

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

CABLE AREA	1
Base : All respondents	
DEPRIVATION LEVEL	2
Base : All respondents	
SE. GENDER	3
Base : All respondents	
SF. AGE OF RESPONDENT	4
Base : All respondents	
OSEG (QZ8). What is the occupation of the main wage earner in your household? CODE SOCIAL GRADE. (SINGLE CODE)	5
Base : All respondents	
SG. WORKING STATUS	6
Base : All respondents	
SH. HOUSEHOLD STATUS	7
Base : All respondents	
SI. Total number in household (including respondent and any children)	8
Base : All respondents	
SJ. Total number of children in household (under 18), including respondent (if respondent is under 18)	9
Base : All respondents	
SK. Household size	10
Base : All respondents	
QC1. Is there a landline phone in your home that can be used to make and receive calls? (SINGLE CODE) PROMPTED	11
Base : All respondents	
QC2 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)	12
Base : All respondents	
QC3 (QC2). Do you ever use this landline phone at home yourself to make and/or receive calls, for internet access or both? (MULTICODE)	13
Base : Those with a landline phone at home	
QC4 (QC3B). And would you say your household landline gets used MAINLY for making and receiving calls, internet access or both equally? (SINGLE CODE).....	14
Base : Those who use their home landline phone for calls and internet access	
QD1. How many mobile phones IN TOTAL do you AND members of your household use? (SINGLE CODE)	15
Base : All respondents	
QD2. Do you personally use a mobile phone? (SINGLE CODE)	16
Base : All respondents	
QD3 (QD10). Which mobile network do you use most often? (SINGLE CODE)	17
Base : Those who personally use a mobile phone	
QD4 (QD24b). Do you personally use a 3G mobile handset (EXPLAIN THIRD GENERATION)? (SINGLE CODE)	18
Base : Those who personally use a mobile phone	
QD5 (QD11). SHOWCARD Which of these best describes the mobile package you personally use most often? (SINGLE CODE)	19
Base : Those who personally use a mobile phone	

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

QD6 (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)	20
Base : Those who use a postpay/ contract mobile phone	
QD7a (QD4a). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)	21
Base : Those who personally use a mobile phone	
QD7b (QD4b). SHOWCARD And how often, if at all, do you use your mobile phone to make calls? (SINGLE CODE)	22
Base : Those who personally use a mobile phone	
QD8 (QD28). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)	23
Base : Those who personally use a mobile phone	
QE1. Does your household have a PC or laptop computer? (MULTICODE OPTIONS 1-2 ONLY)	27
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)	28
Base : All respondents	
QE3 (QE4). SHOWCARD In which, if any, of these other places do YOU ever use the internet? (MULTICODE)	29
Base : All respondents	
QE4 (QE23). SHOWCARD And how often do you personally use the Internet nowadays either at home or elsewhere? (SINGLE CODE)	31
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)	32
Base : All respondents	
QE5b (QE21b). And do you or anyone in your household access the internet in this way? (MULTICODE OPTIONS 1-2 ONLY)	33
Base : Those aware that you can access broadband services on your PC or laptop using a mobile network	
QE6 (QE9). SHOWCARD Which of these methods does your household use to connect to the Internet at home? (MULTICODE)	34
Base : Those with access to the internet at home	
QE7 (QE10). SHOWCARD And which of these is your MAIN method of connection? (SINGLE CODE)	35
Base : Those with access to the internet at home	
QE8 (QE13). Thinking about the main supplier you use for internet access, do you have to pay them a subscription fee for the package provided? (SINGLE CODE)	36
Base : Those who use narrowband as their main method of connecting to the internet at home	
QE9 (QE14). SHOWCARD Which of the following applies to the main supplier you use for internet access? (SINGLE CODE)	37
Base : Those who use narrowband as their main method of connecting to the internet at home	
QE10a (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?	38
Base : Those with fixed broadband at home where there is more than one person in household	
QE10b (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?	39
Base : Those with mobile broadband at home where there is more than one person in household	
QE11 (QE35). Have you or anyone in your household ever used a fixed wireless internet connection at home? (SINGLE CODE)	40
Base : Those with fixed broadband at home	
QH1a. SHOWCARD Which, if any, of these types of television does your household receive at the moment? (MULTICODE)	41
Base : All respondents	
QH1b. SHOWCARD And which of these do you consider is your main type of television? (SINGLE CODE)	43
Base : All respondents	

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

QH2 (QH3). SHOWCARD Which of the following best describes your satellite TV service/s? (MULTICODE)	45
Base : Those with Satellite TV	
QH3a (QR1a). Does your household have Sky+? (SINGLE CODE)	47
Base : Those with Sky TV	
QH3b (QR1b). Does your household have V+? (SINGLE CODE)	48
Base : Those with Cable TV	
QH3c (QR1c). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)	49
Base : Those with Freesat	
QH3d (QR1d). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)	50
Base : Those with Freeview	
QH3e (QR1e). Does your broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)	51
Base : Those with Broadband TV	
QH4a (QR2). Do you personally use this DVR (i.e. Digital Video Recorder)? (SINGLE CODE)	52
Base : Those who own a DVR	
QH4b (QH41b). How often, if ever, do you use your DVR to watch recorded programmes?	53
Base : Those who personally use their DVR	
QH4c (QH41c). Would you say that watching TV programmes in this way makes you watch MORE, LESS or ABOUT THE SAME amount of television than you used to?	54
Base : Those who personally use their DVR	
QH4d (QH41d). Would you say that watching TV programmes in this way makes you watch more of the SAME SORTS of programmes that you used to watch, or DIFFERENT programmes than those you used to watch, or no real change?	55
Base : Those who personally use their DVR	
QH4e (QH41e). And, what would you say are your MAIN reasons for watching TV programmes in this way?	56
Base : Those who personally use their DVR	
QH5a (QH42a). Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY)	57
Base : Those with multichannel TV	
QH5b (QH42b). How often, if ever, do you use your 'on demand' TV service to watch TV programmes after they've been shown?	58
Base : Those who ever watch TV programmes 'on demand' through their TV service	
QH5c (QH42c). Would you say that watching TV programmes in this way makes you watch MORE, LESS or ABOUT THE SAME amount of television than you used to?	59
Base : Those who ever watch TV programmes 'on demand' through their TV service	
QH5d (QH42d). Would you say that watching TV programmes in this way makes you watch more of the SAME SORTS of programmes that you used to watch, or DIFFERENT programmes than those you used to watch, or no real change?	60
Base : Those who ever watch TV programmes 'on demand' through their TV service	
QH5e (QH42e). And, what would you say are your MAIN reasons for watching TV programmes in this way?	61
Base : Those who ever watch TV programmes 'on demand' through their TV service	
QH6a (QH43a). Do you ever watch TV programmes online or download programmes from UK TV broadcasters' website (such as BBC iplayer, ITV player, Channel 4 On-Demand, Demand Five, or Sky Player)?	62
Base : Those who use the internet at home or elsewhere	
QH6b (QH43b). How often, if ever, do you watch TV programmes online or download from UK TV broadcasters' websites after they've been shown?	63
Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites	
QH6c (QH43c). Would you say that watching TV programmes in this way makes you watch MORE, LESS or ABOUT THE SAME amount of television than you used to?	64
Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites	

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

QH6d (QH43d). Would you say that watching TV programmes in this way makes you watch more of the SAME SORTS of programmes that you used to watch, or DIFFERENT programmes than those you used to watch, or no real change?	65
Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites	
QH6e (QH43e). And, what would you say are your MAIN reasons for watching TV programmes in this way?	66
Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites	
QH7 (QT1). Are any of the televisions in your household, HDTV sets or HDTV ready sets? (EXPLAIN HDTV IF NECESSARY)	68
Base : Those with a TV at home	
QH8 (QT2). For these HDTV sets that you personally watch, does your household have a subscription to a HDTV service for them?	69
Base : Those with HDTV or HD ready set	
QH9 (QT3). And which supplier do you have your HDTV subscription with?	70
Base : Those with a subscription to a HDTV service	
QH10 (QT4). How old is your HDTV?	71
Base : Those with a subscription to a HDTV service	
QS1. Signing is the interpretation of dialogue, commentary and on screen text. Before today, were you aware some programmes use this? (SINGLE CODE).....	72
Base : All respondents	
QS2. SHOWCARD How often, if at all, do you use SIGNING to enable you to follow programmes more easily? (SINGLE CODE).....	73
Base : Those aware of Signing	
QS3. You said that you have used signing at least once, why have you used signing? (MULTICODE).....	74
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).....	76
Base : All respondents	
QS5. SHOWCARD How often, if at all, do you use SUBTITLING to enable you to follow programmes more easily? (SINGLE CODE).....	77
Base : Those aware of Subtitling	
QS6. You said that you have used subtitling at least once, why have you used subtitling? (MULTICODE).....	78
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).....	80
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).....	81
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)	82
Base : Those used Audio Description at least once	
OCHECK. Can I just check that you have the following services? (MULTICODE).....	83
Base : All respondents	
QG1. Do you receive any of these services as part of an overall deal or package from the same supplier? (SINGLE CODE).....	84
Base : All respondents	
QG2. Is this ONE deal or package, or more than one? (SINGLE CODE).....	85
Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package	
QG3a. SHOWCARD Thinking about the first deal or package you have with the same supplier - Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTICODE).....	86
Base : Those with at least one deal or package with the same supplier	

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

QG3b. Do you receive a discount or special deal for subscribing to this package of services? (SINGLE CODE).....	87
Base : Those with at least one deal or package with the same supplier	
QG3c. Do you receive one bill for this bundle of services, or more than one bill? (SINGLE CODE)	88
Base : Those with at least one deal or package with the same supplier	
QG3d. Which supplier do you use for this package of services? (SINGLE CODE).....	89
Base : Those with at least one deal or package with the same supplier	
QG3e. How much is your average MONTHLY bill for this package of services? (SINGLE CODE).....	91
Base : Those with at least one deal or package with the same supplier	
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)	92
Base : All respondents	
QP2. 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).....	93
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)	94
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)	95
Base : Those who listen to radio	
QP3c (QP11c). SHOWCARD How often, if at all, do you access the radio via - Mobile phone. (SINGLE CODE).....	96
Base : Those who listen to radio	
QP3d (QP11d). SHOWCARD How often, if at all, do you access the radio via - Digital radio through TV. (SINGLE CODE)	97
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)	98
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).....	99
Base : Those who listen to radio	
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).....	100
Base : All respondents	
QI3. What was the issue you had a reason to complain about (in connection with your landline)? (MULTICODE)	101
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)	103
Base : Those with a reason to complain about their landline service or supplier in the last 12 months	
QI6. What was the issue you had a reason to complain about, regarding your mobile phone service? (MULTICODE)	104
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).....	106
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).....	107
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)	108
Base : Those with a reason to complain about their fixed broadband/ narrowband internet service or supplier in the last 12 months	

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Q110. And did you go ahead and make a complaint about your Internet service or supplier? (SINGLE CODE)	110
Base : Those with a reason to complain about their fixed broadband/ narrowband internet service or supplier in the last 12 months	
Q1CON. Would you be happy for Ofcom to contact you if they have any further questions relating to the issue you had reason to complain about?	111
Base : Those with a reason to complain about their landline, mobile or internet service	
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)	112
Base : All respondents	
QZ2. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)	113
Base : All respondents	
QZ3A (QZ5A). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTICODE)	116
Base : All respondents	
QZ3B (QZ5B). SHOWCARD Which of these, if any, limit the daily activities of anyone in your household? (MULTICODE)	118
Base : All respondents	
QZ4 (QZ6). SHOWCARD Which of these best describes your sight? (SINGLE CODE)	120
Base : Those with poor vision, partial sight or blindness	
QZ5 (QZ7). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)	122
Base : Those with poor hearing, partial hearing or deafness	
QZ8 (QZ9). SHOWCARD Group in which you would place your total household income from all sources, before tax and other deductions? (SINGLE CODE)	124
Base : All respondents	

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 1

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
TELEWEST	569	269	299	76	211	184	51	47	79	94	58	170	104	186	96	182	537	**
	19%	19%	19%	16%	18%	21%	18%	19%	18%	25% hj	16%	22%	14%	21% l	17%	22% l	19%	**
NTL	925	441	484	165	347	254	85	74	150	123	122	220	247	256	157	265	833	**
	31%	30%	31%	36%	30%	29%	29%	30%	33%	33%	33%	29%	33%	29%	28%	32%	30%	**
NEITHER	1526	736	789	224	585	442	152	123	219	152	192	367	405	450	298	371	1438	**
	51%	51%	50%	48%	51%	50%	53%	51%	49%	41%	52% i	48%	54% o	50%	54% o	45%	51%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 2

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Low	1853	895	958	261	666	588	193	146	213	221	232	532	544	575	344	388	1785	**
	61%	62%	61%	56%	58%	67%	67%	60%	48%	60%	62%	70%	72%	65%	62%	47%	64%	**
						cd	cd				h	hi	mno	o	o			
Medium	983	468	515	164	398	256	83	82	186	125	116	176	185	262	176	360	850	**
	33%	32%	33%	35%	35%	29%	29%	34%	41%	34%	31%	23%	24%	29%	32%	44%	30%	**
									jk	k	k				l	lmn		
High	81	35	47	16	38	17	5	6	17	16	8	30	9	25	8	39	74	**
	3%	2%	3%	4%	3%	2%	2%	2%	4%	4%	2%	4%	1%	3%	1%	5%	3%	**
																ln		
Undefined	102	49	53	24	41	19	8	10	33	8	16	19	18	30	23	31	99	**
	3%	3%	3%	5%	4%	2%	3%	4%	7%	2%	4%	2%	2%	3%	4%	4%	4%	**
				e					ik									

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 3

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Male	1447	1447	-	209	504	461	147	125	173	172	196	384	388	384	314	361	1339	**
	48%	100%	-%	45%	44%	52%	51%	52%	39%	46%	53%	51%	51%	43%	57%	44%	48%	**
		b			d					h	h	mo	mo					
Female	1573	-	1573	256	638	420	141	118	275	198	176	373	369	508	237	456	1469	**
	52%	-%	100%	55%	56%	48%	49%	48%	61%	54%	47%	49%	49%	57%	43%	56%	52%	**
			a		e				jk				ln	ln	ln			

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 4

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
15 - 17	85 3%	40 3%	45 3%	85 18% defg	- -%	- -%	- -%	- -%	2 *%	3 1%	3 1%	21 3% h	19 3%	24 3%	18 3%	23 3%	77 3%	**
18 - 24	380 13%	169 12%	211 13%	380 82% defg	- -%	- -%	- -%	- -%	84 19% ijk	30 8%	43 12%	50 7% h	54 7%	132 15% l	71 13% l	124 15% l	340 12%	**
25 - 34	521 17%	240 17%	281 18%	- -%	521 46% cefg	- -%	- -%	- -%	53 12%	60 16%	81 22% h	186 25% hi	129 17%	167 19%	106 19%	120 15%	472 17%	**
35 - 44	621 21%	264 18%	357 23% a	- -%	621 54% cefg	- -%	- -%	- -%	57 13%	39 11%	87 23% hi	243 32% hij	185 25% o	201 23% o	109 20%	123 15%	554 20%	**
45 - 54	425 14%	214 15%	212 13%	- -%	- -%	425 48% cdfg	- -%	- -%	45 10%	46 12%	59 16%	153 20% hi	126 17%	124 14%	76 14%	99 12%	410 15%	**
55 - 64	455 15%	247 17% b	208 13%	- -%	- -%	455 52% cdfg	- -%	- -%	82 18% k	74 20% k	58 15%	76 10%	112 15%	119 13%	77 14%	146 18%	435 15%	**
65 - 74	289 10%	147 10%	141 9%	- -%	- -%	- -%	289 100% cdeg	- -%	57 13% jk	67 18% jk	23 6%	21 3%	67 9%	79 9%	56 10%	87 11%	283 10%	**
75+	244 8%	125 9%	118 8%	- -%	- -%	- -%	- -%	244 100% cdef	69 15% jk	51 14% jk	18 5% k	7 1%	64 8%	47 5%	37 7%	95 12% mn	238 8%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 5

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

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

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
A	53 2%	34 2%	19 1%	11 2%	14 1%	12 1%	7 2%	9 4% d	- -%	- -%	2 *%	20 3% hi	53 7% mno	- -%	- -%	- -%	44 2%	**
B	704 23%	354 24%	350 22%	62 13%	300 26% c	227 26% c	61 21% c	55 23% c	5 1%	35 9% h	59 16% h	350 46% hij	704 93% mno	- -%	- -%	- -%	638 23%	**
C1	892 30%	384 27%	508 32% a	156 34% g	368 32% g	243 28% g	79 27%	47 19%	69 15%	112 30% h	146 39% h	242 32% h	- -%	892 100% lno	- -%	- -%	822 29%	**
C2	552 18%	314 22% b	237 15%	89 19%	215 19%	154 17%	56 19%	37 15%	45 10%	91 25% hk	89 24% hk	114 15%	- -%	- -%	552 100% lmo	- -%	540 19%	**
D	423 14%	208 14%	215 14%	83 18% g	144 13% g	143 16% g	37 13%	16 7%	94 21% k	88 24% k	72 19% k	26 3%	- -%	- -%	- -%	423 52% lmn	388 14%	**
E	394 13%	153 11%	241 15% a	64 14% d	99 9% d	102 12% d	50 17% d	79 32% cdef	235 52% ijk	43 12% jk	4 1%	4 1%	- -%	- -%	- -%	394 48% lmn	374 13%	**
Refused	2 *%	- -%	2 *%	- -%	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 6

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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. WORKING STATUS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	-q	
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Working full time (30hrs/wk+)	1166	772	394	158	623	363	16	5	27	125	207	459	335	419	242	168	1066	**
	39%	53%	25%	34%	55%	41%	6%	2%	6%	34%	56%	61%	44%	47%	44%	21%	38%	**
		b		fg	cefg	fg				h	hi	hi	o	o	o			
Not working (i.e. under 8hrs/wk) - retired	643	335	308	-	3	185	232	223	145	125	64	39	174	169	108	192	635	**
	21%	23%	20%	-%	*%	21%	80%	91%	32%	34%	17%	5%	23%	19%	20%	24%	23%	**
						cd	cde	cdef	jk	jk	k							
Working part time (8-29 hrs/wk)	529	83	447	60	259	177	30	3	67	63	53	160	142	145	118	124	489	**
	18%	6%	28%	13%	23%	20%	10%	1%	15%	17%	14%	21%	19%	16%	21%	15%	17%	**
			a	g	cfg	cfg	g								o			
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	293	39	254	25	150	98	10	10	98	21	32	55	53	46	37	157	274	**
	10%	3%	16%	5%	13%	11%	4%	4%	22%	6%	9%	7%	7%	5%	7%	19%	10%	**
			a		cfg	cfg			ijk							lmn		
Not working (i.e. under 8hrs/wk) - unemployed (registered/not registered but looking for work)	206	122	83	73	78	52	-	3	88	20	5	9	11	20	25	150	188	**
	7%	8%	5%	16%	7%	6%	-%	1%	20%	5%	1%	1%	1%	2%	4%	18%	7%	**
		b		defg	fg	fg			ijk	jk					l	lmn		
Not working (i.e. under 8hrs/wk) - student	177	92	85	149	25	3	-	-	24	15	10	36	41	91	22	23	152	**
	6%	6%	5%	32%	2%	*%	-%	-%	5%	4%	3%	5%	5%	10%	4%	3%	5%	**
				defg	ef									lno				
Refused	5	3	2	-	2	3	-	-	-	-	-	-	-	2	-	3	3	**
	*%	*%	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	*%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 7

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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. HOUSEHOLD STATUS

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	-q	
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Base for %	3010	1444	1566	464	1140	876	289	242	448	367	372	757	755	885	552	816	2801	203
Being bought on mortgage	1076	488	588	136	591	314	26	11	25	56	137	496	370	382	197	125	1010	**
	36%	34%	38%	29%	52%	36%	9%	4%	6%	15%	37%	66%	49%	43%	36%	15%	36%	**
				fg	cefg	fg				h	hi	hij	no	no	o			
Owned outright by household	791	427	364	59	86	305	196	144	74	139	98	140	266	222	144	158	760	**
	26%	30%	23%	13%	8%	35%	68%	59%	16%	38%	26%	19%	35%	25%	26%	19%	27%	**
		b		d		cd	cde	cde		hjk	hk		mno	o	o			
Rented from Local Authority/ Housing Association/ Trust	693	315	378	124	256	185	56	72	247	111	71	46	36	132	127	397	643	**
	23%	22%	24%	27%	22%	21%	19%	30%	55%	30%	19%	6%	5%	15%	23%	49%	23%	**
								ef	ijk	jk	k			l	lm	lmn		
Rented from Private Landlord	393	193	200	112	199	60	11	11	90	58	61	65	67	136	71	119	335	**
	13%	13%	13%	24%	17%	7%	4%	5%	20%	16%	16%	9%	9%	15%	13%	15%	12%	**
				defg	efg				k	k	k			l		l		
Other	36	10	26	19	6	9	-	1	12	3	4	5	7	10	7	12	36	**
	1%	1%	2%	4%	%	1%	-%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	**
				defg					k									
Don't know	22	12	10	14	2	3	-	3	-	-	-	5	9	3	5	5	17	**
	1%	1%	1%	3%	%	%	-%	1%	-%	-%	-%	1%	1%	%	1%	1%	1%	**
				def														
Refused	10	3	6	2	2	4	-	2	-	2	-	-	2	6	-	2	7	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 8

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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. Total number in household (including respondent and any children)

