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	Page	Table	Title	Base Description	Base
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Always Connected Study - Teens (QS7770 - 640211)

Q.1 Computer types in household personally use

Base: All aged 12-15 in GB

	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE			
	Total	MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	521	261	260	243	259	307	147	86
Est.universe (000's)	3060	1533	1527	1427	1521	1803	863	505*
Yes - PC	2079	1081	998	946	1057	1210	611	347
	68%	70%	65%	66%	69%	67%	71%	69%
Yes - laptop	2314	1128	1186	1181	1045	1310	687	411
	76%	74%	78%	83% ^d	69%	73%	80%	81%
Yes - netbook	511	282	229	270	229	264	176	112
	17%	18%	15%	19%	15%	15%	20%	22%
Yes - tablet computer e.g. iPad	217	147	70	170	47	94	82	65
	7%	10%	5%	12% ^d	3%	5%	10%	13%
No	6	6	-	6	-	6	-	-
	*	*	-	*	-	*	-	-
SUMMARY CODES								
ANY COMPUTER	3054	1527	1527	1421	1521	1797	863	505
	100%	100%	100%	100%	100%	100%	100%	100%
Don't Know	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)

Q.2 Number of mobile phones (with different numbers) personally use at least once a month

Base: All aged 12-15 in GB

	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE			
	Total	MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	521	261	260	243	259	307	147	86
Est.universe (000's)	3060	1533	1527	1427	1521	1803	863	505*
-1-	2520	1251	1269	1192	1327	1580	699	411
	82%	82%	83%	84%	87%	88%	81%	81%
-2-	288	112	176	176	112	147	112	70
	9%	7%	12%	12%	7%	8%	13%	14%
-3-	106	59	47	47	59	59	41	18
	3%	4%	3%	3%	4%	3%	5%	3%
4 or more	35	18	18	12	23	18	12	6
	1%	1%	1%	1%	2%	1%	1%	1%
SUMMARY CODES								
MOBILE USER	2948	1439	1509	1427	1521	1803	863	505
	96%	94%	99%a	100%	100%	100%	100%	100%
MORE THAN ONE PHONE	429	188	241	235	194	223	164	94
	14%	12%	16%	16%	13%	12%	19%	19%
None	112	94	18	-	-	-	-	-
	4%	6%b	1%	-	-	-	-	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)

Q.3a Whether personally use a Smartphone

Base: All who use a mobile phone

	SEX		Q.3.3B MOBILE USER		Q.6A PACKAGE			
	Total	MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	502	245	257	243	259	307	147	86
Est.universe (000's)	2948	1439	1509	1427	1521	1803	863	505*
Yes	1427	687	740	1427	-	658	576	341
	48%	48%	49%	100% ^d	-	36%	67% ^{ee}	67% ^{ee}
No	1504	746	758	-	1504	1139	288	153
	51%	52%	50%	-	99% ^c	63% ^{fg}	33%	30%
Don't Know	18	6	12	-	18	6	-	12
	1%	*	1%	-	1%	*	-	2%

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Mean: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)

Q.3b Whether Smartphone is mobile used most often

Base: All who personally use a Smartphone

	SEX		Q.3B MOBILE USER		Q.6A PACKAGE			
	Total	MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	243	117	126	243	-	112	98	58
Est.universe (000's)	1427	687	740	1427	-**	658	576*	341*
Yes	1410	670	740	1410	-	652	570	329
	99%	97%	100%	99%	-	99%	99%	97%
No	12	12	-	12	-	6	6	6
	1%	2%	-	1%	-	1%	1%	2%
Don't Know	6	6	-	6	-	-	-	6
	*	1%	-	*	-	-	-	2%

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.4 Type of Smartphone owned

Base: All who personally use a Smartphone

	Total	SEX		Q.3.3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	243	117	126	243	-	112	98	58
Est.universe (000's)	1427	687	740	1427	-**	658	576*	341*
Apple iPhone	241 17%	164 24%b	76 10%	241 17%	-	112 17%	88 15%	88 26%
Blackberry	523 37%	194 28%	329 44%a	523 37%	-	200 30%	247 43%	106 31%
HTC - Android handsets	153 11%	53 8%	100 13%	153 11%	-	47 7%	70 12%	47 14%
Nokia	117 8%	59 9%	59 8%	117 8%	-	47 7%	47 8%	35 10%
Samsung	164 12%	76 11%	88 12%	164 12%	-	112 17%	53 9%	18 5%
Sony Ericsson	123 9%	76 11%	47 6%	123 9%	-	70 11%	41 7%	29 9%
LG	70 5%	41 6%	29 4%	70 5%	-	47 7%	18 3%	12 3%
Other make of handset	35 2%	23 3%	12 2%	35 2%	-	23 4%	12 2%	6 2%
Don't Know	-	-	-	-	-	-	-	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.5 How long ago got Smartphone

Base: All who personally use a Smartphone

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	243	117	126	243	-	112	98	58
Est.universe (000's)	1427	687	740	1427	-**	658	576*	341*
In the past three months	382	188	194	382	-	200	147	88
	27%	27%	26%	27%	-	30%	26%	26%
Between 3 and 6 months ago	564	229	335	564	-	235	235	153
	40%	33%	45%	40%	-	36%	41%	45%
Between 6 months and a year ago	294	170	123	294	-	117	135	59
	21%	25%	17%	21%	-	18%	23%	17%
Between 1-2 years ago	170	82	88	170	-	100	59	29
	12%	12%	12%	12%	-	15%	10%	9%
Between 2-3 years ago	6	6	-	6	-	6	-	-
	*	1%	-	*	-	1%	-	-
More than 3 years ago	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
SUMMARY CODES								
LESS THAN A YEAR AGO	1239	587	652	1239	-	552	517	300
	87%	85%	88%	87%	-	84%	90%	88%
MORE THAN A YEAR AGO	176	88	88	176	-	106	59	29
	12%	13%	12%	12%	-	16%	10%	9%
Can't Remember	12	12	-	12	-	-	-	12
	1%	2%	-	1%	-	-	-	3%

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.6a Type of mobile package

Base: All who use a mobile phone

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	502	245	257	243	259	307	147	86
Est.universe (000's)	2948	1439	1509	1427	1521	1803	863	505*
Prepay\ Pay as you go	1803	993	811	658	1145	1803	12	41
	61%	69%b	54%	46%	75%c	100%fg	1%	8%
Postpay\monthly contract	863	323	540	576	288	12	863	170
	29%	22%	36%a	40%d	19%	1%	100%eg	34%e
Organised by work\business	-	-	-	-	-	-	-	-
Organised by parent/ other person	493	211	282	335	159	41	170	493
	17%	15%	19%	23%d	10%	2%	20%e	98%ef
Other	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
SUMMARY CODE								
ORGANISED BY SOMEONE	493	211	282	335	159	41	170	493
ELSE	17%	15%	19%	23%d	10%	2%	20%e	98%ef
Don't Know	12	6	6	6	6	-	-	12
	*	*	*	*	*	-	-	2%e

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)

Q.6b Who pays for mobile package

Base: All who use a mobile phone

	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE			
	Total	MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	502	245	257	243	259	307	147	86
Est.universe (000's)	2948	1439	1509	1427	1521	1803	863	505*
Me	534 18%	294 20%	241 16%	264 19%	270 18%	446 25%fg	88 10%g	6 1%
Family member/partner/friend	2414 82%	1145 80%	1269 84%	1163 81%	1251 82%	1357 75%	781 90%e	493 98%e
Work/business	-	-	-	-	-	-	-	-
I pay but claim back work calls	-	-	-	-	-	-	-	-
Work pays but I contribute for personal calls	-	-	-	-	-	-	-	-
Other	6 *	-	6 *	-	6 *	6 *	-	-
SUMMARY CODES								
ANY WORK	-	-	-	-	-	-	-	-
Don't Know	12 *	6 *	6 *	6 *	6 *	6 *	-	6 1%

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Q.7 How often, if at all, do you use your mobile phone to...

