28	3	43	34	28	6	1	3
Total	70	7	12	13	37	14	13	8	35	40	30	24	45	33	27	3	42	28	25	6	1	4
No need	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Happy to use existing service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Would never watch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Happy to use terrestrial service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Too expensive generally	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't afford it	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Will get it when I have to/ will switchover in 2012	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Do not have a TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Poor reception in our area	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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QH4 (QJ14). Why are you unlikely to get digital TV in the next 12 months? (MULTICODE) UNPROMPTED

Base : Those unlikely to get digital TV in the next 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	85	7	13	16	49	15	17	12	41	48	37	22	62	38	30	3	45	40	31	7	1	3
Effective Weighted Sample	76	6	12	14	46	13	17	11	36	43	33	20	59	34	28	3	43	34	28	6	1	3
Total	70	7	12	13	37	14	13	8	35	40	30	24	45	33	27	3	42	28	25	6	1	4
Moving house/ will wait until I move house	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Just don't want it	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know why I should	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY INVOLUNTARY REASONS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY VOLUNTARY REASONS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONLY VOLUNTARY REASONS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QH5 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have (if don't have a television) difficulties doing any of the following? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Difficulty hearing quiet parts of programmes	38	2	1	9	26	14	10	4	10	22	15	10	27	25	11	**	14	24	3	7	4	6
	2%	1%	*%	1%	4% abc	3%	2%	1%	2%	2%	2%	1%	3% k	2%	2%	**	1%	3%	1%	4% r	2%	2%
Hearing quiet voices	36	-	2	4	30	8	8	4	15	19	17	8	29	25	9	**	19	17	8	5	3	4
	2%	-%	1%	1%	5% abc	2%	1%	1%	3%	2%	2%	1%	3% k	2%	1%	**	2%	2%	2%	3%	1%	1%
Hearing the television at a volume other people find acceptable	32	1	-	7	24	10	6	5	11	21	11	9	23	26	5	**	12	20	6	3	3	5
	2%	*%	-%	1%	4% abc	2%	1%	1%	2%	2% j	1%	1%	3% k	2% n	1%	**	1%	2%	2%	2%	1%	1%
Using the interactive services on your television	27	1	1	9	17	4	9	4	10	12	15	9	17	15	11	**	13	14	4	3	-	3
	1%	*%	*%	1%	3% ab	1%	1%	1%	2%	1%	1%	1%	2% k	1%	2%	**	1%	1%	1%	2%	-%	1%
Seeing the picture on the TV screen	21	3	1	8	9	3	6	4	9	10	11	10	11	11	10	**	13	8	9	-	1	2
	1%	1%	*%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	**	1%	1%	3% stu	-%	*%	1%
Seeing the buttons on the remote control	21	2	1	5	12	5	3	3	10	10	11	8	13	10	11	**	10	11	6	2	-	3
	1%	1%	*%	1%	2%	1%	*%	1%	2% f	1%	1%	1%	2%	1%	2%	**	1%	1%	2% t	1%	-%	1%

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

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QH5 (QH23). SHOWCARD Thinking about televisions, do you have any difficulties / think you might have (if don't have a television) difficulties doing any of the following? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Pressing the buttons on the remote control	13	1	2	3	7	2	1	2	7	5	8	4	9	5	8	**	6	7	5	-	-	2
	1%	*%	1%	*%	1%	*%	*%	1%	1% f	1%	1%	*%	1%	*%	1%	**	1%	1%	1%	-%	-%	1%
Seeing small details on screen	12	-	1	5	6	2	2	1	7	5	7	2	10	7	4	**	7	5	6	*	1	1
	1%	-%	*%	1%	1%	*%	*%	*%	1%	1%	1%	*%	1% k	1%	1%	**	1%	1%	2%	*%	*%	*%
Picking up the remote control	11	1	1	5	4	2	3	4	3	6	6	5	6	8	2	**	5	6	2	2	1	-
	1%	*%	*%	1%	1%	*%	*%	1%	1%	1%	1%	*%	1%	1%	*%	**	1%	1%	1%	1%	1%	-%
Any other difficulties	48	2	8	18	20	10	14	10	14	19	29	25	23	30	16	**	28	20	8	2	5	8
	2%	1%	2%	3%	3% a	2%	2%	3%	3%	2%	3%	2%	3%	3%	2%	**	3%	2%	2%	1%	2%	2%
No, none	1768	277	328	625	537	446	535	321	465	842	925	1016	749	1069	596	**	909	858	303	164	223	308
	91%	96% d	96% d	93% d	85%	92%	93% h	90%	89%	91%	92%	93% l	88%	91%	91%	**	92%	90%	91%	91%	94%	93%

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QS1. Signing is the interpretation of dialogue, commentary and on screen text. Before today, were you aware some programmes use this? (SINGLE CODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Yes	1648	223	299	590	537	430	498	298	423	787	861	944	703	1036	531	**	830	818	264	152	205	299
	85%	77%	87% a	88% a	84% a	88% h	87% h	84%	81%	85%	85%	87% l	83%	88% n	82%	**	84%	86%	79%	84%	87% r	90% rs
No	266	60	35	79	92	54	72	51	89	133	133	132	133	130	113	**	147	119	66	25	28	31
	14%	21% bcd	10%	12%	14%	11%	13%	14%	17% ef	14%	13%	12%	16% k	11%	17% m	**	15%	13%	20% tu	14%	12%	9%
Don't know	25	6	9	2	7	2	5	6	11	10	15	14	11	13	7	**	9	15	4	3	3	1
	1%	2% c	3% c	*%	1%	*%	1%	2%	2% e	1%	2%	1%	1%	1%	1%	**	1%	2%	1%	2%	1%	*%

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

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QS2. SHOWCARD How often, if at all, do you use SIGNING to enable you to follow programmes more easily? (SINGLE CODE)