Base : All respondents

	GENDER			AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN	
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	-q
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
1	525 17%	240 17%	285 18%	38 8%	81 7%	157 18%	102 35%	147 60%	189 42%	94 25%	54 14%	33 4%	94 12%	172 19%	74 13%	185 23%	506 18%	**
						cd	cde	cdef	ijk	jk	k			ln		ln		**
2	994 33%	546 38%	448 28%	66 14%	271 24%	387 44%	179 62%	90 37%	136 30%	162 44%	124 33%	222 29%	248 33%	274 31%	169 31%	300 37%	959 34%	**
					c	cd	cdeg	cd		hjk								**
3	601 20%	245 17%	356 23%	144 31%	289 25%	155 18%	6 2%	6 3%	82 18%	54 15%	68 18%	185 24%	151 20%	167 19%	130 24%	153 19%	542 19%	**
			a	efg	efg	fg						i						**
4	621 21%	281 19%	340 22%	151 32%	343 30%	128 15%	- -%	- -%	24 5%	37 10%	78 21%	227 30%	192 25%	200 22%	113 21%	115 14%	567 20%	**
				efg	efg	fg					hi	hij	o	o	o			**
5+	276 9%	131 9%	144 9%	67 14%	156 14%	51 6%	1 1%	- -%	18 4%	22 6%	47 13%	89 12%	72 9%	78 9%	63 11%	63 8%	232 8%	**
				efg	efg	fg					hi	hi						**
Refused	4 *%	4 *%	- -%	- -%	2 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	1 *%	4 *%	**
Mean number of people	2.8	2.7	2.8	3.4 efg	3.2 efg	2.5 fg	1.7 g	1.4	2.0	2.3 h	2.9 hi	3.2 hij	2.9 o	2.7 o	2.9 o	2.5	2.7	**
Standard deviation	1.35	1.38	1.33	1.45	1.26	1.18	.57	.54	1.14	1.32	1.51	1.15	1.32	1.35	1.35	1.35	1.31	**
Standard error	.03	.05	.05	.09	.05	.06	.04	.04	.07	.09	.11	.06	.07	.06	.08	.06	.03	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 9

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	-q
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
None	1829	999	830	216	397	686	287	244	309	270	195	363	437	551	326	516	1737	**
	61%	69%	53%	46%	35%	78%	99%	100%	69%	73%	53%	48%	58%	62%	59%	63%	62%	**
		b		d		cd	cde	cde	jk	jk								
1	512	185	326	152	270	88	1	-	78	45	69	155	120	153	99	138	467	**
	17%	13%	21%	33%	24%	10%	1%	-%	17%	12%	19%	20%	16%	17%	18%	17%	17%	**
		a		defg	efg	fg						i						
2	473	168	306	63	335	75	-	-	44	30	74	176	143	137	87	105	426	**
	16%	12%	19%	14%	29%	9%	-%	-%	10%	8%	20%	23%	19%	15%	16%	13%	15%	**
		a		efg	cefg	fg					hi	hi	o					
3	151	63	89	19	107	25	-	-	11	15	24	55	41	46	35	30	131	**
	5%	4%	6%	4%	9%	3%	-%	-%	3%	4%	6%	7%	5%	5%	6%	4%	5%	**
				fg	cefg	fg					h	h						
4	38	20	18	9	24	5	-	-	4	7	7	8	15	4	1	18	34	**
	1%	1%	1%	2%	2%	1%	-%	-%	1%	2%	2%	1%	2%	*%	*%	2%	1%	**
				e									mn			mn		
5+	12	8	4	6	6	-	-	-	2	2	2	-	-	1	2	9	10	**
	*%	1%	*%	1%	1%	-%	-%	-%	*%	1%	1%	-%	-%	*%	*%	1%	*%	**
				e												l		
Refused	4	4	-	-	2	1	-	-	-	-	-	-	-	-	2	1	4	**
	*%	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	*%	**
Mean number of children	.7	.6	.8	.9	1.2	.4	*	-	.5	.5	.9	.9	.8	.7	.7	.7	.7	**
			a	ef	cef	f					hi	hi						
Standard deviation	1.03	1.01	1.03	1.08	1.12	.80	.07	-	.88	1.01	1.11	1.04	1.06	.96	.99	1.10	1.01	**
Standard error	.03	.04	.04	.07	.05	.04	.01	-	.05	.07	.08	.06	.05	.04	.06	.05	.03	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 10

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

SK. Household size

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Small (1-2 people)	1519	786	733	104	352	545	281	237	324	256	178	255	342	446	243	485	1464	**
	50%	54%	47%	22%	31%	62%	97%	97%	72%	69%	48%	34%	45%	50%	44%	59%	52%	**
		b			c	cd	cde	cde	jk	jk	k				lmn			
Medium (3-4 people)	1225	529	696	295	633	285	6	6	106	91	147	413	343	368	245	269	1112	**
	41%	37%	44%	63%	55%	32%	2%	3%	24%	25%	39%	55%	45%	41%	44%	33%	40%	**
			a	defg	efg	fg					hi	hij	o	o	o			
Large (5+ people)	276	131	144	67	156	51	1	-	18	22	47	89	72	78	63	63	232	**
	9%	9%	9%	14%	14%	6%	1%	-%	4%	6%	13%	12%	9%	9%	11%	8%	8%	**
				efg	efg	fg					hi	hi						

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 11

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Can use to make and receive calls	2587	1226	1361	330	962	794	270	231	266	311	317	730	733	796	481	575	2410	**
	86%	85%	87%	71%	84%	90%	93%	95%	59%	84%	85%	96%	97%	89%	87%	70%	86%	**
					c	cd	cd	cd		h	h	hij	mno	o	o			
Can receive but not make calls/ incoming only	6	4	1	-	3	-	3	-	3	3	-	-	-	1	1	3	4	**
	*%	*%	*%	-%	*%	-%	1%	-%	1%	1%	-%	-%	-%	*%	*%	*%	*%	**
					e													
Line not working properly/ needs to be repaired	9	5	4	-	5	3	-	-	3	2	-	2	-	5	-	4	9	**
	*%	*%	*%	-%	*%	*%	-%	-%	1%	*%	-%	*%	-%	1%	-%	1%	*%	**
No, do not have landline phone	418	212	206	135	171	83	16	12	176	53	54	24	24	90	69	235	385	**
	14%	15%	13%	29%	15%	9%	6%	5%	39%	14%	15%	3%	3%	10%	12%	29%	14%	**
				defg	efg				ijk	k	k		l	l	lmn			

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 12

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC2 (QC28). SHOWCARD Which of these do you consider to be your MAIN method of making and receiving telephone calls? (SINGLE CODE)

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	-q	
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Landline phone at home	1611	738	872	115	469	579	240	208	203	216	201	403	431	465	301	412	1517	**
	53%	51%	55%	25%	41%	66%	83%	85%	45%	59%	54%	53%	57%	52%	55%	50%	54%	**
					c	cd	cde	cde		h								
Mobile phone	1293	657	636	340	633	263	42	15	216	137	162	340	304	396	231	362	1183	**
	43%	45%	40%	73%	55%	30%	14%	6%	48%	37%	44%	45%	40%	44%	42%	44%	42%	**
		b		defg	efg	fg	g		i									
Landline phone at work	62	27	35	2	22	25	3	9	5	13	9	9	17	24	11	11	58	**
	2%	2%	2%	*%	2%	3%	1%	4%	1%	4%	3%	1%	2%	3%	2%	1%	2%	**
						c		c										
Public payphone	30	16	15	5	12	9	-	5	14	-	-	2	2	6	4	19	28	**
	1%	1%	1%	1%	1%	1%	-%	2%	3%	-%	-%	*%	*%	1%	1%	2%	1%	**
									ijk							lm		
Internet voice service (VoIP)	4	1	3	-	4	-	-	-	-	-	-	4	1	-	3	-	4	**
	*%	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	1%	*%	-%	*%	-%	*%	**
Other	11	6	6	1	1	2	4	3	6	3	-	-	2	2	-	8	11	**
	*%	*%	*%	*%	*%	*%	1%	1%	1%	1%	-%	-%	*%	*%	-%	1%	*%	**
							d	d	k									
Don't know	8	2	6	2	1	2	-	4	5	-	-	-	-	-	2	6	7	**
	*%	*%	*%	*%	*%	*%	-%	1%	1%	-%	-%	-%	-%	-%	*%	1%	*%	**
								d										

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 13

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC3 (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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	-q	
Unweighted total	1348	643	705	167	455	413	166	147	163	172	158	338	357	414	258	318	1262	82
Total	2602	1235	1367	330	971	797	273	231	272	316	317	733	733	802	483	582	2423	171
Yes to make calls	2455	1162	1293	302	895	768	270	221	257	305	303	678	699	753	450	552	2279	**
	94%	94%	95%	92%	92%	96%	99%	95%	95%	97%	95%	92%	95%	94%	93%	95%	94%	**
Yes to receive calls	2436	1154	1282	294	907	753	265	217	253	311	296	683	700	746	445	543	2261	**
	94%	93%	94%	89%	93%	94%	97%	94%	93%	98%	93%	93%	96%	93%	92%	93%	93%	**
Yes for internet access	1633	809	824	256	744	488	100	45	97	151	198	583	515	558	298	260	1507	**
	63%	66%	60%	77%	77%	61%	37%	20%	36%	48%	62%	80%	70%	70%	62%	45%	62%	**
No do not use landline at home	33	21	13	6	12	11	-	5	3	2	3	11	8	12	7	8	33	**
	1%	2%	1%	2%	1%	1%	-%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**
Don't know	3	3	-	1	2	-	-	-	-	-	-	2	-	3	-	-	2	**
	*%	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 14

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC4 (QC3B). And would you say your household landline gets used MAINLY for making and receiving calls, internet access or both equally? (SINGLE CODE)

Base : Those who use their home landline phone for calls and internet access

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 -f	75+ -g	UNDER £11.5K -h	£11.5K- £17.5K -i	£17.5K- £29.9K -j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	775	388	387	117	329	246	58	25	52	80	92	255	239	264	145	126	713	58
Total	1554	773	781	237	706	470	100	41	92	150	186	552	497	528	280	246	1427	119
Internet access	428 28%	229 30%	199 26%	50 21%	226 32% c	132 28%	** **	** **	** **	** **	** **	165 30%	133 27%	167 32%	87 31%	41 17%	405 28%	** **
Making and receiving calls	320 21%	144 19%	176 23%	34 14%	121 17%	107 23%	** **	** **	** **	** **	** **	89 16%	75 15%	101 19%	65 23%	78 32%	297 21%	** **
Both equally	794 51%	393 51%	401 51%	150 63% de	354 50%	229 49%	** **	** **	** **	** **	** **	296 54%	287 58% n	260 49%	124 44%	122 50%	714 50%	** **
Don't know	11 1%	7 1%	4 1%	3 1%	4 1%	2 1%	** **	** **	** **	** **	** **	2 *%	2 *%	- -%	4 2% m	4 2% m	11 1%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 15

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

		GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
		Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																			
Unweighted total		1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total		3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
One	(1.0)	694 23%	319 22%	375 24%	95 20% d	161 14%	215 24% d	136 47% cdeg	88 36% cde	213 48% jk	143 39% jk	59 16% k	49 7%	120 16%	197 22% l	111 20% lmn	264 32%	662 24%	**
Two	(2.0)	1104 37%	561 39%	543 35%	77 17%	557 49% cefg	334 38% cg	99 34% cg	38 15%	89 20%	138 37% h	186 50% hi	349 46% hi	295 39%	341 38%	204 37%	265 32%	1025 37%	**
Three	(3.0)	467 15%	212 15%	255 16%	101 22% efg	216 19% fg	135 15% fg	12 4%	3 1%	28 6%	36 10%	48 13% h	176 23% hij	156 21% mo	126 14%	98 18% o	88 11%	436 16%	**
Four or more	(4.0)	533 18%	256 18%	277 18%	187 40% defg	190 17% fg	152 17% fg	4 1%	- -%	27 6%	24 7%	68 18% hi	180 24% hi	156 21% o	191 21% o	102 19% o	84 10%	467 17%	**
None	(0.0)	217 7%	97 7%	120 8%	4 1%	18 2%	42 5% cd	39 13% cde	115 47% cdef	89 20% ijk	28 8% jk	11 3% k	2 *% k	30 4%	36 4%	37 7%	115 14% lmn	215 8%	**
Don't know		3 *%	2 *%	2 *%	2 *% %	- -%	2 *% %	- -%	- -%	2 *% %	- -%	- -%	- -%	- -%	2 *% %	- -%	2 *% %	3 *% %	**
Mean mobiles in household		2.1	2.1	2.1	2.8 defg	2.4 efg	2.2 fg	1.3 g	.7	1.3	1.7 h	2.3 hi	2.6 hij	2.4 o	2.3 o	2.2 o	1.7	2.1	**
Standard deviation		1.17	1.15	1.18	1.19	.97	1.12	.81	.77	1.05	.98	1.03	.93	1.10	1.14	1.16	1.15	1.16	**
Standard error		.03	.04	.04	.08	.04	.05	.06	.06	.06	.07	.08	.05	.06	.05	.07	.05	.03	**
Columns Tested:		a,b - c,d,e,f,g - h,i,j,k - l,m,n,o - p,q																	

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 16

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

		GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
		Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																			
Unweighted total		1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total		3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
No	(0.0)	115	57	59	6	21	45	24	20	20	21	14	8	16	26	36	37	110	**
		4%	4%	4%	1%	2%	5%	8%	8%	4%	6%	4%	1%	2%	3%	7%	5%	4%	**
							cd	cd	cd	k	k	k				lm			
1	(1.0)	2432	1174	1258	411	982	724	212	103	326	282	319	658	623	742	434	632	2269	**
		81%	81%	80%	88%	86%	82%	73%	42%	73%	76%	86%	87%	82%	83%	79%	77%	81%	**
					efg	fg	fg	g				hi	hi		o				
2	(2.0)	204	105	99	36	97	51	14	6	8	33	19	68	73	69	38	24	166	**
		7%	7%	6%	8%	8%	6%	5%	2%	2%	9%	5%	9%	10%	8%	7%	3%	6%	**
					g	g					h	h	h	o	o	o			
3	(3.0)	36	10	25	2	20	15	-	-	1	3	6	19	8	17	8	3	36	**
		1%	1%	2%	*%	2%	2%	-%	-%	*%	1%	2%	2%	1%	2%	1%	*%	1%	**
												h	h	o	o				
4 or more	(4.0)	16	4	11	7	5	4	-	-	3	2	1	2	7	2	-	6	12	**
		1%	*%	1%	1%	*%	*%	-%	-%	1%	1%	*%	*%	1%	*%	-%	1%	*%	**
No mobiles in household	(0.0)	217	97	120	4	18	42	39	115	89	28	11	2	30	36	37	115	215	**
		7%	7%	8%	1%	2%	5%	13%	47%	20%	8%	3%	*%	4%	4%	7%	14%	8%	**
							cd	cde	cdef	ijk	jk	k					lmn		
Mean mobiles used		1.0	1.0	1.0	1.1	1.1	1.0	.8	.5	.8	1.0	1.0	1.1	1.1	1.1	1.0	.9	1.0	**
					efg	efg	fg	g			h	h	hij	no	no	o			
Standard deviation		.52	.48	.55	.48	.47	.51	.49	.55	.55	.56	.47	.46	.52	.49	.50	.53	.51	**
Standard error		.01	.02	.02	.03	.02	.02	.04	.04	.03	.04	.03	.02	.03	.02	.03	.03	.01	**
Columns Tested:		a,b - c,d,e,f,g - h,i,j,k - l,m,n,o - p,q																	

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 17

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ ~g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	1372	665	707	231	525	412	136	68	199	167	169	344	343	421	246	361	1273	95
Total	2687	1293	1394	456	1103	793	226	109	339	320	346	746	711	830	479	665	2483	196
O2 (formerly BTCellnet)	807 30%	403 31%	404 29%	199 44% def	347 31% ef	190 24%	45 20%	** **	96 28%	81 25%	109 31%	229 31%	213 30%	244 29%	151 32%	200 30%	751 30%	** **
Orange	656 24%	334 26%	322 23%	94 21%	263 24%	209 26%	61 27%	** **	93 27%	89 28% k	79 23%	150 20%	161 23%	206 25%	115 24%	173 26%	627 25%	** **
Vodafone	498 19%	225 17%	274 20%	77 17%	201 18%	152 19%	48 21%	** **	55 16%	60 19%	68 20%	153 21%	135 19%	153 18%	109 23% o	102 15%	466 19%	** **
TMobile (formerly One2One)	318 12%	139 11%	179 13%	48 10%	124 11%	98 12%	33 15%	** **	43 13%	45 14%	43 12%	85 11%	71 10%	110 13%	45 9%	92 14%	267 11%	** **
Virgin Media/ Any Virgin	168 6%	82 6%	86 6%	5 1%	62 6% c	71 9% cd	21 9% c	** **	21 6%	19 6%	21 6%	48 6%	55 8%	38 5%	26 6%	46 7%	164 7%	** **
3	127 5%	68 5%	60 4%	23 5%	65 6%	35 4%	5 2%	** **	17 5%	9 3%	17 5%	47 6%	38 5%	37 4%	21 4%	32 5%	109 4%	** **
Tesco	59 2%	15 1%	44 3% a	6 1%	29 3%	20 3%	3 1%	** **	6 2%	7 2%	4 1%	23 3%	23 3% n	25 3%	4 1%	8 1%	56 2%	** **
Carphone Warehouse	5 *%	3 *%	2 *%	- -%	- -%	5 1%	- -%	** **	- -%	- -%	2 1%	3 *%	5 1%	- -%	- -%	- -%	5 *%	** **
Other	24 1%	14 1%	10 1%	4 1%	8 1%	7 1%	3 1%	** **	3 1%	7 2%	3 1%	5 1%	7 1%	7 1%	4 1%	6 1%	17 1%	** **
Don't know	24 1%	11 1%	13 1%	- -%	5 *%	4 1%	6 3%	** **	5 1%	3 1%	- -%	4 1%	4 1%	10 1%	4 1%	6 1%	21 1%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 18

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD4 (QD24b). Do you personally use a 3G mobile handset (EXPLAIN THIRD GENERATION)? (SINGLE CODE)

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ ~g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	1372	665	707	231	525	412	136	68	199	167	169	344	343	421	246	361	1273	95
Total	2687	1293	1394	456	1103	793	226	109	339	320	346	746	711	830	479	665	2483	196
Yes	762 28%	411 32%	351 25%	148 32%	428 39%	175 22%	8 4%	**	66 19%	44 14%	109 31%	309 41%	235 33%	292 35%	108 23%	126 19%	689 28%	**
No	1847 69%	858 66%	989 71%	296 65%	650 59%	586 74%	212 94%	**	265 78%	261 82%	232 67%	420 56%	461 65%	513 62%	359 75%	511 77%	1716 69%	**
Don't know	78 3%	25 2%	53 4%	13 3%	25 2%	32 4%	5 2%	**	8 2%	16 5%	6 2%	17 2%	15 2%	25 3%	11 2%	27 4%	78 3%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 19

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD5 (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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ ~g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	1372	665	707	231	525	412	136	68	199	167	169	344	343	421	246	361	1273	95
Total	2687	1293	1394	456	1103	793	226	109	339	320	346	746	711	830	479	665	2483	196
Prepay/ Pay as you go	1429	676	752	253	454	440	184	**	259	224	177	243	298	377	266	486	1348	**
	53%	52%	54%	55%	41%	56%	82%	**	76%	70%	51%	33%	42%	45%	56%	73%	54%	**
				d		d	cde		jk	jk	k				lm	lmn		
Postpay/ monthly contract	1238	605	633	203	641	341	42	**	80	97	168	497	406	446	207	179	1118	**
	46%	47%	45%	45%	58%	43%	18%	**	24%	30%	48%	67%	57%	54%	43%	27%	45%	**
				f	cef	f					hi	hij	no	no	o			
Other	15	11	4	-	6	9	-	**	-	-	1	4	5	4	6	-	15	**
	1%	1%	*%	-%	1%	1%	-%	**	-%	-%	*%	1%	1%	1%	1%	-%	1%	**
															o			
Don't know	5	-	5	-	2	2	-	**	-	-	-	2	2	2	-	-	2	**
	*%	-%	*%	-%	*%	*%	-%	**	-%	-%	-%	*%	*%	*%	-%	-%	*%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 20

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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 (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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	588	287	301	99	294	165	23	7	45	49	76	224	187	209	100	92	531	55
Total	1238	605	633	203	641	341	42	11	80	97	168	497	406	446	207	179	1118	117
Handset and contract	1130	562	568	**	596	300	**	**	**	**	**	465	367	403	196	**	1018	**
	91%	93%	90%	**	93%	88%	**	**	**	**	**	94%	90%	90%	95%	**	91%	**
SIM card only	90	33	57	**	35	36	**	**	**	**	**	21	30	38	8	**	82	**
	7%	5%	9%	**	5%	11%	**	**	**	**	**	4%	7%	8%	4%	**	7%	**
					d													
Don't know	18	10	8	**	11	4	**	**	**	**	**	11	10	6	3	**	18	**
	1%	2%	1%	**	2%	1%	**	**	**	**	**	2%	2%	1%	1%	**	2%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 21

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QD7a (QD4a). SHOWCARD How often, if at all, do you use your mobile phone to send or receive text messages? (SINGLE CODE)

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%	a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	-q	
Unweighted total	1372	665	707	231	525	412	136	68	199	167	169	344	343	421	246	361	1273	95
Total	2687	1293	1394	456	1103	793	226	109	339	320	346	746	711	830	479	665	2483	196
Every day	1675	727	948	428	852	351	39	**	218	172	202	525	432	543	295	405	1539	**
	62%	56%	68%	94%	77%	44%	17%	**	64%	54%	58%	70%	61%	65%	62%	61%	62%	**
			a	def	ef	f			i			ij						
Several times a week	391	208	183	19	157	159	36	**	24	36	59	126	119	122	74	76	356	**
	15%	16%	13%	4%	14%	20%	16%	**	7%	11%	17%	17%	17%	15%	15%	11%	14%	**
				c	c	cd	c					h	h	o				
At least once a week	187	117	71	3	49	103	23	**	11	38	27	54	51	47	31	55	165	**
	7%	9%	5%	1%	4%	13%	10%	**	3%	12%	8%	7%	7%	6%	7%	8%	7%	**
		b			c	cd	cd			h	h							
At least once a month	100	53	47	5	17	56	15	**	6	20	18	10	27	32	15	25	95	**
	4%	4%	3%	1%	2%	7%	7%	**	2%	6%	5%	1%	4%	4%	3%	4%	4%	**
						cd	cd			hk	k							
A few times a year	61	27	34	-	10	24	17	**	10	11	13	5	16	17	8	20	61	**
	2%	2%	2%	-%	1%	3%	8%	**	3%	3%	4%	1%	2%	2%	2%	3%	2%	**
						cd	cde		k	k	k							
Less than once a year	13	4	9	-	3	7	1	**	3	-	4	-	6	1	1	4	10	**
	*%	*%	1%	-%	*%	1%	1%	**	1%	-%	1%	-%	1%	*%	*%	1%	*%	**
											k							
Never	254	153	101	2	15	89	92	**	64	43	22	27	58	66	52	79	251	**
	9%	12%	7%	*%	1%	11%	41%	**	19%	14%	6%	4%	8%	8%	11%	12%	10%	**
		b				cd	cde		jk	jk								
Don't know	5	4	2	-	-	4	2	**	3	-	2	-	2	2	2	-	5	**
	*%	*%	*%	-%	-%	*%	1%	**	1%	-%	1%	-%	*%	*%	*%	-%	*%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 22