Base: All who use a mobile phone

		Make or receive calls	Send or receive text messages (SMS)
Unweighted Base		502	502
Est.universe (000's)		2948	2948
Every day	(365)	1333 45%	2020 69%
Several times a week	(182)	769 26%	523 18%
At least once a week	(52)	470 16%	182 6%
At least once a month	(12)	235 8%	141 5%
A few times a year	(6)	94 3%	47 2%
Less than once a year	(1)	18 1%	- -
Never	(0)	6 *	18 1%
SUMMARY CODES			
MORE THAN ONCE A WEEK		2573 87%	2725 92%
LESS THAN ONCE A WEEK		352 12%	206 7%
MORE THAN ONCE A MONTH		2807 95%	2866 97%
LESS THAN ONCE A MONTH		117 4%	65 2%
EVER USE		2925 99%	2931 99%
Don't Know		23 1%	18 1%
Mean Score Incl.0		223.767	287.988
Standard Deviation		140.793	122.450
Error Variance		39.804	30.048
Mean Score Excl.0		224.217	289.730
Standard Deviation		140.576	120.747
Error Variance		39.762	29.395

Always Connected Study - Teens (QS7770 - 640211)

Q.7a How often use mobile phone to make or receive calls

Base: All who use a mobile phone

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	502	245	257	243	259	307	147	86
Est.universe (000's)	2948	1439	1509	1427	1521	1803	863	505*
Every day	(365) 45%	540 38%	793 53% ^a	793 56% ^d	540 36%	611 34%	558 65% ^e	294 58% ^{ee}
Several times a week	(182) 26%	417 29%	352 23%	376 26%	394 26%	482 27%	229 27%	112 22%
At least once a week	(52) 16%	288 20%	182 12%	176 12%	294 19%	370 21% ^f	65 7%	59 12%
At least once a month	(12) 8%	106 7%	129 9%	70 5%	164 11%	200 11% ^f	12 1%	35 7%
A few times a year	(6) 3%	65 4%	29 2%	- -	94 6% ^c	94 5% ^f	- -	6 1%
Less than once a year	(1) 1%	6 *	12 1%	6 *	12 1%	18 1%	- -	- -
Never	(0) *	6 *	- -	6 *	- -	6 *	- -	- -
SUMMARY CODES								
MORE THAN ONCE A WEEK	2573 87%	1245 87%	1327 88%	1345 94% ^d	1228 81%	1462 81%	852 99% ^e	464 92%
LESS THAN ONCE A WEEK	352 12%	182 13%	170 11%	82 6%	270 18% ^c	317 18% ^f	12 1%	41 8%
MORE THAN ONCE A MONTH	2807 95%	1351 94%	1457 96%	1415 99% ^d	1392 92%	1662 92%	863 100% ^e	499 99%
LESS THAN ONCE A MONTH	117 4%	76 5%	41 3%	12 1%	106 7% ^c	117 7% ^f	- -	6 1%
EVER USE	2925 99%	1427 99%	1498 99%	1427 100%	1498 98%	1780 99%	863 100%	505 100%
Don't Know	23 1%	12 1%	12 1%	- -	23 2%	23 1%	- -	- -
Mean Score Incl.0	223.767	203.016	243.541^a	257.728^d	191.404	187.020	288.224^e	259.372^e
Standard Deviation	140.793	139.545	139.166	129.099	143.859	142.502	109.684	133.644
Error Variance	39.804	80.135	75.950	68.587	81.158	67.020	81.841	207.684
Mean Score Excl.0	224.217	203.855	243.541^a	258.793^d	191.404	187.639	288.224^e	259.372^e
Standard Deviation	140.576	139.220	139.166	128.295	143.859	142.330	109.684	133.644
Error Variance	39.762	80.092	75.950	68.015	81.158	67.079	81.841	207.684

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Mean: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)

Q.7b How often use mobile phone to send or receive text messages (SMS)

Base: All who use a mobile phone

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	502	245	257	243	259	307	147	86
Est.universe (000's)	2948	1439	1509	1427	1521	1803	863	505*
Every day	(365) 69%	858 60%	1163 77% ^a	1145 80% ^d	875 58%	1040 58%	740 86% ^e	417 83% ^{ee}
Several times a week	(182) 18%	317 22%	206 14%	182 13%	341 22% ^c	405 22% ^f	94 11%	59 12%
At least once a week	(52) 6%	123 9%	59 4%	53 4%	129 8%	153 8%	23 3%	12 2%
At least once a month	(12) 5%	88 6%	53 4%	41 3%	100 7%	129 7% ^f	-	18 3%
A few times a year	(6) 2%	29 2%	18 1%	6 *	41 3%	41 2%	6 1%	-
Less than once a year	(1) -	-	-	-	-	-	-	-
Never	(0) 1%	12 1%	6 *	-	18 1%	18 1%	-	-
SUMMARY CODES								
MORE THAN ONCE A WEEK	2725 92%	1298 90%	1427 95%	1380 97% ^d	1345 88%	1598 89%	858 99% ^e	487 97%
LESS THAN ONCE A WEEK	206 7%	129 9%	76 5%	47 3%	159 10% ^c	188 10% ^f	6 1%	18 3%
MORE THAN ONCE A MONTH	2866 97%	1386 96%	1480 98%	1421 100% ^d	1445 95%	1727 96%	858 99%	505 100%
LESS THAN ONCE A MONTH	65 2%	41 3%	23 2%	6 *	59 4% ^c	59 3%	6 1%	-
EVER USE	2931 99%	1427 99%	1504 100%	1427 100%	1504 99%	1785 99%	863 100%	505 100%
Don't Know	18 1%	12 1%	6 *	-	18 1%	18 1%	-	-
Mean Score Incl.0	287.988	265.103	309.711^a	318.416^d	259.105	259.280	334.122^e	324.128^e
Standard Deviation	122.450	131.839	108.480	99.285	134.778	134.586	79.003	94.161
Error Variance	30.048	71.529	45.969	40.566	70.958	59.584	42.459	103.096
Mean Score Excl.0	289.730	267.303	310.925^a	318.416^d	262.178	261.864	334.122^e	324.128^e
Standard Deviation	120.747	130.144	106.940	99.285	132.569	132.729	79.003	94.161
Error Variance	29.395	70.279	44.848	40.566	69.465	58.528	42.459	103.096

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)

Q.8 Activities on Smartphone - Ever used
Base: All who personally use a Smartphone

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	243	117	126	243	-	112	98	58
Est.universe (000's)	1427	687	740	1427	-**	658	576*	341*
Listening to music	1175 82%	540 79%	634 86%	1175 82%	-	540 82%	470 82%	276 81%
Taking photos or videos using the camera	1151 81%	540 79%	611 83%	1151 81%	-	505 77%	464 81%	294 86%
Playing games	1116 78%	517 75%	599 81%	1116 78%	-	493 75%	470 82%	288 84%
Social networking	1051 74%	476 69%	576 78%	1051 74%	-	458 70%	429 74%	288 84%
Internet surfing	987 69%	452 66%	534 72%	987 69%	-	446 68%	411 71%	235 69%
Downloading apps (including games)	904 63%	435 63%	470 63%	904 63%	-	405 62%	358 62%	253 74%
Instant messaging (IM)	752 53%	370 54%	382 52%	752 53%	-	341 52%	305 53%	182 53%
Watching short video clips	722 51%	364 53%	358 48%	722 51%	-	323 49%	300 52%	170 50%
Picture messaging (MMS)	699 49%	300 44%	399 54%	699 49%	-	352 54%	258 45%	135 40%
E-mail	646 45%	288 42%	358 48%	646 45%	-	282 43%	282 49%	135 40%
Accessing sports news or scores	294 21%	235 34%b	59 8%	294 21%	-	135 21%	112 19%	82 24%
Maps/GPS	282 20%	188 27%b	94 13%	282 20%	-	106 16%	129 22%	65 19%
Watching TV programmes or movies	264 19%	159 23%	106 14%	264 19%	-	129 20%	94 16%	65 19%
Accessing general news	253 18%	135 20%	117 16%	253 18%	-	129 20%	117 20%	35 10%
SUMMARY CODES								
ANY	1410 99%	681 99%	728 98%	1410 99%	-	646 98%	576 100%	335 98%
None	6 *	-	6 1%	6 *	-	6 1%	-	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)**Q.8 Activities on Smartphone - Ever used**
Base: All who personally use a Smartphone

	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE			
	Total	MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	243	117	126	243	-	112	98	58
Est.universe (000's)	1427	687	740	1427	-**	658	576*	341*
Don't Know	12	6	6	12	-	6	-	6
	1%	1%	1%	1%	-	1%	-	2%

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.9 Activities on Smartphone - Use regularly
Base: All who personally use a Smartphone

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	243	117	126	243	-	112	98	58
Est.universe (000's)	1427	687	740	1427	-**	658	576*	341*
Social networking	875 61%	382 56%	493 67%	875 61%	-	376 57%	352 61%	258 76%
Listening to music	869 61%	399 58%	470 63%	869 61%	-	411 63%	352 61%	206 60%
Playing games	705 49%	399 58%b	305 41%	705 49%	-	317 48%	276 48%	200 59%
Taking photos or videos using the camera	658 46%	323 47%	335 45%	658 46%	-	294 45%	264 46%	164 48%
Internet surfing	540 38%	282 41%	258 35%	540 38%	-	270 41%	211 37%	112 33%
Instant messaging (IM)	534 37%	258 38%	276 37%	534 37%	-	241 37%	206 36%	147 43%
Downloading apps (including games)	399 28%	241 35%	159 21%	399 28%	-	182 28%	141 24%	117 34%
E-mail	376 26%	176 26%	200 27%	376 26%	-	194 29%	147 26%	59 17%
Watching short video clips	282 20%	164 24%	117 16%	282 20%	-	106 16%	129 22%	82 24%
Picture messaging (MMS)	235 16%	100 15%	135 18%	235 16%	-	100 15%	88 15%	65 19%
Watching TV programmes or movies	123 9%	70 10%	53 7%	123 9%	-	65 10%	47 8%	23 7%
Accessing sports news or scores	117 8%	106 15%b	12 2%	117 8%	-	59 9%	41 7%	29 9%
Accessing general news	106 7%	76 11%	29 4%	106 7%	-	65 10%	41 7%	12 3%
Maps/GPS	76 5%	65 9%b	12 2%	76 5%	-	53 8%	18 3%	12 3%
SUMMARY CODES								
ANY	1374 96%	670 97%	705 95%	1374 96%	-	634 96%	558 97%	323 95%
ANY NOT INCLUDING GAMES OR SOCIAL NETWORKING	1228 86%	611 89%	617 83%	1228 86%	-	576 87%	505 88%	282 83%