Base : Those aware of Signing

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1788	244	284	642	618	451	533	318	486	848	940	860	926	1091	566	35	866	922	328	158	211	288
Effective Weighted Sample	1647	222	264	601	568	416	496	292	444	782	865	818	884	1018	527	32	817	831	305	148	198	273
Total	1648	223	299	590	537	430	498	298	423	787	861	944	703	1036	531	33	830	818	264	152	205	299
On all programmes I watch if it's available	8	-	1	3	4	1	1	1	6	7	2	6	2	6	3	**	4	4	2	1	1	2
	*%	-%	*%	1%	1%	*%	*%	*%	1% f	1%	*%	1%	*%	1%	*%	**	*%	*%	1%	*%	1%	1%
On most programmes I watch if it's available	7	1	2	4	1	-	3	4	1	2	5	4	3	4	2	**	2	6	1	-	1	1
	*%	*%	1%	1%	*%	-%	1%	1% e	*%	*%	1%	*%	*%	*%	*%	**	*%	1%	1%	-%	1%	*%
On some programmes I watch if it's available	20	4	4	7	5	2	6	3	8	4	16	10	10	13	6	**	10	10	5	1	5	1
	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2% i	1%	1%	1%	1%	**	1%	1%	2%	1%	2% u	*%
Very occasionally	50	4	7	21	17	13	14	12	11	18	31	28	21	32	15	**	20	30	5	1	2	11
	3%	2%	2%	4%	3%	3%	3%	4%	3%	2%	4%	3%	3%	3%	3%	**	2%	4%	2%	1%	1%	4%
Just once	15	1	1	4	9	6	4	3	3	11	4	7	9	11	4	**	10	5	2	1	1	3
	1%	*%	*%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%
Not at all	1512	210	281	535	486	396	462	272	381	729	783	871	639	942	492	**	769	742	244	145	188	279
	92%	94%	94%	91%	91%	92%	93%	91%	90%	93%	91%	92%	91%	91%	93%	**	93%	91%	92%	96%	92%	93%
No TV in household	27	3	3	10	11	7	5	3	12	12	15	12	15	19	8	**	6	21	5	1	5	-
	2%	1%	1%	2%	2%	2%	1%	1%	3% f	1%	2%	1%	2%	2%	2%	**	1%	3% p	2% u	1%	2% u	-%
Don't know	10	*	-	7	3	5	3	1	1	4	6	7	3	9	1	**	9	1	-	2	2	2
	1%	*%	-%	1%	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	*%	**	1% q	*%	-%	1%	1%	1%

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

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QS3. You said that you have used signing at least once, why have you used signing? (MULTICODE)

Base : Those used Signing at least once

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	106	10	15	42	39	22	29	22	33	44	62	48	58	65	35	1	50	56	18	6	9	17
Effective Weighted Sample	95	9	14	35	36	18	27	21	30	41	54	44	55	58	33	1	48	48	17	6	9	16
Total	100	10	15	39	36	22	27	21	29	42	58	54	45	65	31	1	46	54	15	4	10	18
Came across it by accident	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Just to see how it works	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Use/practice sign language	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Watch it with child/ teach child sign language	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None/ no reason	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QS4. Subtitling's primary purpose is to help people who are deaf or hearing impaired to understand what is being said in a television programme. Before today, were you aware that this feature was available on many TV programmes? (SINGLE CODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Yes	1634	224	292	590	529	419	499	292	424	784	851	942	691	1014	542	**	827	807	267	150	202	302
	84%	77%	85%	88%	83%	86%	87%	82%	81%	84%	84%	86%	82%	86%	83%	**	84%	85%	80%	83%	86%	91%
			a	ad	a	h	h					l										rst
No	288	60	47	78	102	67	71	59	90	139	149	140	147	156	107	**	154	134	63	29	33	29
	15%	21%	14%	12%	16%	14%	12%	17%	17%	15%	15%	13%	17%	13%	16%	**	16%	14%	19%	16%	14%	9%
		bc			c				f				k						u	u		
Don't know	16	5	4	3	4	-	4	4	8	7	9	8	9	9	3	**	5	12	4	1	1	-
	1%	2%	1%	*%	1%	-%	1%	1%	2%	1%	1%	1%	1%	1%	*%	**	*%	1%	1%	1%	1%	-%
		c						e	e													

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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.

QS5. SHOWCARD How often, if at all, do you use SUBTITLING to enable you to follow programmes more easily? (SINGLE CODE)

Base : Those aware of Subtitling

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1775	245	278	641	611	442	535	311	487	846	929	861	912	1074	575	33	863	912	332	160	208	293
Effective Weighted Sample	1637	223	257	601	562	409	497	287	445	783	854	819	872	1001	537	30	814	823	310	148	195	278
Total	1634	224	292	590	529	419	499	292	424	784	851	942	691	1014	542	31	827	807	267	150	202	302
On all programmes I watch if it's available	18	1	5	5	7	4	3	6	5	13	5	11	7	9	8	**	10	8	3	*	1	1
	1%	1%	2%	1%	1%	1%	1%	2% f	1%	2% j	1%	1%	1%	1%	1%	**	1%	1%	1%	*%	1%	*%
On most programmes I watch if it's available	24	3	4	10	8	4	7	5	8	10	14	6	18	13	10	**	14	10	6	*	1	6
	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	3% k	1%	2%	**	2%	1%	2%	*%	*%	2%
On some programmes I watch if it's available	48	5	4	15	23	20	12	5	11	23	25	22	25	35	12	**	19	29	8	5	6	10
	3%	2%	1%	3%	4% b	5% g	2%	2%	3%	3%	3%	2%	4%	3%	2%	**	2%	4%	3%	3%	3%	3%
Very occasionally	179	29	33	58	59	44	60	40	35	81	98	103	76	107	67	**	92	87	19	18	24	32
	11%	13%	11%	10%	11%	11%	12%	14% h	8%	10%	12%	11%	11%	11%	12%	**	11%	11%	7%	12%	12%	11%
Just once	17	2	5	7	4	3	6	8	-	11	7	13	4	12	5	**	9	9	2	1	3	2
	1%	1%	2%	1%	1%	1%	1% h	3% h	-%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%
Not at all	1325	180	238	482	424	341	403	223	358	638	687	770	553	819	436	**	672	653	224	125	161	249
	81%	81%	82%	82%	80%	81%	81%	76%	84% g	81%	81%	82%	80%	81%	80%	**	81%	81%	84%	83%	79%	83%
No TV in household	12	3	3	3	3	1	3	2	7	7	5	7	5	8	4	**	4	8	5	-	3	-
	1%	1%	1%	1%	1%	*%	1%	1%	2% e	1%	1%	1%	1%	1%	1%	**	1%	1%	2% u	-%	2% u	-%

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

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QS5. SHOWCARD How often, if at all, do you use SUBTITLING to enable you to follow programmes more easily? (SINGLE CODE)

Base : Those aware of Subtitling

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	1775	245	278	641	611	442	535	311	487	846	929	861	912	1074	575	33	863	912	332	160	208	293
Effective Weighted Sample	1637	223	257	601	562	409	497	287	445	783	854	819	872	1001	537	30	814	823	310	148	195	278
Total	1634	224	292	590	529	419	499	292	424	784	851	942	691	1014	542	31	827	807	267	150	202	302
Don't know	12	1	-	9	2	2	5	4	1	3	9	9	3	11	1	**	7	5	1	1	4	1
	1%	*%	-%	1% b	*%	1%	1%	1%	*%	*%	1%	1%	*%	1% n	*%	**	1%	1%	*%	1%	2%	*%