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QD7b (QD4b). SHOWCARD And how often, it at all, do you use your mobile phone to make calls? (SINGLE CODE)

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%	a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	-q	
Unweighted total	1372	665	707	231	525	412	136	68	199	167	169	344	343	421	246	361	1273	95
Total	2687	1293	1394	456	1103	793	226	109	339	320	346	746	711	830	479	665	2483	196
Every day	1664	819	845	370	844	377	56	**	204	168	220	511	437	526	305	396	1494	**
	62%	63%	61%	81%	77%	48%	25%	**	60%	53%	63%	68%	61%	63%	64%	60%	60%	**
				ef	ef	f					i	i						
Several times a week	469	205	264	57	147	187	56	**	54	66	62	134	130	130	82	126	441	**
	17%	16%	19%	13%	13%	24%	25%	**	16%	21%	18%	18%	18%	16%	17%	19%	18%	**
				cd	cd	cd	cd											
At least once a week	266	137	129	22	73	124	28	**	34	37	34	69	74	82	48	60	263	**
	10%	11%	9%	5%	7%	16%	12%	**	10%	12%	10%	9%	10%	10%	10%	9%	11%	**
						cd	cd											
At least once a month	163	68	96	7	27	65	34	**	37	18	22	16	35	51	24	54	161	**
	6%	5%	7%	2%	2%	8%	15%	**	11%	6%	6%	2%	5%	6%	5%	8%	6%	**
						cd	cde		k	k	k							
A few times a year	90	54	36	-	6	33	33	**	6	22	8	9	27	31	15	18	90	**
	3%	4%	3%	-%	1%	4%	15%	**	2%	7%	2%	1%	4%	4%	3%	3%	4%	**
						cd	cde			hjk								
Less than once a year	6	-	6	-	-	2	3	**	2	-	-	-	-	2	2	2	6	**
	*%	-%	*%	-%	-%	*%	1%	**	*%	-%	-%	-%	-%	*%	*%	*%	*%	**
							d											
Never	22	7	15	-	6	2	12	**	1	6	2	5	6	6	3	6	22	**
	1%	1%	1%	-%	1%	*%	5%	**	*%	2%	*%	1%	1%	1%	1%	1%	1%	**
							cde											
Don't know	6	4	3	-	-	4	3	**	2	3	-	2	2	2	-	3	6	**
	*%	*%	*%	-%	-%	*%	1%	**	1%	1%	-%	*%	*%	*%	-%	*%	*%	**
							d											

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 23

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD8 (QD28). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%	a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	~q	
Unweighted total	1372	665	707	231	525	412	136	68	199	167	169	344	343	421	246	361	1273	95
Total	2687	1293	1394	456	1103	793	226	109	339	320	346	746	711	830	479	665	2483	196
Send/ receive text messages (SMS)	2264	1067	1197	418	1019	653	121	**	251	255	315	673	611	707	382	562	2076	**
	84%	83%	86%	92%	92%	82%	54%	**	74%	80%	91%	90%	86%	85%	80%	85%	84%	**
				ef	ef	f					hi	hi						
Voice mail/ answer phone	1537	734	803	289	730	412	78	**	173	158	184	505	474	477	253	331	1391	**
	57%	57%	58%	63%	66%	52%	35%	**	51%	49%	53%	68%	67%	57%	53%	50%	56%	**
				ef	ef	f						hij	mno	o				
Use your phone as a camera	1451	694	757	351	712	338	39	**	178	147	192	457	403	453	243	352	1347	**
	54%	54%	54%	77%	65%	43%	17%	**	52%	46%	56%	61%	57%	55%	51%	53%	54%	**
				def	ef	f						hi						
Store photos on your phone	1181	546	635	301	587	256	34	**	145	137	150	363	280	397	205	299	1099	**
	44%	42%	46%	66%	53%	32%	15%	**	43%	43%	43%	49%	39%	48%	43%	45%	44%	**
				def	ef	f								l				
Upload pictures to PC/laptop	642	324	318	206	307	119	11	**	62	55	79	239	176	223	116	128	596	**
	24%	25%	23%	45%	28%	15%	5%	**	18%	17%	23%	32%	25%	27%	24%	19%	24%	**
				def	ef	f						hij		o				
Send/ receive messages with pictures/ images	612	282	330	163	311	124	14	**	69	61	93	200	148	233	108	123	561	**
	23%	22%	24%	36%	28%	16%	6%	**	20%	19%	27%	27%	21%	28%	23%	19%	23%	**
				def	ef	f								lo				
MMS or Picture Photo messaging	586	266	320	146	325	105	8	**	67	58	91	210	147	209	114	116	536	**
	22%	21%	23%	32%	29%	13%	4%	**	20%	18%	26%	28%	21%	25%	24%	17%	22%	**
				ef	ef	f						hi		o				
Personal organiser/ diary	525	270	255	132	247	136	9	**	50	49	62	184	165	173	101	86	459	**
	20%	21%	18%	29%	22%	17%	4%	**	15%	15%	18%	25%	23%	21%	21%	13%	19%	**
				ef	ef	f						hi	o	o	o			
Accessing the internet	474	263	210	156	236	77	4	**	57	23	64	181	135	158	74	107	424	**
	18%	20%	15%	34%	21%	10%	2%	**	17%	7%	18%	24%	19%	19%	15%	16%	17%	**
		b		def	ef	f			i		i	hi						

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 23

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD8 (QD28). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
	a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	~q	
Significance Level: 95%																		
Unweighted total	1372	665	707	231	525	412	136	68	199	167	169	344	343	421	246	361	1273	95
Total	2687	1293	1394	456	1103	793	226	109	339	320	346	746	711	830	479	665	2483	196
Listen to music using MP3 function	437 16%	258 20%	180 13%	180 39%	216 20%	39 5%	2 1%	**	55 16%	28 9%	43 12%	166 22%	109 15%	149 18%	81 17%	99 15%	384 15%	**
Play games which come pre-installed, by yourself	359 13%	199 15%	160 11%	142 31%	178 16%	38 5%	1 1%	**	56 16%	19 6%	47 14%	113 15%	74 10%	123 15%	68 14%	94 14%	334 13%	**
Use IM/ Instant messaging	319 12%	157 12%	162 12%	100 22%	167 15%	46 6%	3 1%	**	37 11%	19 6%	38 11%	117 16%	81 11%	111 13%	59 12%	67 10%	283 11%	**
Send/ receive emails (not SMS)	314 12%	177 14%	138 10%	92 20%	164 15%	54 7%	3 1%	**	19 6%	19 6%	33 10%	152 20%	125 18%	116 14%	32 7%	41 6%	273 11%	**
Record video clips using the phone	307 11%	146 11%	161 12%	112 25%	146 13%	46 6%	3 1%	**	49 14%	25 8%	45 13%	101 13%	57 8%	110 13%	54 11%	87 13%	292 12%	**
Send/ receive video clips	285 11%	148 11%	137 10%	113 25%	131 12%	40 5%	1 1%	**	42 12%	27 8%	37 11%	73 10%	58 8%	97 12%	42 9%	88 13%	263 11%	**
Listen to FM radio	241 9%	142 11%	100 7%	97 21%	114 10%	27 3%	1 1%	**	34 10%	22 7%	25 7%	70 9%	45 6%	86 10%	48 10%	63 9%	218 9%	**
Download applications or programs directly to your phone	225 8%	147 11%	79 6%	84 18%	106 10%	35 4%	- -%	**	21 6%	18 5%	29 8%	89 12%	63 9%	88 11%	33 7%	41 6%	199 8%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 23

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD8 (QD28). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%	a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	~q	
Unweighted total	1372	665	707	231	525	412	136	68	199	167	169	344	343	421	246	361	1273	95
Total	2687	1293	1394	456	1103	793	226	109	339	320	346	746	711	830	479	665	2483	196
Play games which come pre-installed, with others	164 6%	99 8%	65 5%	52 12%	88 8%	22 3%	2 1%	**	22 6%	8 3%	33 10%	59 8%	24 3%	58 7%	39 8%	43 7%	143 6%	**
Accessing/ receiving news	143 5%	92 7%	51 4%	38 8%	73 7%	32 4%	- -%	**	6 2%	5 2%	25 7%	75 10%	50 7%	49 6%	20 4%	24 4%	122 5%	**
Accessing/ receiving sports/ team news/ scores	122 5%	94 7%	28 2%	40 9%	57 5%	24 3%	2 1%	**	6 2%	8 2%	24 7%	50 7%	26 4%	50 6%	17 4%	29 4%	109 4%	**
Download a new video clip	107 4%	68 5%	39 3%	50 11%	46 4%	11 1%	- -%	**	14 4%	15 5%	17 5%	30 4%	18 2%	40 5%	20 4%	29 4%	99 4%	**
Listen to Podcasts	67 2%	50 4%	16 1%	22 5%	30 3%	14 2%	- -%	**	3 1%	3 1%	7 2%	34 5%	23 3%	23 3%	10 2%	11 2%	57 2%	**
Video streaming	60 2%	40 3%	20 1%	24 5%	25 2%	11 1%	- -%	**	5 1%	2 1%	7 2%	30 4%	21 3%	20 2%	8 2%	11 2%	57 2%	**
Video calling	55 2%	24 2%	31 2%	26 6%	20 2%	9 1%	- -%	**	5 2%	5 2%	2 1%	17 2%	10 1%	21 2%	7 1%	17 3%	51 2%	**
Use a walkie-talkie type of function	42 2%	25 2%	16 1%	14 3%	23 2%	4 1%	- -%	**	6 2%	3 1%	7 2%	19 3%	9 1%	7 1%	15 3%	11 2%	38 2%	**
TV streaming	38 1%	25 2%	13 1%	13 3%	22 2%	4 *%	- -%	**	5 1%	5 2%	5 1%	16 2%	11 2%	16 2%	4 1%	6 1%	34 1%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 23

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QD8 (QD28). SHOWCARD Which if any, of the following activities, other than making and receiving voice calls, do you use your mobile for? (MULTICODE)

Base : Those who personally use a mobile phone

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%		a	b	c	d	e	f	~g	h	i	j	k	l	m	n	o	p	-q
Unweighted total	1372	665	707	231	525	412	136	68	199	167	169	344	343	421	246	361	1273	95
Total	2687	1293	1394	456	1103	793	226	109	339	320	346	746	711	830	479	665	2483	196
Other	33	16	16	3	7	14	3	**	3	6	-	-	4	8	6	14	30	**
	1%	1%	1%	1%	1%	2%	1%	**	1%	2%	-%	-%	1%	1%	1%	2%	1%	**
WEB/ DATA ACCESS	706	381	325	202	364	128	9	**	79	36	96	267	207	225	117	158	624	**
	26%	29%	23%	44%	33%	16%	4%	**	23%	11%	28%	36%	29%	27%	24%	24%	25%	**
		b		def	ef	f			i		i	hi						
LISTEN TO AUDIO CONTENT	526	302	224	210	254	57	3	**	69	37	48	193	127	179	94	125	469	**
	20%	23%	16%	46%	23%	7%	1%	**	20%	11%	14%	26%	18%	22%	20%	19%	19%	**
		b		def	ef	f			i			ij						
3G	336	173	163	130	159	45	1	**	47	32	49	89	71	113	48	105	309	**
	13%	13%	12%	29%	14%	6%	1%	**	14%	10%	14%	12%	10%	14%	10%	16%	12%	**
				def	ef	f										ln		
WATCHING AV CONTENT	135	84	51	61	57	17	-	**	15	15	24	46	27	54	22	32	125	**
	5%	7%	4%	13%	5%	2%	-%	**	4%	5%	7%	6%	4%	7%	5%	5%	5%	**
		b		def	ef													
None of these	222	126	96	2	18	76	78	**	47	40	13	39	51	67	50	54	217	**
	8%	10%	7%	*%	2%	10%	35%	**	14%	12%	4%	5%	7%	8%	11%	8%	9%	**
						cd	cde		jk	jk								
Don't know	3	3	-	-	-	2	2	**	-	-	-	-	2	-	-	2	3	**
	*%	*%	-%	-%	-%	*%	1%	**	-%	-%	-%	-%	*%	-%	-%	*%	*%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 24

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Yes - PC	1667	827	840	284	683	551	106	42	138	156	214	547	535	541	279	308	1527	**
	55%	57%	53%	61%	60%	63%	37%	17%	31%	42%	58%	72%	71%	61%	51%	38%	54%	**
				fg	fg	fg	g			h	hi	hij	mno	no	o			
Yes - laptop	1511	720	791	287	720	422	60	23	137	146	166	535	500	472	265	275	1398	**
	50%	50%	50%	62%	63%	48%	21%	9%	31%	40%	45%	71%	66%	53%	48%	34%	50%	**
				efg	efg	fg	g			h	h	hij	mno	o	o			
TOTAL YES	2324	1137	1187	403	1021	696	142	62	224	238	300	734	686	754	426	455	2146	**
	77%	79%	76%	87%	89%	79%	49%	25%	50%	64%	81%	97%	91%	85%	77%	56%	76%	**
				efg	efg	fg	g			h	hi	hij	mno	no	o			
No	695	310	385	62	121	184	146	182	224	131	72	23	70	138	125	362	662	**
	23%	21%	24%	13%	11%	21%	51%	75%	50%	36%	19%	3%	9%	15%	23%	44%	24%	**
						cd	cde	cdef	ijk	jk	k		l	lm	lmn			

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 25

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE2. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Yes - have access and use at home	2193	1077	1116	389	998	638	124	44	194	206	288	725	665	720	400	405	2015	**
	73%	74%	71%	84%	87%	73%	43%	18%	43%	56%	77%	96%	88%	81%	73%	50%	72%	**
				efg	efg	fg	g			h	hi	hij	mno	no	o			
Yes - have access but don't use at home	68	30	38	2	12	36	5	13	7	24	9	6	14	12	13	29	68	**
	2%	2%	2%	*%	1%	4%	2%	5%	1%	6%	2%	1%	2%	1%	2%	4%	2%	**
						cd		cd		hk					m			
No do not have access at home	754	337	417	75	132	206	155	187	247	139	74	26	77	159	137	381	720	**
	25%	23%	27%	16%	12%	23%	54%	77%	55%	38%	20%	3%	10%	18%	25%	47%	26%	**
						cd	cde	cdef	ijk	jk	k			l	lm	lmn		
Don't know	5	3	2	-	-	-	5	-	-	-	2	-	-	-	1	3	5	**
	*%	*%	*%	-%	-%	-%	2%	-%	-%	-%	*%	-%	-%	-%	*%	*%	*%	**
							cde											

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 26

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE3 (QE4). SHOWCARD In which, if any, of these other places do YOU ever use the internet? (MULTICODE)

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
At work	778	403	374	75	470	223	11	-	9	39	116	391	329	317	81	50	701	**
	26%	28%	24%	16%	41%	25%	4%	-%	2%	10%	31%	52%	44%	36%	15%	6%	25%	**
				fg	cefg	cfg	g			h	hi	hij	mno	no	o			
In someone else's home	402	188	214	146	189	52	10	7	76	44	50	107	99	124	62	117	362	**
	13%	13%	14%	31%	17%	6%	3%	3%	17%	12%	13%	14%	13%	14%	11%	14%	13%	**
				defg	efg													
School/College/University/Other learning centre	229	110	119	161	55	8	2	3	37	18	14	58	61	107	29	33	192	**
	8%	8%	8%	35%	5%	1%	1%	1%	8%	5%	4%	8%	8%	12%	5%	4%	7%	**
				defg	ef								o	no				
Library	186	85	101	65	76	41	3	2	36	17	20	62	64	62	19	40	161	**
	6%	6%	6%	14%	7%	5%	1%	1%	8%	5%	5%	8%	8%	7%	3%	5%	6%	**
				defg	fg	fg							no	n				
Anywhere via a WAP mobile phone	160	105	56	48	89	24	-	-	20	4	23	69	50	49	21	40	143	**
	5%	7%	4%	10%	8%	3%	-%	-%	5%	1%	6%	9%	7%	6%	4%	5%	5%	**
		b		efg	efg	fg			i		i	hi						
Internet cafe/shop/kiosk	100	79	21	17	48	27	4	4	9	8	18	29	33	34	13	20	84	**
	3%	5%	1%	4%	4%	3%	1%	2%	2%	2%	5%	4%	4%	4%	2%	2%	3%	**
		b																
Anywhere via other portable device	56	41	15	10	28	18	-	-	6	-	4	27	28	17	3	8	56	**
	2%	3%	1%	2%	2%	2%	-%	-%	1%	-%	1%	4%	4%	2%	1%	1%	2%	**
		b		f	fg							i	no					
Community or voluntary organisation	7	5	2	-	2	2	-	3	3	-	-	2	2	2	1	2	5	**
	*%	*%	*%	-%	*%	*%	-%	1%	1%	-%	-%	*%	*%	*%	*%	*%	*%	**
Other	26	19	7	4	9	9	2	2	3	3	1	12	10	11	-	5	20	**
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	-%	1%	1%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 26

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE3 (QE4). SHOWCARD In which, if any, of these other places do YOU ever use the internet? (MULTICODE)

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
None - only use internet at home	986	473	514	119	377	352	103	35	104	119	144	238	239	267	252	227	935	**
	33%	33%	33%	26%	33%	40%	36%	14%	23%	32%	39%	31%	32%	30%	46%	28%	33%	**
				g	cg	cdg	cg			h	h	h			lmo			
None - don't use the internet at all	667	282	385	30	86	201	154	195	210	135	56	19	79	119	116	352	647	**
	22%	19%	24%	6%	8%	23%	54%	80%	47%	36%	15%	2%	10%	13%	21%	43%	23%	**
			a			cd	cde	cdef	ijk	jk	k			lm	lmn			
Don't know	3	-	3	-	-	3	-	-	-	-	-	-	-	3	-	-	3	**
	*%	-%	*%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%	**
EVER USE INTERNET AT HOME OR ELSEWHERE	2353	1165	1188	435	1056	679	134	48	238	235	315	738	678	773	435	465	2161	**
	78%	81%	76%	94%	92%	77%	46%	20%	53%	64%	85%	98%	90%	87%	79%	57%	77%	**
		b		efg	efg	fg	g			h	hi	hij	no	no	o			

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 27

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE4 (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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	1179	588	591	222	496	352	79	30	139	120	151	340	323	389	220	246	1085	90
Total	2353	1165	1188	435	1056	679	134	48	238	235	315	738	678	773	435	465	2161	184
Every day	1658 70%	844 72%	814 69%	339 78%	822 78%	420 62%	** **	** **	148 62%	126 54%	223 71%	582 79%	542 80%	566 73%	284 65%	266 57%	1513 70%	** **
Several times a week	401 17%	180 15%	221 19%	65 15%	139 13%	148 22%	** **	** **	39 16%	57 24%	60 19%	102 14%	91 13%	136 18%	73 17%	101 22%	374 17%	** **
At least once a week	176 7%	88 8%	88 7%	21 5%	50 5%	72 11%	** **	** **	29 12%	21 9%	19 6%	40 5%	32 5%	39 5%	43 10%	60 13%	170 8%	** **
At least once a month	69 3%	30 3%	38 3%	8 2%	26 2%	20 3%	** **	** **	15 6%	21 9%	10 3%	9 1%	9 1%	20 3%	15 3%	25 5%	65 3%	** **
A few times a year	19 1%	15 1%	5 *	- -%	8 1%	7 1%	** **	** **	3 1%	3 1%	2 1%	4 1%	- -%	8 1%	5 1%	6 1%	15 1%	** **
Less than once a year	4 *%	- -%	4 *%	- -%	1 *%	3 *%	** **	** **	- -%	3 1%	- -%	- -%	- -%	- -%	4 1%	- -%	1 *%	** **
Don't know	25 1%	7 1%	18 2%	2 *%	9 1%	9 1%	** **	** **	4 2%	4 2%	2 *%	2 *%	3 *%	4 *%	11 2%	8 2%	21 1%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 28

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Yes	1914	994	919	358	901	528	96	32	200	180	261	619	535	652	328	396	1771	**
	63%	69%	58%	77%	79%	60%	33%	13%	45%	49%	70%	82%	71%	73%	59%	48%	63%	**
		b		efg	efg	fg	g				hi	hij	no	no	o			
No	1060	436	624	98	239	337	186	200	234	185	107	137	212	226	217	405	993	**
	35%	30%	40%	21%	21%	38%	65%	82%	52%	50%	29%	18%	28%	25%	39%	50%	35%	**
		a				cd	cde	cdef	jk	jk	k			lm	lmn			
Don't know	46	17	29	10	3	16	7	11	13	4	4	1	9	14	6	17	43	**
	2%	1%	2%	2%	*%	2%	2%	5%	3%	1%	1%	*%	1%	2%	1%	2%	2%	**
				d		d	d	de	k									

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 29

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QE5b (QE21b). And do you or anyone in your household access the internet in this way? (MULTICODE OPTIONS 1-2 ONLY)

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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K h	£11.5K- £17.5K ~i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	955	496	459	184	420	273	58	20	120	94	126	280	248	324	167	215	886	66
Total	1914	994	919	358	901	528	96	32	200	180	261	619	535	652	328	396	1771	135
Yes while at home	331 17%	167 17%	164 18%	79 22%	145 16%	98 19%	** **	** **	48 24%	** **	44 17%	108 17%	99 19%	99 15%	48 15%	85 21%	302 17%	** **
Yes outside the home	170 9%	108 11%	62 7%	33 9%	80 9%	45 9%	** **	** **	11 6%	** **	20 8%	83 13%	73 14%	59 9%	17 5%	22 5%	161 9%	** **
TOTAL YES	501 26%	276 28%	226 25%	112 31%	225 25%	143 27%	** **	** **	59 29%	** **	64 24%	191 31%	172 32%	158 24%	65 20%	106 27%	462 26%	** **
No	1406 73%	715 72%	691 75%	244 68%	674 75%	382 72%	** **	** **	140 70%	** **	197 76%	424 69%	361 67%	494 76%	261 80%	288 73%	1303 74%	** **
Don't know	6 *%	4 *%	3 *%	1 *%	2 *%	3 1%	** **	** **	1 1%	** **	- -%	3 *%	3 1%	- -%	2 1%	1 *%	6 *%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 30