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Mean: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.9 Activities on Smartphone - Use regularly
Base: All who personally use a Smartphone

	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE			
	Total	MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	243	117	126	243	-	112	98	58
Est.universe (000's)	1427	687	740	1427	-**	658	576*	341*
None	23 2%	6 1%	18 2%	23 2%	-	18 3%	6 1%	-
Don't Know	29 2%	12 2%	18 2%	29 2%	-	6 1%	12 2%	18 5%

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g
 * small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.10 Activities on Smartphone - Wouldn't want to live without
Base: All who personally use a Smartphone

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	243	117	126	243	-	112	98	58
Est.universe (000's)	1427	687	740	1427	**	658	576*	341*
Text Messaging (SMS)	1069	470	599	1069	-	476	458	258
	75%	68%	81%	75%	-	72%	80%	76%
Phone calls	699	335	364	699	-	264	352	164
	49%	49%	49%	49%	-	40%	61%e	48%
Social networking	623	247	376	623	-	229	282	206
	44%	36%	51%	44%	-	35%	49%	60%e
Listening to music	558	241	317	558	-	253	229	153
	39%	35%	43%	39%	-	38%	40%	45%
Taking photos or videos using the camera	399	159	241	399	-	182	153	100
	28%	23%	33%	28%	-	28%	27%	29%
Internet surfing	352	206	147	352	-	159	159	53
	25%	30%	20%	25%	-	24%	28%	16%
Playing games	347	211	135	347	-	141	164	88
	24%	31%	18%	24%	-	21%	29%	26%
Instant messaging (IM)	276	129	147	276	-	112	117	82
	19%	19%	20%	19%	-	17%	20%	24%
Downloading apps (including games)	253	159	94	253	-	129	76	76
	18%	23%	13%	18%	-	20%	13%	22%
E-mail	182	94	88	182	-	88	76	23
	13%	14%	12%	13%	-	13%	13%	7%
Watching short video clips	176	135	41	176	-	76	88	23
	12%	20%b	6%	12%	-	12%	15%	7%
Picture messaging (MMS)	129	53	76	129	-	65	47	23
	9%	8%	10%	9%	-	10%	8%	7%
Watching TV programmes or movies	76	47	29	76	-	29	29	18
	5%	7%	4%	5%	-	4%	5%	5%
Accessing general news	59	41	18	59	-	29	23	6
	4%	6%	2%	4%	-	4%	4%	2%
Accessing sports news or scores	47	41	6	47	-	23	18	6
	3%	6%	1%	3%	-	4%	3%	2%
Maps/GPS	35	23	12	35	-	18	18	-
	2%	3%	2%	2%	-	3%	3%	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.10 Activities on Smartphone - Wouldn't want to live without
Base: All who personally use a Smartphone

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	243	117	126	243	-	112	98	58
Est.universe (000's)	1427	687	740	1427	-**	658	576*	341*
SUMMARY CODES								
ANY	1310	617	693	1310	-	599	534	311
	92%	90%	94%	92%	-	91%	93%	91%
None	59	29	29	59	-	23	23	18
	4%	4%	4%	4%	-	4%	4%	5%
Don't Know	59	41	18	59	-	35	18	12
	4%	6%	2%	4%	-	5%	3%	3%

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Mean: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)**Q.11 Number of times activity done using mobile phone yesterday? - Summary Table****Base: All who take part in activity regularly**

		Used a social networking website or app such as Facebook	Used any mobile phone app, not including games or social networking
	Used instant messaging	Used a social networking website or app such as Facebook	Used any mobile phone app, not including games or social networking
	Sent an email	Used a social networking website or app such as Facebook	Used any mobile phone app, not including games or social networking
	Sent a text message	Used a social networking website or app such as Facebook	Used any mobile phone app, not including games or social networking
	Took part in a phone conversation	Used a social networking website or app such as Facebook	Used any mobile phone app, not including games or social networking
Unweighted Base	358	149	209
Est.universe (000's)	2103	875	1228
Once	(1) 623 30%	159 18%	253 21%
Twice	(2) 611 29%	147 17%	206 17%
3-5 times	(4) 423 20%	182 21%	164 13%
6-10 times	(8) 129 6%	153 17%	88 7%
11-20 times	(15) 53 3%	65 7%	18 1%
Over 20 times	(25) 35 2%	123 14%	29 2%
Didn't do	(0) 211 10%	47 5%	429 35%
Don't Know	18 1%	-	41 3%
Mean Score Incl.0	2.994	7.376	2.550
Standard Deviation	3.999	8.107	4.495
Error Variance	0.045	0.441	0.100
Mean Score Excl.0	3.332	7.794	3.992
Standard Deviation	4.083	8.136	5.088
Error Variance	0.052	0.469	0.201

Always Connected Study - Teens (QS7770 - 640211)

Q.11a Number of times took part in a phone conversation on mobile phone yesterday

Base: All who take part in activity regularly

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	358	163	195	199	159	186	134	69
Est.universe (000's)	2103	957	1145	1169	934	1092	787	405*
Once	(1) 623 30%	288 30%	335 29%	347 30%	276 30%	376 34%	211 27%	82 20%
Twice	(2) 611 29%	264 28%	347 30%	323 28%	288 31%	317 29%	217 28%	147 36%
3-5 times	(4) 423 20%	194 20%	229 20%	247 21%	176 19%	170 16%	200 25%	94 23%
6-10 times	(8) 129 6%	59 6%	70 6%	100 9%	29 3%	35 3%	59 7%	35 9%
11-20 times	(15) 53 3%	23 2%	29 3%	47 4%	6 1%	18 2%	29 4%	18 4%
Over 20 times	(25) 35 2%	12 1%	23 2%	18 2%	18 2%	12 1%	18 2%	6 1%
Didn't do	(0) 211 10%	112 12%	100 9%	88 8%	123 13%	153 14%	47 6%	23 6%
Don't Know	18 1%	6 1%	12 1%	-	18 2%	12 1%	6 1%	-
Mean Score Incl.0	2.994	2.846	3.119	3.357	2.532	2.342	3.579e	3.565
Standard Deviation	3.999	3.716	4.219	4.179	3.708	3.334	4.479	4.135
Error Variance	0.045	0.085	0.092	0.088	0.088	0.060	0.151	0.248
Mean Score Excl.0	3.332	3.224	3.420	3.630	2.926	2.728	3.808	3.785
Standard Deviation	4.083	3.799	4.300	4.230	3.839	3.449	4.524	4.162
Error Variance	0.052	0.101	0.105	0.097	0.109	0.075	0.164	0.266

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)

Q.11b Number of times sent a text message on mobile phone yesterday

Base: All who take part in activity regularly

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	433	200	233	226	207	246	142	81
Est.universe (000's)	2543	1175	1368	1327	1216	1445	834	476*
Once	(1) 317 12%	159 14%	159 12%	159 12%	159 13%	206 14%	88 11%	53 11%
Twice	(2) 282 11%	200 17%b	82 6%	153 12%	129 11%	182 13%	76 9%	35 7%
3-5 times	(4) 482 19%	258 22%	223 16%	211 16%	270 22%	329 23%f	100 12%	82 17%
6-10 times	(8) 476 19%	170 15%	305 22%	253 19%	223 18%	241 17%	200 24%	82 17%
11-20 times	(15) 382 15%	182 16%	200 15%	217 16%	164 14%	164 11%	141 17%	123 26%e
Over 20 times	(25) 476 19%	129 11%	347 25%a	311 23%d	164 14%	206 14%	217 26%e	94 20%
Didn't do	(0) 123 5%	70 6%	53 4%	23 2%	100 8%c	112 8%f	12 1%	6 1%
Don't Know	6 *	6 1%	-	-	6 *	6 *	-	-
Mean Score Incl.0	9.551	7.628	11.193a	10.827d	8.150	7.935	11.732e	11.160e
Standard Deviation	8.687	7.726	9.117	9.030	8.068	8.192	9.002	8.463
Error Variance	0.175	0.300	0.357	0.361	0.316	0.274	0.571	0.884
Mean Score Excl.0	10.039	8.118	11.643a	11.023	8.884	8.602	11.900e	11.300
Standard Deviation	8.626	7.717	9.012	8.992	8.027	8.186	8.956	8.422
Error Variance	0.181	0.318	0.363	0.364	0.341	0.296	0.573	0.887