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

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

QS6. You said that you have used subtitling at least once, why have you used subtitling? (MULTICODE)

Base : Those used Subtitling at least once

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d	~e	~f	~g	~h	i	j	k	l	m	n	~o	p	q	~r	~s	~t	~u
Unweighted total	313	43	49	106	115	77	94	67	75	149	164	139	174	187	111	3	151	162	49	27	35	49
Effective Weighted Sample	284	39	44	96	106	69	87	62	68	137	147	131	165	172	102	3	143	141	46	25	32	47
Total	286	39	51	96	100	75	88	64	59	137	149	156	130	176	102	2	144	142	38	24	35	52
When people on TV are mumbling and you can not understand the words	56	**	**	14	27	**	**	**	**	32	25	26	30	44	12	**	30	26	**	**	**	**
	20%	**	**	14%	27% c	**	**	**	**	23%	16%	17%	23%	25% n	12%	**	21%	18%	**	**	**	**
When I am watching TV in a noisy room	46	**	**	17	9	**	**	**	**	22	24	28	18	31	15	**	23	24	**	**	**	**
	16%	**	**	17%	9%	**	**	**	**	16%	16%	18%	14%	18%	15%	**	16%	17%	**	**	**	**
When there is too much background noise on television	43	**	**	10	23	**	**	**	**	17	27	17	26	31	12	**	20	23	**	**	**	**
	15%	**	**	10%	23% c	**	**	**	**	12%	18%	11%	20% k	17%	12%	**	14%	17%	**	**	**	**
When watching foreign films/ non-English/ when watching welsh programmes	37	**	**	13	12	**	**	**	**	22	15	18	19	20	18	**	17	21	**	**	**	**
	13%	**	**	13%	12%	**	**	**	**	16%	10%	12%	15%	11%	17%	**	12%	15%	**	**	**	**
To avoid having the television too loud	33	**	**	12	11	**	**	**	**	14	19	16	17	19	13	**	18	15	**	**	**	**
	12%	**	**	12%	11%	**	**	**	**	10%	13%	10%	13%	11%	13%	**	13%	10%	**	**	**	**
When regional accents are hard to understand	31	**	**	8	12	**	**	**	**	16	15	16	15	21	7	**	14	17	**	**	**	**
	11%	**	**	9%	12%	**	**	**	**	12%	10%	10%	12%	12%	7%	**	10%	12%	**	**	**	**
To avoid disruption to others in the house	24	**	**	8	9	**	**	**	**	11	14	13	11	13	11	**	12	12	**	**	**	**
	8%	**	**	9%	9%	**	**	**	**	8%	9%	8%	9%	7%	11%	**	8%	9%	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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.

QS6. You said that you have used subtitling at least once, why have you used subtitling? (MULTICODE)

Base : Those used Subtitling at least once

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	c	d	~e	~f	~g	~h	i	j	k	l	m	n	~o	p	q	~r	~s	~t	~u
Unweighted total	313	43	49	106	115	77	94	67	75	149	164	139	174	187	111	3	151	162	49	27	35	49
Effective Weighted Sample	284	39	44	96	106	69	87	62	68	137	147	131	165	172	102	3	143	141	46	25	32	47
Total	286	39	51	96	100	75	88	64	59	137	149	156	130	176	102	2	144	142	38	24	35	52
Because my hearing is impaired	24	**	**	3	20	**	**	**	**	13	11	8	16	15	7	**	8	16	**	**	**	**
	8%	**	**	3%	20% c	**	**	**	**	9%	8%	5%	12% k	9%	7%	**	6%	11%	**	**	**	**
Relative/ friend/ visitor's hearing impaired	14	**	**	6	3	**	**	**	**	7	7	10	4	11	3	**	9	5	**	**	**	**
	5%	**	**	7%	3%	**	**	**	**	5%	5%	6%	3%	6%	3%	**	7%	3%	**	**	**	**
English is not my first language	10	**	**	4	1	**	**	**	**	6	4	8	2	5	5	**	7	3	**	**	**	**
	4%	**	**	4%	1%	**	**	**	**	5%	3%	5%	2%	3%	5%	**	5%	2%	**	**	**	**
Other	37	**	**	12	12	**	**	**	**	10	26	21	16	20	15	**	21	16	**	**	**	**
	13%	**	**	13%	12%	**	**	**	**	8%	17% i	13%	12%	11%	15%	**	14%	11%	**	**	**	**
Don't know	20	**	**	11	5	**	**	**	**	10	10	15	5	12	7	**	8	11	**	**	**	**
	7%	**	**	12%	5%	**	**	**	**	7%	7%	9%	4%	7%	7%	**	6%	8%	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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.

QS7. 'Audio description' is the verbal description and commentary of what is happening on the screen. Before today were you aware that this feature was available on some television programmes? (SINGLE CODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Yes	895	134	166	343	252	234	265	170	226	451	444	538	356	568	304	**	464	431	124	71	90	176
	46%	46%	48% d	51% d	40%	48%	46%	48%	43%	49% j	44%	49% l	42%	48%	47%	**	47%	45%	37%	39%	38%	53% rst
No	996	146	167	314	369	243	296	175	281	456	539	520	474	587	328	**	503	493	199	108	142	147
	51%	51%	49%	47%	58% abc	50%	52%	49%	54%	49%	53%	48%	56% k	50%	50%	**	51%	52%	60% u	60% u	60% u	44%
Don't know	48	9	10	14	15	9	14	10	16	22	26	32	16	24	20	**	19	29	11	1	5	8
	2%	3%	3%	2%	2%	2%	2%	3%	3%	2%	3%	3%	2%	2%	3%	**	2%	3%	3% s	*%	2%	3%

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

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

QS8. SHOWCARD How often, if at all, do you use AUDIO DESCRIPTION to enable you to follow programmes more easily? (SINGLE CODE)