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE6 (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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 -f	75+ -g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1134	558	576	198	474	350	76	36	118	120	143	337	324	368	212	229	1048	82
Total	2261	1107	1154	390	1010	674	129	57	201	230	297	731	679	733	413	434	2083	169
Ordinary phone line - dialup access	30 1%	15 1%	14 1%	2 *%	9 1%	7 1%	** **	** **	7 3% k	3 1%	9 3%	6 1%	10 1%	9 1%	3 1%	8 2%	28 1%	** **
Fixed Broadband ADSL through a phone line or cable service - always on, high speed access,	2008 89%	981 89%	1027 89%	327 84%	893 88%	629 93% cd	** **	** **	143 71%	200 87% h	251 85% h	674 92% hj	617 91% o	664 91% o	382 92% o	343 79%	1860 89%	** **
Broadband through a mobile network - connecting via a USB stick or dongle	393 17%	208 19%	186 16%	88 22%	178 18%	113 17%	** **	** **	58 29% jk	43 19%	48 16%	130 18%	122 18%	123 17%	51 12%	98 23% n	364 17%	** **
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	7 *%	- -%	7 1%	- -%	7 1%	- -%	** **	** **	- -%	- -%	- -%	3 *%	6 1%	- -%	- -%	2 *%	6 *%	** **
TOTAL NARROWBAND	37 2%	15 1%	22 2%	2 *%	16 2%	7 1%	** **	** **	7 3%	3 1%	9 3%	8 1%	16 2%	9 1%	3 1%	10 2%	34 2%	** **
TOTAL BROADBAND	2197 97%	1080 98%	1117 97%	384 98%	982 97%	662 98%	** **	** **	189 94%	223 97%	279 94%	721 99% hj	661 97%	722 99% o	401 97%	411 95%	2024 97%	** **
Other	20 1%	10 1%	10 1%	3 1%	17 2% e	- -%	** **	** **	2 1%	2 1%	7 2%	5 1%	5 1%	2 *%	4 1%	8 2% m	16 1%	** **
Don't know	13 1%	4 *%	10 1%	2 *%	1 *%	6 1%	** **	** **	5 2% k	2 1%	1 *%	- -%	- -%	2 *%	5 1% l	6 1% l	13 1%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 31

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with access to the internet at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 -f	75+ -g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1134	558	576	198	474	350	76	36	118	120	143	337	324	368	212	229	1048	82
Total	2261	1107	1154	390	1010	674	129	57	201	230	297	731	679	733	413	434	2083	169
Ordinary phone line - dialup access	30 1%	15 1%	14 1%	2 *%	9 1%	7 1%	** **	** **	7 3% k	3 1%	9 3%	6 1%	10 1%	9 1%	3 1%	8 2%	28 1%	** **
Fixed Broadband ADSL through a phone line or cable service - always on, high speed access,	1989 88%	970 88%	1018 88%	320 82%	888 88% c	623 92% cd	** **	** **	143 71%	198 86% h	247 83% h	669 92% hj	612 90% o	657 90% o	376 91% o	342 79%	1841 88%	** **
Broadband through a mobile network - connecting via a USB stick or dongle	204 9%	109 10%	94 8%	64 16% de	90 9%	39 6%	** **	** **	44 22% ijk	26 11%	32 11%	51 7%	46 7%	66 9%	25 6%	67 16% lmn	181 9%	** **
ISDN line - mid speed access, allows you to make voice calls at the same time as using the internet	7 *%	- -%	7 1%	- -%	7 1%	- -%	** **	** **	- -%	- -%	- -%	3 *%	6 1%	- -%	- -%	2 *%	6 *%	** **
TOTAL NARROWBAND	37 2%	15 1%	22 2%	2 *%	16 2%	7 1%	** **	** **	7 3%	3 1%	9 3%	8 1%	16 2%	9 1%	3 1%	10 2%	34 2%	** **
TOTAL BROADBAND	2193 97%	1080 98%	1113 96%	384 98%	978 97%	662 98%	** **	** **	187 93%	223 97%	279 94%	721 99% hj	658 97%	722 99% o	401 97%	409 94%	2023 97%	** **
Other	18 1%	8 1%	10 1%	3 1%	15 1% e	- -%	** **	** **	2 1%	2 1%	7 2% k	2 *%	5 1%	- -%	4 1% m	8 2% m	13 1%	** **
Don't know	13 1%	4 *%	10 1%	2 *%	1 *%	6 1%	** **	** **	5 2% k	2 1%	1 *%	- -%	- -%	2 *%	5 1% l	6 1% l	13 1%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 32

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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 (QE13). Thinking about the main supplier you use for internet access, do you have to pay them a subscription fee for the package provided? (SINGLE CODE)

Base : Those who use narrowband as their main method of connecting to the internet at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE ~p	EMG ~q
Significance Level: 95%																		
Unweighted total	22	10	12	1	8	4	6	3	4	2	5	4	8	6	2	6	20	2
Total	37	15	22	2	16	7	8	4	7	3	9	8	16	9	3	10	34	3
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 33

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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 (QE14). SHOWCARD Which of the following applies to the main supplier you use for internet access? (SINGLE CODE)

Base : Those who use narrowband as their main method of connecting to the internet at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE ~p	EMG ~q
Significance Level: 95%																		
Unweighted total	22	10	12	1	8	4	6	3	4	2	5	4	8	6	2	6	20	2
Total	37	15	22	2	16	7	8	4	7	3	9	8	16	9	3	10	34	3
Pay 'per minute' call charges for all the time spent online	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL METERED	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Do not pay any 'per minute' call charges for being online	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 34

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QE10a (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

	GENDER			AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN	
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
	a	b	c	d	e	-f	-g	-h	-i	j	k	l	m	n	o	p	-q	
Significance Level: 95%																		
Unweighted total	907	439	468	155	391	287	51	23	61	89	104	298	272	291	179	164	842	62
Total	1831	887	945	308	840	557	90	36	108	169	214	646	570	579	356	325	1695	130
1	137 7%	40 4%	97 10% a	18 6%	60 7%	41 7%	** **	** **	** **	** **	19 9% k	16 2%	21 4%	41 7%	22 6%	51 16% lmn	128 8%	** **
2	1029 56%	530 60% b	499 53%	60 19%	555 66% ce	309 55% c	** **	** **	** **	** **	125 58%	415 64%	352 62% o	320 55%	189 53%	168 52%	965 57%	** **
3	365 20%	172 19%	193 20%	109 35% de	130 15%	123 22% d	** **	** **	** **	** **	35 16%	127 20%	109 19%	110 19%	92 26%	55 17%	333 20%	** **
4	230 13%	113 13%	116 12%	92 30% de	71 8%	67 12%	** **	** **	** **	** **	24 11%	68 11%	69 12%	81 14%	38 11%	41 13%	215 13%	** **
5 or more	71 4%	32 4%	39 4%	29 10% de	24 3%	18 3%	** **	** **	** **	** **	11 5%	21 3%	19 3%	27 5%	15 4%	10 3%	54 3%	** **
Mean number of people	2.5	2.5	2.5	3.2 de	2.3	2.5 d	** **	** **	** **	** **	2.5	2.5	2.5	2.6	2.6	2.4	2.5	** **
Standard deviation	1.02	1.02	1.02	1.25	.87	.98	** **	** **	** **	** **	.98	.86	.90	1.09	1.04	1.07	.99	** **
Standard error	.03	.05	.05	.10	.04	.06	** **	** **	** **	** **	.10	.05	.05	.06	.08	.08	.03	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 35

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QE10b (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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	174	90	84	38	78	53	2	3	24	16	19	59	48	49	24	53	159	15
Total	346	184	162	73	162	104	4	4	40	33	43	125	108	98	45	94	316	30
1	77 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	69 22%	**
2	147 43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	138 44%	**
3	63 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	61 19%	**
4	43 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	40 13%	**
5 or more	16 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8 2%	**
Mean number of people	2.4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2.3	**
Standard deviation	1.14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1.06	**
Standard error	.09	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	.08	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 36

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QE11 (QE35). Have you or anyone in your household ever used a fixed wireless internet connection at home? (SINGLE CODE)

Base : Those with fixed broadband at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 -f	75+ -g	UNDER £11.5K -h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	997	489	508	164	414	325	64	30	82	105	121	311	296	331	194	175	927	66
Total	2008	981	1027	327	893	629	110	49	143	200	251	674	617	664	382	343	1860	139
Yes & currently using	1324	672	653	252	619	398	**	**	**	97	153	505	458	443	230	193	1224	**
	66%	68%	64%	77%	69%	63%	**	**	**	49%	61%	75%	74%	67%	60%	56%	66%	**
				e								ij	mno	o				
Yes but stopped using	64	29	35	10	32	19	**	**	**	17	6	19	14	25	20	5	59	**
	3%	3%	3%	3%	4%	3%	**	**	**	9%	3%	3%	2%	4%	5%	2%	3%	**
												jk						
No never used	534	250	283	62	208	178	**	**	**	66	77	138	125	181	105	121	496	**
	27%	26%	28%	19%	23%	28%	**	**	**	33%	31%	20%	20%	27%	28%	35%	27%	**
						c						k		l		l		
Don't know	86	29	56	3	33	34	**	**	**	19	14	13	21	15	26	24	81	**
	4%	3%	6%	1%	4%	5%	**	**	**	10%	6%	2%	3%	2%	7%	7%	4%	**
						c						k			m	m		

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 37

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Only terrestrial TV (Channels 1-4/1-5)	248	111	138	24	52	68	38	66	77	28	25	25	42	60	42	102	230	**
	8%	8%	9%	5%	5%	8%	13%	27%	17%	8%	7%	3%	6%	7%	8%	12%	8%	**
						d	cde	cdef	ijk	k						lmn		
Terrestrial TV	400	188	212	61	157	109	40	33	42	46	74	120	115	116	71	98	368	**
	13%	13%	13%	13%	14%	12%	14%	13%	9%	12%	20%	16%	15%	13%	13%	12%	13%	**
											hi	h						
Cable TV (through Virgin Media - previously NTL and Telewest)	458	241	217	61	197	136	37	26	57	65	77	127	109	137	95	117	445	**
	15%	17%	14%	13%	17%	16%	13%	11%	13%	18%	21%	17%	14%	15%	17%	14%	16%	**
					g						h							
Satellite TV (Sky)	1242	590	652	196	566	355	86	38	88	120	149	427	356	404	205	276	1125	**
	41%	41%	41%	42%	50%	40%	30%	16%	20%	32%	40%	56%	47%	45%	37%	34%	40%	**
				fg	efg	fg	g			h	h	hij	no	no				
Satellite TV (Other)	45	30	15	7	11	19	5	3	5	3	12	7	16	8	9	12	39	**
	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	3%	1%	2%	1%	2%	1%	1%	**
Freeview (through a set-top box or digital television set) with ONLY free channels	1338	641	697	227	431	426	146	108	231	173	167	304	344	377	250	366	1274	**
	44%	44%	44%	49%	38%	48%	51%	44%	52%	47%	45%	40%	46%	42%	45%	45%	45%	**
				d		d	d		k									
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as Setanta Sports, Cartoon Network and Animal Planet	104	44	60	20	37	30	8	10	5	14	6	26	30	24	29	22	99	**
	3%	3%	4%	4%	3%	3%	3%	4%	1%	4%	2%	3%	4%	3%	5%	3%	4%	**
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	35	22	12	8	14	11	1	-	2	10	6	7	7	14	3	12	31	**
	1%	2%	1%	2%	1%	1%	*%	-%	*%	3%	2%	1%	1%	2%	*%	1%	1%	**
										h								

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 37

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
No TV in household	39 1%	25 2%	14 1%	15 3% ef	14 1%	5 1%	1 *%	3 1%	17 4% ik	- -%	3 1%	8 1%	5 1%	20 2%	5 1%	9 1%	33 1%	** **
Don't know	3 *%	2 *%	1 *%	- -%	- -%	- -%	- -%	3 1% de	1 *%	- -%	- -%	- -%	2 *%	- -%	- -%	1 *%	1 *%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 38

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH1b. SHOWCARD And which of these do you consider is your main type of television? (SINGLE CODE)

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	-q	
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Only terrestrial TV (Channels 1-4/1-5)	248	111	138	24	52	68	38	66	77	28	25	25	42	60	42	102	230	**
	8%	8%	9%	5%	5%	8%	13%	27%	17%	8%	7%	3%	6%	7%	8%	12%	8%	**
						d	cde	cdef	ijk	k						lmn		
Terrestrial TV	45	23	23	7	8	23	4	3	1	5	8	14	12	11	18	4	45	**
	1%	2%	1%	2%	1%	3%	1%	1%	*%	1%	2%	2%	2%	1%	3%	1%	2%	**
						d									mo			
Cable TV (through Virgin Media - previously NTL and Telewest)	439	225	213	55	191	130	37	26	56	63	72	126	99	133	92	115	425	**
	15%	16%	14%	12%	17%	15%	13%	11%	12%	17%	19%	17%	13%	15%	17%	14%	15%	**
											h							
Satellite TV (Sky)	1213	574	639	191	562	338	83	38	88	117	140	415	348	400	199	267	1104	**
	40%	40%	41%	41%	49%	38%	29%	16%	20%	32%	38%	55%	46%	45%	36%	33%	39%	**
				fg	cefg	fg	g			h	h	hij	no	no				
Satellite TV (Other)	31	19	13	7	4	14	5	2	5	3	9	1	12	8	5	7	26	**
	1%	1%	1%	1%	*%	2%	2%	1%	1%	1%	2%	*%	2%	1%	1%	1%	1%	**
						d	d				k							
Freeview (through a set-top box or digital television set) with ONLY free channels	909	422	487	156	270	277	113	94	199	130	103	147	212	238	171	287	859	**
	30%	29%	31%	33%	24%	31%	39%	39%	44%	35%	28%	19%	28%	27%	31%	35%	31%	**
				d		d	d	d	jk	k	k					lm		
Freeview (through a set-top box or digital television set) with free channels PLUS top-up channels such as Setanta Sports, Cartoon Network and Animal Planet	66	33	33	4	31	17	6	9	2	14	6	15	19	13	18	16	61	**
	2%	2%	2%	1%	3%	2%	2%	4%	1%	4%	2%	2%	3%	1%	3%	2%	2%	**
								c		h								

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 38

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH1b. SHOWCARD And which of these do you consider is your main type of television? (SINGLE CODE)

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Digital TV via a broadband DSL line (e.g. BT Vision, Tiscali)	26 1%	15 1%	11 1%	5 1%	10 1%	9 1%	1 *%	- -%	2 *%	8 2%	6 2%	6 1%	6 1%	9 1%	1 *%	11 1%	24 1%	** **
No TV in household	39 1%	25 2%	14 1%	15 3% ef	14 1%	5 1%	1 *%	3 1%	17 4% ik	- -%	3 1%	8 1%	5 1%	20 2%	5 1%	9 1%	33 1%	** **
Don't know	3 *%	2 *%	1 *%	- -%	- -%	- -%	- -%	3 1% de	1 *%	- -%	- -%	- -%	2 *%	- -%	- -%	1 *%	1 *%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 39

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with Satellite TV

	GENDER			AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN	
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	639	311	328	102	266	190	56	25	54	67	78	196	174	200	113	152	581	55
Total	1282	617	665	203	575	372	91	40	93	123	160	429	371	410	212	288	1160	116
Sky satellite dish to receive subscription channels - you pay a monthly subscription fee	1176 92%	558 90%	619 93%	178 88%	540 94%	343 92%	** **	** **	** **	** **	** **	411 96%	340 92%	381 93%	200 94%	256 89%	1075 93%	** **
Sky satellite dish for free to air services only - you pay no monthly subscription fee	59 5%	30 5%	28 4%	12 6%	17 3%	19 5%	** **	** **	** **	** **	** **	9 2%	18 5%	16 4%	5 2%	20 7%	43 4%	** **
Freesat standard package with a dish and standard set top box - you do not pay a subscription fee	12 1%	8 1%	4 1%	2 1%	7 1%	4 1%	** **	** **	** **	** **	** **	5 1%	- -%	2 1%	5 2%	4 2%	10 1%	** **
Freesat HD package with a dish and high definition (HD) set top box - you do not pay a subscription fee	13 1%	12 2% b	2 *%	- -%	6 1%	3 1%	** **	** **	** **	** **	** **	3 1%	6 2%	3 1%	2 1%	2 1%	13 1%	** **
Other satellite dish, showing mainly non-English programmes where you pay a monthly subscription fee	5 *%	5 1%	- -%	3 1%	2 *%	- -%	** **	** **	** **	** **	** **	- -%	- -%	2 1%	- -%	3 1%	5 *%	** **
Other satellite dish, showing mainly non-English programmes where you do not pay a monthly subscription fee	6 *%	4 1%	2 *%	- -%	2 *%	3 1%	** **	** **	** **	** **	** **	- -%	3 1%	- -%	- -%	3 1%	6 *%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 39

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : Those with Satellite TV

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 -f ~g	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	639	311	328	102	266	190	56	25	54	67	78	196	174	200	113	152	581	55
Total	1282	617	665	203	575	372	91	40	93	123	160	429	371	410	212	288	1160	116
Broadband satellite - satellite provided for the use of broadband internet access but used to access free to air satellite programmes	6 *%	4 1%	2 *%	2 1%	5 1%	- -%	** **	** **	** **	** **	** **	5 1%	2 1%	4 1%	- -%	- -%	4 *%	** **
Don't know	13 1%	2 *%	11 2%	7 3%	2 *%	1 *%	** **	** **	** **	** **	** **	4 1%	3 1%	8 2%	- -%	2 1%	9 1%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 40

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH3a (QR1a). Does your household have Sky+? (SINGLE CODE)

Base : Those with Sky TV

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	620	298	322	99	262	182	53	24	52	66	73	195	167	197	109	147	565	52
Total	1242	590	652	196	566	355	86	38	88	120	149	427	356	404	205	276	1125	110
Yes	822 66%	374 63%	448 69%	** **	402 71%	221 62%	** **	** **	** **	** **	** **	321 75%	256 72%	282 70%	128 63%	156 57%	762 68%	** **
No	413 33%	212 36%	201 31%	** **	162 29%	132 37%	** **	** **	** **	** **	** **	106 25%	100 28%	120 30%	76 37%	117 42%	356 32%	** **
Don't know	7 1%	4 1%	3 *%	** **	3 *%	2 *%	** **	** **	** **	** **	** **	- -%	- -%	3 1%	1 1%	3 1%	7 1%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 41

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH3b (QR1b). Does your household have V+? (SINGLE CODE)

Base : Those with Cable TV

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	237	128	109	32	92	73	22	18	34	34	38	60	53	71	50	63	230	6
Total	458	241	217	61	197	136	37	26	57	65	77	127	109	137	95	117	445	11
Yes	160 35%	85 35%	75 35%	**	**	**	**	**	**	**	**	**	**	**	**	**	150 34%	**
No	283 62%	150 62%	133 61%	**	**	**	**	**	**	**	**	**	**	**	**	**	279 63%	**
Don't know	16 3%	7 3%	9 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	16 4%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 42

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH3c (QR1c). Does your Freesat set top box allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Freesat

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE ~p	EMG ~q
Significance Level: 95%																		
Unweighted total	14	11	3	1	7	4	-	2	1	2	2	4	3	3	5	3	13	1
Total	25	20	5	2	13	7	-	3	1	3	2	8	6	5	8	6	23	2
Yes	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 43

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH3d (QR1d). Does your Freeview box or Freeview TV set allow to record and store TV programmes, and also pause and rewind live TV programmes (this includes Freeview Playback and Freeview Plus boxes)? (SINGLE CODE)

Base : Those with Freeview

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	759	365	394	123	228	237	95	76	142	97	87	154	185	212	144	218	726	33
Total	1434	683	752	244	465	453	154	118	236	184	173	330	375	396	276	388	1365	69
Yes	203 14%	105 15%	98 13%	38 15%	46 10%	90 20% d	** **	** **	19 8%	** **	** **	69 21% h	74 20% o	50 13%	42 15%	38 10%	196 14%	** **
No	1167 81%	548 80%	619 82%	206 85% e	404 87% e	334 74%	** **	** **	211 89% k	** **	** **	240 73%	287 76%	319 81%	225 81%	337 87% l	1107 81%	** **
Don't know	64 4%	29 4%	35 5%	- -%	16 3% c	29 6% c	** **	** **	7 3%	** **	** **	21 6%	14 4%	26 7%	10 4%	14 3%	62 5%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 44

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH3e (QR1e). Does your broadband TV service allow you to record and store TV programmes, and also pause and rewind live TV programmes? (SINGLE CODE)

Base : Those with Broadband TV

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE ~p	EMG ~q
Significance Level: 95%																		
Unweighted total	18	11	7	4	8	5	1	-	1	6	2	3	3	7	2	6	16	2
Total	35	22	12	8	14	11	1	-	2	10	6	7	7	14	3	12	31	4
Yes	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 45

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH4a (QR2). Do you personally use this DVR (i.e. Digital Video Recorder)? (SINGLE CODE)

Base : Those who own a DVR

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	577	279	298	87	239	179	49	23	43	58	63	205	169	191	102	115	540	34
Total	1166	554	611	179	519	352	79	36	78	111	129	437	359	381	201	224	1086	74
Yes	862	421	441	**	382	263	**	**	**	**	**	330	270	285	149	157	806	**
	74%	76%	72%	**	74%	75%	**	**	**	**	**	75%	75%	75%	74%	70%	74%	**
No	299	131	168	**	134	87	**	**	**	**	**	105	86	96	49	68	274	**
	26%	24%	28%	**	26%	25%	**	**	**	**	**	24%	24%	25%	25%	30%	25%	**
Don't know	5	3	3	**	3	3	**	**	**	**	**	3	3	-	3	-	5	**
	*%	*%	*%	**	*%	1%	**	**	**	**	**	1%	1%	-%	1%	-%	*%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 46

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH4b (QH41b). How often, if ever, do you use your DVR to watch recorded programmes?