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)

Q.11c Number of times sent an email on mobile phone yesterday

Base: All who take part in activity regularly

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	64	30	34	64	-	33	25	10
Est.universe (000's)	376*	176**	200*	376*	-**	194*	147**	59**
Once	(1) 82 22%	29 17%	53 26%	82 22%	-	35 18%	29 20%	23 40%
Twice	(2) 76 20%	35 20%	41 21%	76 20%	-	35 18%	41 28%	6 10%
3-5 times	(4) 70 19%	35 20%	35 18%	70 19%	-	29 15%	35 24%	12 20%
6-10 times	(8) 47 13%	29 17%	18 9%	47 13%	-	29 15%	18 12%	-
11-20 times	(15) 18 5%	12 7%	6 3%	18 5%	-	12 6%	6 4%	-
Over 20 times	(25) 18 5%	6 3%	12 6%	18 5%	-	18 9%	-	-
Didn't do	(0) 65 17%	29 17%	35 18%	65 17%	-	35 18%	18 12%	18 30%
Don't Know	-	-	-	-	-	-	-	-
Mean Score Incl.0	4.250	4.533	4.000	4.250	-	5.545	3.280	1.400
Standard Deviation	5.823	5.503	6.093	5.823	-	7.281	3.340	1.441
Error Variance	0.530	1.010	1.092	0.530	-	1.606	0.446	0.208
Mean Score Excl.0	5.132	5.440	4.857	5.132	-	6.778	3.727	2.000
Standard Deviation	6.035	5.605	6.399	6.035	-	7.514	3.318	1.326
Error Variance	0.687	1.257	1.462	0.687	-	2.091	0.500	0.251

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.11d Number of times used instant messaging on mobile phone yesterday

Base: All who take part in activity regularly

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	91	44	47	91	-	41	35	25
Est.universe (000's)	534*	258*	276*	534*	-**	241*	206*	147**
Once	(1) 70 13%	12 5%	59 21%	70 13%	-	29 12%	29 14%	18 12%
Twice	(2) 65 12%	35 14%	29 11%	65 12%	-	29 12%	29 14%	23 16%
3-5 times	(4) 94 18%	59 23%	35 13%	94 18%	-	41 17%	29 14%	23 16%
6-10 times	(8) 88 16%	53 20%	35 13%	88 16%	-	47 20%	29 14%	23 16%
11-20 times	(15) 29 5%	12 5%	18 6%	29 5%	-	12 5%	18 9%	6 4%
Over 20 times	(25) 106 20%	35 14%	70 26%	106 20%	-	35 15%	47 23%	41 28%
Didn't do	(0) 82 15%	53 20%	29 11%	82 15%	-	47 20%	23 11%	12 8%
Don't Know	-	-	-	-	-	-	-	-
Mean Score Incl.0	8.165	6.955	9.298	8.165	-	7.000	9.143	9.960
Standard Deviation	9.136	8.041	9.935	9.136	-	8.340	9.547	9.952
Error Variance	0.917	1.469	2.100	0.917	-	1.697	2.604	3.961
Mean Score Excl.0	9.649	8.743	10.405	9.649	-	8.697	10.323	10.826
Standard Deviation	9.182	8.103	9.946	9.182	-	8.466	9.525	9.913
Error Variance	1.095	1.876	2.355	1.095	-	2.172	2.926	4.272

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.11e Number of times used a social networking website or app on mobile phone yesterday

Base: All who take part in activity regularly

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE			
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)	
Unweighted Base	149	65	84	149	-	64	60	44	
Est.universe (000's)	875	382*	493*	875	-**	376*	352*	258*	
Once	(1)	159 18%	76 20%	82 17%	159 18%	-	65 17%	65 18%	53 20%
Twice	(2)	147 17%	70 18%	76 15%	147 17%	-	41 11%	82 23%	59 23%
3-5 times	(4)	182 21%	82 22%	100 20%	182 21%	-	117 31% ^f	29 8%	35 14%
6-10 times	(8)	153 17%	65 17%	88 18%	153 17%	-	59 16%	65 18%	35 14%
11-20 times	(15)	65 7%	23 6%	41 8%	65 7%	-	23 6%	35 10%	29 11%
Over 20 times	(25)	123 14%	41 11%	82 17%	123 14%	-	47 13%	59 17%	29 11%
Didn't do	(0)	47 5%	23 6%	23 5%	47 5%	-	23 6%	18 5%	18 7%
Don't Know	-	-	-	-	-	-	-	-	-
Mean Score Incl.0	7.376	6.400	8.131	7.376	-	6.953	8.117	6.841	
Standard Deviation	8.107	7.454	8.509	8.107	-	7.721	8.671	7.878	
Error Variance	0.441	0.855	0.862	0.441	-	0.931	1.253	1.410	
Mean Score Excl.0	7.794	6.820	8.538	7.794	-	7.417	8.544	7.341	
Standard Deviation	8.136	7.506	8.518	8.136	-	7.755	8.689	7.933	
Error Variance	0.469	0.924	0.907	0.469	-	1.002	1.324	1.535	

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.11f Number of times used any mobile phone app, not including games or social networking on mobile phone yesterday
Base: All who take part in activity regularly

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	209	104	105	209	-	98	86	48
Est.universe (000's)	1228	611	617	1228	-**	576*	505*	282*
Once	(1) 253 21%	170 28%	82 13%	253 21%	-	141 24%	88 17%	41 15%
Twice	(2) 206 17%	100 16%	106 17%	206 17%	-	65 11%	117 23%	65 23%
3-5 times	(4) 164 13%	106 17%	59 10%	164 13%	-	100 17%	59 12%	23 8%
6-10 times	(8) 88 7%	41 7%	47 8%	88 7%	-	41 7%	41 8%	18 6%
11-20 times	(15) 18 1%	6 1%	12 2%	18 1%	-	12 2%	-	6 2%
Over 20 times	(25) 29 2%	12 2%	18 3%	29 2%	-	23 4%	6 1%	-
Didn't do	(0) 429 35%	164 27%	264 43%	429 35%	-	182 32%	170 34%	123 44%
Don't Know	41 3%	12 2%	29 5%	41 3%	-	12 2%	23 5%	6 2%
Mean Score Incl.0	2.550	2.510	2.590	2.550	-	3.125	2.146	1.787
Standard Deviation	4.495	4.044	4.916	4.495	-	5.406	3.408	2.856
Error Variance	0.100	0.160	0.242	0.100	-	0.304	0.142	0.173
Mean Score Excl.0	3.992	3.459	4.709	3.992	-	4.615	3.321	3.231
Standard Deviation	5.088	4.389	5.830	5.088	-	6.025	3.752	3.176
Error Variance	0.201	0.260	0.618	0.201	-	0.558	0.266	0.388

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.12 Mobile phone switching on/off behaviour

Base: All who use a mobile phone

	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE			
	Total	MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	502	245	257	243	259	307	147	86
Est.universe (000's)	2948	1439	1509	1427	1521	1803	863	505*
My phone is generally switched on, including at night when I am in bed	1791 61%	793 55%	998 66%	1016 71% ^d	775 51%	969 54%	634 73% ^e	352 70% ^e
My phone is generally switched on during the day, but I switch it off at night\when I go to bed	764 26%	423 29%	341 23%	335 23%	429 28%	523 29%	176 20%	106 21%
My phone is only switched on when I need to use it	335 11%	188 13%	147 10%	76 5%	258 17% ^c	264 15% ^f	47 5%	41 8%
My phone is generally switched off	35 1%	23 2%	12 1%	- -	35 2%	35 2%	- -	- -
Don't Know	23 1%	12 1%	12 1%	- -	23 2%	12 1%	6 1%	6 1%

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)

Q.13 How often have mobile phone in possession

Base: All who use a mobile phone

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	502	245	257	243	259	307	147	86
Est.universe (000's)	2948	1439	1509	1427	1521	1803	863	505*
All of the time	1421 48%	623 43%	799 53%	869 61% ^d	552 36%	711 39%	529 61% ^e	323 64% ^e
Most of the time	1063 36%	523 36%	540 36%	470 33%	593 39%	705 39%	288 33%	141 28%
Some of the time	388 13%	235 16%	153 10%	70 5%	317 21% ^c	329 18% ^{fg}	41 5%	23 5%
Hardly ever	59 2%	47 3%	12 1%	12 1%	47 3%	53 3%	6 1%	6 1%
Never	6 *	6 *	- -	- -	6 *	- -	- -	6 1%
SUMMARY CODES								
NOT ALL THE TIME	1515 51%	811 56%	705 47%	552 39%	963 63% ^c	1087 60% ^{fg}	335 39%	176 35%
AT LEAST SOME OF THE TIME	2931 99%	1427 99%	1504 100%	1421 100%	1509 99%	1797 100%	863 100%	493 98%
Don't Know	12 *	6 *	6 *	6 *	6 *	6 *	- -	6 1%