Base : Those aware of Audio Description

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	~s	~t	u
Unweighted total	959	146	161	371	281	245	283	179	252	477	482	489	468	597	318	2	483	476	149	77	94	172
Effective Weighted Sample	887	131	149	349	261	226	264	166	232	444	443	466	450	555	299	2	456	431	139	72	88	164
Total	895	134	166	343	252	234	265	170	226	451	444	538	356	568	304	1	464	431	124	71	90	176
On all programmes I watch if it's available	5	-	-	4	1	3	1	1	1	1	4	3	2	3	2	**	5	1	2	**	**	-
	1%	-%	-%	1%	1%	1%	*%	*%	*%	*%	1%	1%	1%	*%	1%	**	1%	*%	1%	**	**	-%
On most programmes I watch if it's available	3	-	-	1	2	1	-	-	2	1	2	1	2	1	2	**	3	-	-	**	**	1
	*%	-%	-%	*%	1%	*%	-%	-%	1%	*%	*%	*%	1%	*%	1%	**	1%	-%	-%	**	**	1%
On some programmes I watch if it's available	9	1	5	2	2	4	1	1	3	4	5	5	4	4	4	**	7	2	3	**	**	2
	1%	1%	3% c	1%	1%	2%	*%	*%	2%	1%	1%	1%	1%	1%	1%	**	1%	1%	2%	**	**	1%
Very occasionally	14	2	1	9	3	3	6	2	3	5	9	7	7	6	8	**	10	4	2	**	**	1
	2%	1%	1%	3%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	3%	**	2%	1%	1%	**	**	1%
Just once	24	4	7	6	7	3	6	9	7	13	11	11	13	15	8	**	15	10	4	**	**	4
	3%	3%	4%	2%	3%	1%	2%	5% e	3%	3%	3%	2%	4%	3%	2%	**	3%	2%	3%	**	**	2%
Not at all	817	123	149	315	230	215	246	152	204	417	400	499	316	519	278	**	417	400	110	**	**	167
	91%	92%	90%	92%	91%	92%	93%	89%	91%	92%	90%	93% l	89%	91%	91%	**	90%	93%	88%	**	**	95% r
No TV in household	15	2	3	3	7	3	5	4	4	9	6	7	8	14	2	**	5	10	4	**	**	-
	2%	1%	2%	1%	3%	1%	2%	2%	2%	2%	1%	1%	2%	2%	1%	**	1%	2%	3% u	**	**	-%
Don't know	7	2	1	3	1	1	2	3	1	1	6	5	2	6	1	**	3	4	1	**	**	1
	1%	2%	1%	1%	*%	1%	1%	2%	*%	*%	1% i	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,s,t,u

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QS9. You said that you have used audio description at least once, why have you used audio description? (MULTICODE)

Base : Those used Audio Description at least once

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	63	9	13	23	18	16	15	13	19	26	37	24	39	31	27	-	43	20	11	3	4	8
Effective Weighted Sample	59	8	12	22	18	15	13	12	18	25	34	23	37	29	26	-	41	17	10	3	4	8
Total	55	6	13	22	15	14	13	12	16	24	31	27	29	29	24	-	39	17	9	2	4	8
Came across it by accident	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Better understanding of what is happening in programme	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Just to see how it works	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
To test out the service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Poor eyesight	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**

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

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QI1. Ofcom (The Office of Communications) is the independent regulator and competition authority for the UK communications industries, Had you heard of Ofcom before today? (SINGLE CODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Yes	1350	138	233	510	470	406	426	225	292	690	661	814	534	882	420	**	662	688	195	117	175	288
	70%	48%	68% a	76% ab	74% ab	83% fgh	74% gh	63% h	56%	74% j	65%	75% l	63%	75% n	64%	**	67%	72% p	58%	65%	74% r	87% rst
No	589	151	111	161	166	81	148	130	230	240	349	276	313	297	232	**	324	265	139	63	61	43
	30%	52% bcd	32% cd	24%	26%	17%	26% e	37% ef	44% efg	26%	35% i	25%	37% k	25%	36% m	**	33% q	28%	42% tu	35% u	26% u	13%

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

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QI2. Have you personally had a reason to make a complaint about your landline, mobile, or Internet service or supplier in the last 12 months? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Yes landline	71	7	10	25	30	23	21	12	15	34	37	43	28	45	22	**	30	41	10	8	9	12
	4%	2%	3%	4%	5%	5%	4%	3%	3%	4%	4%	4%	3%	4%	3%	**	3%	4%	3%	4%	4%	4%
Yes mobile	39	7	6	15	11	9	18	7	6	23	16	25	14	24	12	**	19	19	3	2	4	9
	2%	2%	2%	2%	2%	2%	3% h	2%	1%	3%	2%	2%	2%	2%	2%	**	2%	2%	1%	1%	2%	3%
Yes Internet - fixed broadband/ narrowband	72	12	12	29	19	37	18	8	8	39	33	44	28	39	30	**	36	36	9	3	9	18
	4%	4%	3%	4%	3%	8% fgh	3%	2%	2%	4%	3%	4%	3%	3%	5%	**	4%	4%	3%	2%	4%	5% s
Yes Internet - mobile broadband	10	3	5	1	1	1	5	1	3	4	5	8	1	4	5	**	7	2	1	-	1	4
	*%	1%	1% cd	*%	*%	*%	1%	*%	1%	*%	1%	1% l	*%	*%	1%	**	1%	*%	*%	-%	*%	1%
ANY INTERNET	81	15	17	30	20	38	23	9	11	43	39	52	29	44	35	**	43	39	9	3	10	22
	4%	5%	5%	5%	3%	8% fgh	4%	3%	2%	5%	4%	5%	3%	4%	5%	**	4%	4%	3%	2%	4%	7% rs
No none of these	1770	264	316	610	579	424	523	329	493	839	931	984	784	1081	590	**	903	866	315	168	216	294
	91%	91%	92%	91%	91%	87%	91% e	93% e	94% ef	90%	92%	90%	93%	92%	91%	**	92%	91%	94% u	93%	92%	89%

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

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QI3. What was the issue you had a reason to complain about (in connection with your landline)? (MULTICODE)

Base : Those with a reason to complain about their landline service or supplier in the last 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	79	9	9	28	33	25	21	14	19	39	40	40	39	47	23	2	33	46	12	10	8	13
Effective Weighted Sample	71	8	8	26	30	24	19	12	16	35	36	37	36	44	21	2	31	40	10	9	8	12
Total	71	7	10	25	30	23	21	12	15	34	37	43	28	45	22	2	30	41	10	8	9	12
Disruption of service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Poor quality of service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Nuisance/unwanted calls	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Overcharged	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Bill incorrect	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Service not as promised/ advertised	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Staff attitude/ problems with staff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Charges not made clear/ unexpected charges	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lines connected wrongly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QI3. What was the issue you had a reason to complain about (in connection with your landline)? (MULTICODE)