Base : Those who personally use their DVR

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	429	212	217	64	174	137	37	17	30	43	48	157	129	144	76	80	405	21
Total	862	421	441	130	382	263	59	27	53	83	96	330	270	285	149	157	806	49
Every day	375 44%	166 39%	209 47%	** **	202 53%	97 37%	** **	** **	** **	** **	** **	156 47%	105 39%	122 43%	** **	** **	343 42%	** **
A few times a week	293 34%	159 38%	133 30%	** **	121 32%	104 40%	** **	** **	** **	** **	** **	109 33%	94 35%	98 34%	** **	** **	288 36%	** **
Once a week	71 8%	31 7%	40 9%	** **	21 5%	17 6%	** **	** **	** **	** **	** **	21 6%	20 7%	27 9%	** **	** **	69 9%	** **
A few times a month	59 7%	35 8%	23 5%	** **	17 4%	19 7%	** **	** **	** **	** **	** **	25 8%	29 11%	17 6%	** **	** **	48 6%	** **
Once a month	16 2%	9 2%	7 2%	** **	- %	10 4%	** **	** **	** **	** **	** **	5 2%	6 2%	1 *	** **	** **	15 2%	** **
Less often	44 5%	21 5%	24 5%	** **	21 6%	12 5%	** **	** **	** **	** **	** **	14 4%	17 6%	17 6%	** **	** **	39 5%	** **
Don't know	4 *%	- -%	4 1%	** **	- -%	3 1%	** **	** **	** **	** **	** **	- -%	- -%	3 1%	** **	** **	4 1%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 47

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH4c (QH41c). Would you say that watching TV programmes in this way makes you watch MORE, LESS or ABOUT THE SAME amount of television than you used to?

Base : Those who personally use their DVR

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	429	212	217	64	174	137	37	17	30	43	48	157	129	144	76	80	405	21
Total	862	421	441	130	382	263	59	27	53	83	96	330	270	285	149	157	806	49
More	200 23%	96 23%	104 24%	** **	100 26%	49 19%	** **	** **	** **	** **	** **	91 27%	60 22%	75 26%	** **	** **	187 23%	** **
Less	64 7%	22 5%	42 9%	** **	26 7%	14 5%	** **	** **	** **	** **	** **	27 8%	23 9%	14 5%	** **	** **	52 6%	** **
About the same	594 69%	300 71%	294 67%	** **	254 66%	198 75%	** **	** **	** **	** **	** **	209 64%	185 68%	194 68%	** **	** **	564 70%	** **
Don't know	4 *%	2 1%	1 *%	** **	2 1%	1 1%	** **	** **	** **	** **	** **	2 1%	2 1%	1 1%	** **	** **	4 *%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 48

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH4d (QH41d). Would you say that watching TV programmes in this way makes you watch more of the SAME SORTS of programmes that you used to watch, or DIFFERENT programmes than those you used to watch, or no real change?

Base : Those who personally use their DVR

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	429	212	217	64	174	137	37	17	30	43	48	157	129	144	76	80	405	21
Total	862	421	441	130	382	263	59	27	53	83	96	330	270	285	149	157	806	49
Same sorts of programmes	259	120	139	**	121	66	**	**	**	**	**	104	71	105	**	**	255	**
	30%	28%	32%	**	32%	25%	**	**	**	**	**	31%	26%	37%	**	**	32%	**
Different programmes	200	89	110	**	101	51	**	**	**	**	**	78	70	62	**	**	184	**
	23%	21%	25%	**	26%	19%	**	**	**	**	**	24%	26%	22%	**	**	23%	**
No real change	400	210	190	**	160	143	**	**	**	**	**	148	129	117	**	**	365	**
	46%	50%	43%	**	42%	54%	**	**	**	**	**	45%	48%	41%	**	**	45%	**
					d													
Don't know	3	2	1	**	-	3	**	**	**	**	**	-	-	1	**	**	3	**
	%	%	%	**	-%	1%	**	**	**	**	**	-%	-%	1%	**	**	%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 49

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH4e (QH41e). And, what would you say are your MAIN reasons for watching TV programmes in this way?

Base : Those who personally use their DVR

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	429	212	217	64	174	137	37	17	30	43	48	157	129	144	76	80	405	21
Total	862	421	441	130	382	263	59	27	53	83	96	330	270	285	149	157	806	49
I can watch TV programmes at a time that suits me	652 76%	298 71%	355 80%	** **	298 78%	199 76%	** **	** **	** **	** **	** **	266 81%	211 78%	213 75%	** **	** **	612 76%	** **
I can watch TV programmes I missed when they were originally shown	345 40%	175 41%	171 39%	** **	149 39%	96 36%	** **	** **	** **	** **	** **	115 35%	105 39%	112 39%	** **	** **	321 40%	** **
I can skip the adverts	139 16%	70 17%	69 16%	** **	72 19%	41 16%	** **	** **	** **	** **	** **	56 17%	46 17%	42 15%	** **	** **	129 16%	** **
I can watch TV programmes on my own	84 10%	34 8%	50 11%	** **	49 13%	21 8%	** **	** **	** **	** **	** **	42 13%	24 9%	30 11%	** **	** **	82 10%	** **
I can watch TV programmes I didn't realise were being shown and missed	69 8%	40 9%	30 7%	** **	30 8%	20 8%	** **	** **	** **	** **	** **	32 10%	23 9%	23 8%	** **	** **	60 7%	** **
So I can watch one show and record another at the same time	19 2%	9 2%	10 2%	** **	7 2%	6 2%	** **	** **	** **	** **	** **	5 2%	3 1%	6 2%	** **	** **	16 2%	** **
I can watch TV programmes recommended by friends/ family	16 2%	10 2%	7 1%	** **	7 2%	3 1%	** **	** **	** **	** **	** **	9 3%	7 3%	5 2%	** **	** **	11 1%	** **
Gives you more variety	6 1%	3 1%	3 1%	** **	- -%	2 1%	** **	** **	** **	** **	** **	- -%	2 1%	1 *%	** **	** **	6 1%	** **
Other	7 1%	4 1%	3 1%	** **	6 1%	1 *%	** **	** **	** **	** **	** **	1 *%	- -%	1 *%	** **	** **	7 1%	** **
Don't know	11 1%	4 1%	7 2%	** **	4 1%	4 1%	** **	** **	** **	** **	** **	3 1%	- -%	6 2%	** **	** **	11 1%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 50

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH5a (QH42a). Do you ever watch TV programmes 'on demand' through your TV service? (READ EXPLANATION IF NECESSARY)

Base : Those with multichannel TV

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1409	682	727	215	512	419	152	111	210	182	169	334	342	413	266	388	1320	85
Total	2729	1310	1419	426	1075	807	250	171	353	341	344	724	708	811	504	705	2544	177
Yes	483	241	242	87	222	160	11	3	27	50	56	188	145	180	75	83	447	**
	18%	18%	17%	21%	21%	20%	4%	2%	8%	15%	16%	26%	21%	22%	15%	12%	18%	**
				fg	fg	fg				h	h	hij	o	no				
No	2233	1067	1166	338	842	646	239	168	324	291	286	534	560	623	429	621	2085	**
	82%	81%	82%	79%	78%	80%	96%	98%	92%	85%	83%	74%	79%	77%	85%	88%	82%	**
							cde	cde	ijk	k	k			m	lm			
Don't know	13	2	11	-	11	1	-	-	2	-	1	2	3	8	-	2	13	**
	%	%	1%	-%	1%	%	-%	-%	%	-%	%	%	%	1%	-%	%	%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 51

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH5b (QH42b). How often, if ever, do you use your 'on demand' TV service to watch TV programmes after they've been shown?

Base : Those who ever watch TV programmes 'on demand' through their TV service

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	234	119	115	44	104	78	6	2	16	24	25	88	66	84	42	42	217	17
Total	483	241	242	87	222	160	11	3	27	50	56	188	145	180	75	83	447	36
Every day	44 9%	18 7%	26 11%	** **	13 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	44 10%	** **
A few times a week	108 22%	65 27%	44 18%	** **	48 22%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	103 23%	** **
Once a week	79 16%	42 17%	36 15%	** **	35 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	66 15%	** **
A few times a month	75 15%	30 13%	44 18%	** **	32 15%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	67 15%	** **
Once a month	76 16%	41 17%	35 15%	** **	49 22%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	75 17%	** **
Less often	98 20%	45 19%	53 22%	** **	43 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	89 20%	** **
Don't know	4 1%	- -%	4 2%	** **	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 1%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 52

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH5c (QH42c). Would you say that watching TV programmes in this way makes you watch MORE, LESS or ABOUT THE SAME amount of television than you used to?

Base : Those who ever watch TV programmes 'on demand' through their TV service

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	234	119	115	44	104	78	6	2	16	24	25	88	66	84	42	42	217	17
Total	483	241	242	87	222	160	11	3	27	50	56	188	145	180	75	83	447	36
More	81 17%	39 16%	42 17%	** **	38 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	78 17%	** **
Less	31 6%	14 6%	17 7%	** **	12 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	22 5%	** **
About the same	368 76%	188 78%	180 74%	** **	169 76%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	346 77%	** **
Don't know	3 1%	- -%	3 1%	** **	3 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 53

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH5d (QH42d). Would you say that watching TV programmes in this way makes you watch more of the SAME SORTS of programmes that you used to watch, or DIFFERENT programmes than those you used to watch, or no real change?

Base : Those who ever watch TV programmes 'on demand' through their TV service

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	234	119	115	44	104	78	6	2	16	24	25	88	66	84	42	42	217	17
Total	483	241	242	87	222	160	11	3	27	50	56	188	145	180	75	83	447	36
Same sorts of programmes	124 26%	68 28%	56 23%	** **	61 27%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	120 27%	** **
Different programmes	94 20%	40 17%	54 22%	** **	36 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	86 19%	** **
No real change	256 53%	129 54%	127 53%	** **	123 55%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	235 53%	** **
Don't know	8 2%	4 2%	4 2%	** **	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 54

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH5e (QH42e). And, what would you say are your MAIN reasons for watching TV programmes in this way?

Base : Those who ever watch TV programmes 'on demand' through their TV service

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%	a	b		~c	d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q
Unweighted total	234	119	115	44	104	78	6	2	16	24	25	88	66	84	42	42	217	17
Total	483	241	242	87	222	160	11	3	27	50	56	188	145	180	75	83	447	36
I can watch TV programmes at a time that suits me	313	162	151	**	149	**	**	**	**	**	**	**	**	**	**	**	294	**
	65%	67%	62%	**	67%	**	**	**	**	**	**	**	**	**	**	**	66%	**
I can watch TV programmes I missed when they were originally shown	175	83	91	**	79	**	**	**	**	**	**	**	**	**	**	**	162	**
	36%	35%	38%	**	36%	**	**	**	**	**	**	**	**	**	**	**	36%	**
I can watch TV programmes I didn't realise were being shown and missed	42	24	18	**	22	**	**	**	**	**	**	**	**	**	**	**	42	**
	9%	10%	8%	**	10%	**	**	**	**	**	**	**	**	**	**	**	9%	**
I can skip the adverts	35	25	9	**	14	**	**	**	**	**	**	**	**	**	**	**	35	**
	7%	10%	4%	**	6%	**	**	**	**	**	**	**	**	**	**	**	8%	**
I can watch TV programmes recommended by friends/ family	26	14	12	**	14	**	**	**	**	**	**	**	**	**	**	**	25	**
	5%	6%	5%	**	6%	**	**	**	**	**	**	**	**	**	**	**	6%	**
I can watch TV programmes on my own	24	13	11	**	9	**	**	**	**	**	**	**	**	**	**	**	21	**
	5%	5%	5%	**	4%	**	**	**	**	**	**	**	**	**	**	**	5%	**
Gives you more variety	22	7	14	**	12	**	**	**	**	**	**	**	**	**	**	**	20	**
	5%	3%	6%	**	5%	**	**	**	**	**	**	**	**	**	**	**	4%	**
To watch sports/ films/ events	20	12	8	**	11	**	**	**	**	**	**	**	**	**	**	**	16	**
	4%	5%	3%	**	5%	**	**	**	**	**	**	**	**	**	**	**	4%	**
Better reception	1	1	-	**	1	**	**	**	**	**	**	**	**	**	**	**	1	**
	*%	*%	-%	**	*%	**	**	**	**	**	**	**	**	**	**	**	*%	**
Don't know	8	2	5	**	3	**	**	**	**	**	**	**	**	**	**	**	8	**
	2%	1%	2%	**	1%	**	**	**	**	**	**	**	**	**	**	**	2%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 55

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH6a (QH43a). Do you ever watch TV programmes online or download programmes from UK TV broadcasters' website (such as BBC iplayer, ITV player, Channel 4 On-Demand, Demand Five, or Sky Player)?

Base : Those who use the internet at home or elsewhere

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 -f	75+ ~g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	1179	588	591	222	496	352	79	30	139	120	151	340	323	389	220	246	1085	90
Total	2353	1165	1188	435	1056	679	134	48	238	235	315	738	678	773	435	465	2161	184
Yes	723 31%	382 33%	341 29%	171 39%	338 32%	187 28%	** **	** **	65 27%	49 21%	62 20%	306 41%	268 39%	248 32%	92 21%	115 25%	657 30%	** **
No	1630 69%	783 67%	847 71%	264 61%	719 68%	492 72%	** **	** **	173 73%	186 79%	254 80%	432 59%	410 61%	525 68%	344 79%	350 75%	1503 70%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 56

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH6b (QH43b). How often, if ever, do you watch TV programmes online or download from UK TV broadcasters' websites after they've been shown?

Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	354	190	164	88	157	92	13	4	36	26	28	139	123	126	47	58	323	29
Total	723	382	341	171	338	187	22	5	65	49	62	306	268	248	92	115	657	62
Every day	41 6%	26 7%	15 5%	** **	17 5%	** **	** **	** **	** **	** **	** **	11 4%	12 4%	14 5%	** **	** **	30 5%	** **
A few times a week	123 17%	75 20%	48 14%	** **	55 16%	** **	** **	** **	** **	** **	** **	37 12%	32 12%	48 19%	** **	** **	114 17%	** **
Once a week	101 14%	60 16%	42 12%	** **	46 14%	** **	** **	** **	** **	** **	** **	35 12%	22 8%	42 17%	** **	** **	91 14%	** **
A few times a month	182 25%	91 24%	90 26%	** **	77 23%	** **	** **	** **	** **	** **	** **	81 26%	72 27%	57 23%	** **	** **	165 25%	** **
Once a month	110 15%	47 12%	63 18%	** **	51 15%	** **	** **	** **	** **	** **	** **	47 15%	44 16%	38 15%	** **	** **	105 16%	** **
Less often	163 23%	83 22%	79 23%	** **	89 26%	** **	** **	** **	** **	** **	** **	94 31%	86 32%	50 20%	** **	** **	149 23%	** **
Don't know	3 *%	- -%	3 1%	** **	3 1%	** **	** **	** **	** **	** **	** **	- -%	- -%	- -%	** **	** **	3 *%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 57

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH6c (QH43c). Would you say that watching TV programmes in this way makes you watch MORE, LESS or ABOUT THE SAME amount of television than you used to?

Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	354	190	164	88	157	92	13	4	36	26	28	139	123	126	47	58	323	29
Total	723	382	341	171	338	187	22	5	65	49	62	306	268	248	92	115	657	62
More	114 16%	70 18%	44 13%	** **	47 14%	** **	** **	** **	** **	** **	** **	51 17%	40 15%	40 16%	** **	** **	100 15%	** **
Less	80 11%	37 10%	43 13%	** **	26 8%	** **	** **	** **	** **	** **	** **	24 8%	26 10%	37 15%	** **	** **	69 10%	** **
About the same	524 73%	271 71%	253 74%	** **	263 78%	** **	** **	** **	** **	** **	** **	230 75%	200 75%	171 69%	** **	** **	484 74%	** **
Don't know	4 1%	3 1%	2 %	** **	2 %	** **	** **	** **	** **	** **	** **	- -%	2 1%	- -%	** **	** **	4 1%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 58

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH6d (QH43d). Would you say that watching TV programmes in this way makes you watch more of the SAME SORTS of programmes that you used to watch, or DIFFERENT programmes than those you used to watch, or no real change?

Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	354	190	164	88	157	92	13	4	36	26	28	139	123	126	47	58	323	29
Total	723	382	341	171	338	187	22	5	65	49	62	306	268	248	92	115	657	62
Same sorts of programmes	237 33%	112 29%	125 37%	** **	114 34%	** **	** **	** **	** **	** **	** **	101 33%	81 30%	95 38%	** **	** **	221 34%	** **
Different programmes	103 14%	57 15%	45 13%	** **	46 14%	** **	** **	** **	** **	** **	** **	43 14%	45 17%	33 13%	** **	** **	87 13%	** **
No real change	379 52%	211 55%	168 49%	** **	175 52%	** **	** **	** **	** **	** **	** **	161 53%	140 52%	119 48%	** **	** **	344 52%	** **
Don't know	4 1%	2 *	2 1%	** **	2 1%	** **	** **	** **	** **	** **	** **	2 1%	2 1%	2 1%	** **	** **	4 1%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 59

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH6e (QH43e). And, what would you say are your MAIN reasons for watching TV programmes in this way?

Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%	a	b	~c	d	~e	~f	~g	~h	~i	~j	k	l	m	~n	~o	p	~q	
Unweighted total	354	190	164	88	157	92	13	4	36	26	28	139	123	126	47	58	323	29
Total	723	382	341	171	338	187	22	5	65	49	62	306	268	248	92	115	657	62
I can watch TV programmes I missed when they were originally shown	395 55%	204 53%	191 56%	** **	176 52%	** **	** **	** **	** **	** **	** **	176 58%	151 57%	121 49%	** **	** **	376 57%	** **
I can watch TV programmes at a time that suits me	313 43%	179 47%	135 40%	** **	151 45%	** **	** **	** **	** **	** **	** **	136 44%	108 40%	122 49%	** **	** **	281 43%	** **
I can watch TV programmes I didn't realise were being shown and missed	105 15%	51 13%	54 16%	** **	53 16%	** **	** **	** **	** **	** **	** **	43 14%	35 13%	36 15%	** **	** **	95 14%	** **
I can watch TV programmes on my own	47 7%	26 7%	21 6%	** **	30 9%	** **	** **	** **	** **	** **	** **	26 8%	18 7%	19 8%	** **	** **	41 6%	** **
I can watch TV programmes recommended by friends/ family	34 5%	16 4%	18 5%	** **	15 5%	** **	** **	** **	** **	** **	** **	6 2%	12 5%	15 6%	** **	** **	32 5%	** **
I can skip the adverts	26 4%	12 3%	13 4%	** **	13 4%	** **	** **	** **	** **	** **	** **	10 3%	9 3%	7 3%	** **	** **	23 4%	** **
We don't have a TV set	14 2%	7 2%	8 2%	** **	- -%	** **	** **	** **	** **	** **	** **	- -%	- -%	8 3%	** **	** **	13 2%	** **
Gives you more variety	11 1%	7 2%	3 1%	** **	7 2%	** **	** **	** **	** **	** **	** **	3 1%	3 1%	2 1%	** **	** **	11 2%	** **
Can watch online while bored	6 1%	6 2%	- -%	** **	3 1%	** **	** **	** **	** **	** **	** **	4 1%	2 1%	- -%	** **	** **	6 1%	** **
To watch something more than once	6 1%	1 *%	5 1%	** **	5 1%	** **	** **	** **	** **	** **	** **	3 1%	3 1%	3 1%	** **	** **	6 1%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 59

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH6e (QH43e). And, what would you say are your MAIN reasons for watching TV programmes in this way?

Base : Those who ever watch TV programmes online or download from UK TV broadcasters' websites

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	354	190	164	88	157	92	13	4	36	26	28	139	123	126	47	58	323	29
Total	723	382	341	171	338	187	22	5	65	49	62	306	268	248	92	115	657	62
Better reception	1	1	-	**	1	**	**	**	**	**	**	1	1	-	**	**	1	**
	*%	*%	-%	**	*%	**	**	**	**	**	**	*%	*%	-%	**	**	*%	**
Other	14	7	8	**	-	**	**	**	**	**	**	-	-	8	**	**	13	**
	2%	2%	2%	**	-%	**	**	**	**	**	**	-%	-%	3%	**	**	2%	**
Don't know	11	-	11	**	7	**	**	**	**	**	**	-	-	7	**	**	8	**
	1%	-%	3%	**	2%	**	**	**	**	**	**	-%	-%	3%	**	**	1%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 60

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH7 (QT1). Are any of the televisions in your household, HDTV sets or HDTV ready sets? (EXPLAIN HDTV IF NECESSARY)

Base : Those with a TV at home

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1549	743	806	228	538	456	176	151	256	197	182	345	365	447	287	449	1450	95
Total	2977	1420	1557	450	1128	875	287	237	429	369	369	749	750	872	546	807	2774	195
Yes, at least one TV in the household is an HDTV set or HD ready	1389	709	680	232	596	399	100	61	114	143	192	466	405	427	270	288	1287	**
	47%	50%	44%	52%	53%	46%	35%	26%	26%	39%	52%	62%	54%	49%	49%	36%	46%	**
		b		fg	efg	fg				h	hi	hij	o	o	o			
No TVs in household are HDTV sets or HD ready	1410	673	737	200	457	435	174	144	281	198	161	249	310	407	235	456	1316	**
	47%	47%	47%	45%	41%	50%	60%	60%	66%	54%	44%	33%	41%	47%	43%	56%	47%	**
						d	cde	cde	ijk	k	k					lmn		
Don't know	178	38	140	17	74	40	14	33	34	28	16	34	36	37	42	64	171	**
	6%	3%	9%	4%	7%	5%	5%	14%	8%	8%	4%	5%	5%	4%	8%	8%	6%	**
			a					cdef								m		

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 61

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH8 (QT2). For these HDTV sets that you personally watch, does your household have a subscription to a HDTV service for them?