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Mean: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)**Q.14A/B How often take part in activities****Base: All who use a mobile phone**

	Use your mobile phone if it wakes you when sleeping	Use your mobile phone in a venue where you have been specifically asked to switch it off	Take your mobile phone with you to use in the toilet or bathroom	Use your mobile phone during mealtimes when eating with others	Use your mobile phone whilst socialising with others
Unweighted Base	502	502	502	502	502
Est.universe (000's)	2948	2948	2948	2948	2948
Regularly	423 14%	176 6%	511 17%	399 14%	957 32%
Occasionally	388 13%	300 10%	499 17%	341 12%	863 29%
Rarely	170 6%	170 6%	135 5%	88 3%	76 3%
SUMMARY CODES					
EVER DONE	981 33%	646 22%	1145 39%	828 28%	1897 64%
NEVER DONE	1968 67%	2302 78%	1803 61%	2120 72%	1051 36%
Don't Know	-	-	-	-	-

Always Connected Study - Teens (QS7770 - 640211)

Q.14A/B_01 How often use your mobile phone if it wakes you when sleeping

Base: All who use a mobile phone

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	502	245	257	243	259	307	147	86
Est.universe (000's)	2948	1439	1509	1427	1521	1803	863	505*
Regularly	423 14%	170 12%	253 17%	247 17%	176 12%	241 13%	147 17%	53 10%
Occasionally	388 13%	182 13%	206 14%	217 15%	170 11%	211 12%	135 16%	59 12%
Rarely	170 6%	82 6%	88 6%	106 7%	65 4%	100 6%	59 7%	29 6%
SUMMARY CODES								
EVER DONE	981 33%	435 30%	546 36%	570 40% ^d	411 27%	552 31%	341 39%	141 28%
NEVER DONE	1968 67%	1004 70%	963 64%	858 60%	1110 73% ^c	1251 69%	523 61%	364 72%
Don't Know	-	-	-	-	-	-	-	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)**Q.14A/B_02 How often use your mobile phone in a venue where you have been specifically asked to switch it off****Base: All who use a mobile phone**

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	502	245	257	243	259	307	147	86
Est.universe (000's)	2948	1439	1509	1427	1521	1803	863	505*
Regularly	176 6%	100 7%	76 5%	106 7%	70 5%	82 5%	100 12% ^e	18 3%
Occasionally	300 10%	135 9%	164 11%	182 13%	117 8%	182 10%	82 10%	65 13%
Rarely	170 6%	47 3%	123 8%	94 7%	76 5%	82 5%	65 7%	47 9%
SUMMARY CODES								
EVER DONE	646 22%	282 20%	364 24%	382 27%	264 17%	347 19%	247 29%	129 26%
NEVER DONE	2302 78%	1157 80%	1145 76%	1045 73%	1257 83%	1457 81%	617 71%	376 74%
Don't Know	-	-	-	-	-	-	-	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Mean: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)

Q.14A/B_03 How often take your mobile phone with you to use in the toilet or bathroom

Base: All who use a mobile phone

	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE			
	Total	MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	502	245	257	243	259	307	147	86
Est.universe (000's)	2948	1439	1509	1427	1521	1803	863	505*
Regularly	511 17%	217 15%	294 19%	305 21%	206 14%	258 14%	200 23%	94 19%
Occasionally	499 17%	200 14%	300 20%	311 22% ^d	188 12%	253 14%	211 24% ^e	100 20%
Rarely	135 5%	65 4%	70 5%	53 4%	82 5%	65 4%	47 5%	29 6%
SUMMARY CODES								
EVER DONE	1145 39%	482 33%	664 44%	670 47% ^d	476 31%	576 32%	458 53% ^e	223 44%
NEVER DONE	1803 61%	957 67%	846 56%	758 53%	1045 69% ^c	1228 68% ^f	405 47%	282 56%
Don't Know	-	-	-	-	-	-	-	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)

Q.14A/B_04 How often use your mobile phone during mealtimes when eating with others

Base: All who use a mobile phone

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	502	245	257	243	259	307	147	86
Est.universe (000's)	2948	1439	1509	1427	1521	1803	863	505*
Regularly	399 14%	106 7%	294 19%a	258 18%d	141 9%	182 10%	147 17%	106 21%e
Occasionally	341 12%	153 11%	188 12%	182 13%	159 10%	223 12%	100 12%	53 10%
Rarely	88 3%	47 3%	41 3%	47 3%	41 3%	47 3%	35 4%	12 2%
SUMMARY CODES								
EVER DONE	828 28%	305 21%	523 35%a	487 34%d	341 22%	452 25%	282 33%	170 34%
NEVER DONE	2120 72%	1134 79%b	987 65%	940 66%	1181 78%c	1351 75%	581 67%	335 66%
Don't Know	-	-	-	-	-	-	-	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)

Q.14A/B_05 How often use your mobile phone whilst socialising with others

Base: All who use a mobile phone

	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE			
	Total	MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	502	245	257	243	259	307	147	86
Est.universe (000's)	2948	1439	1509	1427	1521	1803	863	505*
Regularly	957 32%	423 29%	534 35%	529 37%	429 28%	487 27%	329 38%	235 47%e
Occasionally	863 29%	388 27%	476 32%	370 26%	493 32%	570 32%	217 25%	123 24%
Rarely	76 3%	59 4%	18 1%	23 2%	53 3%	47 3%	23 3%	12 2%
SUMMARY CODES								
EVER DONE	1897 64%	869 60%	1028 68%	922 65%	975 64%	1104 61%	570 66%	370 73%
NEVER DONE	1051 36%	570 40%	482 32%	505 35%	546 36%	699 39%	294 34%	135 27%
Don't Know	-	-	-	-	-	-	-	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)**Q.14c Functions used when take part in activities****Base: All who ever use your mobile phone if it wakes you when sleeping**

	Use your mobile phone if it wakes you when sleeping	Use your mobile phone in a venue where you have been specifically asked to switch it off	Take your mobile phone with you to use in the toilet or bathroom	Use your mobile phone during mealtimes when eating with others	Use your mobile phone whilst socialising with others
Unweighted Base	72	30	87	68	163
Est.universe (000's)	423	176	511	399	957
Phone calls	211 50%	47 27%	170 33%	112 28%	576 60%
Text messaging (SMS)	276 65%	147 83%	423 83%	370 93%	893 93%
Emails	76 18%	35 20%	53 10%	35 9%	135 14%
Instant messaging (IM)	76 18%	47 27%	117 23%	76 19%	170 18%
Social networking	129 31%	82 47%	194 38%	147 37%	382 40%
None	29 7%	12 7%	35 7%	6 1%	12 1%
Don't Know	12 3%	-	-	-	6 1%

Always Connected Study - Teens (QS7770 - 640211)

Q.14c_01 Functions used when use your mobile phone if it wakes you when sleeping

Base: All who ever use your mobile phone if it wakes you when sleeping

	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE			
	Total	MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	72	29	43	42	30	41	25	9
Est.universe (000's)	423*	170**	253*	247*	176**	241*	147**	53**
Phone calls	211 50%	88 52%	123 49%	141 57%	70 40%	123 51%	76 52%	18 33%
Text messaging (SMS)	276 65%	106 62%	170 67%	164 67%	112 63%	159 66%	88 60%	41 78%
Emails	76 18%	47 28%	29 12%	70 29%	6 3%	41 17%	29 20%	6 11%
Instant messaging (IM)	76 18%	41 24%	35 14%	65 26%	12 7%	23 10%	41 28%	12 22%
Social networking	129 31%	47 28%	82 33%	88 36%	41 23%	53 22%	65 44%	12 22%
None	29 7%	12 7%	18 7%	6 2%	23 13%	23 10%	6 4%	-
Don't Know	12 3%	12 7%	-	6 2%	6 3%	12 5%	-	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.14c_02 Functions used when use your mobile phone in a venue where you have been specifically asked to switch it off

Base: All who ever use your mobile phone in a venue where you have been specifically asked to switch it off