Base : Those with a reason to complain about their landline service or supplier in the last 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	79	9	9	28	33	25	21	14	19	39	40	40	39	47	23	2	33	46	12	10	8	13
Effective Weighted Sample	71	8	8	26	30	24	19	12	16	35	36	37	36	44	21	2	31	40	10	9	8	12
Total	71	7	10	25	30	23	21	12	15	34	37	43	28	45	22	2	30	41	10	8	9	12
Terms of contract were unfair	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Inappropriate content	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QI4. And did you go ahead and make a complaint about your landline service or supplier? (SINGLE CODE)

Base : Those with a reason to complain about their landline service or supplier in the last 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	79	9	9	28	33	25	21	14	19	39	40	40	39	47	23	2	33	46	12	10	8	13
Effective Weighted Sample	71	8	8	26	30	24	19	12	16	35	36	37	36	44	21	2	31	40	10	9	8	12
Total	71	7	10	25	30	23	21	12	15	34	37	43	28	45	22	2	30	41	10	8	9	12
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QI5. Why did you not make a complaint about your landline service or supplier? (MULTICODE)

Base : Those did not go ahead and make a complaint about their landline service or supplier

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	16	2	2	3	9	4	3	5	4	9	7	11	5	7	5	-	7	9	2	3	2	2
Effective Weighted Sample	14	2	2	3	8	4	3	4	4	7	6	10	4	7	5	-	6	8	2	3	2	2
Total	15	2	3	3	8	4	4	4	4	8	7	12	3	9	5	-	7	8	2	3	3	2
The problem was sorted out	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Did not know where to go	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Not worth the hassle	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
They wouldn't do anything anyway	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**

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

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QI6. What was the issue you had a reason to complain about, regarding your mobile phone service? (MULTICODE)

Base : Those with a reason to complain about their mobile service or supplier in the last 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	44	7	6	17	14	10	19	7	8	25	19	24	20	27	12	2	21	23	4	3	5	9
Effective Weighted Sample	41	6	5	16	13	10	18	6	7	23	18	23	19	25	11	2	20	21	4	3	5	9
Total	39	7	6	15	11	9	18	7	6	23	16	25	14	24	12	1	19	19	3	2	4	9
Disruption of service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Poor quality of service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Poor coverage	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Overcharged	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Bill incorrect	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Charges not made clear/ unexpected charges	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Staff attitude/ problems with staff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Terms of contract were unfair	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems with phone / phone freezes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QI6. What was the issue you had a reason to complain about, regarding your mobile phone service? (MULTICODE)

Base : Those with a reason to complain about their mobile service or supplier in the last 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	44	7	6	17	14	10	19	7	8	25	19	24	20	27	12	2	21	23	4	3	5	9
Effective Weighted Sample	41	6	5	16	13	10	18	6	7	23	18	23	19	25	11	2	20	21	4	3	5	9
Total	39	7	6	15	11	9	18	7	6	23	16	25	14	24	12	1	19	19	3	2	4	9
Speed of internet connection	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Service not as promised/ advertised	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Refused	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QI7. And did you go ahead and make a complaint about your mobile service or supplier? (SINGLE CODE)

Base : Those with a reason to complain about their mobile service or supplier in the last 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	44	7	6	17	14	10	19	7	8	25	19	24	20	27	12	2	21	23	4	3	5	9
Effective Weighted Sample	41	6	5	16	13	10	18	6	7	23	18	23	19	25	11	2	20	21	4	3	5	9
Total	39	7	6	15	11	9	18	7	6	23	16	25	14	24	12	1	19	19	3	2	4	9
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

Table 91

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

QI8. Why did you not make a complaint about your mobile service or supplier? (MULTICODE)

Base : Those did not go ahead and make a complaint about their mobile service or supplier

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	10	1	3	2	4	2	4	2	2	6	4	5	5	7	2	1	6	4	2	1	1	2
Effective Weighted Sample	9	1	3	2	4	2	4	2	2	6	4	5	5	7	2	1	6	4	2	1	1	2
Total	10	1	3	2	3	2	4	2	2	6	4	6	4	7	2	1	5	4	2	1	1	2
Didn't have time	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The problem was sorted out	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not worth the hassle	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Did not know where to go	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QI9. What was the issue you had a reason to complain about, regarding your Internet service? (MULTICODE)

Base : Those with a reason to complain about their fixed broadband/ narrowband internet service or supplier in the last 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	77	15	11	31	20	38	21	8	10	40	37	40	37	42	31	2	38	39	10	3	9	19
Effective Weighted Sample	72	13	10	30	18	36	20	7	9	37	35	39	35	40	29	2	36	36	10	3	8	18
Total	72	12	12	29	19	37	18	8	8	39	33	44	28	39	30	2	36	36	9	3	9	18
Disruption of service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Poor quality of service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Speed of internet connection	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Poor coverage	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Service not as promised/ advertised	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Charges not made clear/ unexpected charges	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Staff attitude/ problems with staff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Overcharged	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Advertised tariffs not available to me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

Table 92

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

QI9. What was the issue you had a reason to complain about, regarding your Internet service? (MULTICODE)

Base : Those with a reason to complain about their fixed broadband/ narrowband internet service or supplier in the last 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	77	15	11	31	20	38	21	8	10	40	37	40	37	42	31	2	38	39	10	3	9	19
Effective Weighted Sample	72	13	10	30	18	36	20	7	9	37	35	39	35	40	29	2	36	36	10	3	8	18
Total	72	12	12	29	19	37	18	8	8	39	33	44	28	39	30	2	36	36	9	3	9	18
Terms of contract were unfair	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Bill incorrect	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Refused	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QI10. And did you go ahead and make a complaint about your Internet service or supplier? (SINGLE CODE)

Base : Those with a reason to complain about their fixed broadband/ narrowband internet service or supplier in the last 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	77	15	11	31	20	38	21	8	10	40	37	40	37	42	31	2	38	39	10	3	9	19
Effective Weighted Sample	72	13	10	30	18	36	20	7	9	37	35	39	35	40	29	2	36	36	10	3	8	18
Total	72	12	12	29	19	37	18	8	8	39	33	44	28	39	30	2	36	36	9	3	9	18
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

QI11. Why did you not make a complaint about your Internet service or supplier? (MULTICODE)

Base : Those did not go ahead and make a complaint about their fixed broadband/ narrowband internet service or supplier

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	19	4	2	6	7	12	4	2	1	10	9	11	8	8	10	-	16	3	2	1	3	5
Effective Weighted Sample	18	4	2	6	7	11	4	2	1	9	9	11	8	8	9	-	15	3	2	1	3	5
Total	18	3	2	6	7	11	3	2	1	10	8	12	6	9	9	-	15	3	2	1	3	4
The problem was sorted out	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Not worth the hassle	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Did not know where to go	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
They wouldn't do anything anyway	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Didn't have time	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	**	**	**