Base : Those with HDTV or HD ready set

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 -f	75+ -g	UNDER £11.5K -h	£11.5K- £17.5K -i	£17.5K- £29.9K -j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	698	357	341	113	276	209	61	39	67	76	92	215	197	213	137	151	650	45
Total	1389	709	680	232	596	399	100	61	114	143	192	466	405	427	270	288	1287	96
Yes, our household has a HDTV subscription	357 26%	186 26%	171 25%	55 23%	177 30%	99 25%	** **	** **	** **	** **	** **	160 34%	112 28%	132 31%	60 22%	52 18%	338 26%	** **
No, we do not have a subscription to receive	980 71%	504 71%	476 70%	161 69%	404 68%	283 71%	** **	** **	** **	** **	** **	290 62%	273 67%	283 66%	199 74%	225 78%	908 71%	** **
Don't know	53 4%	19 3%	33 5%	17 7%	15 3%	18 4%	** **	** **	** **	** **	** **	16 3%	19 5%	12 3%	11 4%	10 4%	41 3%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 62

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QH9 (QT3). And which supplier do you have your HDTV subscription with?

Base : Those with a subscription to a HDTV service

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	172	91	81	28	81	48	9	6	8	16	20	73	54	61	30	27	163	9
Total	357	186	171	55	177	99	16	10	12	33	41	160	112	132	60	52	338	19
Sky (called Sky HD)	292	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	275	**
82%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	81%	**
Virgin Media/ Telewest	52	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	50	**
14%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	15%	**
Other	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	10	**
3%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3%	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3	**
1%		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 63

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QH10 (QT4). How old is your HDTV?

Base : Those with a subscription to a HDTV service

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	172	91	81	28	81	48	9	6	8	16	20	73	54	61	30	27	163	9
Total	357	186	171	55	177	99	16	10	12	33	41	160	112	132	60	52	338	19
6 months or less	108 30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	106 31%	**
7 to 11 months	85 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	79 23%	**
1 year to 2 years 11 months	144 40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	135 40%	**
3 years to 4 years 11 months	12 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	12 4%	**
Don't know	7 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5 2%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 64

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Yes	2471	1186	1285	373	939	766	234	159	350	290	334	643	642	733	468	625	2305	**
	82%	82%	82%	80%	82%	87%	81%	65%	78%	79%	90%	85%	85%	82%	85%	77%	82%	**
				g	g	cdg	g				hi	h	o	o	o			
No	531	253	278	88	196	112	54	82	98	77	36	114	106	157	81	187	492	**
	18%	18%	18%	19%	17%	13%	19%	33%	22%	21%	10%	15%	14%	18%	15%	23%	18%	**
				e			cdef		jk	j					lmn			
Don't know	17	7	10	4	8	2	-	3	-	3	2	-	9	2	2	5	11	**
	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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 65

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1280	613	667	188	445	400	144	103	211	154	163	295	310	376	244	349	1200	77
Total	2471	1186	1285	373	939	766	234	159	350	290	334	643	642	733	468	625	2305	161
On all programmes I watch if it's available	5 *%	3 *%	3 *%	- -%	5 1%	- -%	- -%	- -%	- -%	- -%	3 1%	3 *%	- -%	3 *%	3 1%	- -%	5 *%	**
On most programmes I watch if it's available	13 1%	7 1%	6 *%	- -%	8 1%	1 *%	1 1%	3 2% e	4 1%	3 1%	- -%	- -%	- -%	6 1%	3 1%	5 1%	13 1%	**
On some programmes I watch if it's available	23 1%	10 1%	13 1%	3 1%	10 1%	5 1%	1 1%	3 2%	5 1%	2 1%	6 2%	5 1%	5 1%	8 1%	1 *%	9 1%	23 1%	**
Very occasionally	135 5%	52 4%	82 6%	17 4%	54 6%	36 5%	15 6%	13 8%	20 6% k	16 6%	12 4%	16 2%	29 5%	34 5%	26 5%	46 7%	131 6%	**
Just once	4 *%	1 *%	3 *%	- -%	- -%	4 1%	- -%	- -%	1 *%	- -%	- -%	- -%	2 *%	- -%	1 *%	1 *%	4 *%	**
Not at all	2263 92%	1101 93%	1162 90%	347 93%	853 91%	709 93%	215 92%	140 88%	312 89%	268 93%	311 93%	616 96% h	598 93%	668 91%	431 92%	564 90%	2105 91%	**
No TV in household	23 1%	8 1%	15 1%	6 2%	9 1%	8 1%	- -%	- -%	7 2%	- -%	2 1%	4 1%	5 1%	14 2% o	3 1%	2 *%	18 1%	**
Don't know	4 *%	3 *%	2 *%	- -%	- -%	3 *%	2 1%	- -%	- -%	- -%	- -%	- -%	3 *%	2 *%	- -%	- -%	4 *%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 66

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

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

Base : Those used Signing at least once

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE ~p	EMG ~q
Significance Level: 95%																		
Unweighted total	100	40	60	10	39	26	12	13	21	12	9	10	17	27	19	37	98	2
Total	180	74	107	20	77	47	18	19	31	22	20	23	36	50	34	60	177	3
Came across it by accident	32 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
It's automatically on certain programmes	24 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
For children's programmes	16 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Just to see how it works	16 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Use/practice sign language	15 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Too much background noise on TV	12 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Hearing impairment	9 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Avoid TV being too loud	5 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Friend/ family member uses it	3 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Hearing aid unavailable/ not working	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other	7 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 66

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

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

Base : Those used Signing at least once

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE ~p	EMG ~q
Significance Level: 95%																		
Unweighted total	100	40	60	10	39	26	12	13	21	12	9	10	17	27	19	37	98	2
Total	180	74	107	20	77	47	18	19	31	22	20	23	36	50	34	60	177	3
No answer	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 67

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Yes	2556	1209	1346	385	976	767	247	179	371	314	332	669	657	750	475	671	2376	**
	85%	84%	86%	83%	85%	87%	86%	74%	83%	85%	89%	88%	87%	84%	86%	82%	85%	**
				g	g	g	g											
No	451	233	218	78	159	110	40	64	73	51	40	88	93	141	77	139	422	**
	15%	16%	14%	17%	14%	12%	14%	26%	16%	14%	11%	12%	12%	16%	14%	17%	15%	**
								cdef										
Don't know	13	5	8	2	6	3	2	-	3	4	-	-	6	-	-	7	10	**
	*%	*%	1%	*%	1%	*%	1%	-%	1%	1%	-%	-%	1%	-%	-%	1%	*%	**
										k						m		

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 68

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1326	628	698	196	465	399	151	115	224	166	164	308	319	384	250	372	1240	82
Total	2556	1209	1346	385	976	767	247	179	371	314	332	669	657	750	475	671	2376	172
On all programmes I watch if it's available	29 1%	15 1%	14 1%	- -%	11 1%	9 1%	4 2%	5 3%	6 2%	1 *%	1 *%	6 1%	15 2%	3 *%	1 *%	10 2%	29 1%	** **
On most programmes I watch if it's available	29 1%	13 1%	15 1%	4 1%	11 1%	1 *%	6 3%	6 3%	9 2%	5 2%	3 1%	3 1%	8 1%	8 1%	6 1%	6 1%	20 1%	** **
On some programmes I watch if it's available	83 3%	41 3%	42 3%	10 3%	40 4%	21 3%	6 2%	6 3%	6 2%	10 3%	7 2%	26 4%	28 4%	27 4%	11 2%	18 3%	66 3%	** **
Very occasionally	230 9%	122 10%	108 8%	44 11%	87 9%	61 8%	18 7%	20 11%	41 11%	30 9%	29 9%	52 8%	73 11%	55 7%	44 9%	59 9%	208 9%	** **
Just once	16 1%	7 1%	9 1%	6 2%	7 1%	4 *%	- -%	- -%	3 1%	- -%	4 1%	4 1%	- -%	10 1%	1 *%	5 1%	13 1%	** **
Not at all	2151 84%	998 83%	1153 86%	320 83%	814 83%	664 86%	211 85%	143 80%	304 82%	268 85%	284 85%	578 86%	532 81%	635 85%	408 86%	573 85%	2026 85%	** **
No TV in household	15 1%	10 1%	5 *%	2 *%	7 1%	5 1%	1 1%	- -%	2 1%	- -%	4 1%	- -%	- -%	12 2%	3 1%	- -%	10 *%	** **
Don't know	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	- -%	- -%	- -%	2 *%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 69

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER			AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN	
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%	a	b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	p	~q	
Unweighted total	209	105	104	33	77	53	23	23	41	26	22	41	60	57	34	58	184	25
Total	388	200	188	64	155	97	35	37	65	46	44	92	123	103	63	98	338	50
When there is too much background noise on television	76	26	50	**	**	**	**	**	**	**	**	**	**	**	**	**	63	**
	20%	13%	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	19%	**
			a															
When watching foreign films/ non-English/ when watching welsh programmes	68	54	14	**	**	**	**	**	**	**	**	**	**	**	**	**	61	**
	18%	27%	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	18%	**
			b															
When I am watching TV in a noisy room	67	28	38	**	**	**	**	**	**	**	**	**	**	**	**	**	61	**
	17%	14%	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	18%	**
When regional accents are hard to understand	52	32	20	**	**	**	**	**	**	**	**	**	**	**	**	**	39	**
	14%	16%	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	12%	**
When people on TV are mumbling and you can not understand the words	50	19	31	**	**	**	**	**	**	**	**	**	**	**	**	**	40	**
	13%	9%	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	12%	**
To avoid having the television too loud	46	21	24	**	**	**	**	**	**	**	**	**	**	**	**	**	36	**
	12%	11%	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	11%	**
To avoid disruption to others in the house	44	28	16	**	**	**	**	**	**	**	**	**	**	**	**	**	39	**
	11%	14%	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	12%	**
Because my hearing is impaired	31	14	16	**	**	**	**	**	**	**	**	**	**	**	**	**	31	**
	8%	7%	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	9%	**
Relative/ friend/ visitor's hearing impaired	16	6	10	**	**	**	**	**	**	**	**	**	**	**	**	**	16	**
	4%	3%	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	5%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 69

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	209	105	104	33	77	53	23	23	41	26	22	41	60	57	34	58	184	25
Total	388	200	188	64	155	97	35	37	65	46	44	92	123	103	63	98	338	50
English is not my first language	8 2%	3 1%	5 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 2%	**
Whilst listening to music	6 2%	6 3%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 2%	**
It helps teach child/ children to read	5 1%	2 1%	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	5 1%	**
No particular reason, just have it on	4 1%	- -%	4 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 1%	**
Curiosity	3 1%	3 1%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	3 1%	**
So I don't miss anything	2 1%	2 1%	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 1%	**
When watching TV whilst on the phone	2 *%	- -%	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 1%	**
When someone in the room is sleeping	2 *%	- -%	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	**
I like to read along to it when watching	1 *%	- -%	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	**
Other	11 3%	9 4%	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 3%	**
Don't know	20 5%	1 1%	18 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	19 6%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 70

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Yes	1286	643	643	244	506	379	92	65	174	144	175	370	339	407	240	300	1199	**
	43%	44%	41%	52%	44%	43%	32%	27%	39%	39%	47%	49%	45%	46%	43%	37%	43%	**
				defg	fg	fg						hi	o	o				
No	1685	780	904	216	619	485	187	177	263	222	189	378	401	475	306	501	1568	**
	56%	54%	57%	47%	54%	55%	65%	73%	59%	60%	51%	50%	53%	53%	55%	61%	56%	**
				c	c	c	cde	cde	k	k						lm		
Don't know	49	24	25	5	17	17	9	2	10	3	8	9	17	11	6	16	41	**
	2%	2%	2%	1%	1%	2%	3%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 71

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	661	328	333	124	244	197	55	41	104	75	88	171	162	210	123	166	619	38
Total	1286	643	643	244	506	379	92	65	174	144	175	370	339	407	240	300	1199	79
On all programmes I watch if it's available	2 *%	- -%	2 *%	- -%	1 *%	1 *%	** **	** **	- -%	** **	** **	- -%	- -%	- -%	1 *%	1 *%	2 *%	** **
On some programmes I watch if it's available	6 *%	5 1%	1 *%	1 1%	- -%	4 1%	** **	** **	- -%	** **	** **	- -%	- -%	2 1%	- -%	3 1%	6 *%	** **
Very occasionally	12 1%	6 1%	6 1%	6 3%	4 1%	- -%	** **	** **	2 1%	** **	** **	2 *%	2 *%	2 1%	3 1%	5 2%	11 1%	** **
Just once	11 1%	2 *%	10 2%	2 1%	6 1%	2 1%	** **	** **	2 1%	** **	** **	5 1%	6 2%	4 1%	- -%	2 1%	11 1%	** **
Not at all	1227 95%	613 95%	614 95%	233 95%	475 94%	366 97%	** **	** **	167 96%	** **	** **	355 96%	325 96%	387 95%	228 95%	287 96%	1146 96%	** **
No TV in household	21 2%	18 3%	4 1%	2 1%	15 3%	5 1%	** **	** **	2 1%	** **	** **	6 1%	5 1%	11 3%	5 2%	- -%	16 1%	** **
Don't know	7 1%	- -%	7 1%	- -%	5 1%	- -%	** **	** **	1 1%	** **	** **	3 1%	3 1%	- -%	3 1%	1 *%	7 1%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 72

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE ~p	EMG ~q
Significance Level: 95%																		
Unweighted total	17	6	11	5	6	4	2	-	2	3	2	3	4	5	2	6	16	1
Total	32	13	19	10	11	8	3	-	4	5	5	6	7	9	4	12	30	2
Came across it by accident	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Just to see how it works	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Better understanding of what is happening in programme	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
When watching foreign films/ non-English/ when watching welsh programmes	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
For students/ foreign students	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Poor eyesight	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
To test out the service	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Relative/ friend/ visitor's hearing impaired	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 73

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QCHECK. Can I just check that you have the following services? (MULTICODE)

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Landline phone	2602	1235	1367	330	971	797	273	231	272	316	317	733	733	802	483	582	2423	**
	86%	85%	87%	71%	85%	91%	94%	95%	61%	86%	85%	97%	97%	90%	88%	71%	86%	**
					c	cd	cd	cd		h	h	hij	mno	o	o			
Mobile phone	2687	1293	1394	456	1103	793	226	109	339	320	346	746	711	830	479	665	2483	**
	89%	89%	89%	98%	97%	90%	78%	45%	76%	87%	93%	99%	94%	93%	87%	81%	88%	**
				efg	efg	fg	g			h	hi	hij	no	no				
Fixed Broadband internet access	2008	981	1027	327	893	629	110	49	143	200	251	674	617	664	382	343	1860	**
	66%	68%	65%	70%	78%	71%	38%	20%	32%	54%	67%	89%	82%	74%	69%	42%	66%	**
				fg	cefg	fg	g			h	hi	hij	mno	o	o			
Mobile broadband internet access	503	277	226	113	225	143	17	4	59	47	64	191	172	159	65	106	463	**
	17%	19%	14%	24%	20%	16%	6%	2%	13%	13%	17%	25%	23%	18%	12%	13%	17%	**
		b		efg	fg	fg						hij	no	no				
Narrowband internet access	37	15	22	2	16	7	8	4	7	3	9	8	16	9	3	10	34	**
	1%	1%	1%	*%	1%	1%	3%	2%	1%	1%	2%	1%	2%	1%	*%	1%	1%	**
							c											
TV service with additional channels you pay to receive	1754	864	890	267	779	512	130	66	150	196	239	557	481	554	306	413	1620	**
	58%	60%	57%	58%	68%	58%	45%	27%	34%	53%	64%	74%	64%	62%	55%	51%	58%	**
				fg	cefg	fg	g			h	hi	hij	no	o				
No, none of these	21	12	9	1	7	5	3	5	14	-	-	-	1	3	2	15	21	**
	1%	1%	1%	*%	1%	1%	1%	2%	3%	-%	-%	-%	*%	*%	*%	2%	1%	**
									ijk							lm		

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 74

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG1. Do you receive any of these services as part of an overall deal or package from the same supplier? (SINGLE CODE)

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Yes	1374	650	724	159	648	433	88	46	110	163	165	493	417	470	233	254	1274	**
	46%	45%	46%	34%	57%	49%	30%	19%	25%	44%	44%	65%	55%	53%	42%	31%	45%	**
				g	cefg	cfg	g			h	h	hij	no	no	o			
No	1558	758	801	266	474	426	198	194	334	203	205	239	313	394	309	540	1454	**
	52%	52%	51%	57%	42%	48%	69%	80%	75%	55%	55%	32%	41%	44%	56%	66%	52%	**
				de	d	d	cde	cdef	ijk	k	k				lm	lmn		
Don't know	87	39	48	40	20	21	3	3	4	3	2	25	27	28	9	23	80	**
	3%	3%	3%	9%	2%	2%	1%	1%	1%	1%	%	3%	4%	3%	2%	3%	3%	**
				defg								j						

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 75

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QG2. Is this ONE deal or package, or more than one? (SINGLE CODE)

Base : Those with a bundle of services, who receive any of these services as part of an overall deal or package

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	684	327	357	85	297	219	52	31	63	87	80	224	197	232	122	133	636	44
Total	1374	650	724	159	648	433	88	46	110	163	165	493	417	470	233	254	1274	92
One deal or package	1329	632	696	**	620	423	**	**	**	**	**	469	397	451	229	252	1229	**
	97%	97%	96%	**	96%	98%	**	**	**	**	**	95%	95%	96%	98%	99%	96%	**
Two packages from one supplier	25	6	18	**	15	8	**	**	**	**	**	14	15	10	-	-	25	**
	2%	1%	3%	**	2%	2%	**	**	**	**	**	3%	4%	2%	-%	-%	2%	**
													no					
Two packages from different suppliers	12	10	2	**	9	3	**	**	**	**	**	5	2	5	2	3	12	**
	1%	1%	*%	**	1%	1%	**	**	**	**	**	1%	1%	1%	1%	1%	1%	**
Don't know	9	2	7	**	4	-	**	**	**	**	**	6	3	4	2	-	9	**
	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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 76

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QG3a. SHOWCARD Thinking about the first deal or package you have with the same supplier - Please could you tell me which services are part of this deal or package you have with the same supplier? (MULTICODE)

Base : Those with at least one deal or package with the same supplier

	GENDER			AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN	
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%	a	b		~c	d	e	~f	~g	~h	~i	~j	k	l	m	n	o	p	~q
Unweighted total	679	326	353	83	295	219	51	31	63	87	79	221	195	230	121	133	631	44
Total	1365	648	717	155	644	433	86	46	110	163	163	487	414	466	231	254	1265	92
Landline phone	1169	549	620	**	540	392	**	**	**	**	**	418	371	389	190	219	1088	**
	86%	85%	86%	**	84%	90%	**	**	**	**	**	86%	90%	84%	82%	86%	86%	**
					d								n					
One mobile phone	106	49	57	**	50	30	**	**	**	**	**	24	20	42	18	26	96	**
	8%	8%	8%	**	8%	7%	**	**	**	**	**	5%	5%	9%	8%	10%	8%	**
More than one mobile phone	17	8	9	**	12	5	**	**	**	**	**	12	2	11	4	-	17	**
	1%	1%	1%	**	2%	1%	**	**	**	**	**	3%	*%	2%	2%	-%	1%	**
Internet - Fixed Broadband access	1168	545	623	**	558	381	**	**	**	**	**	434	369	409	193	197	1083	**
	86%	84%	87%	**	87%	88%	**	**	**	**	**	89%	89%	88%	83%	77%	86%	**
													o	o				
Internet - Mobile Broadband access	80	40	40	**	51	19	**	**	**	**	**	36	38	24	9	8	71	**
	6%	6%	6%	**	8%	4%	**	**	**	**	**	7%	9%	5%	4%	3%	6%	**
													o					
Internet - not broadband access	14	9	5	**	6	3	**	**	**	**	**	3	-	7	5	1	14	**
	1%	1%	1%	**	1%	1%	**	**	**	**	**	1%	-%	1%	2%	1%	1%	**
														l				
TV service	762	376	386	**	379	218	**	**	**	**	**	265	209	268	128	157	723	**
	56%	58%	54%	**	59%	50%	**	**	**	**	**	54%	50%	57%	55%	62%	57%	**
															l			
Don't know	5	3	2	**	2	3	**	**	**	**	**	-	-	2	-	3	3	**
	*%	*%	*%	**	*%	1%	**	**	**	**	**	-%	-%	1%	-%	1%	*%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 77

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QG3b. Do you receive a discount or special deal for subscribing to this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	679	326	353	83	295	219	51	31	63	87	79	221	195	230	121	133	631	44
Total	1365	648	717	155	644	433	86	46	110	163	163	487	414	466	231	254	1265	92
Yes	985	465	519	**	491	311	**	**	**	**	**	376	309	340	157	179	918	**
	72%	72%	72%	**	76%	72%	**	**	**	**	**	77%	75%	73%	68%	70%	73%	**
No	214	120	94	**	98	70	**	**	**	**	**	69	55	78	39	41	189	**
	16%	19%	13%	**	15%	16%	**	**	**	**	**	14%	13%	17%	17%	16%	15%	**
Don't know	167	63	104	**	55	52	**	**	**	**	**	43	49	48	36	34	158	**
	12%	10%	14%	**	9%	12%	**	**	**	**	**	9%	12%	10%	15%	13%	13%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 78

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QG3c. Do you receive one bill for this bundle of services, or more than one bill? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	679	326	353	83	295	219	51	31	63	87	79	221	195	230	121	133	631	44
Total	1365	648	717	155	644	433	86	46	110	163	163	487	414	466	231	254	1265	92
One bill	1258	600	659	**	609	401	**	**	**	**	**	453	366	437	222	233	1172	**
	92%	92%	92%	**	95%	92%	**	**	**	**	**	93%	88%	94%	96%	92%	93%	**
More than one bill	40	19	21	**	19	11	**	**	**	**	**	18	20	10	3	6	34	**
	3%	3%	3%	**	3%	3%	**	**	**	**	**	4%	5%	2%	1%	3%	3%	**
Don't know	67	29	37	**	16	21	**	**	**	**	**	17	27	18	7	15	59	**
	5%	5%	5%	**	2%	5%	**	**	**	**	**	3%	7%	4%	3%	6%	5%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 79