	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE			
	Total	MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	30	17	13	18	12	14	17	3
Est.universe (000's)	176*	100**	76**	106**	70**	82**	100**	18**
Phone calls	47 27%	29 29%	18 23%	29 28%	18 25%	23 29%	29 29%	- -
Text messaging (SMS)	147 83%	70 71%	76 100%	82 78%	65 92%	65 79%	82 82%	18 100%
Emails	35 20%	29 29%	6 8%	35 33%	- -	12 14%	29 29%	- -
Instant messaging (IM)	47 27%	29 29%	18 23%	41 39%	6 8%	12 14%	35 35%	6 33%
Social networking	82 47%	41 41%	41 54%	53 50%	29 42%	29 36%	53 53%	12 67%
None	12 7%	12 12%	-	6 6%	6 8%	6 7%	6 6%	-
Don't Know	-	-	-	-	-	-	-	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)**Q.14c_03 Functions used when take your mobile phone with you to use in the toilet or bathroom****Base: All who ever take your mobile phone with you to use in the toilet or bathroom**

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	87	37	50	52	35	44	34	16
Est.universe (000's)	511*	217*	294*	305*	206*	258*	200*	94**
Phone calls	170 33%	88 41%	82 28%	100 33%	70 34%	82 32%	65 32%	35 37%
Text messaging (SMS)	423 83%	188 86%	235 80%	247 81%	176 86%	217 84%	164 82%	82 87%
Emails	53 10%	35 16%	18 6%	47 15%	6 3%	29 11%	23 12%	6 6%
Instant messaging (IM)	117 23%	35 16%	82 28%	94 31%	23 11%	41 16%	59 29%	18 19%
Social networking	194 38%	53 24%	141 48%	147 48%	47 23%	70 27%	94 47%	41 44%
None	35 7%	23 11%	12 4%	18 6%	18 9%	23 9%	6 3%	6 6%
Don't Know	-	-	-	-	-	-	-	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.14c_04 Functions used when use your mobile phone during mealtimes when eating with others

Base: All who ever use your mobile phone during mealtimes when eating with others

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	68	18	50	44	24	31	25	18
Est.universe (000's)	399*	106**	294*	258*	141**	182*	147**	106**
Phone calls	112 28%	35 33%	76 26%	70 27%	41 29%	47 26%	59 40%	18 17%
Text messaging (SMS)	370 93%	82 78%	288 98%	241 93%	129 92%	170 94%	135 92%	100 94%
Emails	35 9%	12 11%	23 8%	23 9%	12 8%	18 10%	18 12%	6 6%
Instant messaging (IM)	76 19%	29 28%	47 16%	70 27%	6 4%	29 16%	35 24%	23 22%
Social networking	147 37%	53 50%	94 32%	106 41%	41 29%	59 32%	59 40%	47 44%
None	6 1%	6 6%	-	6 2%	-	-	6 4%	-
Don't Know	-	-	-	-	-	-	-	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.14c_05 Functions used when use your mobile phone whilst socialising with others

Base: All who ever use your mobile phone whilst socialising with others

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	163	72	91	90	73	83	56	40
Est.universe (000's)	957	423*	534*	529*	429*	487*	329*	235*
Phone calls	576	300	276	311	264	294	211	135
	60%	71%	52%	59%	62%	60%	64%	58%
Text messaging (SMS)	893	388	505	482	411	470	294	217
	93%	92%	95%	91%	96%	96%	89%	92%
Emails	135	76	59	94	41	35	82	35
	14%	18%	11%	18%	10%	7%	25%e	15%
Instant messaging (IM)	170	70	100	147	23	76	82	41
	18%	17%	19%	28%d	5%	16%	25%	17%
Social networking	382	147	235	282	100	176	159	88
	40%	35%	44%	53%d	23%	36%	48%	37%
None	12	6	6	12	-	-	12	-
	1%	1%	1%	2%	-	-	4%	-
Don't Know	6	6	-	6	-	6	-	-
	1%	1%	-	1%	-	1%	-	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Mean: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)**Q.15 Agreement statements****Base: All who use a mobile phone / Smartphone**

		I think it's generally ok to use my mobile phone at any time, even when I am with others or in a public place	I would never use my mobile phone if it was disturbing or interrupting others around me	My phone is more important to me for accessing the internet than any other device
Unweighted Base		502	502	240
Est.universe (000's)		2948	2948	1410
Strongly agree	(4)	687 23%	957 32%	229 16%
Slightly agree	(2)	1175 40%	934 32%	317 22%
Neither agree nor disagree	(0)	499 17%	576 20%	394 28%
Slightly disagree	(-2)	417 14%	370 13%	253 18%
Strongly disagree	(-4)	135 5%	88 3%	211 15%
SUMMARY CODES				
AGREE		1862 63%	1891 64%	546 39%
DISAGREE		552 19%	458 16%	464 33%
Don't Know		35 1%	23 1%	6 *
Mean Score		1.278	1.574	0.142
Standard Deviation		2.252	2.242	2.575
Error Variance		0.010	0.010	0.028

Always Connected Study - Teens (QS7770 - 640211)

Q.15_01 Agreement - I think it's generally ok to use my mobile phone at any time, even when I am with others or in a public place

Base: All who use a mobile phone

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	502	245	257	243	259	307	147	86
Est.universe (000's)	2948	1439	1509	1427	1521	1803	863	505*
Strongly agree	(4) 687 23%	317 22%	370 25%	435 30% ^d	253 17%	382 21%	229 27%	123 24%
Slightly agree	(2) 1175 40%	599 42%	576 38%	529 37%	646 42%	717 40%	347 40%	200 40%
Neither agree nor disagree	(0) 499 17%	241 17%	258 17%	235 16%	264 17%	341 19%	117 14%	82 16%
Slightly disagree	(-2) 417 14%	170 12%	247 16%	170 12%	247 16%	235 13%	141 16%	82 16%
Strongly disagree	(-4) 135 5%	94 7%	41 3%	53 4%	82 5%	112 6%	18 2%	6 1%
SUMMARY CODES								
AGREE	1862 63%	916 64%	946 63%	963 67%	899 59%	1098 61%	576 67%	323 64%
DISAGREE	552 19%	264 18%	288 19%	223 16%	329 22%	347 19%	159 18%	88 17%
Don't Know	35 1%	18 1%	18 1%	6 *	29 2%	18 1%	12 1%	12 2%
Mean Score	1.278	1.231	1.323	1.579^d	0.992	1.145	1.476	1.429
Standard Deviation	2.252	2.298	2.206	2.229	2.237	2.290	2.180	2.108
Error Variance	0.010	0.022	0.019	0.021	0.020	0.017	0.033	0.053

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)

Q.15_02 Agreement - I would never use my mobile phone if it was disturbing or interrupting others around me

Base: All who use a mobile phone

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	502	245	257	243	259	307	147	86
Est.universe (000's)	2948	1439	1509	1427	1521	1803	863	505*
Strongly agree	(4) 957 32%	529 37%	429 28%	476 33%	482 32%	570 32%	294 34%	153 30%
Slightly agree	(2) 934 32%	429 30%	505 33%	417 29%	517 34%	576 32%	288 33%	159 31%
Neither agree nor disagree	(0) 576 20%	235 16%	341 23%	270 19%	305 20%	364 20%	159 18%	82 16%
Slightly disagree	(-2) 370 13%	194 13%	176 12%	223 16%	147 10%	229 13%	88 10%	88 17%
Strongly disagree	(-4) 88 3%	41 3%	47 3%	35 2%	53 3%	59 3%	23 3%	12 2%
SUMMARY CODES								
AGREE	1891 64%	957 67%	934 62%	893 63%	998 66%	1145 64%	581 67%	311 62%
DISAGREE	458 16%	235 16%	223 15%	258 18%	200 13%	288 16%	112 13%	100 20%
Don't Know	23 1%	12 1%	12 1%	6 *	18 1%	6 *	12 1%	12 2%
Mean Score	1.574	1.695	1.459	1.512	1.633	1.523	1.738	1.429
Standard Deviation	2.242	2.294	2.186	2.296	2.189	2.252	2.170	2.303
Error Variance	0.010	0.022	0.019	0.022	0.019	0.017	0.032	0.063

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)

Q.15_03 Agreement - My phone is more important to me for accessing the internet than any other device

Base: All who use a Smartphone most often

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	240	114	126	240	-	111	97	56
Est.universe (000's)	1410	670	740	1410	-**	652	570*	329*
Strongly agree	(4) 229 16%	147 22%	82 11%	229 16%	-	106 16%	94 16%	47 14%
Slightly agree	(2) 317 22%	170 25%	147 20%	317 22%	-	135 21%	147 26%	82 25%
Neither agree nor disagree	(0) 394 28%	141 21%	253 34%	394 28%	-	170 26%	194 34%	53 16%
Slightly disagree	(-2) 253 18%	123 18%	129 17%	253 18%	-	129 20%	65 11%	82 25%
Strongly disagree	(-4) 211 15%	82 12%	129 17%	211 15%	-	112 17%	70 12%	59 18%
SUMMARY CODES								
AGREE	546 39%	317 47%b	229 31%	546 39%	-	241 37%	241 42%	129 39%
DISAGREE	464 33%	206 31%	258 35%	464 33%	-	241 37%	135 24%	141 43%
Don't Know	6 *	6 1%	-	6 *	-	-	-	6 2%
Mean Score	0.142	0.531	-0.206	0.142	-	-0.018	0.454	-0.145
Standard Deviation	2.575	2.650	2.455	2.575	-	2.639	2.431	2.697
Error Variance	0.028	0.062	0.048	0.028	-	0.063	0.061	0.132