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

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

QI12. What was the issue you had a reason to complain about, regarding your mobile broadband service? (MULTICODE)

Base : Those with a reason to complain about their mobile broadband internet service or supplier in the last 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	9	2	5	1	1	1	4	1	3	4	5	7	2	4	4	-	6	3	1	-	1	3
Effective Weighted Sample	8	2	4	1	1	1	4	1	3	4	5	7	2	4	4	-	6	3	1	-	1	3
Total	10	3	5	1	1	1	5	1	3	4	5	8	1	4	5	-	7	2	1	-	1	4
Disruption of service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	-	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	-%	**	**
Speed of internet connection	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	-	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	-%	**	**
Poor coverage	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	-	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	-%	**	**
Overcharged	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	-	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	-%	**	**
Bill incorrect	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	-	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	-%	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	-	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	-%	**	**
Refused	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	-	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	-%	**	**

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

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QI13. And did you go ahead and make a complaint about your mobile broadband service or supplier? (SINGLE CODE)

Base : Those with a reason to complain about their mobile broadband internet service or supplier in the last 12 months

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	9	2	5	1	1	1	4	1	3	4	5	7	2	4	4	-	6	3	1	-	1	3
Effective Weighted Sample	8	2	4	1	1	1	4	1	3	4	5	7	2	4	4	-	6	3	1	-	1	3
Total	10	3	5	1	1	1	5	1	3	4	5	8	1	4	5	-	7	2	1	-	1	4
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	-	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	-%	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-	**	**	**	-	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	-%	**	**

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

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

QI14. Why did you not make a complaint about your Internet service or supplier? (MULTICODE)

Base : Those did not go ahead and make a complaint about their mobile broadband internet service or supplier

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	3	1	2	-	-	-	1	-	2	-	3	3	-	1	2	-	2	1	1	-	-	1
Effective Weighted Sample	3	1	2	-	-	-	1	-	2	-	3	3	-	1	2	-	2	1	1	-	-	1
Total	4	1	2	-	-	-	1	-	2	-	4	4	-	1	3	-	3	1	1	-	-	1
The problem was sorted out	**	**	**	-	-	-	**	-	**	-	**	**	-	**	**	-	**	**	**	-	-	**
	**	**	**	-%	-%	-%	**	-%	**	-%	**	**	-%	**	**	-%	**	**	**	-%	-%	**
Don't know	**	**	**	-	-	-	**	-	**	-	**	**	-	**	**	-	**	**	**	-	-	**
	**	**	**	-%	-%	-%	**	-%	**	-%	**	**	-%	**	**	-%	**	**	**	-%	-%	**

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

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QZ1. SHOWCARD Could you please take a look at the options shown on this card and let me know which applies to you? (SINGLE CODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Married/ living as married	1165	59	207	501	397	349	344	250	222	582	583	742	422	778	337	**	561	604	108	103	182	284
	60%	20%	60%	75%	62%	72%	60%	70%	43%	63%	58%	68%	50%	66%	52%	**	57%	63%	32%	57%	77%	86%
			a	abd	a	fh	h	fh		j		l		n				p		r	rs	rst
Single	478	229	124	88	37	92	155	63	168	242	236	252	226	239	199	**	278	199	121	43	33	35
	25%	79%	36%	13%	6%	19%	27%	18%	32%	26%	23%	23%	27%	20%	31%	**	28%	21%	36%	24%	14%	11%
		bcd	cd	d			eg		eg						m		q		stu	tu		
Widowed, divorced or separated	290	1	10	81	198	45	75	40	131	104	186	92	197	158	114	**	144	146	105	34	21	12
	15%	*%	3%	12%	31%	9%	13%	11%	25%	11%	18%	8%	23%	13%	17%	**	15%	15%	32%	19%	9%	4%
			a	ab	abc				efg		i		k		m				stu	tu	u	
Refused	6	-	2	1	4	1	1	3	1	1	5	4	2	4	2	**	3	4	-	-	-	-
	*%	-%	1%	*%	1%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	**	*%	*%	-%	-%	-%	-%

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

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
WHITE																						
British	1206	178	206	419	402	298	366	218	324	544	662	688	517	810	358	**	603	603	202	121	129	217
	62%	62%	60%	62%	63%	61%	64%	61%	62%	59%	66% i	63%	61%	69% n	55%	**	61%	63%	60%	67% t	55%	66% t
English	264	28	32	88	116	81	75	52	56	147	117	131	132	179	83	**	153	111	45	18	37	48
	14%	10%	9%	13%	18% abc	17% h	13%	15%	11%	16% j	12%	12%	16% k	15%	13%	**	16% q	12%	13%	10%	16%	14%
Scottish	158	23	23	60	52	31	44	34	49	73	85	83	75	82	67	**	40	118	32	22	17	23
	8%	8%	7%	9%	8%	6%	8%	10%	9%	8%	8%	8%	9%	7%	10% m	**	4%	12% p	10%	12%	7%	7%
Welsh	47	9	6	14	19	10	12	8	17	24	23	23	24	24	23	**	11	36	16	1	7	4
	2%	3%	2%	2%	3%	2%	2%	2%	3%	3%	2%	2%	3%	2%	4% m	**	1%	4% p	5% su	*%	3%	1%
Irish	36	5	4	9	17	9	10	8	8	17	18	20	16	6	10	**	16	20	5	1	6	6
	2%	2%	1%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1% m	**	2%	2%	1%	1%	3%	2%
Any other white background	60	9	23	22	5	20	15	9	16	29	31	42	18	24	29	**	35	25	6	4	5	12
	3%	3% d	7% acd	3% d	1%	4%	3%	2%	3%	3%	3%	4% l	2%	2%	4% m	**	4%	3%	2%	2%	2%	4%
MIXED																						
White and Black Caribbean	11	7	1	4	-	1	4	3	3	7	4	6	5	9	2	**	8	3	2	2	1	2
	1%	2% bcd	*%	1% d	-%	*%	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,s,t,u