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QG3d. Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	GENDER			AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN	
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	679	326	353	83	295	219	51	31	63	87	79	221	195	230	121	133	631	44
Total	1365	648	717	155	644	433	86	46	110	163	163	487	414	466	231	254	1265	92
Virgin Media (NTL/ Telewest)	438 32%	220 34%	218 30%	** **	201 31%	134 31%	** **	** **	** **	** **	** **	140 29%	113 27%	132 28%	85 37%	108 43% lm	422 33%	**
Sky	376 28%	172 27%	203 28%	** **	211 33% e	101 23%	** **	** **	** **	** **	** **	151 31%	118 28%	146 31%	55 24%	57 22%	352 28%	**
BT	242 18%	109 17%	133 19%	** **	99 15%	83 19%	** **	** **	** **	** **	** **	96 20%	93 23%	72 15%	33 14%	44 17%	220 17%	**
Talk Talk/ Carphone Warehouse	157 12%	64 10%	93 13%	** **	66 10%	76 18% d	** **	** **	** **	** **	** **	51 11%	42 10%	62 13%	31 14%	21 8%	134 11%	**
Tiscali/ Homechoice	39 3%	26 4%	13 2%	** **	14 2%	13 3%	** **	** **	** **	** **	** **	16 3%	19 5% n	9 2%	2 1%	9 4%	38 3%	**
Orange	31 2%	13 2%	18 3%	** **	19 3%	4 1%	** **	** **	** **	** **	** **	10 2%	5 1%	12 3%	11 5% l	3 1%	28 2%	**
Pipex	7 *%	7 1%	- -%	** **	- -%	5 1%	** **	** **	** **	** **	** **	4 1%	4 1%	1 *%	1 *%	- -%	7 1%	**
Vodafone	5 *%	2 *%	3 *%	** **	3 1%	- -%	** **	** **	** **	** **	** **	3 1%	- -%	3 1%	2 1%	- -%	5 *%	**
Smallworld	3 *%	- -%	3 *%	** **	- -%	3 1%	** **	** **	** **	** **	** **	- -%	- -%	3 1%	- -%	- -%	3 *%	**
Toucan	3 *%	3 *%	- -%	** **	3 *%	- -%	** **	** **	** **	** **	** **	- -%	- -%	3 1%	- -%	- -%	3 *%	**
Tesco	2 *%	- -%	2 *%	** **	- -%	2 1%	** **	** **	** **	** **	** **	2 *%	2 1%	- -%	- -%	- -%	2 *%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 79

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QG3d. Which supplier do you use for this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	679	326	353	83	295	219	51	31	63	87	79	221	195	230	121	133	631	44
Total	1365	648	717	155	644	433	86	46	110	163	163	487	414	466	231	254	1265	92
AOL	2	2	-	**	-	-	**	**	**	**	**	2	-	-	2	-	2	**
	%	%	-%	**	-%	-%	**	**	**	**	**	%	-%	-%	1%	-%	%	**
Plusnet	1	1	-	**	-	1	**	**	**	**	**	-	-	1	-	-	1	**
	%	%	-%	**	-%	%	**	**	**	**	**	-%	-%	%	-%	-%	%	**
Other	43	21	22	**	20	6	**	**	**	**	**	9	13	18	5	7	38	**
	3%	3%	3%	**	3%	1%	**	**	**	**	**	2%	3%	4%	2%	3%	3%	**
Don't know	17	8	9	**	8	5	**	**	**	**	**	2	4	4	5	4	11	**
	1%	1%	1%	**	1%	1%	**	**	**	**	**	%	1%	1%	2%	2%	1%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 80

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QG3e. How much is your average MONTHLY bill for this package of services? (SINGLE CODE)

Base : Those with at least one deal or package with the same supplier

	Total	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN	
		MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	679	326	353	83	295	219	51	31	63	87	79	221	195	230	121	133	631	44
Total	1365	648	717	155	644	433	86	46	110	163	163	487	414	466	231	254	1265	92
Up to £19	(15.0)	120 9%	73 11% b	47 7% **	** 66 10%	36 8% d	** **	** **	** **	** **	** **	38 8%	37 9%	47 10%	15 6%	22 9%	109 9%	**
£20 - £29	(25.0)	265 19%	131 20%	133 19% **	** 109 17%	106 24% d	** **	** **	** **	** **	** **	101 21%	89 21%	81 17%	54 23%	41 16%	235 19%	**
£30 - £39	(35.0)	257 19%	119 18%	138 19% **	** 124 19%	92 21%	** **	** **	** **	** **	** **	81 17%	72 17%	86 18%	42 18%	58 23%	241 19%	**
£40 - £49	(45.0)	202 15%	94 14%	108 15% **	** 121 19%	55 13%	** **	** **	** **	** **	** **	85 17%	54 13%	64 14%	45 19%	39 15%	195 15%	**
£50 or more	(55.0)	270 20%	141 22%	129 18% **	** 135 21%	86 20%	** **	** **	** **	** **	** **	106 22%	86 21%	101 22% n	26 11% n	55 22% n	255 20%	**
Don't know		252 18%	91 14%	161 22% a	** 90 14%	59 14%	** **	** **	** **	** **	** **	76 16%	76 18%	87 19%	50 22%	39 15%	231 18%	**
Mean score		37.1	36.8	37.5 **	** 37.7	36.3 **	** **	** **	** **	** **	** **	37.9	36.9	37.5	35.8	38.0	37.4	**
Standard deviation		13.33	13.82	12.81 **	** 13.40	13.12 **	** **	** **	** **	** **	** **	13.29	13.62	13.75	12.05	13.12	13.28	**
Standard error		.57	.83	.77 **	** .84	.95 **	** **	** **	** **	** **	** **	.97	1.08	1.01	1.24	1.23	.58	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 81

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Yes	1878	916	961	296	756	571	163	92	200	195	224	579	558	610	308	402	1735	**
	62%	63%	61%	64%	66%	65%	56%	38%	45%	53%	60%	76%	74%	68%	56%	49%	62%	**
				g	fg	fg	g				h	hij	no	no				
No	1102	508	594	160	380	297	124	141	245	167	140	175	192	272	233	402	1035	**
	36%	35%	38%	34%	33%	34%	43%	58%	55%	45%	38%	23%	25%	31%	42%	49%	37%	**
				de	def	def	def	def	ijk	k	k			lm	lm			
Don't know	40	22	18	10	6	12	2	11	3	6	8	3	7	9	10	14	38	**
	1%	2%	1%	2%	1%	1%	1%	4%	1%	2%	2%	1%	1%	1%	2%	2%	1%	**
				d				def				*						

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 82

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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. SHOWCARD During an average week, on how many days do you listen to the radio (including listening at home, in the car, at work, via mobile phone, personal stereo)? (SINGLE CODE)

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	-q
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
7 days a week	1545	783	762	178	567	506	162	131	201	154	182	459	452	471	270	351	1466	**
	51%	54%	48%	38%	50%	58%	56%	54%	45%	42%	49%	61%	60%	53%	49%	43%	52%	**
		b		c	cd	c	c					hij	mno	o				
6 days a week	69	31	38	2	30	24	4	10	6	9	20	20	19	23	15	13	64	**
	2%	2%	2%	*%	3%	3%	1%	4%	1%	2%	5%	3%	2%	3%	3%	2%	2%	**
				c	c	c	c	c			h							
5 days a week	210	101	110	36	108	48	13	6	12	38	19	70	53	61	58	39	197	**
	7%	7%	7%	8%	9%	5%	4%	3%	3%	10%	5%	9%	7%	7%	10%	5%	7%	**
				g	efg					h		h			o			
3 or 4 days a week	222	113	109	52	84	48	21	16	33	22	26	56	52	81	35	55	204	**
	7%	8%	7%	11%	7%	5%	7%	7%	7%	6%	7%	7%	7%	9%	6%	7%	7%	**
				e														
1 or 2 days a week	278	114	164	74	95	71	19	19	41	42	39	43	63	75	64	76	257	**
	9%	8%	10%	16%	8%	8%	6%	8%	9%	11%	11%	6%	8%	8%	12%	9%	9%	**
				defg						k	k							
Less often	159	70	89	23	72	37	16	11	26	16	22	49	49	49	17	44	138	**
	5%	5%	6%	5%	6%	4%	6%	5%	6%	4%	6%	6%	6%	6%	3%	5%	5%	**
													n					
Never/ do not listen to the radio	527	231	295	98	184	146	51	47	126	85	63	59	66	132	92	234	475	**
	17%	16%	19%	21%	16%	17%	18%	19%	28%	23%	17%	8%	9%	15%	17%	29%	17%	**
									jk	k	k			l	l	lmn		
Don't know	9	3	6	2	2	-	3	3	2	4	-	2	4	-	1	4	7	**
	*%	*%	*%	*%	*%	-%	1%	1%	*%	1%	-%	*%	*%	-%	*%	1%	*%	**
							e	e										

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 83

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1285	631	654	185	452	380	145	123	189	152	153	322	336	388	239	322	1209	73
Total	2484	1212	1271	365	956	735	234	194	320	280	309	697	687	760	458	579	2325	153
Every day	714 29%	376 31%	338 27%	68 18%	281 29%	235 32%	67 29%	64 33%	92 29%	73 26%	75 24%	200 29%	208 30%	205 27%	135 29%	166 29%	672 29%	**
At least weekly	390 16%	188 15%	203 16%	74 20%	137 14%	96 13%	46 20%	37 19%	50 16%	50 18%	43 14%	94 14%	101 15%	119 16%	79 17%	91 16%	362 16%	**
At least monthly	148 6%	72 6%	76 6%	32 9%	44 5%	46 6%	17 7%	8 4%	16 5%	25 9%	26 8%	46 7%	53 8%	44 6%	21 4%	31 5%	133 6%	**
Have tried it once	38 2%	21 2%	17 1%	11 3%	9 1%	17 2%	- -%	1 1%	1 *%	3 1%	2 1%	9 1%	8 1%	20 3%	7 1%	3 1%	36 2%	**
Never	848 34%	382 32%	466 37%	135 37%	341 36%	244 33%	79 34%	49 25%	122 38%	85 30%	121 39%	271 39%	231 34%	270 36%	155 34%	191 33%	799 34%	**
Do not have access to device	346 14%	174 14%	172 13%	45 12%	146 15%	97 13%	25 10%	34 18%	39 12%	43 15%	42 13%	76 11%	85 12%	101 13%	62 14%	97 17%	324 14%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 84

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	-q	
Unweighted total	1285	631	654	185	452	380	145	123	189	152	153	322	336	388	239	322	1209	73
Total	2484	1212	1271	365	956	735	234	194	320	280	309	697	687	760	458	579	2325	153
Every day	1362	675	687	142	537	445	128	108	168	139	155	436	386	426	265	285	1309	**
	55%	56%	54%	39%	56%	61%	55%	56%	53%	50%	50%	63%	56%	56%	58%	49%	56%	**
				c	c	c	c					hij			o			
At least weekly	636	297	339	134	250	152	61	39	72	86	90	163	180	197	120	139	587	**
	26%	24%	27%	37%	26%	21%	26%	20%	22%	31%	29%	23%	26%	26%	26%	24%	25%	**
				defg														
At least monthly	143	69	74	25	51	39	22	6	12	23	23	44	44	41	24	35	126	**
	6%	6%	6%	7%	5%	5%	10%	3%	4%	8%	7%	6%	6%	5%	5%	6%	5%	**
							g											
Have tried it once	16	8	8	2	4	7	-	3	-	-	4	2	4	7	-	5	14	**
	1%	1%	1%	1%	*%	1%	-%	2%	-%	-%	1%	*%	1%	1%	-%	1%	1%	**
Never	252	131	121	52	90	74	16	20	57	22	31	44	50	71	44	88	224	**
	10%	11%	9%	14%	9%	10%	7%	11%	18%	8%	10%	6%	7%	9%	10%	15%	10%	**
				f					ijk						lmn			
Do not have access to device	75	32	42	9	25	17	7	17	12	10	6	8	24	18	6	27	64	**
	3%	3%	3%	3%	3%	2%	3%	9%	4%	3%	2%	1%	3%	2%	1%	5%	3%	**
								cdef								n		

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 85

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1285	631	654	185	452	380	145	123	189	152	153	322	336	388	239	322	1209	73
Total	2484	1212	1271	365	956	735	234	194	320	280	309	697	687	760	458	579	2325	153
Every day	43 2%	27 2%	16 1%	17 5% defg	16 2%	11 1%	- -%	- -%	7 2%	- -%	5 2%	14 2%	11 2%	16 2%	7 1%	10 2%	36 2%	**
At least weekly	110 4%	70 6%	40 3%	44 12% defg	56 6% efg	8 1%	- -%	2 1%	27 9% ijk	8 3%	8 3%	29 4%	19 3%	31 4%	26 6%	34 6%	101 4%	**
At least monthly	61 2%	33 3%	28 2%	20 5% efg	31 3% g	9 1%	1 1%	- -%	5 2%	6 2%	3 1%	31 4% j	21 3%	20 3%	14 3%	6 1%	49 2%	**
Have tried it once	91 4%	47 4%	44 3%	29 8% efg	45 5% fg	17 2%	- -%	- -%	7 2%	9 3%	20 6% k	17 2%	26 4%	40 5% n	5 1%	20 3%	76 3%	**
Never	1733 70%	820 68%	914 72%	232 64%	685 72% cg	544 74% cg	164 70% g	108 56%	197 62%	199 71%	236 77% h	535 77% h	506 74% o	536 71%	321 70%	370 64%	1633 70%	**
Do not have access to device	445 18%	215 18%	230 18%	24 6% c	124 13% c	146 20% cd	69 29% cde	83 43% cdef	76 24% jk	58 21% jk	37 12%	69 10%	105 15%	117 15%	85 19%	139 24% lm	429 18%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 86

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER			AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN	
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
Significance Level: 95%	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	-q	
Unweighted total	1285	631	654	185	452	380	145	123	189	152	153	322	336	388	239	322	1209	73
Total	2484	1212	1271	365	956	735	234	194	320	280	309	697	687	760	458	579	2325	153
Every day	138	67	71	26	44	47	12	8	23	18	14	26	33	28	29	48	132	**
	6%	6%	6%	7%	5%	6%	5%	4%	7%	6%	5%	4%	5%	4%	6%	8%	6%	**
															m			
At least weekly	315	151	165	56	149	97	9	5	25	42	49	103	87	94	60	74	286	**
	13%	12%	13%	15%	16%	13%	4%	2%	8%	15%	16%	15%	13%	12%	13%	13%	12%	**
				fg	fg	fg				h	h	h						
At least monthly	281	166	116	46	119	90	18	9	29	22	32	108	107	82	32	61	259	**
	11%	14%	9%	12%	12%	12%	8%	4%	9%	8%	10%	16%	16%	11%	7%	11%	11%	**
		b		g	g	g						hi	n					
Have tried it once	164	96	69	14	79	43	15	13	13	16	21	73	61	67	19	17	150	**
	7%	8%	5%	4%	8%	6%	6%	7%	4%	6%	7%	10%	9%	9%	4%	3%	6%	**
					c							h	no	no				
Never	1305	595	710	196	486	377	145	101	166	150	175	360	344	424	264	273	1238	**
	53%	49%	56%	54%	51%	51%	62%	52%	52%	53%	57%	52%	50%	56%	58%	47%	53%	**
		a					de							o	o			
Do not have access to device	279	138	141	27	78	80	35	59	65	33	18	26	56	65	54	105	260	**
	11%	11%	11%	7%	8%	11%	15%	30%	20%	12%	6%	4%	8%	8%	12%	18%	11%	**
							cd	cdef	ijk	k						lmn		

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 87

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE	FEMALE	15-24	25-44	45-64	65-74	75+	UNDER £11.5K	£11.5K- £17.5K	£17.5K- £29.9K	£30K+	AB	C1	C2	DE	WHITE	EMG
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	-q	
Significance Level: 95%																		
Unweighted total	1285	631	654	185	452	380	145	123	189	152	153	322	336	388	239	322	1209	73
Total	2484	1212	1271	365	956	735	234	194	320	280	309	697	687	760	458	579	2325	153
Every day	40	26	14	9	16	12	2	-	8	3	8	11	18	15	2	4	32	**
	2%	2%	1%	2%	2%	2%	1%	-%	2%	1%	3%	2%	3%	2%	1%	1%	1%	**
At least weekly	127	73	54	20	71	36	-	-	11	13	7	45	35	59	12	21	121	**
	5%	6%	4%	6%	7%	5%	-%	-%	3%	4%	2%	6%	5%	8%	3%	4%	5%	**
				fg	fg	fg								no				
At least monthly	169	101	68	23	79	54	10	3	11	13	8	76	66	70	17	16	159	**
	7%	8%	5%	6%	8%	7%	4%	1%	3%	5%	3%	11%	10%	9%	4%	3%	7%	**
		b		g	g	g						hij	no	no				
Have tried it once	82	51	31	24	38	12	5	4	3	3	14	34	38	23	9	12	78	**
	3%	4%	2%	6%	4%	2%	2%	2%	1%	1%	5%	5%	6%	3%	2%	2%	3%	**
				ef	e							h	hi	no				
Never	1624	742	882	263	654	479	135	93	174	161	224	507	464	505	333	322	1516	**
	65%	61%	69%	72%	68%	65%	58%	48%	54%	57%	73%	73%	67%	67%	73%	56%	65%	**
			a	fg	fg	g						hi	hi	o	o	o		
Do not have access to device	441	219	222	26	98	142	82	94	113	88	46	23	66	87	86	203	420	**
	18%	18%	17%	7%	10%	19%	35%	48%	35%	31%	15%	3%	10%	11%	19%	35%	18%	**
						cd	cde	cdef	jk	jk	k				lm	lmn		

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 88

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1285	631	654	185	452	380	145	123	189	152	153	322	336	388	239	322	1209	73
Total	2484	1212	1271	365	956	735	234	194	320	280	309	697	687	760	458	579	2325	153
Every day	394 16%	202 17%	192 15%	47 13%	128 13%	154 21% cdg	42 18%	23 12%	31 10%	32 11%	43 14%	151 22% hij	154 22% mno	117 15% o	63 14%	60 10%	382 16%	**
At least weekly	213 9%	120 10%	93 7%	32 9%	84 9%	69 9%	18 8%	9 5%	9 3%	14 5%	26 8%	77 11% h	71 10% hi	93 12% no	26 6%	23 4%	194 8%	**
At least monthly	67 3%	43 4%	24 2%	11 3%	24 3%	18 3%	9 4%	4 2%	10 3%	2 1%	3 1%	28 4% mn	34 5% mn	13 2%	6 1%	14 2%	62 3%	**
Have tried it once	21 1%	11 1%	10 1%	7 2%	6 1%	5 1%	3 1%	- -%	3 1%	6 2%	- -%	4 1%	3 *%	6 1%	5 1%	8 1%	19 1%	**
Never	762 31%	348 29%	413 33%	125 34%	297 31%	208 28%	77 33%	55 28%	104 32%	82 29%	110 36%	223 32%	205 30%	241 32%	163 36% o	152 26%	710 31%	**
Do not have access to device	1027 41%	488 40%	539 42%	142 39%	417 44%	280 38%	84 36%	103 53% cef	163 51% k	144 51% k	126 41% k	214 31%	221 32%	288 38%	195 43% l	323 56% lmn	959 41%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 89

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

Q12. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Yes landline	212	98	114	10	87	82	15	17	23	29	28	64	58	68	38	48	199	**
	7%	7%	7%	2%	8%	9%	5%	7%	5%	8%	8%	8%	8%	8%	7%	6%	7%	**
Yes mobile	145	54	91	42	76	20	8	-	28	8	16	52	43	43	26	33	125	**
	5%	4%	6%	9%	7%	2%	3%	-%	6%	2%	4%	7%	6%	5%	5%	4%	4%	**
Yes Internet - fixed broadband/ narrowband	261	122	140	34	110	97	16	5	20	20	45	85	88	91	38	44	242	**
	9%	8%	9%	7%	10%	11%	6%	2%	5%	5%	12%	11%	12%	10%	7%	5%	9%	**
Yes Internet - mobile broadband	16	10	6	3	7	7	-	-	3	-	-	9	5	6	3	3	13	**
	1%	1%	*%	1%	1%	1%	-%	-%	1%	-%	-%	1%	1%	1%	1%	*%	*%	**
No none of these	2484	1208	1277	395	910	708	250	222	379	319	302	582	607	714	461	699	2316	**
	82%	83%	81%	85%	80%	80%	86%	91%	85%	86%	81%	77%	80%	80%	84%	86%	82%	**
							d	de	k	k						lm		

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 90

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

Q13. 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

	Total	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN	
		MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	115	54	61	6	43	46	9	11	15	16	15	30	28	37	21	29	108	7
Total	212	98	114	10	87	82	15	17	23	29	28	64	58	68	38	48	199	13
Disruption of service	78 37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	71 36%	**
Poor quality of service	50 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	45 23%	**
Overcharged	44 21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	42 21%	**
Bill incorrect	43 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	43 22%	**
Staff attitude/ problems with staff	23 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	23 11%	**
Service not as promised/ advertised	19 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	18 9%	**
Charges not made clear/ unexpected charges	14 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	13 6%	**
Nuisance/unwanted calls	9 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	9 5%	**
Bill not received	7 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7 4%	**
Delays getting a matter resolved	6 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	6 3%	**
Issues when transferring account/ service after moving house	3 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3 2%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 90

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

Q13. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	115	54	61	6	43	46	9	11	15	16	15	30	28	37	21	29	108	7
Total	212	98	114	10	87	82	15	17	23	29	28	64	58	68	38	48	199	13
Terms of contract were unfair	3 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	3 2%	**
Inappropriate content	2 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2 1%	**
Hardware problem/ handset not working	2 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	2 1%	**
Other	9 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7 4%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 91

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

Q14. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	115	54	61	6	43	46	9	11	15	16	15	30	28	37	21	29	108	7
Total	212	98	114	10	87	82	15	17	23	29	28	64	58	68	38	48	199	13
Yes	182	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	171	**
	86%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	86%	**
No	29	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	14%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 92