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.16 Addiction to mobile phone rating

Base: All who use a mobile phone

	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE			
	Total	MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	502	245	257	243	259	307	147	86
Est.universe (000's)	2948	1439	1509	1427	1521	1803	863	505*
-1- Not at all addicted	294 10%	217 15%b	76 5%	59 4%	235 15%c	253 14%f	23 3%	41 8%
-2-	94 3%	41 3%	53 4%	29 2%	65 4%	59 3%	23 3%	18 3%
-3-	258 9%	182 13%b	76 5%	59 4%	200 13%c	223 12%fg	23 3%	12 2%
-4-	211 7%	106 7%	106 7%	76 5%	135 9%	153 8%	41 5%	23 5%
-5-	440 15%	217 15%	223 15%	164 12%	276 18%	300 17%	117 14%	53 10%
-6-	288 10%	117 8%	170 11%	182 13%	106 7%	153 8%	106 12%	35 7%
-7-	476 16%	235 16%	241 16%	241 17%	235 15%	247 14%	164 19%	123 24%
-8-	405 14%	170 12%	235 16%	264 19%d	141 9%	194 11%	176 20%e	82 16%
-9-	182 6%	65 4%	117 8%	135 9%d	47 3%	82 5%	76 9%	35 7%
-10- Completely addicted	300 10%	88 6%	211 14%a	217 15%d	82 5%	141 8%	112 13%	82 16%
SUMMARY CODES								
LOW	646 22%	440 31%b	206 14%	147 10%	499 33%c	534 30%fg	70 8%	70 14%
MODERATE	1415 48%	675 47%	740 49%	664 47%	752 49%	852 47%	429 50%	235 47%
HIGH	887 30%	323 22%	564 37%a	617 43%d	270 18%	417 23%	364 42%e	200 40%e
Don't Know	-	-	-	-	-	-	-	-
Mean Score	5.847	5.233	6.432a	6.798d	4.954	5.264	6.823e	6.616e
Standard Deviation	2.664	2.693	2.500	2.371	2.615	2.708	2.210	2.618
Error Variance	0.014	0.030	0.024	0.023	0.026	0.024	0.033	0.080

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base

Always Connected Study - Teens (QS7770 - 640211)

Q.19 Approximate number of apps downloaded

Base: All who download apps

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	154	74	80	154	-	69	61	43
Est.universe (000's)	904	435*	470*	904	-**	405*	358*	253*
1-5	182 20%	76 18%	106 22%	182 20%	-	76 19%	76 21%	59 23%
6-10	170 19%	94 22%	76 16%	170 19%	-	59 14%	76 21%	53 21%
11-15	70 8%	29 7%	41 9%	70 8%	-	35 9%	23 7%	12 5%
16-20	65 7%	47 11%	18 4%	65 7%	-	41 10%	23 7%	18 7%
21-25	18 2%	-	18 4%	18 2%	-	-	18 5%	12 5%
25+	123 14%	59 14%	65 14%	123 14%	-	41 10%	53 15%	59 23%
Don't Know	276 31%	129 30%	147 31%	276 31%	-	153 38%	88 25%	41 16%
Mean Score	56.476	69.100	45.000	56.476	-	52.143	70.111	50.600
Standard Deviation	37.406	48.217	17.323	37.406	-	21.958	48.839	19.329
Error Variance	66.629	232.487	27.282	66.629	-	68.876	265.025	37.360

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.20 Proportion of apps paid for
Base: All who download apps

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	154	74	80	154	-	69	61	43
Est.universe (000's)	904	435*	470*	904	-**	405*	358*	253*
All of them	(100)	41	23	41	-	23	18	6
	5%	4%	5%	5%	-	6%	5%	2%
More than half, but not all	(75)	117	59	117	-	53	47	35
	13%	14%	13%	13%	-	13%	13%	14%
About half	(50)	164	82	164	-	100	35	47
	18%	19%	17%	18%	-	25%	10%	19%
Less than half, but more than none	(25)	223	82	223	-	88	76	88
	25%	32%	17%	25%	-	22%	21%	35%
Less than half, but more than none	(25)	223	82	223	-	88	76	88
	25%	32%	17%	25%	-	22%	21%	35%
None of them	(0)	317	194	317	-	135	153	65
	35%	28%	41%	35%	-	33%	43%	26%
SUMMARY CODES								
ANY PAID FOR	546	300	247	546	-	264	176	176
	60%	69%	52%	60%	-	65%	49%	70%
ANY FREE	822	405	417	822	-	376	311	235
	91%	93%	89%	91%	-	93%	87%	93%
Don't Know	41	12	29	41	-	6	29	12
	5%	3%	6%	5%	-	1%	8%	5%
Mean Score Incl.0	29.730	30.729	28.652	29.730	-	32.229	26.812	30.357
Standard Deviation	27.174	25.147	29.190	27.174	-	28.156	28.688	23.523
Error Variance	5.023	8.783	11.361	5.023	-	11.658	14.697	13.496
Mean Score Excl.0	48.925	46.078	52.381	48.925	-	51.111	50.833	44.167
Standard Deviation	24.039	23.456	24.330	24.039	-	23.589	26.282	22.127
Error Variance	6.214	10.788	14.094	6.214	-	12.365	23.024	16.319

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.21 Maximum amount paid for an app
Base: All who have paid for apps

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	93	51	42	93	-	45	30	30
Est.universe (000's)	546*	300*	247*	546*	-**	264*	176**	176**
1p - 99p	35 6%	18 6%	18 7%	35 6%	-	6 2%	23 13%	18 10%
£1 - £1.99	82 15%	53 18%	29 12%	82 15%	-	65 24%	6 3%	18 10%
£2 - £2.99	88 16%	47 16%	41 17%	88 16%	-	18 7%	59 33%	29 17%
£3 - £3.99	47 9%	29 10%	18 7%	47 9%	-	18 7%	23 13%	18 10%
£4 - £4.99	35 6%	12 4%	23 10%	35 6%	-	29 11%	-	12 7%
£5 - £9.99	106 19%	70 24%	35 14%	106 19%	-	41 16%	29 17%	47 27%
£10+	23 4%	18 6%	6 2%	23 4%	-	18 7%	6 3%	-
Don't Know	129 24%	53 18%	76 31%	129 24%	-	70 27%	29 17%	35 20%
Mean Score	370.169	396.643	331.828	370.169	-	384.182	350.920	347.250
Standard Deviation	284.391	325.260	206.652	284.391	-	301.714	308.423	196.947
Error Variance	1139.128	2518.903	1472.584	1139.128	-	2758.529	3804.998	1616.178

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.22a Types of apps paid for
Base: All who have paid for apps

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	93	51	42	93	-	45	30	30
Est.universe (000's)	546*	300*	247*	546*	-**	264*	176**	176**
Games	458 84%	270 90%	188 76%	458 84%	-	217 82%	164 93%	147 83%
Music	311 57%	141 47%	170 69%	311 57%	-	129 49%	123 70%	88 50%
Social networking	117 22%	65 22%	53 21%	117 22%	-	41 16%	53 30%	29 17%
Sports\sports news	88 16%	82 27%b	6 2%	88 16%	-	29 11%	41 23%	23 13%
Shopping	53 10%	18 6%	35 14%	53 10%	-	12 4%	35 20%	12 7%
Books	35 6%	35 12%	-	35 6%	-	18 7%	18 10%	-
Weather reports	29 5%	18 6%	12 5%	29 5%	-	18 7%	12 7%	-
Travel\Journey planning	29 5%	18 6%	12 5%	29 5%	-	18 7%	12 7%	6 3%
Maps\navigation	29 5%	23 8%	6 2%	29 5%	-	12 4%	6 3%	12 7%
News	12 2%	12 4%	-	12 2%	-	12 4%	-	-
Banking	6 1%	6 2%	-	6 1%	-	6 2%	-	-
Finance\business	6 1%	6 2%	-	6 1%	-	6 2%	-	-
Other type of apps	12 2%	6 2%	6 2%	12 2%	-	12 4%	-	-
SUMMARY CODE								
ANY	529 97%	294 98%	235 95%	529 97%	-	253 96%	176 100%	170 97%
None	-	-	-	-	-	-	-	-
Don't Know	18 3%	6 2%	12 5%	18 3%	-	12 4%	-	6 3%

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.22b Types of apps downloaded for free