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
White and Black African	4	1	3	-	1	3	1	-	1	3	1	3	2	1	3	**	3	1	1	-	3	-
	*%	*%	1% c	-%	*%	1%	*%	-%	*%	*%	*%	*%	*%	*%	*%	**	*%	*%	*%	-%	1%	-%
White and Asian	10	4	1	5	-	1	4	2	4	4	6	8	3	6	2	**	8	2	1	-	3	1
	1%	1% d	*%	1% d	-%	*%	1%	1%	1%	*%	1%	1%	*%	*%	*%	**	1%	*%	*%	-%	1%	*%
Any other mixed background	1	1	-	-	-	1	-	-	-	1	-	-	1	-	1	**	1	-	-	-	-	-
	*%	*%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	**	*%	-%	-%	-%	-%	-%
ASIAN AND BRITISH ASIAN																						
Indian	24	4	8	10	3	5	7	6	8	19	5	16	9	6	15	**	22	3	4	2	7	4
	1%	1%	2% d	1%	*%	1%	1%	2%	1%	2% j	1%	1%	1%	*%	2% m	**	2% q	*%	1%	1%	3%	1%
Pakistani	25	5	7	8	5	6	9	3	7	15	10	16	9	2	22	**	25	-	5	*	6	2
	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	*%	3% m	**	3% q	-%	1%	*%	3%	1%
Bangladeshi	15	5	5	3	1	1	2	2	10	7	7	7	7	-	1	**	6	9	3	4	5	1
	1%	2% d	1% d	*%	*%	*%	*%	*%	2% ef	1%	1%	1%	1%	-%	*%	**	1%	1%	1%	2%	2%	*%
Any other Asian background	8	-	4	3	1	5	1	-	2	3	4	6	2	4	3	**	6	2	2	-	-	1
	*%	-%	1% d	*%	*%	1% f	*%	-%	*%	*%	*%	1%	*%	*%	*%	**	1%	*%	1%	-%	-%	*%

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

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QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
BLACK AND BLACK BRITISH																						
Caribbean	13	3	1	5	4	2	3	2	6	4	9	6	7	4	6	**	10	3	5	-	3	1
	1%	1%	*%	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	*%	1%	**	1% q	*%	2%	-%	1%	*%
African	21	1	9	9	2	7	8	2	4	14	8	17	4	4	15	**	15	6	2	2	5	3
	1%	*%	2% ad	1% d	*%	1%	1%	1%	1%	1%	1%	2% l	1%	*%	2% m	**	2%	1%	1%	1%	2%	1%
Any other black background	2	1	-	1	-	-	1	1	1	1	2	-	2	1	1	**	2	1	1	-	-	-
	*%	1%	-%	*%	-%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%	**	*%	*%	*%	-%	-%	-%
MIDDLE EAST AND ARABIC ORIGIN																						
Middle Eastern, including Arabic origin	2	-	1	-	1	1	1	-	-	1	1	-	2	1	1	**	1	1	-	-	-	-
	*%	-%	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	**	*%	*%	-%	-%	-%	-%
CHINESE OR OTHER ETHNIC GROUP																						
Chinese	7	2	3	2	-	1	4	1	1	4	3	4	4	4	2	**	7	-	1	-	-	1
	*%	1% d	1% d	*%	-%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	**	1% q	-%	*%	-%	-%	*%
Any other background	11	2	4	5	1	1	5	3	3	6	6	7	4	5	5	**	8	3	1	2	2	-
	1%	1%	1% d	1%	*%	*%	1%	1%	*%	1%	1%	1%	1%	*%	1%	**	1%	*%	*%	1% u	1%	-%
Refused	13	-	2	5	6	4	4	2	3	6	7	8	4	7	6	**	7	6	1	-	-	3
	1%	-%	1%	1%	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,s,t,u

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

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Cannot walk far or manage stairs or can only do so with difficulty	102	1	4	18	79	13	23	18	48	52	49	11	91	56	39	**	43	58	31	12	1	4
	5%	*%	1%	3%	12%	3%	4%	5%	9%	6%	5%	1%	11%	5%	6%	**	4%	6%	9%	7%	1%	1%
				a	abc				efg				k						tu	tu		
Poor hearing, partial hearing or deafness	81	-	-	8	72	18	14	15	33	52	28	13	68	53	24	**	36	45	21	8	3	6
	4%	-%	-%	1%	11%	4%	2%	4%	6%	6%	3%	1%	8%	4%	4%	**	4%	5%	6%	5%	1%	2%
					abc				f	j			k						tu	t		
Breathlessness or chest pains	72	3	5	17	48	9	16	15	33	39	33	12	61	41	27	**	25	47	24	6	7	1
	4%	1%	1%	2%	8%	2%	3%	4%	6%	4%	3%	1%	7%	4%	4%	**	3%	5%	7%	4%	3%	*%
					abc			e	ef				k					p	tu	u	u	
Poor vision, partial sight or blindness	36	1	1	11	22	6	9	6	14	14	21	6	29	24	9	**	18	18	12	5	2	2
	2%	*%	*%	2%	3%	1%	2%	2%	3%	2%	2%	1%	3%	2%	1%	**	2%	2%	4%	3%	1%	1%
					abc								k						u	u		
Mental health problems or difficulties	33	2	5	17	9	1	3	3	26	15	18	3	30	16	15	**	18	15	15	2	2	2
	2%	1%	2%	3%	1%	*%	1%	1%	5%	2%	2%	*%	4%	1%	2%	**	2%	2%	5%	1%	1%	1%
				a					efg				k						stu			
Limited ability to reach	23	*	2	4	16	4	2	4	13	13	9	2	21	11	10	**	12	10	8	2	1	2
	1%	*%	1%	1%	3%	1%	*%	1%	2%	1%	1%	*%	2%	1%	2%	**	1%	1%	2%	1%	*%	1%
					abc				f				k									
Dyslexia	15	2	4	7	2	1	6	4	5	8	7	6	9	7	7	**	7	8	4	1	3	3
	1%	1%	1%	1%	*%	*%	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,s,t,u

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QZ3 (C9). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTICODE)

Base : All respondents

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Other illnesses or health problems which limit your daily activities or the work that you can do	100	2	12	26	60	17	22	22	40	51	49	16	84	55	37	**	48	52	30	11	9	5
	5%	1%	3%	4%	9%	4%	4%	6%	8%	5%	5%	1%	10%	5%	6%	**	5%	5%	9%	6%	4%	2%
			a	a	abc				ef				k						tu	u		
None	1620	279	322	599	420	437	502	300	381	774	845	1030	587	991	538	**	838	782	243	143	214	313
	84%	97%	94%	89%	66%	90%	87%	85%	73%	83%	84%	94%	69%	84%	83%	**	85%	82%	73%	79%	91%	95%
		cd	cd	d		gh	h	h				l									rs	rs