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

Q16. 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

	GENDER			AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN	
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE ~p	EMG ~q
Significance Level: 95%																		
Unweighted total	69	28	41	19	35	10	5	-	16	4	7	22	18	21	12	18	60	9
Total	145	54	91	42	76	20	8	-	28	8	16	52	43	43	26	33	125	20
Poor quality of service	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Overcharged	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Disruption of service	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Bill incorrect/ problems with billing	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Charges not made clear/ unexpected charges	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Poor coverage	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Service not as promised/ advertised	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Problems with phone / phone freezes/ faulty handset	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Staff attitude/ problems with staff	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Terms of contract were unfair	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 92

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

Q16. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE ~p	EMG ~q
Significance Level: 95%																		
Unweighted total	69	28	41	19	35	10	5	-	16	4	7	22	18	21	12	18	60	9
Total	145	54	91	42	76	20	8	-	28	8	16	52	43	43	26	33	125	20
Speed of internet connection	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Bill not received	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 93

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

Q17. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE ~p	EMG ~q
Significance Level: 95%																		
Unweighted total	69	28	41	19	35	10	5	-	16	4	7	22	18	21	12	18	60	9
Total	145	54	91	42	76	20	8	-	28	8	16	52	43	43	26	33	125	20
Yes	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	-%	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 94

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

Q18. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE ~p	EMG ~q
Significance Level: 95%																		
Unweighted total	12	5	7	1	10	-	1	-	1	-	1	7	6	3	2	1	10	2
Total	27	10	18	3	23	-	2	-	2	-	2	17	15	6	6	2	23	4
Not worth the hassle	**	**	**	**	**	-	**	-	**	-	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	**	**	**	**
Didn't have time	**	**	**	**	**	-	**	-	**	-	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	**	**	**	**
The problem was sorted out	**	**	**	**	**	-	**	-	**	-	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	**	**	**	**
They wouldn't do anything anyway	**	**	**	**	**	-	**	-	**	-	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	**	**	**	**
Other	**	**	**	**	**	-	**	-	**	-	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	-	**	-	**	-	**	**	**	**	**	**	**	**
	**	**	**	**	**	-%	**	-%	**	-%	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 95

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

Q19. 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

	Total	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN	
		MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	130	63	67	15	50	52	10	3	13	11	21	38	42	43	20	25	122	8
Total	261	122	140	34	110	97	16	5	20	20	45	85	88	91	38	44	242	20
Disruption of service	151 58%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	136 56%	**
Poor quality of service	72 27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	64 27%	**
Speed of internet connection	42 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	40 16%	**
Service not as promised/ advertised	28 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	28 12%	**
Overcharged	24 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	24 10%	**
Poor coverage	20 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	12 5%	**
Bill incorrect	15 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	15 6%	**
Staff attitude/ problems with staff	15 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	15 6%	**
Problems transferring account/service after moving house	8 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	8 3%	**
Delay getting a matter resolved	7 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7 3%	**
Problems with modem/ router/ faulty hardware	7 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	7 3%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 95

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

Q19. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	130	63	67	15	50	52	10	3	13	11	21	38	42	43	20	25	122	8
Total	261	122	140	34	110	97	16	5	20	20	45	85	88	91	38	44	242	20
Charges not made clear/ unexpected charges	5 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5 2%	**
Terms of contract were unfair	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	1 1%	**
Other	5 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	5 2%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 96

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

Q110. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	130	63	67	15	50	52	10	3	13	11	21	38	42	43	20	25	122	8
Total	261	122	140	34	110	97	16	5	20	20	45	85	88	91	38	44	242	20
Yes	226	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	208	**
	86%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	86%	**
No	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	34	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	14%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 97

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QICON. Would you be happy for Ofcom to contact you if they have any further questions relating to the issue you had reason to complain about?

Base : Those with a reason to complain about their landline, mobile or internet service

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 ~c	25-44 d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE p	EMG ~q
Significance Level: 95%																		
Unweighted total	275	128	147	33	110	94	24	14	43	28	34	79	70	89	48	68	255	20
Total	535	239	296	70	232	172	39	22	69	51	70	175	149	177	90	118	492	43
Yes	176 33%	84 35%	91 31%	** **	82 35%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	146 30%	** **
No	359 67%	155 65%	205 69%	** **	150 65%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	346 70%	** **

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 98

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Married/ living as married	1763	881	882	84	795	625	167	92	127	196	246	625	541	503	360	359	1660	**
	58%	61%	56%	18%	70%	71%	58%	38%	28%	53%	66%	83%	72%	56%	65%	44%	59%	**
					cfg	cfg	cg	c		h	hi	hij	mo	o	mo			
Single	785	400	385	379	265	102	23	17	155	80	81	111	139	258	131	255	696	**
	26%	28%	24%	81%	23%	12%	8%	7%	35%	22%	22%	15%	18%	29%	24%	31%	25%	**
				defg	efg				ijk	k	k			l		ln		
Widowed, divorced or separated	466	164	302	2	80	152	98	135	166	93	44	21	75	129	61	201	449	**
	15%	11%	19%	*%	7%	17%	34%	55%	37%	25%	12%	3%	10%	14%	11%	25%	16%	**
			a		c	cd	cde	cdef	ijk	jk	k			l		lmn		
Refused	6	2	4	-	2	2	2	-	-	-	-	-	2	2	-	2	3	**
	*%	*%	*%	-%	*%	*%	1%	-%	-%	-%	-%	-%	*%	*%	-%	*%	*%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 99

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

Q22. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
WHITE																		
British	1897 63%	871 60%	1026 65%	292 63%	672 59%	595 68%	183 64%	155 63%	250 56%	250 68%	234 63%	490 65%	506 67%	565 63%	336 61%	488 60%	1897 68%	**
English	417 14%	228 16%	189 12%	53 11%	133 12%	143 16%	46 16%	42 17%	77 17%	52 14%	46 12%	98 13%	71 9%	127 14%	97 18%	123 15%	417 15%	**
Scottish	209 7%	98 7%	111 7%	34 7%	69 6%	60 7%	25 9%	21 9%	34 8%	27 7%	16 4%	35 5%	29 4%	59 7%	45 8%	76 9%	209 7%	**
Welsh	86 3%	52 4%	35 2%	10 2%	46 4%	12 1%	12 4%	7 3%	18 4%	6 2%	9 2%	14 2%	23 3%	20 2%	21 4%	22 3%	86 3%	**
Irish	86 3%	52 4%	34 2%	12 3%	37 3%	16 2%	10 4%	10 4%	25 6%	10 3%	15 4%	20 3%	10 1%	21 2%	30 5%	25 3%	86 3%	**
Any other white background	113 4%	39 3%	74 5%	15 3%	70 6%	19 2%	6 2%	3 1%	21 5%	6 2%	14 4%	43 6%	43 6%	31 3%	12 2%	28 3%	113 4%	**
MIXED																		
White and Black Caribbean	14 *%	8 1%	6 *%	2 *%	5 *%	7 1%	- -%	- -%	- -%	4 1%	3 1%	1 *%	- -%	7 1%	- -%	7 1%	- -%	**
White and Black African	5 *%	3 *%	2 *%	2 *%	4 *%	- -%	- -%	- -%	- -%	- -%	1 *%	4 1%	4 1%	1 *%	- -%	- -%	- -%	**
White and Asian	7 *%	5 *%	2 *%	- -%	4 *%	3 *%	- -%	- -%	3 1%	- -%	- -%	2 *%	- -%	4 *%	- -%	3 *%	- -%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 99

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

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

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Any other mixed background	5	5	-	-	5	-	-	-	-	-	3	3	3	-	-	3	-	**
	*%	*%	-%	-%	*%	-%	-%	-%	-%	-%	1%	*%	*%	-%	-%	*%	-%	**
ASIAN AND BRITISH ASIAN																		
Indian	41	15	26	10	26	3	2	-	4	-	7	16	22	14	-	5	-	**
	1%	1%	2%	2%	2%	*%	1%	-%	1%	-%	2%	2%	3%	2%	-%	1%	-%	**
				e	e							i	no	n				
Pakistani	29	14	15	6	17	6	-	-	3	-	5	8	5	13	-	10	-	**
	1%	1%	1%	1%	1%	1%	-%	-%	1%	-%	1%	1%	1%	1%	-%	1%	-%	**
														n				
Bangladeshi	11	8	3	6	5	-	-	-	2	5	5	-	3	1	-	7	-	**
	*%	1%	*%	1%	*%	-%	-%	-%	*%	1%	1%	-%	*%	*%	-%	1%	-%	**
				e						k	k							
Any other Asian background	4	4	-	1	2	-	-	-	1	-	-	2	2	1	-	-	-	**
	*%	*%	-%	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%	*%	-%	-%	-%	**
BLACK AND BLACK BRITISH																		
Caribbean	29	12	18	7	15	4	1	2	7	1	8	-	1	8	8	13	-	**
	1%	1%	1%	2%	1%	*%	1%	1%	2%	*%	2%	-%	*%	1%	1%	2%	-%	**
									k		k					l		
African	41	27	14	9	23	4	3	3	-	1	6	15	26	11	1	3	-	**
	1%	2%	1%	2%	2%	*%	1%	1%	-%	*%	2%	2%	3%	1%	*%	*%	-%	**
					e						h	h	mno					
MIDDLE EAST AND ARABIC ORIGIN																		
Middle Eastern, including Arabic origin	2	2	-	-	-	-	-	2	-	-	-	-	2	-	-	-	-	**
	*%	*%	-%	-%	-%	-%	-%	1%	-%	-%	-%	-%	*%	-%	-%	-%	-%	**
Iranian	2	-	2	2	-	-	-	-	-	-	-	2	2	-	-	-	-	**
	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 99

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

Q22. SHOWCARD Which of the groups on this card do you consider you belong to? (SINGLE CODE)

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
CHINESE OR OTHER ETHNIC GROUP																		
Chinese	11	2	9	2	3	7	-	-	2	3	-	3	5	2	3	2	-	**
	*%	*%	1%	*%	*%	1%	-%	-%	*%	1%	-%	*%	1%	*%	*%	*%	-%	**
Any other background	3	-	3	-	-	3	-	-	-	3	-	-	-	-	-	3	-	**
	*%	-%	*%	-%	-%	*%	-%	-%	-%	1%	-%	-%	-%	-%	-%	*%	-%	**
Refused	8	4	4	2	7	-	-	-	-	-	-	-	-	7	-	2	-	**
	*%	*%	*%	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	1%	-%	*%	-%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 100

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QZ3A (QZ5A). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTICODE)

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Cannot walk far or manage stairs or can only do so with difficulty	138 5%	62 4%	76 5%	3 1%	11 1%	44 5%	21 7%	59 24%	49 11%	29 8%	8 2%	10 1%	19 2%	27 3%	18 3%	75 9%	137 5%	**
Poor hearing, partial hearing or deafness	125 4%	80 6%	45 3%	- -%	4 *%	33 4%	33 11%	56 23%	38 8%	23 6%	10 3%	12 2%	34 5%	20 2%	21 4%	50 6%	125 4%	**
Poor vision, partial sight or blindness	78 3%	31 2%	47 3%	6 1%	12 1%	31 4%	8 3%	21 8%	18 4%	9 2%	6 2%	15 2%	25 3%	11 1%	18 3%	23 3%	75 3%	**
Breathlessness or chest pains	75 2%	38 3%	37 2%	2 *%	6 1%	25 3%	13 5%	29 12%	13 3%	15 4%	10 3%	7 1%	14 2%	14 2%	17 3%	30 4%	75 3%	**
Mental health problems or difficulties	45 1%	21 1%	24 2%	3 1%	13 1%	20 2%	5 2%	3 1%	28 6%	3 1%	3 1%	4 *%	5 1%	5 1%	1 *%	33 4%	42 2%	**
Limited ability to reach	27 1%	12 1%	14 1%	1 *%	2 *%	9 1%	3 1%	12 5%	9 2%	9 2%	- -%	- -%	- -%	9 1%	4 1%	14 2%	27 1%	**
Dyslexia	26 1%	13 1%	13 1%	7 1%	16 1%	3 *%	- -%	- -%	3 1%	3 1%	1 *%	13 2%	2 *%	12 1%	8 1%	4 1%	26 1%	**
Cannot walk at all / use a wheelchair	17 1%	7 1%	9 1%	- -%	2 *%	6 1%	2 1%	7 3%	5 1%	5 1%	2 *%	- -%	2 *%	2 *%	4 1%	9 1%	17 1%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 100

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QZ3A (QZ5A). SHOWCARD Which of these, if any, limit your daily activities or the work you can do? (MULTICODE)

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Difficulty in speaking or in communicating	9 *%	4 *%	5 *%	3 1%	3 *%	1 *%	- -%	1 1%	6 1% k	1 *%	- -%	- -%	- -%	5 1%	- -%	4 1%	9 *%	**
Other illnesses or health problems which limit your daily activities or the work that you can do	154 5%	67 5%	87 6%	10 2%	39 3%	68 8% cd	19 7% c	19 8% cd	52 12% jk	23 6% k	12 3%	17 2%	18 2%	27 3%	23 4%	86 11% lmn	148 5%	**
None	2533 84%	1212 84%	1321 84%	435 93% efg	1052 92% efg	706 80% g	221 76% g	120 49%	297 66%	299 81% h	332 89% hi	700 92% hi	674 89% o	801 90% o	473 86% o	583 71%	2332 83%	**
Don't know / refused	12 *%	8 1%	5 *%	- -%	5 *%	6 1%	1 1%	- -%	1 *%	3 1%	- -%	2 *%	6 1%	2 *%	2 *%	3 *%	12 *%	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 101

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QZ3B (QZ5B). SHOWCARD Which of these, if any, limit the daily activities of anyone in your household? (MULTICODE)

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Cannot walk far or manage stairs or can only do so with difficulty	70 2%	35 2%	35 2%	7 1%	22 2%	23 3%	5 2%	14 6% cd	13 3%	20 5% k	7 2%	9 1%	9 1%	15 2%	10 2%	35 4% lm	67 2%	**
Breathlessness or chest pains	57 2%	21 1%	36 2%	11 2%	22 2%	18 2%	6 2%	- -%	16 4% k	6 2%	10 3%	7 1%	7 1%	11 1%	10 2%	30 4% lm	54 2%	**
Poor hearing, partial hearing or deafness	56 2%	26 2%	30 2%	5 1%	13 1%	15 2%	10 4% d	13 5% cde	9 2%	4 1%	5 1%	14 2%	31 4% mo	5 1%	9 2%	11 1%	55 2%	**
Mental health problems or difficulties	41 1%	15 1%	25 2%	9 2%	12 1%	18 2%	- -%	2 1%	11 3%	8 2%	6 2%	5 1%	10 1%	13 1% n	- -%	18 2% n	38 1%	**
Poor vision, partial sight or blindness	37 1%	15 1%	22 1%	9 2% d	3 *% d	17 2% d	8 3% dg	- -%	5 1%	8 2%	8 2%	8 1%	12 2%	5 1%	3 1%	17 2% m	30 1%	**
Difficulty in speaking or in communicating	26 1%	12 1%	14 1%	11 2% ef	9 1%	4 *% d	- -%	2 1%	5 1%	3 1%	7 2%	4 *% n	10 1% n	9 1%	- -%	6 1%	21 1%	**
Dyslexia	18 1%	7 *% d	12 1%	9 2% d	5 *% d	4 *% d	- -%	- -%	2 *% d	1 *% d	5 1% hik	5 1%	2 *% d	6 1%	5 1%	6 1%	18 1%	**
Cannot walk at all / use a wheelchair	16 1%	10 1%	5 *% d	- -% d	3 *% d	9 1% d	4 2% d	- -% d	- -% d	- -% d	8 2% hik	2 *% d	2 *% d	2 *% d	3 1% d	8 1% d	16 1% d	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 101

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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.

QZ3B (QZ5B). SHOWCARD Which of these, if any, limit the daily activities of anyone in your household? (MULTICODE)

Base : All respondents

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Limited ability to reach	11	10	2	1	2	4	2	2	5	1	-	2	2	-	2	7	11	**
	%	1%	%	%	%	1%	1%	1%	1%	%	-%	%	%	-%	%	1%	%	**
Other illnesses or health problems which limit your daily activities or the work that you can do	69	29	40	17	21	28	2	2	7	16	10	10	14	14	12	29	65	**
	2%	2%	3%	4%	2%	3%	1%	1%	2%	4%	3%	1%	2%	2%	2%	4%	2%	**
				f						k								
None	2694	1296	1398	411	1050	764	250	218	389	318	323	706	680	821	508	683	2501	**
	89%	90%	89%	88%	92%	87%	87%	90%	87%	86%	87%	93%	90%	92%	92%	84%	89%	**
				ef								hij	o	o	o			
Don't know / refused	23	14	9	-	6	11	6	-	7	5	-	2	6	5	2	10	23	**
	1%	1%	1%	-%	1%	1%	2%	-%	2%	1%	-%	%	1%	1%	%	1%	1%	**
							cd		k									

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 102

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ4 (QZ6). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE ~p	EMG ~q
Significance Level: 95%																		
Unweighted total	44	19	25	3	6	17	5	13	11	5	3	6	13	7	10	14	43	1
Total	78	31	47	6	12	31	8	21	18	9	6	15	25	11	18	23	75	2
Cannot see the shapes of furniture in the room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if close to his or her face	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend if he or she is at arm's length	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a newspaper headline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to read a large print book	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a room	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Cannot see well enough to recognise a friend across a road	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have difficulty seeing ordinary newspaper print	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Have no problems as long as I am wearing glasses/ contact lenses	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 102

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QZ4 (QZ6). SHOWCARD Which of these best describes your sight? (SINGLE CODE)

Base : Those with poor vision, partial sight or blindness

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE ~p	EMG ~q
Significance Level: 95%																		
Unweighted total	44	19	25	3	6	17	5	13	11	5	3	6	13	7	10	14	43	1
Total	78	31	47	6	12	31	8	21	18	9	6	15	25	11	18	23	75	2
Other	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 103

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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 (QZ7). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE ~p	EMG ~q
Significance Level: 95%																		
Unweighted total	76	49	27	-	2	18	20	36	23	14	6	6	19	13	13	31	76	-
Total	125	80	45	-	4	33	33	56	38	23	10	12	34	20	21	50	125	-
Cannot hear sounds at all	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	-%
Cannot follow a TV programme with the volume turned up	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	-%
Have difficulty hearing someone talking in a loud voice in a quiet room	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	-%
Cannot hear a doorbell, alarm clock or telephone bell	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	-%
Cannot follow a TV programme at a volume others find acceptable	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	-%
Difficulty hearing someone talking in a normal voice in a quiet room	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	-%
Difficulty following a conversation against background noise	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	-%
Have no problems as long as I am wearing my hearing aid	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	-%
Other	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	-%

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 103

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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 (QZ7). SHOWCARD Which of these best describes your hearing? (SINGLE CODE)

Base : Those with poor hearing, partial hearing or deafness

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE ~a	FEMALE ~b	15-24 ~c	25-44 ~d	45-64 ~e	65-74 ~f	75+ ~g	UNDER £11.5K ~h	£11.5K- £17.5K ~i	£17.5K- £29.9K ~j	£30K+ ~k	AB ~l	C1 ~m	C2 ~n	DE ~o	WHITE ~p	EMG ~q
Significance Level: 95%																		
Unweighted total	76	49	27	-	2	18	20	36	23	14	6	6	19	13	13	31	76	-
Total	125	80	45	-	4	33	33	56	38	23	10	12	34	20	21	50	125	-
Don't know	**	**	**	-	**	**	**	**	**	**	**	**	**	**	**	**	**	-
	**	**	**	-%	**	**	**	**	**	**	**	**	**	**	**	**	**	-%

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

OFCOM TECHNOLOGY TRACKER - QUARTER 4 2009. 1st October to 10th December 2009.

Table 104

All data have been weighted to ensure they are representative of the UK adult population. Data in the ethnic origin column break are based on a small sample size and are not weighted to be representative. 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

	GENDER		AGE GROUP					HOUSEHOLD INCOME				SOCIAL GROUP				ETHNIC ORIGIN		
	Total	MALE a	FEMALE b	15-24 c	25-44 d	45-64 e	65-74 f	75+ g	UNDER £11.5K h	£11.5K- £17.5K i	£17.5K- £29.9K j	£30K+ k	AB l	C1 m	C2 n	DE o	WHITE p	EMG -q
Significance Level: 95%																		
Unweighted total	1572	757	815	236	545	459	177	155	266	197	184	349	369	458	290	454	1469	99
Total	3020	1447	1573	465	1142	880	289	244	448	369	372	757	757	892	552	817	2808	203
Up to œ221/ Under œ11,500	448	173	275	86	110	126	57	69	448	-	-	-	5	69	45	329	426	**
	15%	12%	17%	18%	10%	14%	20%	28%	100%	-%	-%	-%	1%	8%	8%	40%	15%	**
			a	d	d	d	cde	ijk					l	l	lmn			
œ222 - œ336/ œ11,500 - œ17,499	369	172	198	32	100	120	67	51	-	369	-	-	35	112	91	131	353	**
	12%	12%	13%	7%	9%	14%	23%	21%	-%	100%	-%	-%	5%	13%	17%	16%	13%	**
					cd	cde	cde	cde		hjk				l	l	l		
œ337 - œ576/ œ17,500 - œ29,999	372	196	176	46	168	117	23	18	-	-	372	-	61	146	89	76	334	**
	12%	14%	11%	10%	15%	13%	8%	7%	-%	-%	100%	-%	8%	16%	16%	9%	12%	**
				fg	g	g					hik			lo	lo			
œ578 - œ961/ œ30,000 - œ49,999	420	212	209	41	246	120	11	3	-	-	-	420	153	156	85	27	389	**
	14%	15%	13%	9%	22%	14%	4%	1%	-%	-%	-%	56%	20%	18%	15%	3%	14%	**
				fg	cefg	fg						hij	o	o	o			
œ962 or over/ œ50,000+	337	172	164	31	182	108	11	5	-	-	-	337	217	86	30	4	312	**
	11%	12%	10%	7%	16%	12%	4%	2%	-%	-%	-%	44%	29%	10%	5%	*%	11%	**
				g	cfg	cfg						hij	mno	no	o			
DK/ Refused	1073	522	552	230	336	289	120	98	-	-	-	-	286	322	212	251	994	**
	36%	36%	35%	49%	29%	33%	42%	40%	-%	-%	-%	-%	38%	36%	38%	31%	35%	**
				de			de	d					o		o			

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