Base: All who download apps for free

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	147	71	76	147	-	65	58	42
Est.universe (000's)	863	417*	446*	863	**	382*	341*	247*
Games	552 64%	264 63%	288 64%	552 64%	-	235 62%	264 78%	141 57%
Social networking	523 61%	247 59%	276 62%	523 61%	-	241 63%	194 57%	176 71%
Music	405 47%	206 49%	200 45%	405 47%	-	182 48%	170 50%	112 45%
Shopping	217 25%	112 27%	106 24%	217 25%	-	123 32%	70 21%	76 31%
Maps/navigation	153 18%	88 21%	65 14%	153 18%	-	70 18%	53 16%	59 24%
Sports/sports news	141 16%	123 30%b	18 4%	141 16%	-	65 17%	41 12%	47 19%
Weather reports	129 15%	70 17%	59 13%	129 15%	-	65 17%	47 14%	41 17%
News	123 14%	65 15%	59 13%	123 14%	-	59 15%	47 14%	35 14%
Books	117 14%	53 13%	65 14%	117 14%	-	41 11%	59 17%	41 17%
Travel/Journey planning	65 7%	29 7%	35 8%	65 7%	-	35 9%	29 9%	12 5%
Banking	29 3%	23 6%	6 1%	29 3%	-	12 3%	12 3%	6 2%
Finance/business	12 1%	6 1%	6 1%	12 1%	-	6 2%	6 2%	-
Other type of apps	76 9%	29 7%	47 11%	76 9%	-	41 11%	29 9%	18 7%
SUMMARY CODE								
ANY	787 91%	394 94%	394 88%	787 91%	-	347 91%	323 95%	217 88%
None	18 2%	-	18 4%	18 2%	-	6 2%	12 3%	6 2%
Don't Know	59 7%	23 6%	35 8%	59 7%	-	29 8%	6 2%	23 10%

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.22a\b Types of apps downloaded: (Total)
Base: All who download apps (paid or free)

	Total	SEX		Q.3\3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	154	74	80	154	-	69	61	43
Est.universe (000's)	904	435*	470*	904	-**	405*	358*	253*
Games	746 82%	376 86%	370 79%	746 82%	-	341 84%	311 87%	206 81%
Music	599 66%	294 68%	305 65%	599 66%	-	282 70%	223 62%	159 63%
Social networking	593 66%	282 65%	311 66%	593 66%	-	258 64%	235 66%	194 77%
Shopping	253 28%	129 30%	123 26%	253 28%	-	129 32%	100 28%	76 30%
Sports\sports news	200 22%	176 41%b	23 5%	200 22%	-	82 20%	70 20%	65 26%
Maps\navigation	182 20%	112 26%	70 15%	182 20%	-	82 20%	59 16%	70 28%
Weather reports	153 17%	88 20%	65 14%	153 17%	-	76 19%	59 16%	41 16%
Books	141 16%	76 18%	65 14%	141 16%	-	59 14%	65 18%	41 16%
News	135 15%	76 18%	59 13%	135 15%	-	70 17%	47 13%	35 14%
Travel\Journey planning	88 10%	47 11%	41 9%	88 10%	-	47 12%	41 11%	18 7%
Banking	35 4%	29 7%	6 1%	35 4%	-	18 4%	12 3%	6 2%
Finance\business	18 2%	12 3%	6 1%	18 2%	-	12 3%	6 2%	-
Other type of apps	82 9%	35 8%	47 10%	82 9%	-	47 12%	29 8%	18 7%
SUMMARY CODE								
ANY	881 97%	423 97%	458 97%	881 97%	-	399 99%	352 98%	241 95%
None	18 2%	-	18 4%	18 2%	-	6 1%	12 3%	6 2%
Don't Know	65 7%	23 5%	41 9%	65 7%	-	35 9%	6 2%	23 9%

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.23 Social networking sites / apps used on Smartphone
Base: All who use their mobile phone for social networking

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	179	81	98	179	-	78	73	49
Est.universe (000's)	1051	476*	576*	1051	-**	458*	429*	288*
Facebook	1022 97%	464 98%	558 97%	1022 97%	-	446 97%	411 96%	288 100%
Twitter	270 26%	123 26%	147 26%	270 26%	-	117 26%	112 26%	70 24%
MySpace	135 13%	70 15%	65 11%	135 13%	-	53 12%	70 16%	23 8%
Bebo	106 10%	53 11%	53 9%	106 10%	-	41 9%	47 11%	23 8%
Linked-In	35 3%	29 6%	6 1%	35 3%	-	18 4%	18 4%	-
Nimbuzz	23 2%	12 2%	12 2%	23 2%	-	12 3%	12 3%	-
Tweetdeck	12 1%	12 2%	-	12 1%	-	6 1%	6 1%	-
Bump	6 1%	-	6 1%	6 1%	-	-	6 1%	-
Other social networking site	29 3%	12 2%	18 3%	29 3%	-	12 3%	12 3%	12 4%
Don't Know	6 1%	-	6 1%	6 1%	-	-	6 1%	-

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.24 How often use phone for social networking

Base: All who use their mobile phone for social networking

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	179	81	98	179	-	78	73	49
Est.universe (000's)	1051	476*	576*	1051	-**	458*	429*	288*
Once an hour or more	(9) 11%	35 7%	76 13%	112 11%	-	53 12%	41 10%	18 6%
Every couple of hours	(8) 18%	82 17%	112 19%	194 18%	-	88 19%	88 21%	53 18%
Several times a day	(7) 32%	135 28%	200 35%	335 32%	-	141 31%	141 33%	88 31%
Once a day	(6) 22%	129 27%	100 17%	229 22%	-	94 21%	94 22%	70 24%
2-3 times a week	(5) 11%	65 14%	47 8%	112 11%	-	53 12%	41 10%	35 12%
About once a week	(4) 3%	18 4%	18 3%	35 3%	-	23 5%	6 1%	6 2%
Every 2-3 weeks	(3) 1%	-	12 2%	12 1%	-	-	12 3%	6 2%
About once a month	(2) 1%	6 1%	6 1%	12 1%	-	6 1%	-	6 2%
Less often	(1) 1%	-	6 1%	6 1%	-	-	6 1%	-
SUMMARY CODES								
AT LEAST ONCE A DAY	869 83%	382 80%	487 85%	869 83%	-	376 82%	364 85%	229 80%
AT LEAST ONCE A WEEK	1016 97%	464 98%	552 96%	1016 97%	-	452 99%	411 96%	270 94%
LESS THAN ONCE A WEEK	29 3%	6 1%	23 4%	29 3%	-	6 1%	18 4%	12 4%
Don't Know	6 1%	6 1%	-	6 1%	-	-	-	6 2%
Mean Score	6.730	6.600	6.837	6.730	-	6.769	6.753	6.563
Standard Deviation	1.468	1.339	1.558	1.468	-	1.433	1.480	1.430
Error Variance	0.012	0.022	0.025	0.012	-	0.026	0.030	0.043

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing

Always Connected Study - Teens (QS7770 - 640211)

Q.25 Activities take part in less since owning Smartphone

Base: All who personally use a Smartphone

	Total	SEX		Q.3/3B MOBILE USER		Q.6A PACKAGE		
		MALE (a)	FEMALE (b)	SMART PHONE (c)	NORMAL MOBILE (d)	PAYG (e)	CONTRACT (f)	OTHER (g)
Unweighted Base	243	117	126	243	-	112	98	58
Est.universe (000's)	1427	687	740	1427	-**	658	576*	341*
Playing games on a games console or computer	429 30%	164 24%	264 36%	429 30%	-	135 21%	241 42% ^e	123 36%
Taking photos with a standalone camera i.e. one that isn't on a mobile phone	423 30%	182 26%	241 33%	423 30%	-	176 27%	182 32%	123 36%
Using a computer to access the internet	405 28%	229 33%	176 24%	405 28%	-	159 24%	206 36%	112 33%
Watching television	323 23%	164 24%	159 21%	323 23%	-	176 27%	135 23%	47 14%
Reading books	217 15%	94 14%	123 17%	217 15%	-	106 16%	100 17%	35 10%
Using a paper map	200 14%	117 17%	82 11%	200 14%	-	70 11%	88 15%	70 21%
Reading a printed newspaper	194 14%	106 15%	88 12%	194 14%	-	106 16%	76 13%	47 14%
Socialising with friends	100 7%	59 9%	41 6%	100 7%	-	29 4%	53 9%	23 7%
Taking part in sports	82 6%	35 5%	47 6%	82 6%	-	35 5%	41 7%	12 3%
SUMMARY CODES								
ANY ACTIVITY	969 68%	452 66%	517 70%	969 68%	-	399 61%	446 78% ^e	247 72%
None	458 32%	235 34%	223 30%	458 32%	-	258 39% ^f	129 22%	94 28%

Fieldwork : 18/03/11 - 22/03/11 (Week 11)

Proportions/Means: Columns Tested (1% risk level) - a/b - c/d - e/f/g

* small base; ** very small base (under 30) ineligible for sig testing