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

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QZ4A (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	45	1	1	14	29	7	12	7	19	20	25	6	39	29	12	1	21	24	16	6	2	2
Effective Weighted Sample	42	1	1	13	27	7	11	6	18	18	23	6	36	27	11	1	20	21	15	6	2	2
Total	36	1	1	11	22	6	9	6	14	14	21	6	29	24	9	1	18	18	12	5	2	2
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have no problems as long as I am wearing glasses/ contact lenses	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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,s,t,u

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QZ4A (C10). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	45	1	1	14	29	7	12	7	19	20	25	6	39	29	12	1	21	24	16	6	2	2
Effective Weighted Sample	42	1	1	13	27	7	11	6	18	18	23	6	36	27	11	1	20	21	15	6	2	2
Total	36	1	1	11	22	6	9	6	14	14	21	6	29	24	9	1	18	18	12	5	2	2
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Only have sight in one eye	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cataracts	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No answer	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QZ4B (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	97	-	-	9	88	20	17	20	40	63	34	11	86	61	29	2	43	54	27	10	5	5
Effective Weighted Sample	89	-	-	8	81	18	16	19	37	59	31	10	81	57	28	2	42	48	25	9	5	5
Total	81	-	-	8	72	18	14	15	33	52	28	13	68	53	24	1	36	45	21	8	3	6
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	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QZ4B (C11). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p	~q	~r	~s	~t	~u
Unweighted total	97	-	-	9	88	20	17	20	40	63	34	11	86	61	29	2	43	54	27	10	5	5
Effective Weighted Sample	89	-	-	8	81	18	16	19	37	59	31	10	81	57	28	2	42	48	25	9	5	5
Total	81	-	-	8	72	18	14	15	33	52	28	13	68	53	24	1	36	45	21	8	3	6
Have no problems as long as I am wearing my hearing aid	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	-	-	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	-%	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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QZ7 (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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE	FEMALE	YES	NO	LOW	MEDIUM	HIGH	YES	NO	UNDER £11.5K	£11.5K-£17.5K	£17.5K-£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Above £11,500	1065	112	212	451	291	341	359	204	161	535	530	771	295	689	315	**	546	519	-	176	232	325
	55%	39%	62% ad	67% ad	46% a	70% fgh	63% h	57% h	31%	58% j	53%	71% l	35%	58% n	48%	**	55%	54%	-%	98% r	98% r	98% r
Below £11,500	334	59	61	78	136	23	66	35	210	146	188	71	263	159	155	**	184	150	334	-	-	-
	17%	21% c	18% c	12%	21% c	5%	11% e	10% e	40% efg	16%	19%	6%	31% k	14%	24% m	**	19%	16%	100% stu	-%	-%	-%
Don't know	157	84	21	23	30	26	47	39	46	74	84	61	97	92	57	**	83	74	-	3	3	2
	8%	29% bcd	6%	3%	5%	5%	8%	11% e	9% e	8%	8%	6%	11% k	8%	9%	**	8%	8%	-%	2% r	1% r	1%
Refused	382	35	50	119	178	97	103	77	105	174	208	188	192	239	124	**	173	209	-	1	1	4
	20%	12%	14%	18% a	28% abc	20%	18%	22%	20%	19%	21%	17%	23% k	20%	19%	**	18%	22% p	-%	1%	1%	1% r

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

OFCOM TECHNOLOGY TRACKER QUARTER 2 2010 - MAIN SET. 1st April to 10th June 2010.

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.

QZ8 (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

		AGE GROUP				SOCIAL GROUP				GENDER		WORKING		DEPRIVATION LEVEL			CABLE		HOUSEHOLD INCOME			
											FEMALE				MEDIUM				UNDER	£11.5K-	£17.5K-	
	Total	15-24	25-34	35-54	55+	AB	C1	C2	DE	MALE		YES	NO	LOW		HIGH	YES	NO	£11.5K	£17.5K	£29.9K	£30K+
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	~o	p	q	r	s	t	u
Unweighted total	2106	309	326	730	741	507	620	385	594	1005	1101	988	1115	1246	693	59	1033	1073	408	194	241	321
Effective Weighted Sample	1939	281	302	684	682	468	577	354	542	927	1012	941	1063	1161	646	55	973	966	377	178	226	304
Total	1939	289	343	671	636	487	575	355	522	930	1009	1090	847	1179	652	54	986	953	334	180	236	331
Under £11,500	334	59	61	78	136	23	66	35	210	146	188	71	263	159	155	**	184	150	334	-	-	-
	17%	21%	18%	12%	21%	5%	11%	10%	40%	16%	19%	6%	31%	14%	24%	**	19%	16%	100%	-%	-%	-%
		c	c		c		e	e	efg				k		m				stu			
£11,500 - £17,499	180	20	33	52	75	17	59	37	67	82	98	102	78	101	60	**	88	92	-	180	-	-
	9%	7%	10%	8%	12%	3%	10%	10%	13%	9%	10%	9%	9%	9%	9%	**	9%	10%	-%	100%	-%	-%
					ac		e	e	e											rtu		
£17,500 - £29,999	236	20	62	101	53	40	85	78	33	116	120	178	58	134	82	**	126	110	-	-	236	-
	12%	7%	18%	15%	8%	8%	15%	22%	6%	13%	12%	16%	7%	11%	13%	**	13%	12%	-%	-%	100%	-%
			ad	ad			eh	efh				l									rsu	
£30,000 - £49,999	207	14	38	113	42	95	75	19	18	101	105	174	33	147	54	**	95	112	-	-	-	207
	11%	5%	11%	17%	7%	20%	13%	5%	3%	11%	10%	16%	4%	12%	8%	**	10%	12%	-%	-%	-%	62%
			ad	abd		fgh	gh					l		n								rst
£50,000+	124	7	25	72	21	79	35	9	1	65	59	111	13	92	28	**	58	66	-	-	-	124
	6%	2%	7%	11%	3%	16%	6%	3%	*%	7%	6%	10%	2%	8%	4%	**	6%	7%	-%	-%	-%	38%
			ad	ad		fgh	gh	h				l		n								rst
REFUSED BUT ABOVE £11.5K	332	53	57	119	104	114	111	64	44	176	156	214	117	223	96	**	186	146	-	-	-	-
	17%	18%	17%	18%	16%	23%	19%	18%	8%	19%	15%	20%	14%	19%	15%	**	19%	15%	-%	-%	-%	-%
						h	h	h		j		l		n			q					
DK/ Refused	526	117	68	136	206	120	145	113	148	243	283	240	284	324	176	**	248	278	-	-	-	-
	27%	40%	20%	20%	32%	25%	25%	32%	28%	26%	28%	22%	34%	27%	27%	**	25%	29%	-%	-%	-%	-%
		bcd			bc			ef					k									

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